

*"As soon as I started with morning sickness,
I lost my appetite."*

*"It's my little boy, doctor. Ever since he had
the 'flu, he just hasn't eaten."*

*"With this ulcer of mine playing up,
I can't eat a thing."*

*"I suppose you'd call it nervous tension—
it's put me right off my food."*

*"It's nothing serious—I just feel run down.
And I'm not eating."*

*"She hasn't eaten a proper meal
since she caught mumps."*

What can you offer, besides sympathy?

There are any number of reasons why a person may be off his food. It may be as serious as surgical recovery, it may be nothing more than recuperating after the 'flu.

Whatever the cause, the problem is the same: how to provide the body with nourishment it needs, when the food which provides that nourishment remains uneaten.

That's where you can help, by

recommending Complan.

A complete food drink that contains all the nourishment of a light, balanced meal yet is easy to digest. And because

Complan now comes in chocolate, butterscotch and strawberry flavours, as well as original plain, it's as perfect a drink for a child as it is for an adult.

So you can recommend it to anyone.



Complan

Bought for its goodness.
Drunk for its taste.

TRENDS IN GENERAL PRACTICE 1977

*A collection of essays by Members of
The Royal College of General Practitioners*

Contents

Foreword	MICHAEL LINNETT (Chairman of Council of the R.C.G.P.)
Preface	JOHN FRY (General Editor)
Historical Background	IRVINE LOUDON
The Place of Primary Care	JOHN FRY
Patterns of Work	JOHN HOWIE
The Content of Practice	JOHN FRY
Child Care	MARGARET POLLAK
The Elderly	KEITH THOMPSON
Obstetrics	GARETH LLOYD
Fertility and Family Medicine	JOHN McEWAN
Induced Abortion	PETER FRANK
The General Practitioner and the Hospital	IRVINE LOUDON
The Health Team	BARRY REEDY
Premises and Organisation	MICHAEL DRURY
Prescribing	JOHN HOWIE
Education for General Practice	DONALD IRVINE
Future Needs	JOHN FRY

Demy Octavo

Paperback

193 Pages

ISBN 0 7279 0029 3

Price: Inland £4.50; Overseas US\$11.25, including postage

(Members of the Royal College of General Practitioners may purchase this book at: Inland £3.50; Overseas US\$8.75)

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, BMA House,
Tavistock Square, London WC1H 9JR, or through any leading bookseller



BRITISH MEDICAL JOURNAL, 14 OCTOBER 1978

Wellcome

RESEARCH IS OUR ONLY SHAREHOLDER



successful scriptwriting

SEPTRIN—for success 9 times out of 10.

Worldwide clinical studies, involving over 7800 patients with acute and chronic lower respiratory infections, have shown that 91% were successfully treated with SEPTRIN¹.

SEPTRIN is effective against all the major pathogens, including *H. influenzae* and *Strep. pneumoniae*.

¹Data on file.

SEPTRIN contains trimethoprim and sulphamethoxazole. Full prescribing information is available on request. Wellcome Medical Division The Wellcome Foundation Ltd., Berkhamsted, Herts

SEPTRIN A FIRST CHOICE IN CHEST INFECTIONS

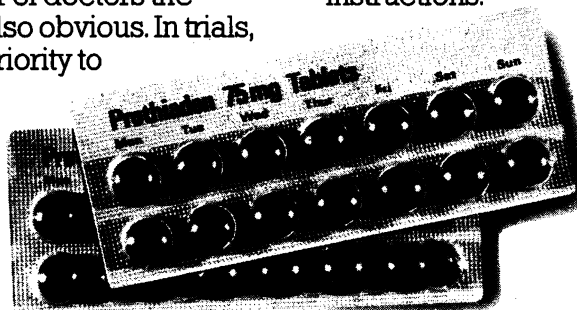
TRADE MARK



Prothiaden works beneath the disguises of depression

The disguises of depression and the patient's brave face may fool everyone but his doctor. To a growing number of doctors the benefits of Prothiaden are also obvious. In trials, Prothiaden has shown superiority to amitriptyline and with less side effects.^{1,2,3} In a group of patients who are likely to be tired and

confused the new Calendar Pack gives your patients every assistance to comply with your instructions.



References:

1. Rees, J. A. & Cryer, P. C., *Curr. Med. Res. Opin.*, 1976, 4, 416.
2. Lambourn, J. & Rees, J. A., *J. Int. Med. Res.*, 1974, 2, 210.
3. Lipsedge, M. S., Linford Rees, W. & Pike, D. J., *Psychopharmacologia (Berl.)* 1971, 19, 153.

The Boots Company Ltd.,
Nottingham, England.



...With a new Calendar Pack to increase patient compliance

Prothiaden 75mg
a simple, evening dosage regimen
treats the underlying depressive illness

Tablets containing 75mg Dothiepin Hydrochloride B.P. Full prescribing information is available on request.

when a small lesion limits mobility

DEPO-MEDRONE

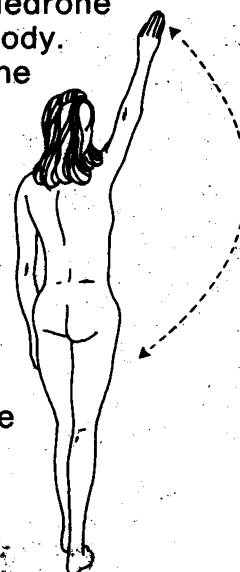
(methylprednisolone acetate)

administered locally, can quickly restore it



Supraspinatus tendinitis may be treated effectively by injection of Depo-Medrone into the area around the tendon body. Care must be taken not to inject the suspension into the substance of the tendon. Injection may be facilitated by having the patient recline with the arm flexed behind the back. Depo-Medrone concentrates its effect at the site of inflammation, thus reducing the risk of systemic side effects. The highly concentrated corticosteroid permits low volume injections which mean less

discomfort for the patient. In addition, Depo-Medrone permits control of dosage to be retained by the physician and eliminates the possibility of dosage error by the patient.



Prescribing Information

Presentation:

Sterile aqueous suspension methylprednisolone acetate 40 mg/ml.

Uses:

Corticosteroid.

Conditions requiring a glucocorticoid effect e.g. anti-inflammatory, anti-allergic.

Dosage and Administration:

Intra-articular, peri-articular, intra-tendinous.

Peri-articular: 4-80 mg (0.1-1.5 ml)

Intra-articular: 4-80 mg (0.1-2 ml) depending on size of joint.

Contraindications:

The usual contraindications to systemic or local corticosteroid therapy, including peptic ulcer, arrested tuberculosis, Cushing's Syndrome, herpes simplex, keratitis, vaccinia, varicella, etc.

Warnings:

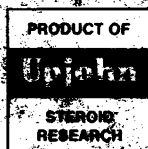
Do not administer by intravenous route. Corticosteroids may mask signs of developing infection. Injections should be made under aseptic procedures. Skin depression at site of injection due to atrophic changes in cutaneous tissue has occasionally been reported. Side effects associated with the use of corticosteroids may be observed, especially if repeat doses are given.

Precautions:

Caution should be observed in presence of diabetes, osteoporosis, active tuberculosis, infection and hypertension. In treatment of tendinitis or tenosynovitis, care should be taken to inject Depo-Medrone into the tendon sheath rather than into the substance of the tendon. The Achilles tendon should not be injected.

Pack Size Quantities:
1 ml, 2 ml, 5 ml vials.

Full product information available upon request.



7812: REGISTERED TRADEMARK: MEDRONE
TRADEMARK: DEPO-MEDRONE: UK 8958:1

UPJOHN LIMITED • CRAWLEY • WEST SUSSEX

PL 9032/5038

Cut the cost of motoring

When you insure with the M.I.A.

Here is a special scheme that the Medical Insurance Agency has arranged exclusively for members of the medical and dental professions.

THE PREMIUMS ARE STILL UNCHANGED, MAKING THIS SCHEME MORE COMPETITIVE THAN EVER

Motor insurance is rising constantly, but the M.I.A. has arranged an attractive policy for doctors and dentists, who will enjoy a *special discount* in addition to their existing "no-claims" bonus entitlement, with the choice of insuring vehicles at an agreed value, or at current market value.

And now, for an outlay of only an additional £10, also subject to the special discount, sons and daughters can be covered by the policy too, whilst partners, assistants and locums are automatically included at no extra cost.

Important "Loss of Use" extension—to contribute towards the cost of a hire car.

You will benefit from sending the coupon below for full details. Don't wait until your present insurance policy needs renewing—get the facts *now*!

The Medical Insurance Agency has a specialised knowledge of Insurance and Finance based on:

70 years of service to the professions.

23 local offices providing a direct personal service.

Over 200 trained and qualified staff.

A continuing commitment to medical and dental charities—already in excess of £1 million donated.

To the: **Medical Insurance Agency Ltd.,
FREEPOST, B.M.A. House,
Tavistock Square, London WC1H 9BR.**



Please send me full details of your special car insurance scheme and remind me in good time before my existing policy expires.

BLOCK LETTERS PLEASE

Name _____

Address _____

Tel. No. _____

Expiry date of existing policy _____

BMJ.10/78

DISCOVERY—

In 1929, the pure crystalline digoxin was isolated from *digitalis lanata* by Wellcome research workers.

Digitalis lanata



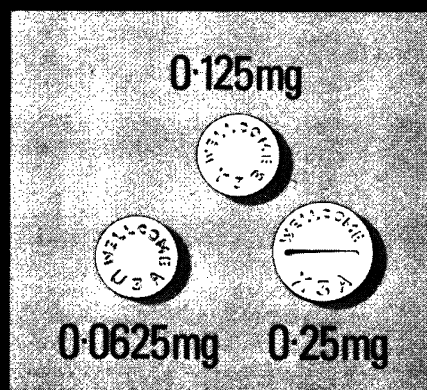
Wellcome production at Dartford, Kent

CONSISTENCY—

Tablet equivalence has been maintained by the highest standards of manufacture.

FLEXIBILITY—

The LANOXIN tablet range (plus the PG Elixir and Injection) offers greater flexibility of dosage.



LANOXIN

TRADE MARK

Wellcome research into practice

Full prescribing information about Lanoxin (digoxin) is available on request.
Wellcome Medical Division, The Wellcome Foundation Ltd., Berkhamsted, Herts



ST. ANDREW'S HOSPITAL NORTHAMPTON

PRIVATE PSYCHIATRIC CARE— A COMPREHENSIVE FACILITY

St Andrew's aims to provide the best in psychiatric care in a comfortable and relaxed environment. Staffed by nine full-time, Consultant Psychiatrists, three Clinical Psychologists and with a full complement of skilled nursing and rehabilitation staff, the hospital offers a broad range of psychiatric treatments. Care is provided on a short, medium and long-term basis and the following specific units are available:

Short-term acute treatment
Alcohol treatment
Behaviour modification
Day Hospital
Psychogeriatric
Psychotherapy
Brain damage and epilepsy investigation

Out-patient facilities are available at the hospital, at 148 and 152 Harley Street, London, W1, Oxford and Bedford

St Andrew's is an Independent Hospital and subscribers to the main Private Contributory Schemes may claim benefits within the terms of these schemes

Further details and brochures may be obtained from the Medical Director, St Andrew's Hospital, Northampton (Telephone 0604-21311)

millophyline

K



K

Respiratory and cardiac stimulant Bronchodilator

Distributor in the United Kingdom
FARILLON LIMITED
 Chesham House, Chesham Close,
 Romford, RM1 4JX tel: Romford 46033

Full product information available upon request

dales pharmaceuticals limited

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



From furniture to photographs: we handle it all at Christie's South Kensington.



When you have the problem of disposing of the contents of a house or flat you'll find that Christie's South Kensington can handle everything.

Most articles will be sold at our Christie's South Kensington salerooms within three to four weeks, while pieces of more international importance will be included in the famous auctions at Christie's King Street. We will arrange for items of a merely domestic nature to be sold through a smaller saleroom. You can therefore rely on our unique service to clear an entire house quickly and efficiently.

With an average of 2,500 lots sold weekly and a number of well known Special Interest sales held regularly, Christie's South Kensington offer the advantages of expert advice combined with detailed knowledge of the whole auction field.

If you would like further information please send the coupon for a copy of our brochure, or telephone one of our Directors.

To: Christie's South Kensington,
 85 Old Brompton Road, London SW7 3JS. Tel: 01-581 2231.
 Please send me details of your full range of services.

Name _____

Address _____

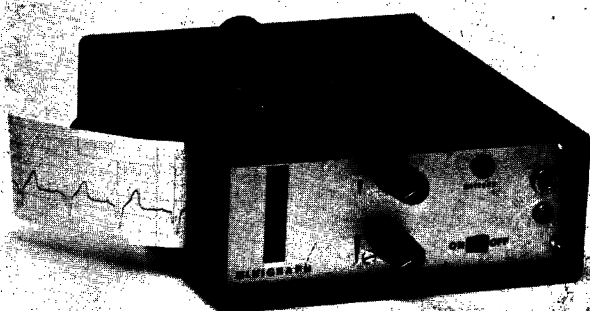
Tel. No. _____ BMJ 14/10

Christie's South Kensington.
We specialise in your interest.

Schiller's world-wide success rests on two unique developments

1.

The Minigraph MG-1.



The electrocardiograph for instant diagnosis and medical records. A featherweight of 790 g.

2.

The Miniscope MS-2.



Electrocardioscope and pulse reading instrument. Displays results within a second, reads at a glance. A featherweight of 650 g.

Schiller's mini ECG and ECS are meeting a widely felt demand in hospitals as well as in private practice, in emergency wards, during home visits and in ambulances. The electrode tripod at the back of the instruments is applied directly to the thorax and permits instant diagnosis. In addition, all classical derivations are possible by means of a five-core cable.

The Minigraph MG-1 is a high-performance electrocardiograph which because of its small size fits in any doctor's bag. The Miniscope MS-2 is ideally suited

for instant diagnostication and monitoring of the heart function. A microprocessor calculates the pulse rate after each heartbeat («beat-by-beat» method), which makes it possible to detect heart dysrhythmia in a minimum of time.

MG-1 and MS-2 are independent of mains power and deliberately built to extremely rugged high-quality design standards. Their price is on a par with their small size (45 mm by 110 mm by 130 mm or 155 mm, respectively), in other words, it is astonishingly low.

SCHILLER

Switzerland

Landhausweg 4 E
CH-6340 Baar
Telephone: 042/31 86 14
Telex: 65140 sbe ch

Who'd have thought they'd ever feel shame and embarrassment?

Certainly not them. But that was 35 years ago. Despite the hardships they faced, they always remained proud, confident — and cheerful. Now it's not so easy.

Old age brings new problems. And one of the problems the older man faces could be harder than anything that's gone before. Many older men suffer from urinary frequency and incontinence. It's a common problem, and to the patient it means shame, embarrassment and loss of confidence with a feeling of complete bewilderment at his sudden apparent lack of bladder control.

Surely, he deserves something better than this? Cetiprin can help.

At a dosage of 200 mg tds Cetiprin exerts a specific antispasmodic activity on the bladder, delaying the urge to urinate and increasing bladder capacity to an acceptable level for the patient's age.

Cetiprin^{*}

200 mg tds.

emeprenium bromide tablets

emeprenium bromide **Presentation** Cetiprin 200 mg tablets are white, coated and slightly bulged tablets of 11 mm diameter, scored and engraved with the letters CP. Each tablet contains 200 mg emeprenium bromide. **Indications** 1. Urinary frequency and severe incontinence in old people. 2. Nocturnal frequency. 3. After bladder surgery, prostatectomy or bladder radiotherapy. **Dosage and Administration** Route of administration: by mouth, followed by a glass of water. **Recommended dosage** (a) Urinary frequency and severe incontinence in old people: 200 mg three times daily in most cases. (b) Nocturnal frequency and urgency incontinence: 200 mg — 400 mg at bedtime. (c) After bladder surgery, prostatectomy or bladder radiotherapy: 200 mg three times daily in most cases. **Side effects** Rarely, dryness of the mouth. NB Ulceration of the gums and mouth has been reported, particularly in geriatric patients who hold the tablets in their mouths for long periods. There have also been instances of oesophageal ulceration and stricture when the tablets have not been swallowed with an adequate amount of fluid. **Contra-indications and Precautions** Whilst emeprenium bromide is indicated in the early stages of prostatic enlargement with urinary frequency, it is contra-indicated in later stages with flaccid bladder and large amounts of residual urine. Caution should be observed in patients with glaucoma or gastric retention. **PL 0022/5900 Product Licensee** KabiVitrum Ltd, Bilton House, Uxbridge Road, Ealing, London W5 2TH Telephone: 01-567 4717 and 01-579 1871 **Basic NHS Price** 18p daily.

Full prescribing information is available from: **KabiVitrum**  KabiVitrum Limited, Ealing, London W5 2TH

* Trademark

KV 27-11/77

