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## Elixir Alurate advertisement.

[s.l.]: [s.n.], 1924

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# Announcing a new Roche Preparation

*Safe*

*A splendid hypnotic and sedative  
in an ideal form for  
administration*

*Rapid in action - Non-narcotic  
Not depressing to heart or respiration*

*For Insomnia and Nervousness  
Especially useful in Pediatrics  
and Psychiatry*

The hypnotic  
constituent of  
**ALLONAL**  
"Roche"  
dissolved in a  
pleasant vehicle . . .

## Elixir Alurate "Roche"

¶ In offering Elixir Alurate to the profession we have been guided by repeated requests for a liquid form of the hypnotic constituent of Allonal "Roche". Each fluid drachm of this palatable new Elixir contains  $\frac{1}{2}$  gr. of allyl-isopropyl-barbiturate.

¶ Elixir Alurate is hypnotic and sedative, very effective, quick in action and not habit forming. Like Allonal, it seldom gives rise to the by-effects which so frequently follow the older hypnotics. Unlike Allonal, it is not sufficient in cases of pain, for it has no specific analgesic properties.

¶ Elixir Alurate is ideal in all cases where tablet or powder dosage is impractical. It is a splendid sedative or hypnotic for children and can be given readily in milk. It has already been reported, by one of the largest psychiatric clinics in New York, the most effective hypnotic yet used for the control of mental cases.

**Devoid of coal-tar derivatives**

*Write for a sample supply and full information  
with indications and dosage*

**The Hoffmann-La Roche Chemical Works**  
*Makers of Medicines of Rare Quality*

19 CLIFF STREET

NEW YORK

