

TRADEMARK

(ketoconazole)

## Did you know

that in seborrhoeic dermatitis a dominant role is played by *Pityrosporum* yeasts?

## And did you know

that *Pityrosporum* is exceptionally sensitive to ketoconazole, alias Nizoral?

# N

## If you do, you know why Nizoral cream is the right answer to seborrhoeic dermatitis

Apply Nizoral cream 1-2 times daily for 2-4 weeks after remission of the disease.

Nizoral cream is also indicated for the treatment of dermatophyte infections of the skin, as well as for the treatment of seborrhoeic dermatitis. Nizoral cream is also indicated for the treatment of seborrhoeic dermatitis caused by *Pityrosporum ovale*. **Precautions:** Irritation may occur with topical corticosteroids. Therefore, avoid the use of topical corticosteroids and to apply Nizoral cream in the morning and evening for a period of 2-3 weeks.

Full prescribing information available on request.

Water in

100 mg/50 g (0.2%)

## *Did ed, BMJ, murder his wife?*

Supposedly based on rumoured events in the life of Ernest Hart, a great but undervalued editor of the *BMJ*, Frank Danby's novel *Dr Phillips: a Maida Vale Idyll* was first published in 1887. Unlike many popular Victorian novels it is concisely plotted; its style is pithy; the characters are sympathetic and believable; and the author's presentation of Jewish life in the late nineteenth century is uncompromisingly honest.

But is the character of "Dr Phillips" a portrait of Hart? In his introduction

to the new Keynes Press

edition Stephen Lock, present editor of the *BMJ*, places the novel in its literary and historical context and examines the character and achievements of Ernest Hart.

Beautifully printed and bound, and with illustrations by Tabitha Salmon, this edition of *Dr Phillips: a Maida Vale Idyll* will fascinate those interested in literature, history, and the *BMJ*.



Dr Phillips

*A Maida Vale  
Idyll*

FRANK DANBY

Published December 1989

Demy octavo; set in Monophoto Modern  
and printed on Fineblade Cartridge paper;

xii + 285 pages + colour frontispiece

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Sir David Smithers, former president of the British Institute of Radiology and of the Royal College of Radiologists, was for 30 years professor of radiotherapy at the Royal Marsden Hospital. But that is only half the story. He is also a man who believes that "one should aspire to be a realist but retain a sense of wonder, a rationalist who is prepared to jump to conclusions, and a critical visionary who remains sensible of the humour of the human situation". Recounting how he has lived according to these principles, David Smithers describes, in addition to his medical career, his experiences as a broadcaster, traveller, rose grower, and observer of human nature.

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## **One Man's Medicine** by Professor Archie Cochrane with Max Blythe

Archie Cochrane was one of Britain's most influential thinkers on health care and the quality of health services. His 30 years' association with the Rhondda Fach—and his work there on reducing the suffering inflicted on whole communities by pneumoconiosis—is almost legendary. Ironically, this was nearly overshadowed later in his life by the spectacular success of his Rock Carling monograph *Effectiveness and Efficiency*, which proved to be a seminal work and influenced thinking about the assessment of medical treatment and procedures throughout the world.

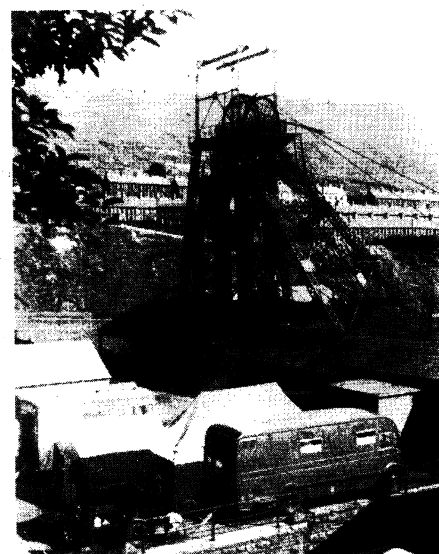
What kind of man was he, and what led him to such a career? In *One Man's Medicine* (written in collaboration with Max Blythe) Archie Cochrane recalls with candour and perception the dilemmas and disasters that beset his early ambitions for a career in clinical medicine and research; his undergoing psychoanalysis with Theodor Reik in Germany in the early 1930s; his support for the republicans in Spain; and his four years as a prisoner of war in Salonica (for which he usually blamed Evelyn Waugh).

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Together with the Nuffield Provincial Hospitals Trust, the BMJ has reprinted *Effectiveness and Efficiency*. This new edition also includes a brief note written by Archie Cochrane reflecting upon the monograph some two years after its publication, and the obituary written with such honesty by himself.

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The x-ray service of the Medical Research Council's Pneumoconiosis Research Unit visiting Tylorstown pithead in 1950.

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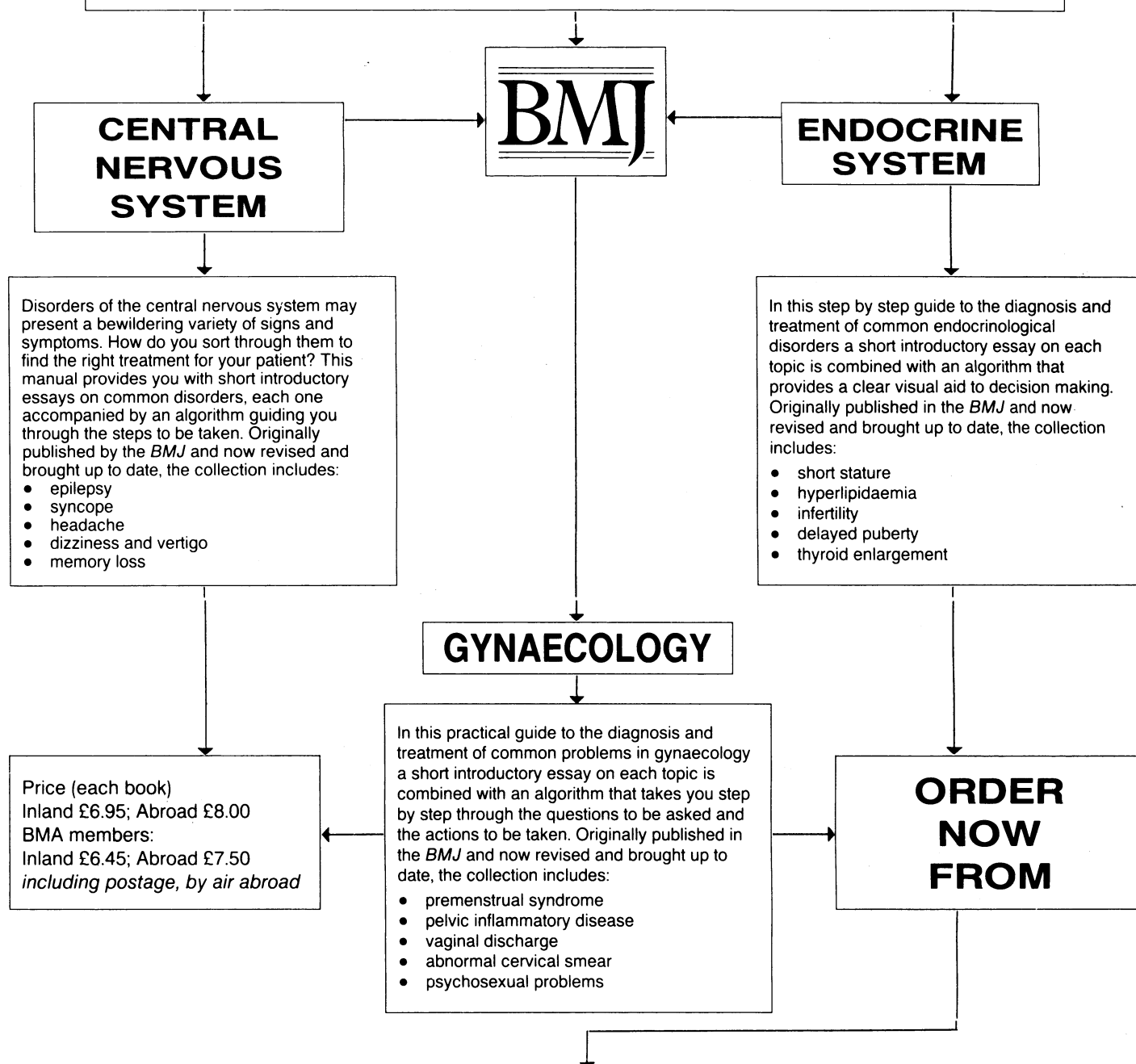
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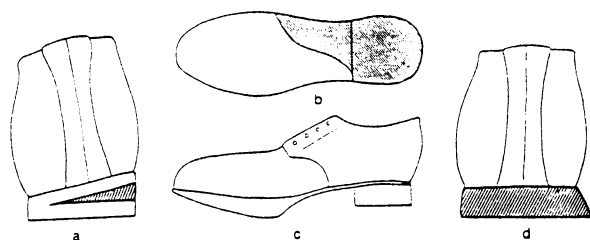
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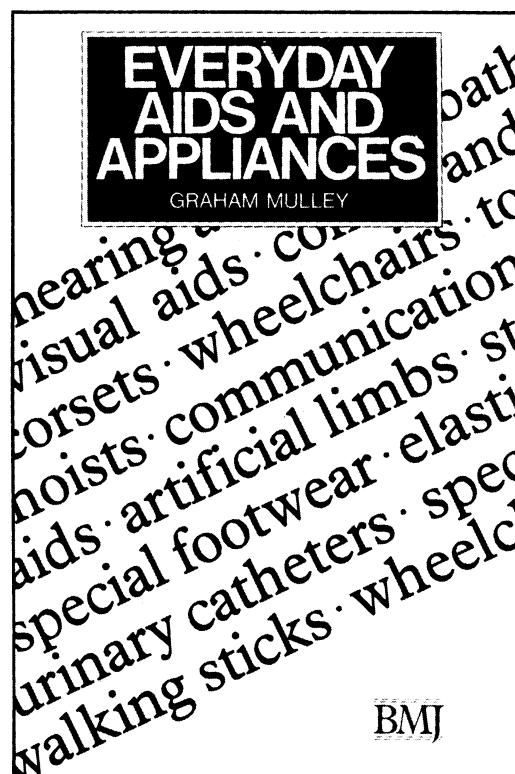
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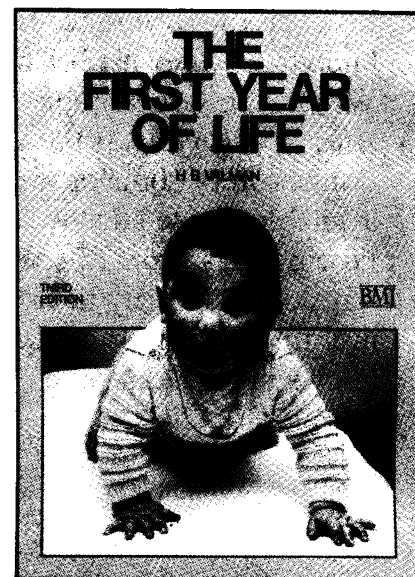
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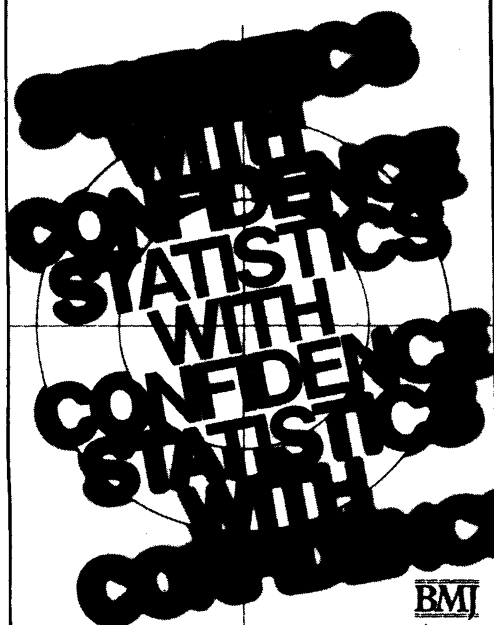
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(astemizole)

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#### Prescribing Information

**Uses:** Hismanal is a potent and non-sedative antihistamine indicated for the treatment of seasonal and perennial allergic rhinitis, allergic conjunctivitis, chronic urticaria and other allergic conditions.

**Dosage and administration:** adults and children over 12 years: 10 mg daily. Children 6-12 years: 5 mg once daily. Children younger than 6 years: 2 mg per 10 kg daily. Hismanal should be taken on an empty stomach. **Precautions:** Hismanal should be used in pregnant women only when, in the judgement of the physician, the potential benefits outweigh the possible hazards.

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