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## Placidyl advertisement.

[s.l.]: [s.n.], 1963

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A rueful medal by day—gallantly won.  
Hard to ignore at night, but for Placidyl.  
Non-barbiturate Placidyl—sleep's gentle  
commander. So safe. So persuasive. For almost  
anyone who can't sleep—for almost any reason.



112-233

Side effects seldom occur. As with any sedative, careful supervision is advisable with maladjusted individuals. Withdrawal symptoms may occur after prolonged usage. Rarely, an individual may exhibit an unusual sensitivity although no permanent ill effects have ever been reported. Avoid use with alcohol or barbiturates.



**Placidyl**<sup>®</sup>... nudges your patient to sleep  
Ethchlorvynol