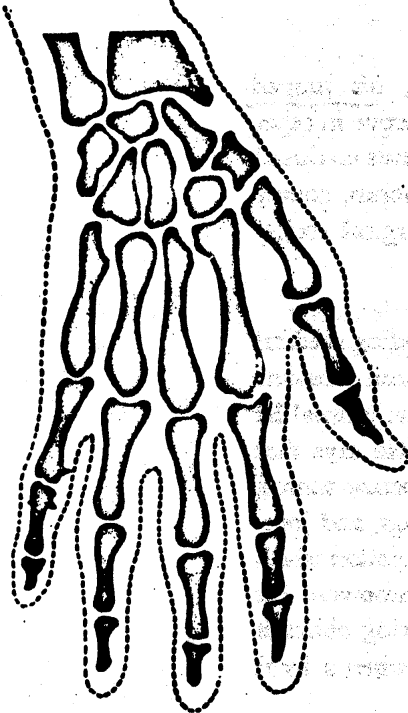


THE CHARACTER OF BUTAZOLIDIN ADVERTISING

Butazolidin advertising was characterized by the use of anatomical drawings and copy emphasizing action, efficacy and indications.



*in
arthritis
and allied
disorders*

Rapid Relief of Pain
usually within a few days

**Greater Freedom
and Ease of Movement**
functional improvement in a significant
percentage of cases

No Development of Tolerance
even when administered over
a prolonged period

BUTAZOLIDIN

(brand of phenylbutazone)

Its usefulness and efficacy substantiated by numerous published reports,
BUTAZOLIDIN has received the Seal of Acceptance of the Council on
Pharmacy and Chemistry of the American Medical Association for use in:

- Gouty Arthritis • Rheumatoid Arthritis
- Psoriatic Arthritis • Rheumatoid Spondylitis
- Painful Shoulder (including peritendinitis, capsulitis, bursitis and acute arthritis)

Since BUTAZOLIDIN is a potent agent, patients for therapy should be selected with care; dosage should be judiciously controlled; and the patient should be regularly observed so that treatment may be discontinued at the first sign of toxic reaction.

Descriptive literature available on request.

BUTAZOLIDIN® (brand of phenylbutazone), coated tablets of 100 mg.

 **GEIGY PHARMACEUTICALS**
Division of Geigy Chemical Corporation
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In Canada: Geigy Pharmaceuticals, Montreal