# "The ideal chemotherapeutic agent... should exhibit selective and effective antimicrobial activity, and it should be bactericidal rather than bacteriostatic."

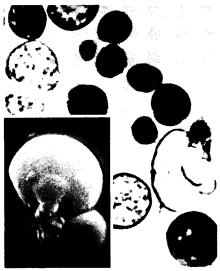
Goodman, L.S. and Gilman, A. (eds) (1975). The Pharmocological Basis of Therapeutics, 5th Ed, New York; MacMillan.

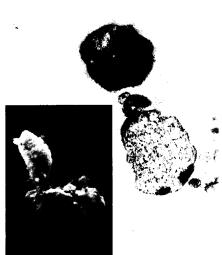
## in vivo Results

Staphylococcus aureus after 3 days treatment with Erythrocin 500. Intracellular dissolution almost total. Surface defects consistent with protein synthesis inhibition.

After 3 days therapy pneumococcus exhibits marked cellular deformity with secondary cell wall and membrane changes.

Beta-haemolytic streptococcus after 5 days treatment with Erythrocin 500. Dissolution of cellular integrity is almost total and cellular debris can be seen quite clearly.







# The Bactericidal Potency of ERYTHROCINE effective selective 500

Pictures taken from an *in vivo* co-operative study by Merle Balbirsingh *et al* (in Press)

EC 352

## Refined Carbohydrate Foods and Disease

Some Implications of Dietary Fibre edited by D. P. Burkitt and H. C. Trowell 1975, xiv+352 pp., £10.50/\$20.50 0.12.144750.2

'This book is informative and stimulating and is a positive contribution to knowledge in the field of nutrition.'

#### **Nutrition Abstracts and Reviews**

'... an excellent reference which provides an extensive literature review and update of the subject of dietary fiber.'

#### Journal of the American Dietetic Association

'Well written, with simple, well-conceived illustrations and extensive references, it should make fascinating reading not only for the specialist but also for a wide variety of medical and paramedical personnel.'

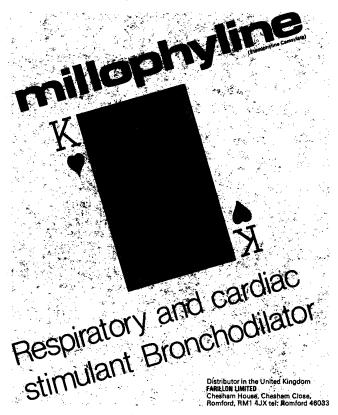
**British Book News** 

#### **Academic Press**

London New York San Francisco

A Subsidiary of Harcourt Brace Jovanovich, Publishers 24-28 Oval Road, London NW1, England 111 Fifth Avenue, New York, NY 10003, USA





Full product information available upon request

#### dales pharmaceuticals limited

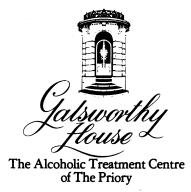
Barrows Lane, Steeton, Keighley, Yorkshire, BD20 6PP (Steeton 53222)



## The Priory~ Roehampton

We have recently opened an extension at Galsworthy House, on Kingston Hill, which is a specialised unit for the private treatment of alcoholics. Treatment is based upon the basic concept that alcoholism is an illness which impairs all aspects of an individual's life. The programme is under the direction of Dr Max Glatt, and includes the comprehensive philosophy successfully proved over the years by Alcoholics Anonymous. Patients must recognise their alcohol dependence before they are admitted, and hence the cooperation of the patient's physician or psychiatrist, family, friends and colleagues is actively sought.

The professional staff includes physicians and psychiatrists, a visiting consultant counsellor, therapists, recovered alcoholics, and the back-up of The Priory's experienced psychiatric staff and facilities. A four week residential course is followed by intensive out-patient care and induction to Alcoholics Anonymous.



Enquiries for programme details and fees should be made to:

The Medical Director Galsworthy House Kingston Hill Surrey KT2 7LX Tel: 01-549 9861

## COUNTY NURSING HOME & CLINIC BEDFORD

Private nursing with every care and comfort, at competitive rates

Single or twin-bedded rooms with private bathrooms; comfortable lounges and dining room.

24-hour medical care by fully qualified staff to the specified standards of the Area Health Authority.

First-class treatment for post-operative, acute and chronic medical, orthopaedic, gynaecology and terminal care patients.

Consultants' and doctors' rooms and facilities, for surgical, medical and psychiatric consultations. Group therapy and rehabilitation courses can be arranged.

Special rates arranged for longer-term patients.

For colour brochure and full details, or to see the facilities available, contact:

The Matron, Mrs. E. Cochrane,
County Nursing Home & Clinic, Duckmill Lane,
Bedford MK42 0AR Tel: Bedford (0234) 64430/6

## TODAY'S TREATMENT/2

The first volume of *Today's Treatment* has proved a best-seller. Doctors clearly welcome its down-to-earth advice on the selection of effective remedies for common disorders. The second volume, just published covers endocrine and metabolic diseases, cardiovascular disorders, and the alimentary system. Again the chapters are based on articles first published in the *BMJ*; and the advice provides busy practitioners with a reliable working manual.

Demy Octavo

Paperback

216 pages

ISBN 0 7279 0025 0

Price: Inland £4.00; Abroad US\$10.00 including postage

Payment must be enclosed with order or a surcharge of 30p will be made for rendering invoices and statements.

ORDER FROM: The Publisher, BRITISH MEDICAL JOURNAL, B.M.A. House, Tavistock Square, London WC1H 9JR or through any leading bookseller

## HYPOXIA AND ISCHAEMIA

A Symposium organized by the Royal College of Pathologists

Edited by Basil C. Morson

Factors influencing oxygen availability · Local factors in tissue oxygenation · The biochemical consequences of hypoxia · Hypoxia and the pulmonary circulation · Hypoxia and the carotid body · The pathology of myocardial ischaemia · Animal models of myocardial ischaemia · Responses of the splanchnic circulation to ischaemia · Ischaemic bowel disease · Ischaemia of bone · Ischaemia of peripheral nerve and muscle · Hypoxia and tumours · The pathology of renal ischaemia · Renal necrosis · The effects of hypoxaemia in fetal sheep · Hypoxia in the newborn infant · Pathology of perinatal hypoxia · The concepts of thresholds of ischaemia in relation to brain structure and function · Structural abnormalities in neurones · Pathology of hypoxic brain damage in man · Experimental hypoxic brain damage.

Price: Inland £5.00; Abroad US\$12.50, including postage

Payment must be included with order or a surcharge of 30p will be made for rendering invoices and statements

The Publishing Manager, JOURNAL OF CLINICAL PATHOLOGY, B.M.A. House, Tavistock Square, London WC1H 9JR

## For a beast of a cough



# COMPOUND LINCTUS

## The cough-stopper for adults and children alike

Actifed\* Compound Linctus contains triprolidine hydrochloride, pseudoephedrine hydrochloride, and codeine phosphate in a palatable fruit-flavoured syrup.

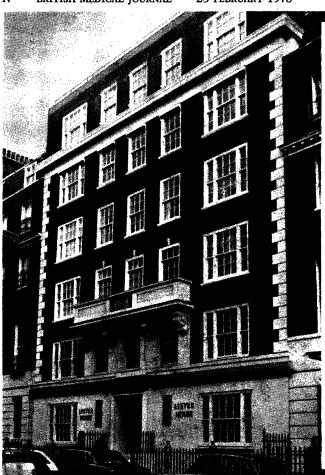
Trade Mark

Full prescribing information is available on request. Wellcome Medical Division

The Wellcome Foundation Ltd. Berkhamsted, Herts



v british medical journal 25 february 1978 advertisement



## UNIQUE OPPORTUNITY

Medical Centre and Diagnostic Clinic, Lister House, Wimpole Street, London, W.I.

This ideally situated large, modern building can accommodate specialists in various branches of medicine and dentistry, preferably groups already associated in a Teaching Hospital.

Rooms or suites can be provided, and there is space for laboratory and other specialist equipment.

Further information on proposed service provision and costs may be obtained from Mr. John Bendall, Lister House 11-12 Wimpole St. (Telephone 01 580 2656). The facilities may be seen by appointment.

## FISH'S OUTLINE OF PSYCHIATRY for Students and Practitioners, 3rd Edition

Edited by MAX HAMILTON, M.D., F.R.C.P., F.R.C.PSYCH., P.B.PS.S., Nuffield Professor of Psychiatry, University of Leeds. Honorary Consultant to General Infirmary at Leeds, St. James's (University) Hospital, Leeds, Stanley Royd Hospital, Wakefield.

216 x 138 mm 0 7236 0381 2

272 pages

Paper covers

U.K. net price £5.00

### COMMON GASTROENTEROLOGICAL PROBLEMS

R. H. SALTER, B.SC., M.B., B.S.(LOND.), M.R.C.P., Consultant Physician, Cumberland Infirmary, Carlisle.

184 x 121 mm

120 pages

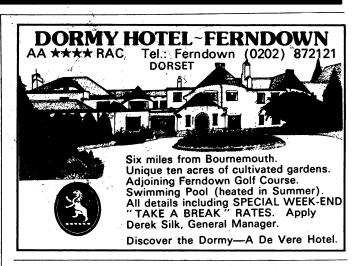
6 illus.

Paper covers

0 7236 0470 3

U.K. net price £2.50

JOHN WRIGHT



## **ADVERTISEMENTS**

PHARMACEUTICAL PRODUCTS

Readers are reminded that prescribers' literature and clinical information are always available from advertisers on request.



# Vibramycin \*\*

# for fast, powerful penetration in sinus cavities and lungs

Indications: sinusitis, bronchitis and other infections caused by susceptible strains of Gram-positive and Gram-negative organisms. Contra-indications: hypersensitivity to any of the tetracyclines. Warnings: the use of Vibramycin during tooth development may cause discolouration of teeth. Antibiotics including Vibramycin, may occasionally result in overgrowth of non-susceptible organisms. Side Effects: nausea and vomiting are the side effects most commonly reported.

Vibramycin is available as opaque green capsules, each containing 100 mg. of doxycycline as the hydrochloride. Vibramycin is also available as a syrup - each 5 ml. spoonful containing the equivalent of 50 mg. of doxycycline as the calcium chelate. Basic N.H.S. Cost: Capsules 100 mg. (PL 57/5059), pack of 10. £4.21, pack of 50 also available. Syrup 30 ml. (PL 57/5060), £1.32

Further information on request to the Company

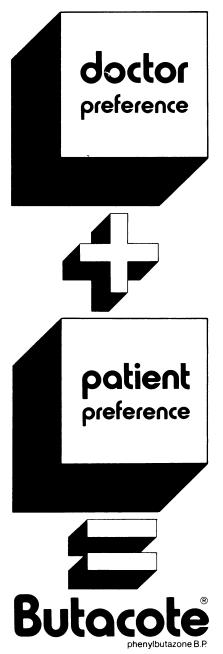
1. Chemother., 1975. Vol. 21 (Suppl. 1), 1-7

2. Zeitschrift fur Therapie. 1971. 71, 475-8 **Pfizer** (English translations available)



3. Schweiz. med. Wschr., 1971, 101, 625-633

# In the treatment of inflammatory polyarthritis and osteoarthrosis



**Butacote**, compared with ibuprofen and placebo in the treatment of inflammatory polyarthritis (64 patients) and osteoarthrosis (63 patients) proved 'clearly best for the relief of pain and morning stiffness.' Both doctors and patients expressed a clear preference for **Butacote**.

Geigy

J.Int.Med.Res. 2, 2, 115–124 (1974) Full prescribing information is available

Geigy Pharmaceuticals, Macclesfield, Cheshire SK10 2LY. 54 Northumberland Road, Ballsbridge, Dublin.