



## Obedrin advertisement.

[s.l.]: [s.n.], 1959

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# Journal E PAPER

BER 25, 1960

FINAL  
CITY EDITION

FIVE CENTS

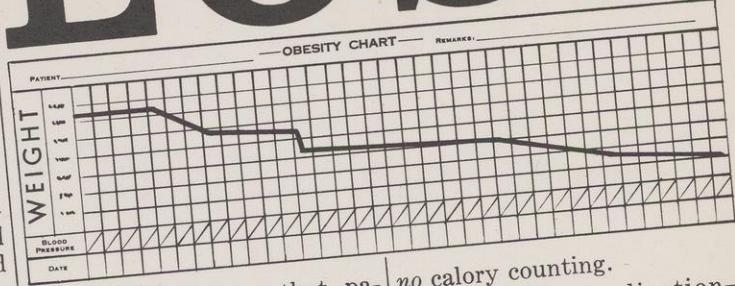
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## 9,000 TONS OF EXCESS WEIGHT LOST



Case histories show that patients lose an average of 6 lbs. per 100 tablets of Obedrin—making a total weight loss of 18,000,000 lbs. since Obedrin was introduced.

Obedrin and the 60-10-70 Basic Plan succeed where other reducing regimens fail. The Obedrin Basic Plan provides three essentials for weight reduction:

1. Supervision by the physician—Patients need the emotional support and discipline that only the physician can contribute.

2. A balanced eating plan—The 60-10-70 Basic Plan offers the patient a wide variety of menus, carefully calculated to supply a minimum of 60 grams of carbohydrate, 10 grams of fat, and 70 grams of protein each day, with

no calory counting.

3. Supportive medication—Each capsule or tablet of Obedrin provides:

- Semoxydrine® HCl (methamphetamine HCl), 5 mg., for its anorexigenic and mood-lifting effects
- Pentobarbital, 20 mg., to guard against excitation
- Thiamine Mononitraté, 0.5 mg., Riboflavin, 1 mg., and Nicotinic Acid (Niacin), 5 mg., to supplement the diet
- Ascorbic Acid, 100 mg., to help mobilize tissue fluids

Obedrin and the 60-10-70 Basic Plan help the overweight patient establish correct eating habits...first, to lose excess pounds and then, more important, to maintain optimum weight.

# Obedrin®

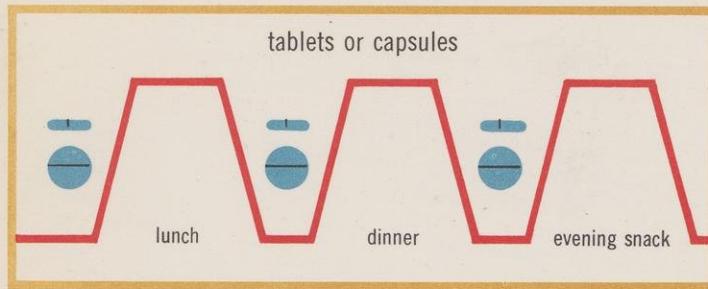
and the 60-10-70 Basic Plan  
provide an effective weight-control regimen

THE S. E. MASSENGILL COMPANY

Bristol, Tennessee

New York • Kansas City • San Francisco

# A FLEXIBLE DOSAGE FORM PROVIDES DEPENDABLE CONTROL OF APPETITE



The Obedrin formula permits a flexible dosage schedule to depress the appetite at peak hunger periods. The physician can adjust dosage to fit each patient's need.

## **ADVANTAGES OF OBEDRIN—**

- A dependable anorexigenic agent
- A flexible dosage form
- Minimal central nervous stimulation
- Vitamins to supplement the diet

Supplied: In bottles of 100, 500, and 1,000

Write for 60-10-70 Basic Plan menus and weight charts.

# **Obedrin®**

and the 60-10-70 Basic Plan

THE S. E. MASSENGILL COMPANY Bristol, Tennessee • New York • Kansas City • San Francisco