



Render unto

# histamine

what histamine deserves

Histamine deserves an antihistamine that can really take it on. For right away allergies that thrive on histamine will respond, including allergic rhinitis, allergic conjunctivitis and various forms of urticaria.

Pharmacologically, Hismanal is a very powerful antihistamine. Without hardly any risk of sedation. it blocks most of the peripheral H<sub>1</sub> receptors at its once-a-day dosage.<sup>1</sup>

And it will maintain its effect during the 24-hour dosing interval, so there's little chance of breakthrough problems.2

B-2340 Beerse, Belgium the drug discovery company

# Hismanal

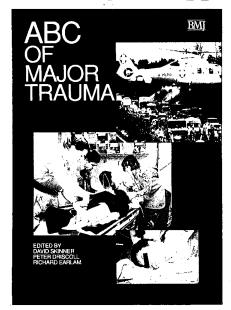
### JUST **ONE** TABLET A DAY



1. Awouters, F., et al.: Arzn. Forsch. 33, 381 (1983). 2. McMillan, J., et al.: J. Allergy Clin. Immunol. 85, 255 (1990)

Uses: Hismanal is an antihistamine tacking in sedative potential which is indicated for allergic rhinitis and conjunctivitis and other conditions normally responsive to antihistamines, including allergic skin reactions (urticaria). Dosage and Administration: Children 6-12 years: 5 mg (1/2 tablet or 5 ml) daily. Adults and Children over 12 years: 10 mg (1 tablet or 10 ml) daily. This dose must not be exceeded. Contrawith diazepam or alcohol. Since sedation has been reported extremely rarely. Hismanal should not interfere with activities requiring mental alertness for example, driving or operating machinery. Nevertheless as with other medications, patients should exert caution when undertaking such activities following the first dose of Hismanal. Weight gain has occasionally been reported. Overdosage: Gastric lavage and emesis if appropriate. ECG monitoring should be instituted as serious ventricular tachycardias have occurred infrequently. Presentation: White, biconvex, half-scored uncoated tablets marked 'Janssen' on one side and AST/10 on the reverse. Each tablet contains asternizate 10 mg, supplied in packs of 30 tablets. White sugar-free suspension with a fruity flavour containing asternizate 1 mg/ml in 200 ml amber glass bottles. Product Licence Numbers: Tablets 0242/0086. Suspension 0242/0111 Full prescribing information available on request from Pharmaceutica, B-2340 Beerse, Belgium

## Suddenly it happens: can you cope?



Injury is an enormous problem in Western society. It is the commonest cause of death among those aged under 35, and about 100 people die each week in road traffic accidents in Britain. Hospital staff have to manage about 500,000 patients with injury who are admitted each year, often with multiple injuries requiring urgent treatment.

The ABC of Major Trauma is a comprehensive guide to the early management of the multiply injured patient. All immediately life threatening problems are dealt with, the chapters being written by experts in all of the relevant specialties and by doctors who have day to day experience of treating patients with major injuries in the accident and emergency department. Also covered are the handling of accident victims and their transport to hospital and how to deal with major accidents. Practical guidance is clear and dogmatic to avoid delay in urgent treatment and is relevant to all medical, paramedical, and nursing staff who are concerned with the management of patients from the moment of injury to eventual discharge.

#### March 1991

UK £12.95; Abroad £15.00 (BMA members £11.95 or £14.00)

The second edition of the ABC of Resuscitation incorporates the latest standards and guidelines for cardiopulmonary resuscitation issued by the Resuscitation Council (UK) in 1989. The are three new chapters—one on trauma, one on resuscitation in late pregnancy, and one on avoiding HIV infection—and throughout, recommendations have been updated where necessary and other revisions have been made in view of current theory and practice. Written by members of the Resuscitation Council (UK) and other invited experts, the new edition of ABC of Resuscitation offers the most up to date information and advice on this vital aspect of health care.

#### Review of the first edition

"This book represents a major achievement on the part of the Resuscitation Council and the British Medical Journal and must be essential reading for every practising doctor, and especially those in the 'front-line' of pre-hospital care." BASICS, Journal of the Association for Immediate Care

### Second edition 1990

UK £6.95; Abroad £9.00 (BMA members £6.45 or £8.50)

In spinal cord injury correct management from the outset is vital to prevent further damage. But what is the correct management? The ABC of Spinal Cord Injury sets it out step by step: how the injured patient should be moved from the scene of the accident; the assessment of his injuries; transfer to a spinal treatment centre; immediate medical problems and later complications; and the specialised nursing, physiotherapy, and occupational therapy that are essential in helping the patient and his family adjust to what may be a lifetime of disability. A valuable introduction to a topic that non-specialists need to know more about.

#### Third impression 1990

UK £7.95; Abroad £9.00 (BMA members £7.45 or £8.50)





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# Calculate with confidence

### CIA software

Confidence Interval Analysis (CIA) is a computer program that takes the sweat out of calculating confidence intervals. Devised by Martin Gardner, professor of medical statistics, MRC Environmental Epidemiology Unit, University of Southampton. The program is menu driven with easy access to each chapter and to the method required within each chapter. Topics covered include calculating confidence intervals for:

- means and their differences
- proportions and their differences
- regression and correlation
- non-parametric analyses

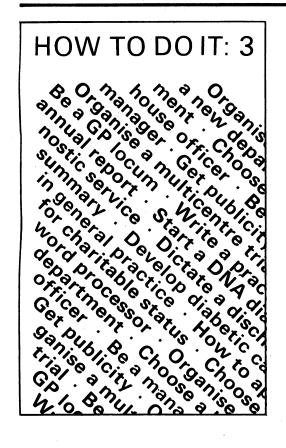
For each method relevant intermediate statistics and the required confidence interval are produced on the screen. Complete with its own manual, the program may also be used in conjunction with the book *Statistics with Confidence*, which provides numerous worked examples. The software is available for IBM compatibles on either a  $5\frac{1}{4}$ " or a  $3\frac{1}{2}$ " disk.

Price: £65.00. Educational establishments, research institutes, and the NHS — £45.95. Prices include VAT in the UK and air mail despatch abroad.

The book Statistics with Confidence – Confidence intervals and statistical guidelines is available price £7.95 in the UK and £9.50 abroad (BMA members £7.45 and £9.00, respectively)

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## You don't know everything

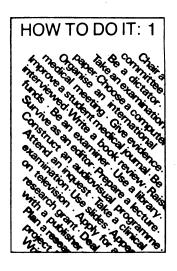


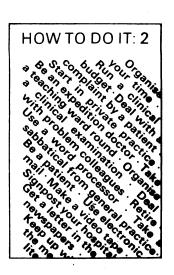
But often in a medical career it seems as if you are expected to. When confronted with a problem you've never met before the only thing to do is to ask the experts—but where are the experts who are never on holiday, never off sick, in a meeting, or simply unavailable? In *How To Do It: 3*, that's where. You can keep them in your pocket, and in a few minutes they can tell you, among many other things, how to:

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- write a practice annual report
- organise multicentre trials
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- survive a dinner

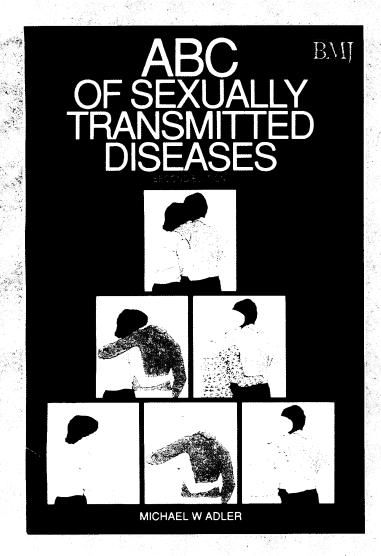
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# AIDS is not the only one

The number and range of sexually transmitted diseases have been increasing steadily in the past few years, and the second, revised edition of the ABC of Sexually Transmitted Diseases includes the most up to date figures as well as new chapters on AIDS and psychosexual problems. Doctors need to be aware that common clinical conditions such as rashes. vaginal discharge, and pelvic pain may have a sexual origin and in the new edition of this invaluable handbook Professor Michael Adler gives expert guidance on the diagnosis and management of these conditions.

#### Reviews of the first edition

"It is an excellent basic book for the non-specialist, the medical student, and for nursing and paramedical staff associated with genitourinary medicine."

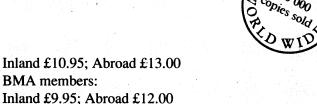
Genitourinary Medicine

"This book is recommended for anyone wishing to bring himself up to date with an increasingly expanding speciality . . ."

Journal of the Royal Naval Medical Service

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"Professor Adler has successfully provided a clear concise and up to date textbook on sexually transmitted disease." Scottish Medical Journal



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