

CHARACTER OF SERPASIL JOURNAL ADVERTISING

Ciba ran multiple half pages and full page ads in each issue of a selected journal list. Copy and art emphasis was on drug action and product name.

IN TENSION AND HYPERTENSION

sedation

without

hypnosis

R_x Serpasil^{T.M.}
(reserpine CIBA)

A pure crystalline alkaloid of rauwolfia root first identified, purified and introduced by CIBA

In anxiety, tension, nervousness and mild to severe neuroses—as well as in hypertension—SERPASIL provides a nonsoporific tranquilizing effect and a sense of well-being. Tablets, 0.25 mg. (scored) and 0.1 mg.

C I B A
SUNNIT, N. J.