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Noctec advertisement.

[s.l.]: [s.n.], 1965

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"In its many forms, insomnia probably constitutes one of mankind's most subtle tortures..."¹

Insomnia is one of the most frequently seen and least-written-about symptoms in all of medicine.² Yet the inability to fall asleep—or to stay asleep—haunts countless numbers of people every night.

The treatment of insomnia is aimed at either removing its cause or counteracting it. But, because there are many forms of insomnia, there can be no single treatment. Each type of insomnia dictates its own type of treatment.

Sometimes hypnotic drugs should NOT be prescribed

In its most severe form, insomnia may be part of a psychosis. It may be a schizoid pattern, in which the attitude toward sleep is one of terror and horror; or it may be a manic pattern, in which there is not time for, nor interest in, sleep.² In either case, psychiatric treatment is indicated.

Less damaging—but no less frustrating to the patient—is neurotic insomnia. Here, subconscious tensions are involved—with the patient often honestly denying the anxieties or fears responsible for his inability to sleep. Psychologic treatment—by a physician or a psychiatrist—should be started.

Neither psychotic nor neurotic insomnia is an indication for hypnotic drugs, for two very good reasons. Hypnotic drugs cannot eradicate the cause of the insomnia. And, because these forms of insomnia are likely to be prolonged, there is the possibility of the patient becoming dependent on the drug.

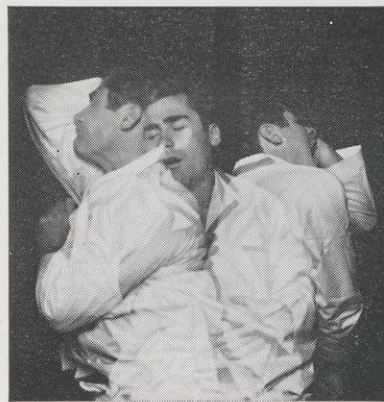
When prompt, gentle sedation is indicated—Noctec

There are, however, two forms of insomnia in which hypnotic drugs such as chloral hydrate (Noctec) are of particular value—insomnia due to conscious tension and insomnia of somatic origin.

Excitement, anger, anxiety, fear—these are just a few of the conscious tensions that may precede insomnia. Anxiety, for instance, is exemplified by the worry of a businessman because of a shaky investment or of a student before a final exam. Fear may prevent sleep in the chronically ill patient, the surgical candidate, the hospitalized child. These are patients for whom Noctec can be prescribed to induce prompt sedation followed by quiet, sound sleep.

Patients with insomnia of somatic origin—pain, itching, coughing, fever—also respond well to Noctec. "The wise physician often prescribes a sedative routinely for the patient in the early stages of an acute infection or in any state of acute discomfort. Wakefulness in such conditions serves no useful purpose. The underlying cause is known and temporary, and habituation to sedatives under these conditions need not be feared."²

Noctec induces sleep that usually begins within an hour and persists



for 5 to 8 hours. Blood pressure and respiration are depressed only slightly more than in normal sleep. Most patients can be awakened and completely aroused without sedative "hangover" or depressive aftereffect.

For insomnia due to conscious tension or somatic discomfort, prescribe Noctec (Squibb Chloral Hydrate). When pain keeps the patient awake, prescribe Noctec and acetaminophen—available from Squibb as Noctagetic®.

NOCTEC

Dosage: Adults: 0.5 to 1 Gm. as capsules or syrup, 15 to 30 minutes before bedtime or ½ hour before surgery. Children: 25 mg./lb body weight (maximum: 2 Gm.) as a single hypnotic dose; for sedation, 5 to 10 mg./lb body weight (maximum: 1 Gm.). **Supply:** Capsules 500 mg. (7½ gr.) and 250 mg. (3¾ gr.). Bottles of 100. Syrup, 500 mg. (7½ gr.) per 5 cc. teaspoonful, pint and gallon bottles.

NOCTAGETIC

Dosage: Adults: 1 or 2 capsules or 1 or 2 teaspoonfuls of liquid, 15 to 30 minutes before bedtime. Children 6 years or older: 1 capsule or 1 teaspoonful liquid. **Note: Not recommended for children under 6 years of age.** **Supply:** Capsules, bottles of 100. Liquid, bottles of 240 cc. Each capsule and each 5 cc. teaspoonful liquid contains 300 mg. Acetaminophen and 500 mg. Chloral Hydrate. The liquid contains 12% alcohol by volume.

Warning: Chloral hydrate may be habit-forming. **Side Effects of Noctec and Noctagetic:** Gastric irritation may occur; excitement, delirium, cumulation and tolerance are rare. Large doses of chloral hydrate should not be used in severe cardiac disease or when renal or hepatic function is markedly impaired. For full information, see Product Brief.

References: 1. U.S. Dept. of Health, Education, and Welfare: Current Research on Sleep and Dreams, U.S. Government Printing Office, 1966, Public Health Service Publication No. 1389. 2. Solomon, P.: New England J. Med. 255:755, 1956.

Noctec[®]
SQUIBB CHLORAL HYDRATE

...and the rest is easy

SQUIBB



"The Priceless Ingredient" of every product is the honor and integrity of its maker.