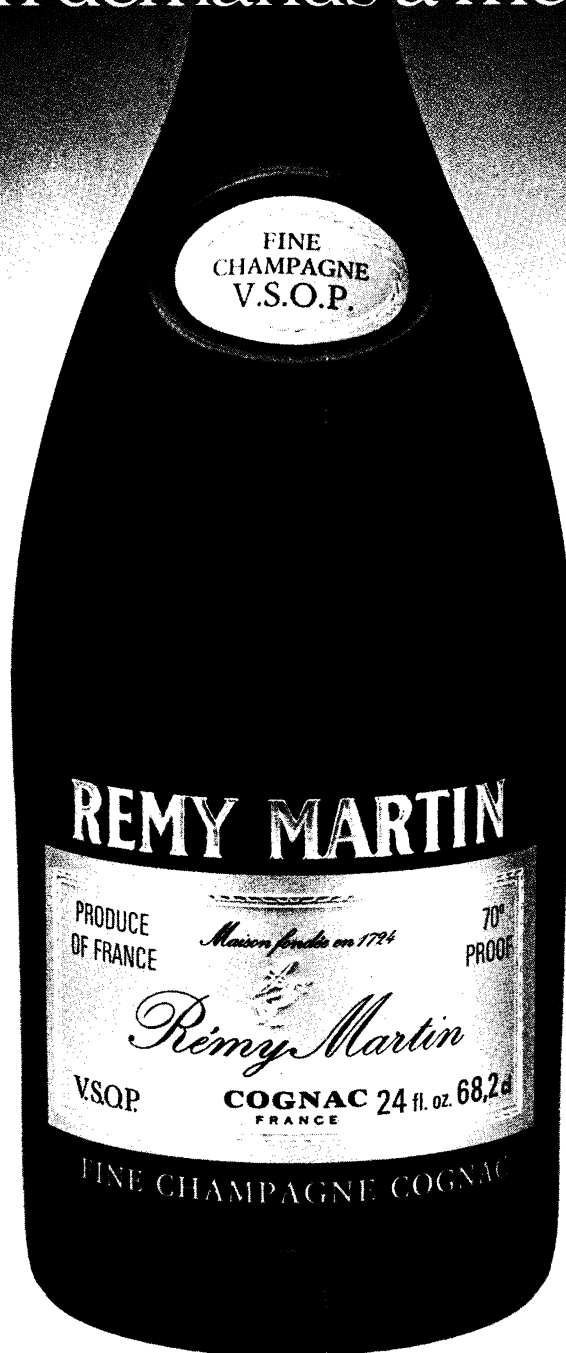


Allowing your friends to pour your
Rémy Martin demands a measure of trust.



Rémy Martin. Fine Champagne Cognac.

Norval

scores only
where it's needed...

at the site
of depression



Norval 30mg – now a single bedtime dosage

Norval 30mg. provides highly effective treatment for the symptom complex of depression, anxiety and sleep disturbance^{1, 2, 3} – in a new, simple, convenient bedtime dosage which ensures improved patient compliance.

There are no anticholinergic side-effects such as dry mouth, blurred vision, or palpitations⁴ to make the patient feel worse. Thus, Norval may be considered for depressed patients with glaucoma or prostatic hypertrophy.⁴

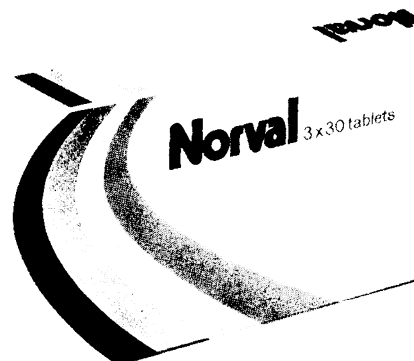
The lack of cardiotoxicity means that Norval may be considered for depressed

patients with pre-existing heart disease.⁵ Norval can also be considered for hypertensive patients stabilised on propranolol or the adrenergic neurone blockers, guanethidine and bethanidine.^{6, 7}

Effective, convenient and trouble free therapy. Norval 30mg. – the antidepressant patients can and will take.

 **Bencard**

Further information on Norval (regd.) mianserin hydrochloride, is available from Bencard, Great West Road, Brentford, Middlesex. TW8 9BE.



References 1. Coppen, A., et al., *Brit. J. Psychiat.* (1976), **129**, 342-345. 2. Russell, G.F.M., et al., *Br. J. Clin. Pharmacol.* (1978), **5**, 575-585. 3. Smith, A.H.W., et al., *Br. J. Clin. Pharmacol.* (1978), **5**, 675-705. 4. Vogel, H.P., et al., *Int. Pharmacopsychiat.* (1976), **11**, 25-31. 5. Koper, H., et al., *Brit. Med. J.* (1977), 17th Sept. 773. 6. Burgess, C.D., et al., *Br. J. Clin. Pharmacol.* (1978), **5**, 215-285. 7. Coppen, A., et al., *Br. J. Clin. Pharmacol.* (1978), **5**, 135-175.

ADVANCE TO TENORMIN IN ANGINA

GO

HEART

COMMUNITY CHEST

COMMUNITY CHEST

LUNGS

SUPER TAX

PAY £100

LIVER

BRAIN

GO TO HEART
GO DIRECTLY TO HEART
DO NOT CAUSE
BRONCHOSPASM
DO NOT CAUSE
UNWANTED SIDE EFFECTS

Angina doesn't affect the brain, liver or lungs but some non-selective beta-blockers may. Prescribe once daily 'Tenormin' and concentrate your attack on angina where it is most needed: the heart.

'Tenormin' appears to be the most cardioselective beta-blocker available.¹ It is at least as effective as other blockers but is less likely to upset hepatic carbohydrate metabolism, precipitate bronchospasm or produce unwanted central nervous effects.

TENORMIN

One tablet, Once daily.

Contraindications & Side Effects:
'Tenormin' is contraindicated in patients with 2nd degree or 3rd degree heart block. Side effects attributable to its pharmacological actions include cold extremities, muscular fatigue and, in isolated cases, bradycardia. Sleep disturbances of the type noted with other beta-blockers have rarely been reported.

STUART
Further information is available on request to the company.
Stuart Pharmaceuticals Limited
Carr House, Carrs Road,
Cheadle, Cheshire SK8 2EG
Product Licence No. PL 0029/0122
Basic NHS cost £6.46 per 28 day Calendar Pack.
'Tenormin' is a trade mark for atenolol.
Each tablet contains 100mg atenolol.

Reference:
1. Decalmer, P. B. S. *et al* 1977, *Acta Therapeutica*, 3, 99.