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Enduron advertisement.

[s.l.]: [s.n.], 1960

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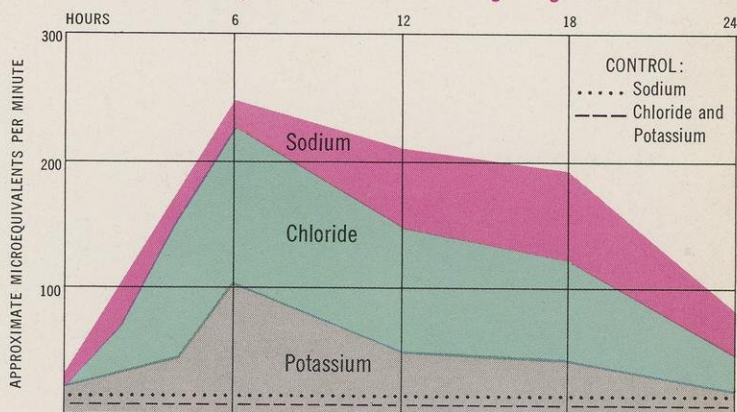
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Every ENDURON tablet delivers over 24 hours of continuous thiazide action

With this unique agent, you need just *one* daily dose to reduce edema and hypertension. Diuretic response reaches maximum in about six hours. It then follows a smooth, continuing plateau for most of the remaining day. Even at end of the 24 hours, you are still eliminating sodium well above control (i.e., undosed) amounts.

Usual Urinary Excretion Patterns Following 10 mg. of Enduron



Note that Enduron's effect on urinary potassium is minor; potassium depletion will seldom be a factor in your therapy. Similarly, Enduron's favorably high ratio of sodium versus chloride excretion means lessened likelihood of hypochloremic alkalosis.

How safe is Enduron?

Repeated oral doses of many thousand times the therapeutic amount, have been well tolerated in test animals for months. Since Enduron's milligram dosage in humans is low, it affords the security of an exceptionally safe therapeutic ratio.

Difficulty, if any, is apt to arise from therapy that's unnecessarily vigorous. Enduron is potent. 10 mg. produces at least as much sodium excretion as other available thiazides in *any* size dose. Single doses greater than 10 mg. don't accomplish greater diuresis, and aren't recommended or needed.

Prescribe the 24-hour diuretic-antihypertensive:

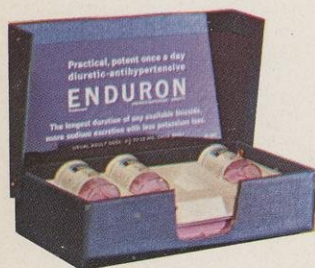
ENDURON

(METHYCLOTHIAZIDE, ABBOTT)

significant advance in thiazide therapy



1. Ford, R. V., *Current Therap. Res.*, 2:422-430, Sept., 1960.
2. Bryant, J. M., et. al., *Current Therap. Res.*, 3:1-4, Jan., 1961.

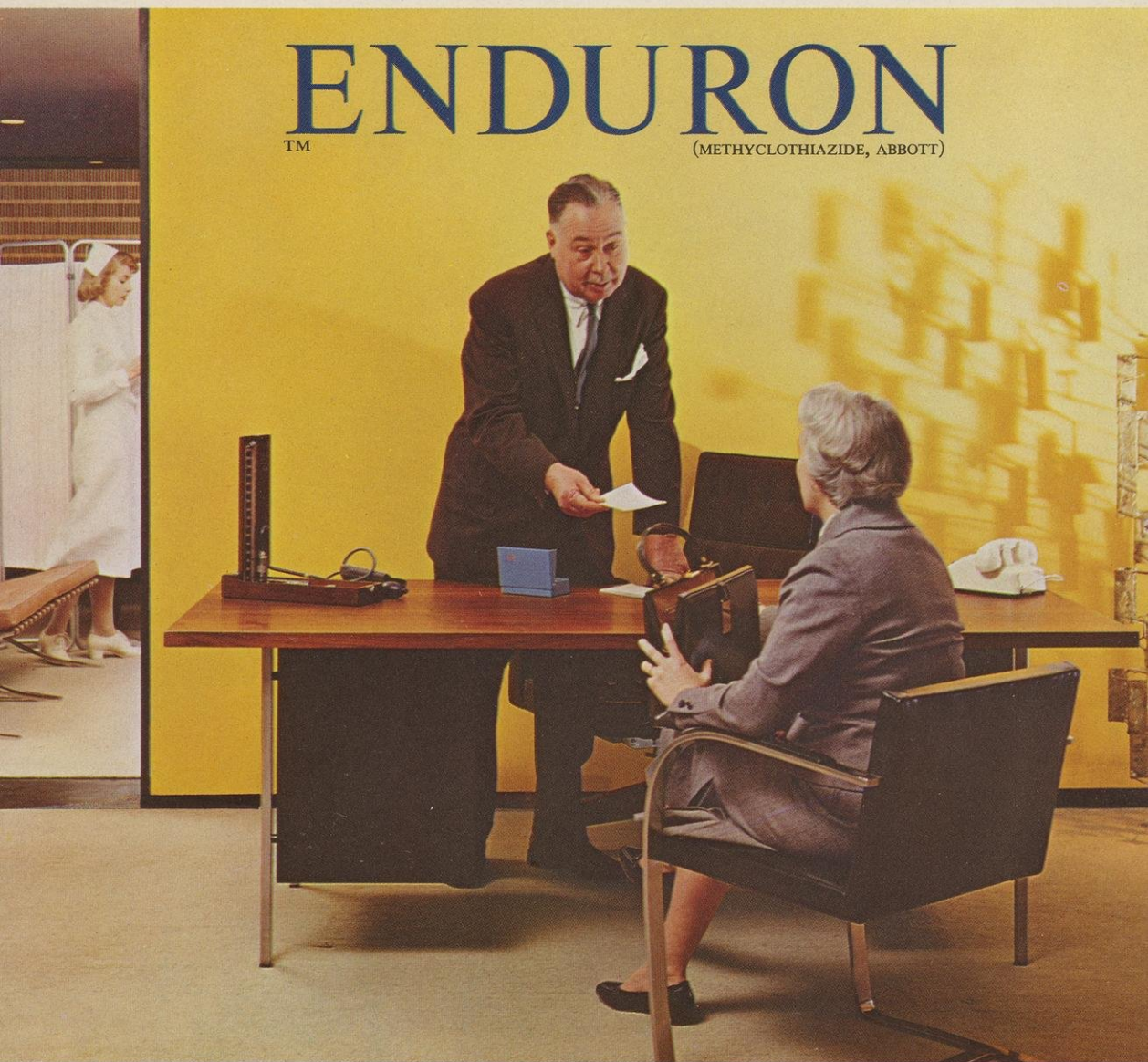


The 24-hour diuretic-antihypertensive

ENDURON

TM

(METHYLOTHIAZIDE, ABBOTT)



Nothing is simpler in thiazide therapy:
Prescribe “Enduron once a day, every day”

One dose daily of this potent new thiazide is ample. It treats edema and hypertension around the clock. You can expect therapeutic action through the full 24 hour period (and longer).

What's more, Enduron provides an enhanced potassium-sparing effect. Whereas multiple dose drugs may cause multiple peaks of potassium loss, Enduron's single dose brings but a temporary single peak.

Enduron's once-a-day dosage is of course a convenience, too. Easy for the patient to remember. Easy for you to supervise. We invite you to experience its benefits . . . soon. *(See next page)*

