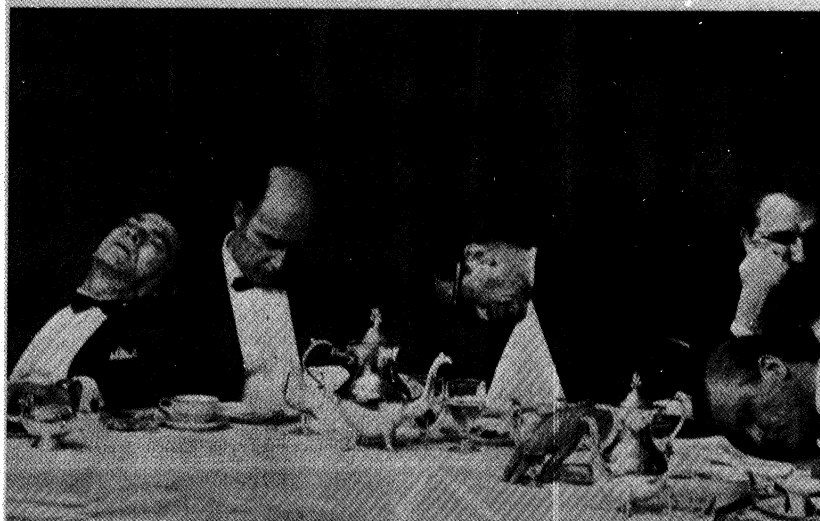


[From Medical Economics, June 9, 1969]

A "sleeping pill" for



Here's a tableful of long-winded speakers getting a taste of their own medicine. The last guy on the program is putting them all to sleep. How embarrassing.

Yet when they really want to sleep tonight, some may have trouble. How exasperating.

They could use Doriden. But what about that short-winded cougher, if he has insomnia?

In recommended dosage, Doriden won't cause respiratory depression or otherwise aggravate pulmonary disorders.

Actually, Doriden is well tolerated by almost anyone—the aged, chronically ill, or hospitalized patients and those with renal dysfunction. And it rarely causes preexcitation or morning hangover.

For long or short winded, Doriden usually brings a restful breather from insomnia. Please turn following page for prescribing information.

CIBA Pharmaceutical Company, Summit, N.J.

C I B A

Doriden[®] (glutethimide)