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Mellaril advertisement.

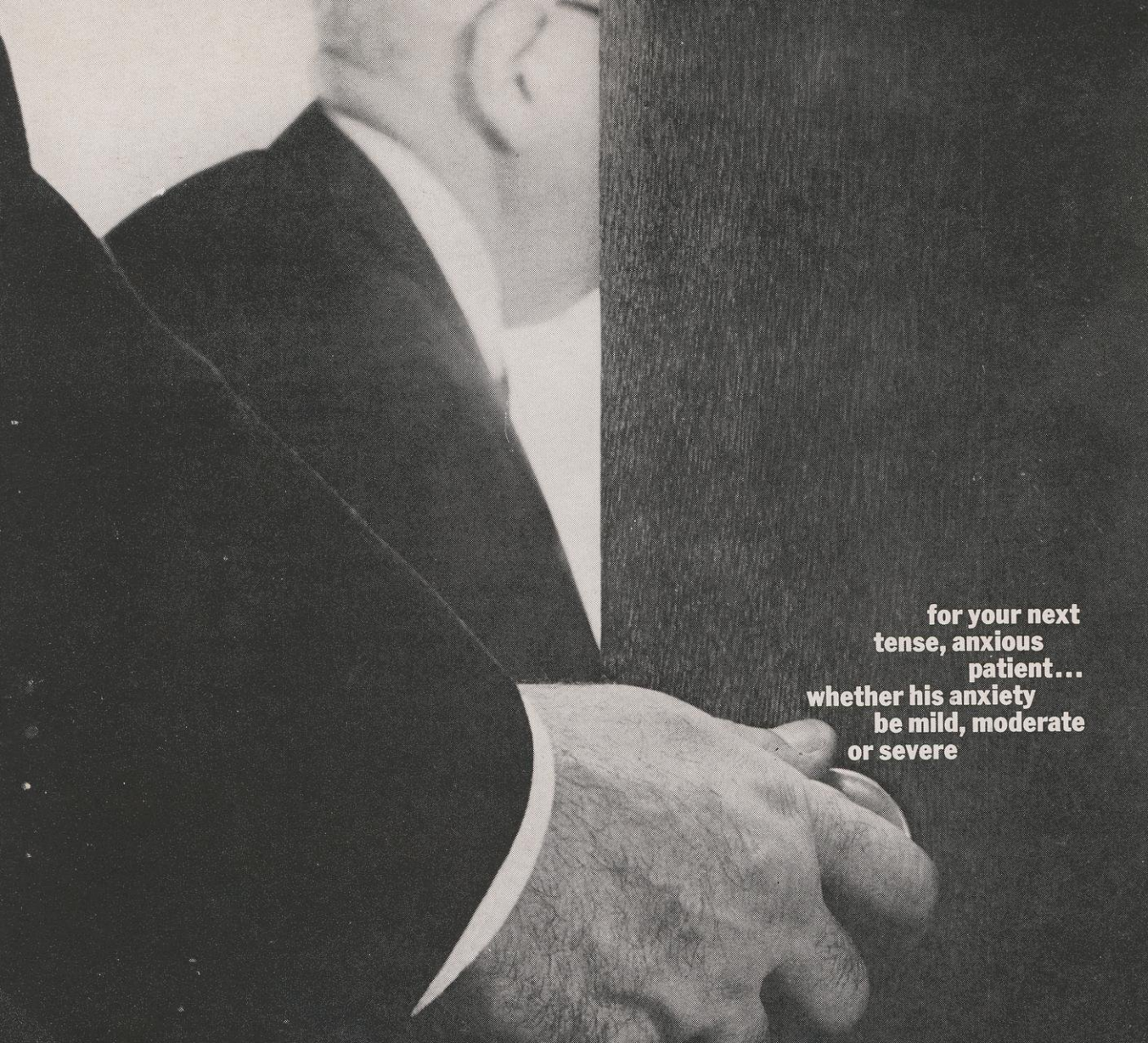
[s.l.]: [s.n.], 1962

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for your next
tense, anxious
patient...
whether his anxiety
be mild, moderate
or severe

Mellaril[®] the full-range tranquilizer

Thioridazine

relieves the anxiety and tension states of everyday life Most of the tension states seen in office practice are caused by environmental factors, such as domestic difficulties, financial problems, illness, working conditions, etc. For these "garden variety" anxieties, more physicians are prescribing MELLARIL since it calms the patient and allows him to function normally at home.

unlike the "liberating" or the "meprobamate-type" tranquilizers MELLARIL is a "full-range" tranquilizer. Its area of usefulness extends from minor nervous and functional disorders to severe psychotic disturbances.

unlike other phenothiazine tranquilizers ■ Jaundice has not been observed ■ Parkinsonism is rare ■ excessive sedation and lethargy are less frequent than with other phenothiazines ■ "... we believe that the claim can justly be made that Mellaril has fewer side-effects than any other of the phenothiazine compounds."¹ The efficacy and safety of Mellaril have been established in over 150 published reports during a period of 4½ years.

SUPPLIED: Tablets: 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. Brand of thioridazine, as hydrochloride. Consult literature and dosage information, available on request, before prescribing.

1. Sandison, R. A., Whitelaw, E., and Currie, J. D. C.: Journal of Mental Science 106:732, April 1960.