

# TREATING FUNGAL SKIN INFECTIONS IN PRECISELY 15 DAYS

Fungal skin infections should normally be treated at least until the symptoms have completely disappeared. This does not enhance patient compliance and may so hinder the healing process.

But now there is

**Sporanox**<sup>TRADEMARK</sup>  
itraconazole

After precisely 15 days of oral treatment, therapeutic concentrations of Sporanox remain active in the stratum corneum for another 3-4 weeks. And yet, its plasma level disappears very rapidly.

#### Practical dosage:

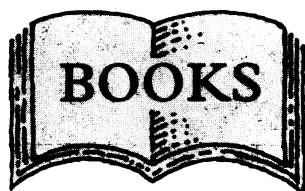
Tinea corporis, tinea cruris, tinea pedis\*, tinea manus\*:  
1 capsule daily for precisely 15 days.

# Sporanox

# JOIN THE PARTY

The *BMJ* is 150 years old  
on 3 October 1990

Why not share in the celebrations by enjoying some of the special events and publications that the journal has produced to mark its anniversary?



**Mirror of Medicine: A History of the *BMJ*** by P W J Bartrip. From its beginnings in Worcester as the *Provincial Medical and Surgical Journal* to the mid-60s in Tavistock Square as a leading international journal. Through rows, editors' resignations and dismissals, battles with the BMA and royal colleges as well as through growing success and authority. The historian P W J Bartrip provides a shrewd and perceptive commentary on the *BMJ*'s progress as well as placing its history in the context of contemporary events. Published jointly by the *BMJ* and Oxford University Press; BMA members' price £29.

**Dr Phillips: a Maida Vale Idyll** by Frank Danby. One of the *BMJ*'s most outstanding editors, Ernest Hart, is purported to be the basis for the character of Dr Phillips. With a special introduction by Stephen Lock, present editor of the *BMJ*, and illustrations by Tabitha Salmon, this Victorian rarity has been brought splendidly back into print by the Keynes Press. Limited edition; UK £45, overseas £49, including postage. Obtainable from the Publishing Manager, *BMJ* (Keynes Press), PO Box 295, London WC1H 9TE.

**Apollo.** Edward Lowbury, a distinguished doctor-poet, has compiled this collection of poetry by doctors from Nicias of Miletus (fl 250 BC) to Eva Strom (b1947) and including Rabelais, Sir Thomas Browne, Goldsmith, Schiller, Ronald Ross, William Carlos Williams, and Dannie Abse. A beautifully produced limited edition under the Keynes Press imprint, which to celebrate the anniversary is being sold at the special price of £20; overseas £23 including postage. Obtainable from the Publishing Manager, *BMJ* (Keynes Press), PO Box 295, London WC1H 9TE.



**Symposium on the history of medical journals.** Presented jointly by the Wellcome Institute for the History of Medicine and the *BMJ*, this unique symposium takes place at the Royal Institution of Great Britain, 21 Albermarle Street, London W1, on Monday 1 and Tuesday 2 October. Speakers include Roy Porter, Professor Michael Shepherd, and Sir Christopher Booth. Details and registration form from Dr W Bynum, Wellcome Institute for the History of Medicine, Tavistock House South, Tavistock Square, London WC1H 9LG.

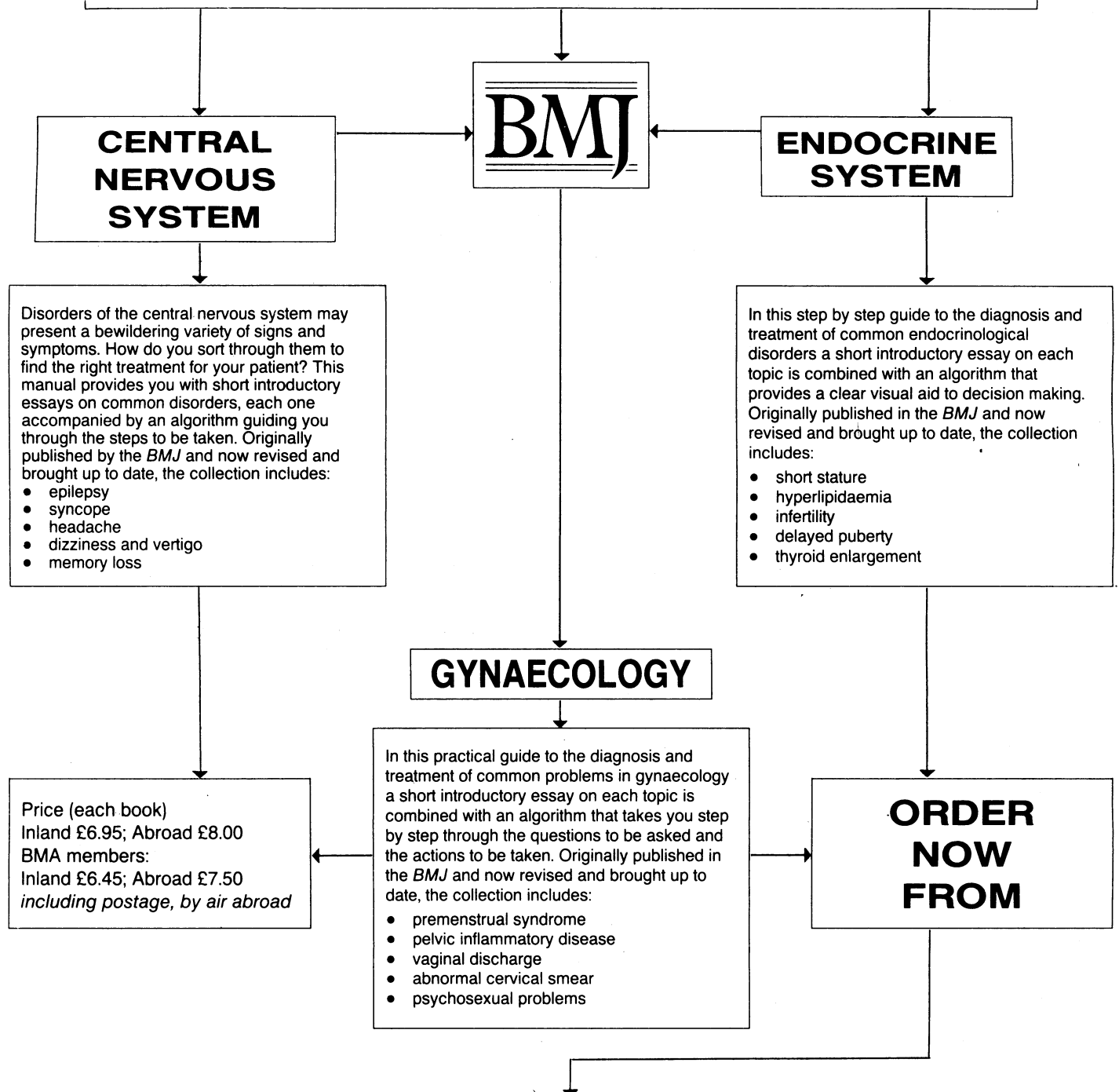
**Poetry reading.** On Tuesday 2 October there will be readings from *Apollo*, the Keynes Press collection of poems by doctor-poets (see above) at the Poetry Society, 21 Earls Court Square, London SW5 (7.30 pm; admission free; cash bar). This will also be repeated at the Midland Institute for Neurology and Neurosurgery, Birmingham, at 7.30 pm on Friday 19 October.

**Exhibition.** From 2 October to 2 November an exhibition, *Mirror of Medicine*, will be on display in the Hastings Room, BMA House. A visual guide to the *BMJ* then and now; how it has developed; how it works; and the books and specialist journals that it publishes. 10am -5pm Monday-Friday; admission free.



A new lithograph by David Gentleman marks the *BMJ*'s 150th anniversary with a view of the inner courtyard of BMA House, the journal's home since 1925. Only 125 copies have been produced for sale, price £155 including postage, packing, and VAT. Obtainable from the Publishing Manager, BMA House, Tavistock Square, London WC1H 9JR.

# CLINICAL ALGORITHMS



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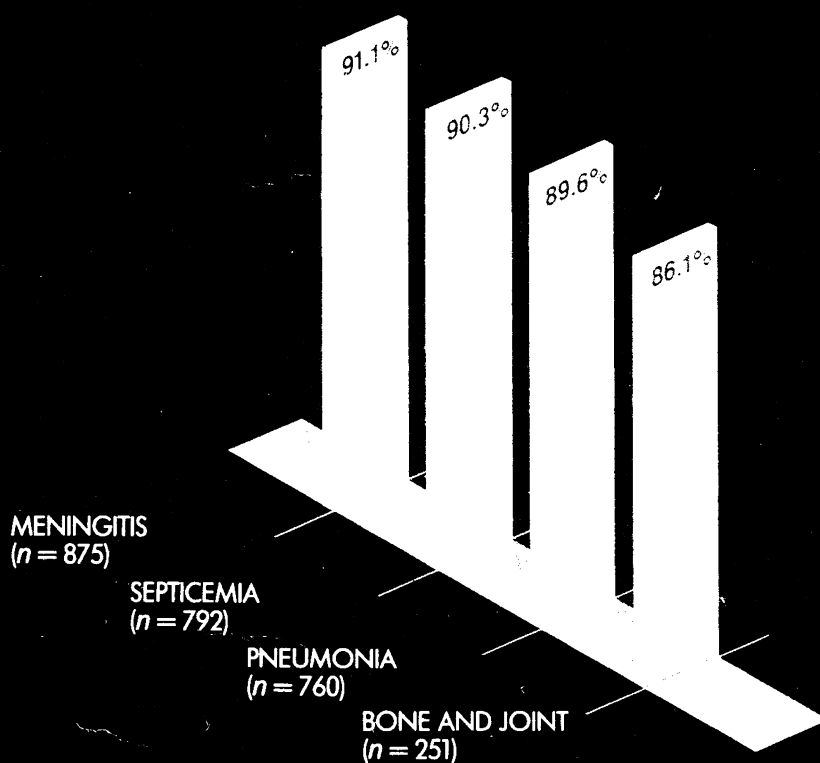
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# CLINICAL EFFICACY PROVEN WORLDWIDE

## ◀ ROCEPHIN ▶

### ANTIBACTERIAL POWER

FOR EXAMPLE: CLINICAL SUCCESS RATE  
IN MAJOR SERIOUS INFECTIONS



**Components:** Ceftriaxone. **Indications:** Sepsis; meningitis; abdominal infections; infections of the bones, joints, soft tissue, skin and of wounds; infections in patients with impaired defence mechanisms; renal and urinary tract infections; respiratory tract infections, particularly pneumonia, and ear, nose and throat infections; genital infections, including gonorrhea. Perioperative prophylaxis of infections. **Dosage:** Usual dosage for adults: 1-2 g once daily (every 24 hours). Further informations on administration and special dosage

recommendations are available on request. **Contra-indications:** Known hypersensitivity to cephalosporins. **Precautions:** Pregnancy (particularly in the first trimester) unless absolutely necessary. Hypersensitivity to penicillin (possibility of allergic cross-reactions). Anaphylactic shock. **Side effects:** Gastrointestinal complaints. Hematological changes. Skin reactions. **Packs:** Packs for i.m. injection, 5's. Packs for i.v. injection, 5's. Packs for i.v. infusion, 5's. Full details are available on request.

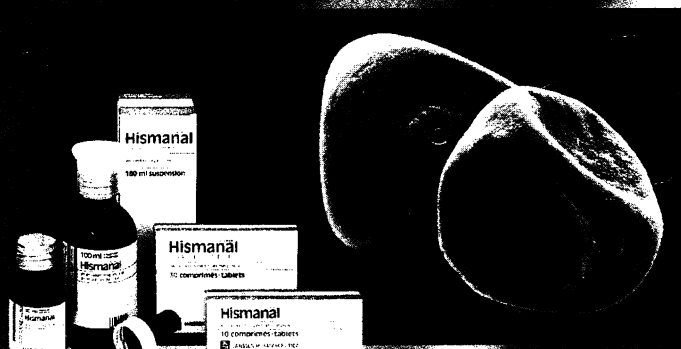
Reference  
Data on file, F. Hoffmann-La Roche Ltd, Basel, Switzerland.



F. HOFFMANN-LA ROCHE LTD, BASEL, SWITZERLAND

# THE ANTI-HISTAMINE of exceptional strength

TRADEMARK  
**Hismanal**  
(astemizole)



**Prescribing information:** Hismanal is a potent histamine indicated for the treatment of seasonal and perennial allergic rhinitis, hay fever, and other allergic conditions. **Dosage and administration:** adults and children 12 years of age and older: 5 mg once daily. Children younger than 6 years of age: 1 mg once daily. **Precautions:** Hismanal should be used in patients with known hypersensitivity to any of the ingredients. In patients with liver disease, the potential benefits outweigh the possible hazards. Full prescribing information is available upon request.

**ZS**

the drug discovery company

JUST  
ONE TABLET  
A DAY