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Applications for advertisement space and for rates should be addressed to the Advertisement Manager, *British Medical Journal*, B.M.A. House, Tavistock Square, London WC1H 9JR. 01-387 4499. Telegrams: Aitiology, London WC1. Telex 265929.

Classified Advertisements

Please write advertisements and name and address clearly in BLOCK CAPITALS and send to the Classified Advertisement Manager, *British Medical Journal*, B.M.A. House, Tavistock Square, London WC1H 9JR. For immediate insertion please enclose cheque in payment and state whether member or non-member. Classified rates for Doctors' advertisements are as fol-

MEMBER'S RATE: Minimum charge of £2.00 for eighteen words, additional words at the rate of 50p for each six or less. Name and address count word for word. A Box Number counts as three words, and an additional charge of 50p is made for sorting and forwarding Box Number replies.

NON-MEMBERS' RATE: Minimum charge £3.75 for eighteen words, additional words at the rate of £1.25 for each six or less. Name and address count word for word. A Box Number counts as three words, and an additional charge of 50p is made for sorting and forwarding Box Number replies.

APPOINTMENTS; EDUCATIONAL; NOTICES and HOMES: Minimum charge £3.20 for four lines and 80p for each additional line. Box Number address counts as one line, and 50p to be added for postage of replies.

GENERAL AND COMMERCIAL (TRADE): Personal; Accommodation; Consulting Rooms; Houses and Property; Travel; Hotels; Nursing; Medical and Secretarial Agencies; Commercial. Minimum charge £4.10 for 18 words including name and address and telephone number. Each additional six words or less £1.35. Box Number's count as three words. Advertisers using a Box Number should add 50p for postage of replies.

Semi-Display Advertisements

SEMI-DISPLAY ADVERTISEMENTS: £6.25 per single column cm and pro rata. Full page £625. Half page £315.

Mechanical Data: Classified: col. length 25.7 cm., single col. width 4.4 cm., double col. width 9.3 cm., 3 col. width 14.2 cm., full page width 19.1 cm. Minimum depth of semi-display advertisements is three single column centimetres. Complete artwork required for s.c. semi-displayed advertisements. Printed offset litho.

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All classified advertisements, subject to approval, will appear in the forthcoming issue provided they reach this office not later than 10a.m. on the Friday of the week preceding date of issue.

Cancellation and corrections of advertisements must reach this office by 10a.m. on the Tuesday of the week preceding date of issue.

Cancellation and corrections of advertisements must be received before 12 noon on the Friday of the week preceding date of issue (issues affected by public holidays excepted). It is requested that when stamped addressed envelopes are enclosed in response to advertisements advertisers will ensure that a reply is sent.

Every effort is made to ensure the accuracy of advertisements appearing in the Journal. No recommendation is implied by acceptance, and the Editor of the British Medical Journal reserves the right to refuse, discontinue or interrupt the insertion of any advertisement.

NOTICE TO READERS

REPLIES TO BOX NUMBERS. The names and addresses of advertisers under box numbers are held by us in strict confidence and cannot be disclosed. Each Box Number should be addressed separately. Two or more replies can be enclosed in one envelope. The replies will be forwarded to the advertisers in plain envelopes.

NOTICE TO SUBSCRIBERS

United Kingdom and Irish Republic Edition. The annual subscription rates for members of the medical profession who are not members of the B.M.A. is £40.00. Subscriptions can be ordered direct from the Subscription Manager, British Medical Journal, B.M.A. House, Tavistock Square, London WC1H 9JR, or through any leading subscription agent or bookseller.

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Single Copies of issues published in the current year cost 80p in the United Kingdom and Irish Republic and US\$2.00 overseas. Back number prices on application to the Subscription Manager.



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1. Brit.Med.J., 618; **2**, 1977 2. Acta med. scand., 119, **193**, 1973 3. J.Int. Res., 10**4**, **3**, 1975

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