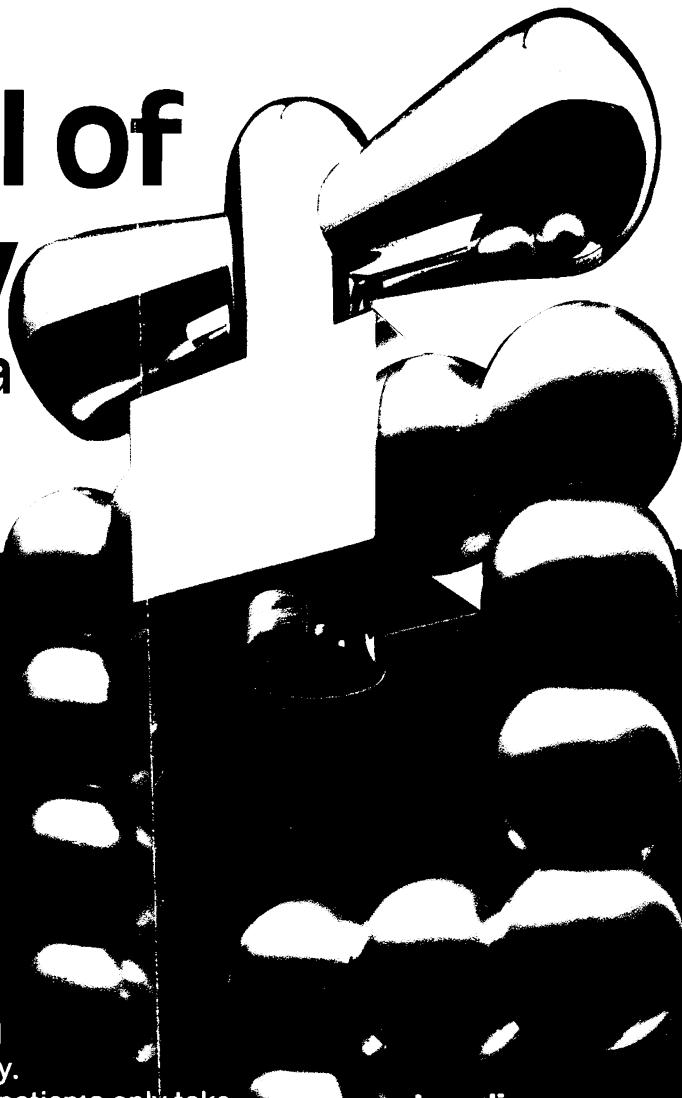


Imodium

(loperamide hydrochloride)

symbol of
accuracy
in acute diarrhoea



Imodium's specific action
controls diarrhoea, relieving pain and
abdominal cramps rapidly and effectively.

A tailored dosage regime means that patients only take Imodium when they really need it, minimising the risk of constipation and encouraging economy of medication. Patients will find Imodium capsules easy to take and the blister pack of just twelve capsules is convenient to carry throughout the working day.

Imodium
Simply Stops Diarrhoea-fast
2 stat and 1
at each loose stool

Further information is available from :



JANSSEN PHARMACEUTICA
2340 Beerse, Belgium

or

JANSSEN PHARMACEUTICAL LTD.
Marlow, Bucks. SL7 1ET.

Presentation :

Hard gelatin capsules containing 2 mg loperamide hydrochloride and syrup containing 1 mg loperamide hydrochloride per 5 ml.

Indications :

Imodium* is indicated for the symptomatic control of acute diarrhoea of any aetiology.

Contra-indications and warnings etc. :

There are no specific contraindications to Imodium*. Studies in animals have shown no abnormal teratogenic effects, however the use of loperamide during pregnancy is subject to the usual precautions. In trials, no side effects have been reported that can reliably be distinguished from the symptoms of the gastro-intestinal disorder being treated. As persistent diarrhoea can be an indicator of potentially more serious conditions, Imodium* should not be used for prolonged periods until the underlying cause of the diarrhoea has been investigated.

Dosage and Administration :

Acute Diarrhoea : *Adults* : Two capsules initially, followed by one capsule after every loose stool. The usual dosage is 3 to 4 capsules a day; the maximum daily dose should not exceed 8 capsules. *Children* : 4 to 8 years : Syrup 5 ml four times daily until diarrhoea is controlled. In children under 8 years, further investigation may be necessary if diarrhoea has not responded to three days' treatment. 9 to 12 years : Syrup 10 ml (or 1 capsule) four times daily until diarrhoea is controlled.

Basic NHS Cost :

12 capsules (ex 250 pack) 104p. (correct at time of printing)

Product Licence Numbers :

Capsules 0242/0028 · Syrup 0242/0040

Just Published

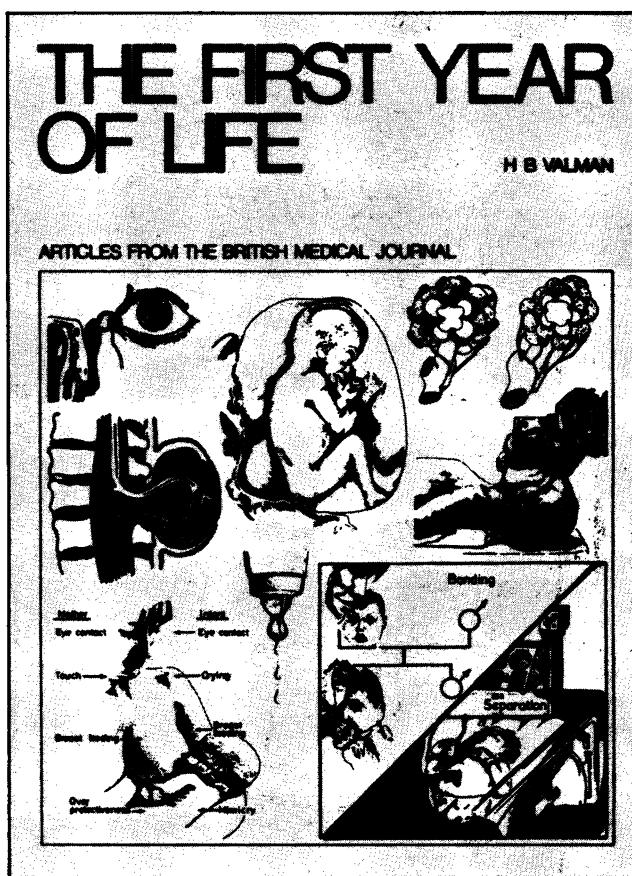
THE FIRST YEAR OF LIFE

Recent research has vastly improved our understanding of a child's development in the first year of life. In particular, assessment of normal progress is now much more systematic, so that deviations from the normal are recognised earlier

Dr. Bernard Valman's illustrated account of current methods of examination, assessment and management of the medical problems of early infancy will prove invaluable to all concerned with small babies.

The articles have now been collected into book form in exactly the same format as they appeared in the BMJ. Price: Inland £5.00; Overseas US\$12.50 (Inland £4.50; Overseas US\$11.25 for BMA members)

Order your copy now
From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR
or any leading bookseller



The combination of simple language and straightforward line drawings has made the

ABC OF OPHTHALMOLOGY

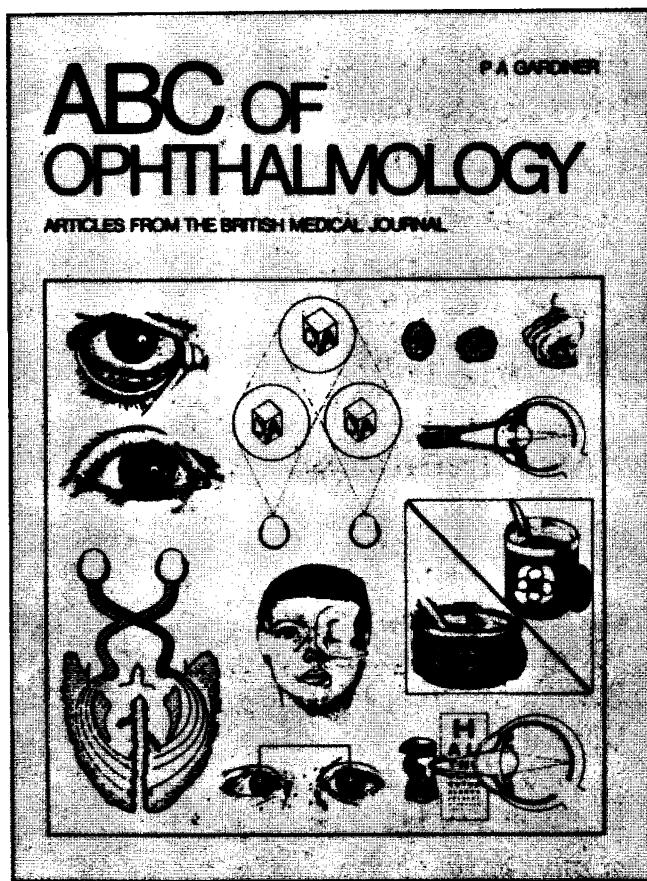
one of the most popular series of articles in the Medical Practice section of the British Medical Journal.

All the common problems are covered - visual defects, squints, glaucoma and cataracts - together with detailed instruction on examination, diagnosis and management.

The articles have now been collected into book form - in exactly the same format as they appeared in the BMJ - price: Inland £2.50; Overseas US\$6.25 (Inland £2.00; Overseas US\$5.00 for BMA members).

AVAILABLE NOW

Order your copy now
From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR
or any leading bookseller



Just published

MARITAL PATHOLOGY

Divorce is becoming increasingly common: at current rates about six million people in Britain will divorce before the end of the century. Every doctor and health worker will have to deal with the diverse effects of marital unhappiness. This book discusses clearly and concisely reasons for marital misery, its effects on the health of the family, and how counsellors can help. This book will benefit all who have to deal with these problems.

Price: Inland £1.75
Abroad US\$5.00

Payment must be enclosed with order or a surcharge of 50p will be made for rendering invoices and statements.

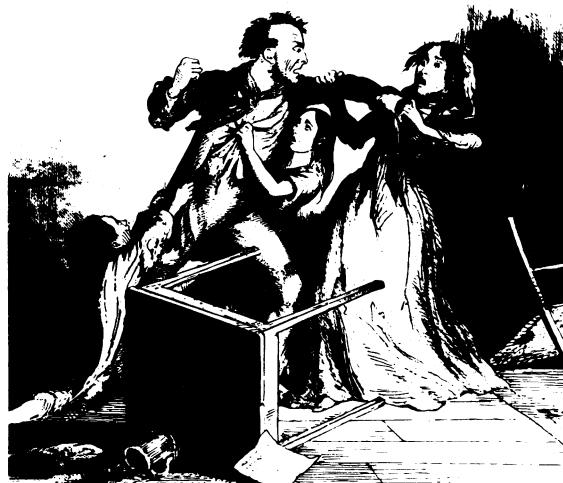
Order your copy now
From: The Publishers
British Medical Journal
BMA House
Tavistock Square
London WC1H 9JR

or

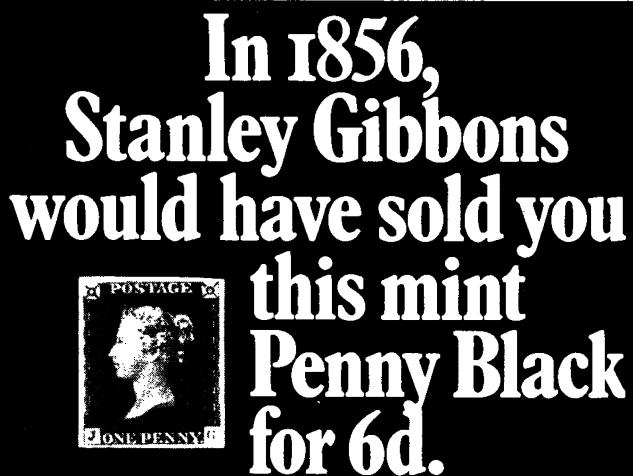
Darton Longman & Todd Ltd.
89 Lillie Road
London SW6 1UD

MARITAL PATHOLOGY

J DOMINIAN



From the British Medical Journal



**In 1890: 1s. 6d
1909: £1.5s
1930: £5
1950: £25
1970: £80
1974: £160
Today: £2,500**

The value of our advice, meantime, has remained consistently high.

In 124 years in the philatelic business, our advice has been sought, and given, more and more. That advice has been consistent. It has always been based on expert, cautious selection of the very finest classic material. Taking such care has proved right – as thousands have discovered. And being right is how we mean to go on.

Find out more by sending for your free booklet, 'Fine Stamps for Investment'.



To: The Rare Stamp Director
Stanley Gibbons Ltd.

391 Strand, London WC2R 0LX.

Please send me 'Fine Stamps for Investment'

Name: _____

Address: _____

Telephone: _____ BM

Journal of medical ethics

A multi-disciplinary commentary on clinical practice published quarterly by the Society for the Study of Medical Ethics: London.

Papers appearing in Volume 5, 1979, include:
Deciding the care of severely malformed or dying infants (A. G. M. Campbell and R. S. Duff, Department of Child Health, Aberdeen and Department of Pediatrics, Yale University respectively); **The donation and transplantation of kidneys: should the law be changed?** (Ian Kennedy, King's College, University of London); **The thin red line** (Case conference discussion); **The teaching of medical ethics in the Federal Republic of Germany** (Eduard Seidler, Institute for the History of Medicine, University of Freiburg); A series of papers from the LMG annual conference on **Violence** (H. J. Eysenck, Claire and W. M. S. Russell, Jan Pahl, Sylvia Winterbottom, D. J. West and Conor Cruise O'Brien); **The incentive argument for the unionisation of medical workers** (Terrance C. McConnell, Department of Philosophy, University of North Carolina at Greensboro); **Statistical lives and the principle of maximum benefit** (Albert Weale, Department of Politics, University of York).
 The teaching of medical ethics is also covered in a series of contributions from different countries.

Please send manuscripts for publication to:
Dr. A. V. Campbell, Editor, Journal of medical ethics, University of Edinburgh, New College, The Mound, Edinburgh EH1 2LX, Scotland.

*Annual Subscription: Inland £16.00;
Overseas US\$40.00*

ORDER FROM: Professional & Scientific Publications, Tavistock House East, Tavistock Square, London WC1H 9JR or through any leading subscription agent.

"Committed to providing personal treatment of general adult psychiatric illnesses."

Dr. Hugh Crichton-Miller, one of the founders of British psychiatry, started the Bowden House Clinic in 1911 with treatment and patient-care provided in a warm, friendly atmosphere. This tradition is maintained to-day by skilled staff devoted to the comfort of residents and supported by comprehensive treatment supervised by consultants in various branches of medicine. Facilities include a Physiotherapy Unit, a Geriatric Unit, an Art Therapy Centre and indoor and outdoor games in pleasant grounds. Accommodation with private room, own telephone, colour television and bathroom en-suite is available.

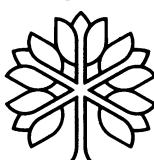
Comprehensive treatment and care are offered over the whole range of emotional and mental disorders, including:

- alcoholic and other problems of addiction
- phobias and obsessional states
- psychosomatic disorders
- eating disorders such as anorexia nervosa and obesity
- depression and schizophrenia
- neurasthenia and the vegetative neuroses

Applications for admission should be made to:

The Matron
Bowden House
Clinic

London Road
Harrow-on-the-Hill
Middlesex
HA1 3JL
Tel: 01-864-0221/2/3



**BOWDEN HOUSE
CLINIC**

BMJ publications

Just Published

How To Do It (1979)

Every doctor knows the sinking sensation induced by waiting one's turn for an examination viva and the social anxieties of changing jobs. The misery of first night nerves does not, however, disappear with time: each decade brings new challenges. On these occasions—chairing a committee, giving evidence in court, appearing on television—practical tips can be enormously helpful. The same is true of the many skills not taught in medical school—how to lecture, referee papers, edit, or use a library. All these and many more nuggets of down-to-earth advice have been collected from past issues of the *BMJ* to form a compendium for the novice—whatever his or her age or seniority.

Price: Inland £4.00; Abroad US\$10.00

(Concessionary price for BMA Members: Inland £3.50; Abroad US\$8.75)

Epidemiology for the Uninitiated (1979)

Do you know the difference between the incidence of a disease and its prevalence? How to set up a valid controlled trial? How to plan and conduct a survey? Many doctors would like to carry out some simple clinical research but find they lack basic information of this kind. The answers were published in 1978-79 in a series of *BMJ* articles, now collected together in book form—essential reading for anyone contemplating starting a research study.

Price: Inland £2.50; Abroad US\$6.25

(Concessionary price to BMA Members: Inland £2.00; Abroad US\$5.00)

ABC of Ophthalmology (1979)

The combination of simple language and straightforward line drawings has made the *ABC of Ophthalmology* one of the most popular series of articles in the Medical Practice section of the *British Medical Journal*. All the common problems are covered—visual defects, squints, glaucoma and cataracts—together with detailed instruction on examination, diagnosis and management. The articles have now been collected into book form—in exactly the same format as they appeared in the *BMJ*.

Price: Inland £2.50; Abroad US\$6.25

(Concessionary price for BMA Members: Inland £2.00; Abroad US\$5.00)

Today's Treatment/3 (1979)

Diseases of the respiratory and urinary systems account for a high proportion of all consultations in general practice, justifying the 200 pages devoted to them in the third volume of *Today's Treatment*. The remaining section deals with the use of antibiotics across the whole spectrum of medicine, looking at the advantages and drawbacks of the major categories and their use in clinical settings where decision-making may be difficult. Like its predecessors, *Today's Treatment/3* concentrates on practical issues and provides the busy clinician with the information he needs in his day to day practice.

Price: Inland £5.50; Abroad US\$13.75

(Concessionary price to BMA Members: Inland £5.00; Abroad US\$12.50)

Statistics at Square One Fifth Edition (1979)

The statistical testing of data is indispensable in many types of medical investigation and a help on countless occasions in clinical practice. This book provides step-by-step instruction. Subjects covered include standard deviation, χ^2 tests, t tests, non-parametric tests, and correlation. The book includes sections on Fisher's exact probability test and rank correlation not published in the *BMJ* series. Methods specially adapted to pocket calculators.

Price: Inland £2.00; Abroad US\$5.00

All prices include postage—ORDER YOUR COPIES NOW

PAYMENT MUST BE ENCLOSED WITH ORDER or a surcharge of 50p will be made for rendering invoices and statements

**The Publisher, British Medical Journal,
BMA House, Tavistock Square, London WC1H 9JR**

HOW TO DO IT

Every doctor knows the sinking sensation induced by waiting one's turn for an examination viva and the social anxieties of changing jobs. The misery of first night nerves does not, however, disappear with time: each decade brings new challenges. On these occasions—chairing a committee, giving evidence in court, appearing on television—practical tips can be enormously helpful. The same is true of the many skills not taught in medical school—how to lecture, referee papers, edit, or use a library. All these and many more nuggets of down-to-earth advice have been collected from past issues of the *BMJ* to form a compendium for the novice—whatever his or her age or seniority.

Price: Inland £4.00;
Abroad US\$10.00
(Concessionary price to BMA
members: Inland £3.50;
Abroad US\$8.75.

When ordering BMA members must quote their membership number or the full price will be applicable.)

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

Order your copy now
From: The Publisher
British Medical Journal
BMA House
Tavistock Square
London WC1H 9JR
or any leading bookseller

HOW TO DO IT

Chair a committee;
Be a dictator;
Take an examination;
Organise an international paper;
Talk to a reporter;
Medical meeting;
Raise a library;
Interviewed;
Be an examiner;
Use a reference programme;
Survive as an editor;
Use slides;
Appear on television;
Construct an inquest;
Apply for a research grant;
Attend an audiovisual conference;
Plan a research project;
Write a paper.

NATRILIX®

indapamide

a primary antihypertensive agent

Natrilix offers a simple, effective means of controlling blood pressure both in newly diagnosed and in poorly controlled patients with mild to moderate hypertension

Prescribing information

Presentation

Pink biconvex sugar-coated tablets each containing 2.5 mg indapamide hemihydrate.

Uses

For the treatment of hypertension.

Dosage and administration

Adults

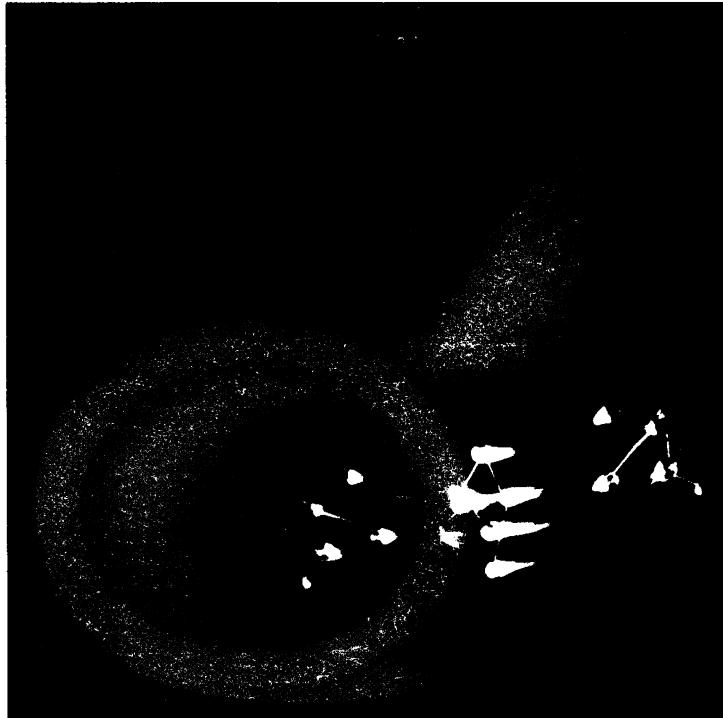
The dosage is one tablet daily to be taken in the morning.

Children

There is no experience of the use of this drug in children.

Contra-indications, warning, etc.

There are no absolute contra-indications to the use of Natrilix but caution should be exercised when prescribing it in cases of severe renal or hepatic impairment. As with all new drugs, the administration of Natrilix should be avoided during pregnancy although no teratological effects have been seen in animals. At doses higher than that recommended, Natrilix has a diuretic effect, therefore it is not recommended to prescribe it with a diuretic agent which may cause hypokalaemia. Also, slight weight loss has been reported in some patients taking Natrilix. Reported side effects have included nausea and headache,



but they are generally uncommon and mild in nature.

Serum urate levels may rise slightly but there is no evidence that glucose tolerance is adversely affected.

Box of 30 tablets.

Product licence number

0093/0022.

NATRILIX is available as: FLUDEX® in Africa, Belgium, France, Holland, Portugal, Switzerland.

NATRILIX® in English speaking Countries of Africa, Brazil, Central America, Germany, Ireland, Italy, Middle East, South East Asia, United Kingdom.

TERTENSIF® in Spain.

NATRIX® in Korea.

Further information is available on request from

Servier Laboratories Ltd., Servier House, Horsenden Lane South, Greenford, Middx. UB6 7PW.



Les Laboratoires Servier,
22, rue Garnier - 92201 Neuilly -
France.

one tablet daily

WHY NOT SUBSCRIBE TO THE SPECIALIST JOURNALS PUBLISHED BY THE BMA:—A SELECTION INCLUDES

Annals of the Rheumatic Diseases, British Journal of Venereal Diseases, Thorax, Journal of Epidemiology and Community Health, British Journal of Industrial Medicine.

FULL DETAILS OF SUBSCRIPTION RATES FROM BMA SPECIALIST PUBLICATIONS: BMA HOUSE, TAVISTOCK SQUARE, LONDON WC1H 9JR
TELEPHONE 01-387 4499 EXT. 309.

Selective

'Very few lower gastrointestinal disorders occurred. This, in all probability, reflects its selective antibacterial activity which limits drug disturbance of the normal colonic and vaginal flora.'³

Effective

'In our clinical trials mecillinam achieved a cure-rate of over 90% at 2 weeks in patients with urinary-tract infections.'¹

'The original bacterial strain in the urine was eradicated in 100% of the cases.'²

Low Toxicity

'Mecillinam has a novel mode of action but shares the penicillins' low toxicity.'⁴

'...the data establish that pivmecillinam is a safe and potent drug in the treatment of urinary tract infection.'⁵

References

1. Brumfitt, W., and Hamilton-Miller, J.M.T., *Lancet*, **i**, 445, 1978.
2. Ekberg, M. et al., *Scand. J. Infect. Dis.*, **10**, 127, 1978.
3. Bresky, B., *J. Antimicrob. Chemother.*, **3** (Suppl. B), 121, 1977.
4. Geddes, A.M. and Wise, R., *J. Antimicrob. Chemother.*, **3** (Suppl. B), iii, 1977.
5. Verrier Jones, E.R. and Asscher, A.W., *J. Antimicrob. Chemother.*, **1**, 193, 1975.

SELEXID Prescribing Information Available as Selexid tablets and Suspension. Each tablet contains 200mg pivmecillinam hydrochloride; each unit-dose foil sachet of suspension contains 100mg pivmecillinam as white granules to be dissolved in a small quantity of water. Tablets and suspension should be taken with a meal. **Dose for Urinary Tract Infections:** Tablets and suspension: From 200mg 8 hourly - 400mg 6 hourly depending on severity. For children weighing less than 40kg: 20-40mg/kg bodyweight daily in 3-4 divided doses. **Contra-indications:** Penicillin or cephalosporin hypersensitivity. **Precautions/Adverse Reactions:** In accordance with normal practice Selexid should be avoided in the 1st trimester of pregnancy. Dosage may need modification when renal function is impaired. Routine monitoring of liver and renal function advisable with prolonged therapy. Gastro-intestinal upset, rash, and anaphylaxis may occur. Full information is available on request. **Price:** £2.82 for a five day course.

Product Licence No.: 0043/0048.

 Leo Laboratories Limited, Hayes Gate House, Hayes, Middlesex

*Selexid is a trade mark