

...to prescribe
a once
it better
HIS

THE JOURNAL OF CLIMATE

Immunotherapy: a useful long-lasting
treatment for hay fever, rhinitis and
urticaria.

ANSWERING YOUR QUESTIONS

THE UNIVERSITY, THE COLLEGE, THE LIBRARY.

1. *What would be used in*

please see women only when,
in the judgment of the

physician, the potential benefits outweigh the possible hazards.

Adverse reactions:
Weight gain may occur during prolonged treatment

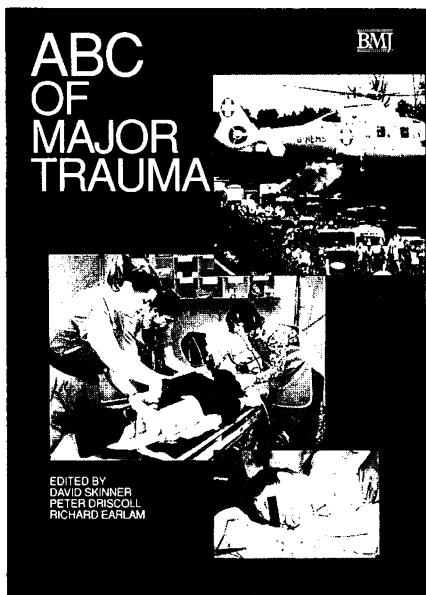
Overdosage:
In case of overdose, gastric

lavage should be followed by close observation and ECG monitoring as arrhythmias have occasionally occurred.

Full prescribing information available on request.



JANSSEN
PHARMACEUTICA
B-2340 Beerse, Belgium
the drug discovery company



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. There 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*

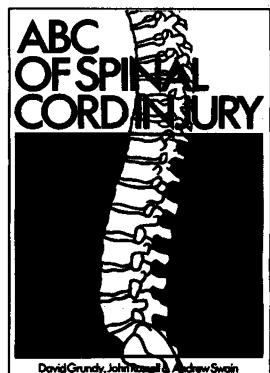
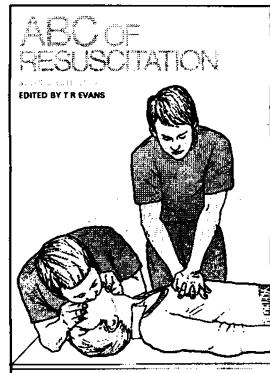
Second edition 1990

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)



BRITISH MEDICAL JOURNAL, PO Box 295, London WC1H 9TE, any leading bookseller, or the BMJ/BMA bookshop.

Please send me _____ copy/ies of the following BMJ books _____

D _____ **Membership no.** _____

Membership no. _____

I enclose a cheque for _____ made payable to **British Medical Journal**. Debit my credit card (please tick box)

Visa American Express Mastercard Card No. 1234 5678 9012 3456

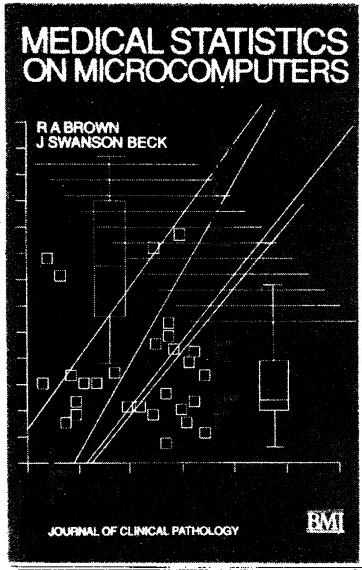
Expiry Date _____ Signature _____

NAME _____

ADDRESS _____

POSTCODE _____

All prices include postage, by air abroad.



How is no longer a problem – but there's still which and why

The microcomputer revolution has made powerful machines and highly complex programs generally available. This means that users of statistical techniques need no longer be concerned with the arithmetical and algebraic details — the software will take care of all that. What is vital, however, is to understand the ideas and the basic principles of statistical analysis. In *Medical Statistics on Microcomputers* R A Brown and J Swanson Beck show how to get the best use out of microcomputers when analysing data, particularly in the pathology laboratory. They explain the rational basis of various widely applicable statistical methods and also indicate their limitations so that you can make an informed choice. Chapters include:

- Data handling
- Analysis of data from one or two groups
- Comparison of several groups
- Analysis of categorical data
- Statistical methods for diagnostic tests.

Let the *BMJ* guide you through statistics:

STATISTICS WITH CONFIDENCE — Confidence intervals and statistical guidelines. Martin J Gardner, Douglas G Altman.

Many medical journals, including the *British Medical Journal*, now expect scientific papers submitted to them to contain confidence intervals when appropriate. Why? what are they? and how do you calculate them? *Statistics With Confidence* tells you. A clear explanation of the reasons for using confidence intervals is followed by detailed presentation of methods of calculation, including numerous worked examples and specially compiled tables. To make things even easier, a computer programme, Confidence Interval Analysis (CIA), for calculating confidence intervals, has been specially designed by Martin Gardner and details are available from the Publishing Department, *British Medical Journal* (or the American College of Physicians).

UK 67.95 41s. 160.50 US\$24.00 BMJ 67.45s. 69.95 41s. US\$19.95

UK £7.95, Abroad £9.50; US\$24.00 BMA members £7.45 or £9.00 ACP members US\$19.00

STATISTICS AT SQUARE ONE – T D V Swinscow

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, X^2 tests, t tests, non-parametric tests, and correlation. The book includes sections on Fisher's exact probability test and rank correlation. Methods specially adapted to pocket calculators.

UK £3.95; Abroad £5.00; US\$13.00 BMA members £3.45 or £4.50 ACP members US\$11.00

STATISTICS IN PRACTICE – Sheila M Gore, Douglas G Altman

No doctor can afford to ignore statistics: most modern medical research uses statistics. This important and authoritative book provides clear information on designing studies, applying statistical techniques, and interpreting studies that use statistics. It can be easily understood by those with no statistical training and should be read by all those who want to keep abreast of new developments.

UK £8.95; Abroad £11.00; US\$23.00 BMA members £7.95 or £10.00 ACP members US\$19.00

EPIDEMIOLOGY FOR THE UNINITIATED – Geoffrey Rose, D J P Barker

Epidemiology has its own techniques of data collection and interpretation and its necessary jargon of technical terms, and in *Epidemiology For The Uninitiated* the authors guide the novice expertly through the theory and practical pitfalls. The second edition of this popular *BMJ* handbook has been revised to include further details of epidemiological methods and some of their more dramatic applications, such as the investigations on the Spanish cooking oil epidemic, and AIDS.

UK £4.95; Abroad £6.00; US\$14.00 BMA members £4.45 or £5.50 ACP members US\$12.00

BRITISH MEDICAL JOURNAL, PO Box 295, London WC1H 9TE, any leading bookseller, or the BMJ/BMA bookshop.
North America only: AMERICAN COLLEGE OF PHYSICIANS, P.O. Box 7777-R-0270, Philadelphia, PA 19175

Please send me _____ copy/ies of the following BMJ books _____

O R D E R F O R M

Membership no. _____

Visa American Express Mastercard Card No.

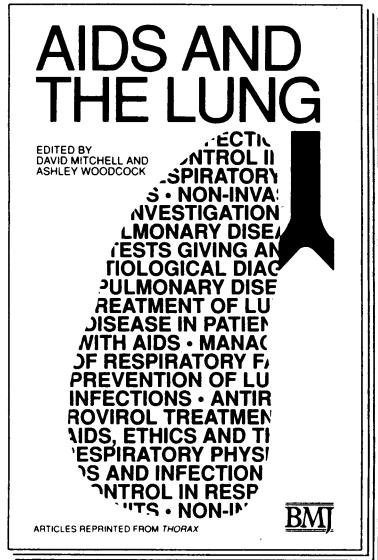
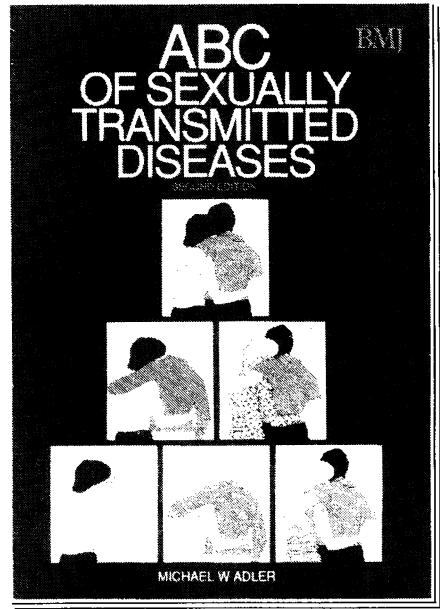
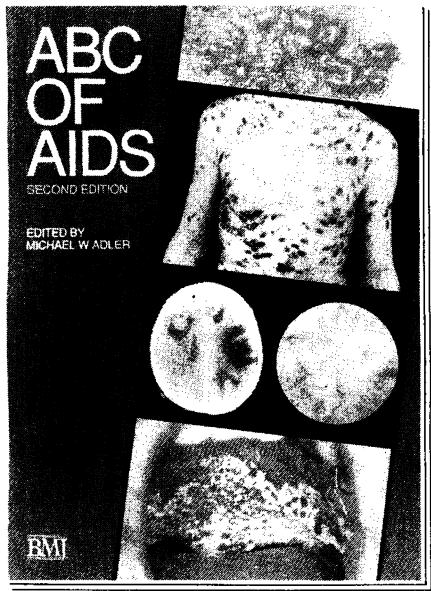
Expiry Date _____ Signature _____

NAME _____

THE DRESS

All prices include postage, by air abroad.

Expert information on important problems



It is vital for all doctors to keep up to date with the facts about AIDS. The second edition of *ABC of AIDS* has been completely revised to give a clear picture of the present state of knowledge about the epidemic and current approaches to treatment. It also includes two new chapters, on HIV infection related to misuse of drugs, and HIV infection in children. Edited by Michael Adler, a leading authority on the topic, the *ABC of AIDS* is a concise, authoritative guide that all medical practitioners should read.

January 1991
UK £10.95; Abroad £13.50
(BMA members: £9.95 or £12.50)

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 psycho-sexual 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.

August 1990
UK £11.95; Abroad £13.50
(BMA members: £10.95; or £12.50)

The lung is the organ most affected by the opportunistic infections that occur in patients with AIDS. Pneumocystis pneumonia occurs in up to four fifths of such patients in Europe and North America, while tuberculosis is a major factor in Africa. As the numbers of patients with AIDS increase, respiratory physicians throughout the world are more likely to be concerned in their management. In *AIDS and the Lung* experts review the problems, emphasising practical points and providing up to date information on this rapidly changing subject.

September 1990
UK £8.95; Abroad £10.00
(BMA members: £8.45 or £9.50)

O
R
D
E
R
F
O
R
M

BRITISH MEDICAL JOURNAL, PO Box 295, London WC1H 9TE, any leading bookseller, or the BMJ/BMA bookshop.

Please send me _____ copy/ies of the following BMJ books _____

Membership no. _____

I enclose a cheque for _____ made payable to **British Medical Journal**. Debit my credit card (please tick box)

Visa American Express Mastercard Card No.

Expiry Date _____ Signature _____

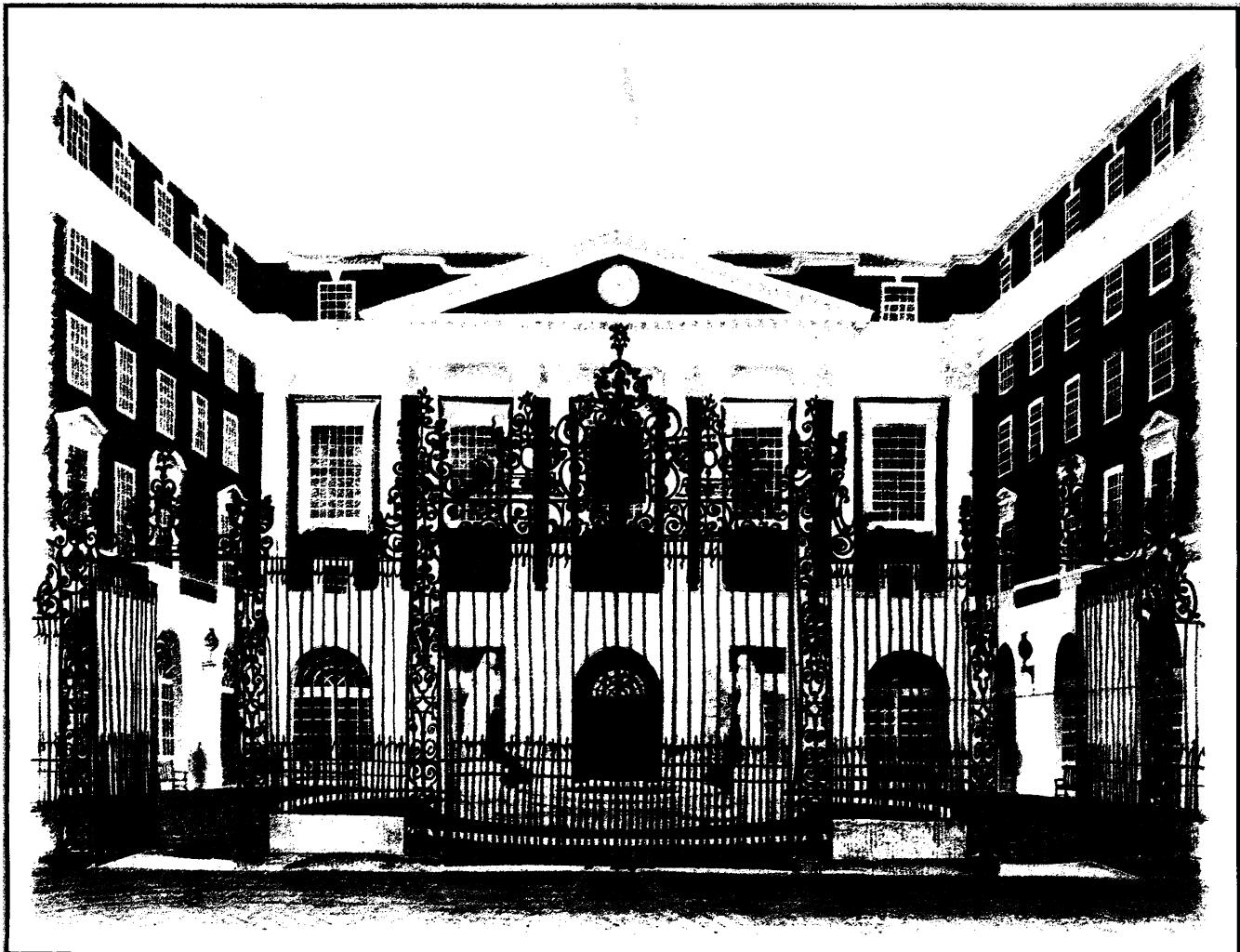
NAME _____

ADDRESS _____

POSTCODE _____

All prices include postage, by air abroad.

BMA House—yours for £155



Actual size 22" deep x 29½" wide

Why not treat yourself to a memento of the *BMJ*'s 150th anniversary? Specially commissioned to mark the occasion, David Gentleman's beautifully detailed lithograph of BMA House, the journal's home since 1925, is obtainable at £155 a copy. Showing a view of the courtyard from the main gates—a familiar scene to BMA members and to countless visitors from around the world—the lithograph has been produced in a limited edition and only 125 copies are available for sale. Many readers will want to have this handsome reminder of a milestone in the *BMJ*'s history; to make sure of yours, simply fill in the form below.

ORDER FORM The Publishing Manager, Lithograph, BRITISH MEDICAL JOURNAL, BMA House, Tavistock Square, London WC1H 9JR.

Please send me copy/copies of the David Gentleman lithograph, view of the inner courtyard of BMA House.

I enclose (please make cheques payable to the British Medical Journal) or debit my credit card (please tick box)

VISA MASTERCARD AMERICAN EXPRESS CARD No

CARD EXPIRY DATE SIGNATURE

NAME.....

ADDRESS.....

..... POSTCODE

The lithograph may also be purchased in the BMJ /BMA bookshop, situated on the ground floor of the East Wing of BMA House

gastric distress & oesophagitis

hyperacidity or dysmotility?

Most complaints of gastric distress, as well as oesophagitis, are conventionally attributed to hyperacidity in the stomach. However, the contemporary view in gastroenterology holds that most upper G.I. problems, including heartburn, postprandial fullness, early satiety, abdominal distension and epigastric discomfort, are commonly motility related.¹⁻³ And this stands to reason. After all, proper peristalsis is a physiological necessity for our digestive process.

Prepulsid, the novel G.I. prokinetic, uniquely restores healthy peristalsis to efficiently clear the oesophagus and empty the stomach.⁴⁻⁶



Prepulsid^{TRADEMARK} CISAPRIDE

restores upper G.I. motility like no other agent.

expertise in digestive motility