



**OPENS
THE DOOR**

*to more
successful*

psychotherapy Serpanray[®]

reserpine, 'Panray'

Ataractic Therapy for NEURO-PSYCHIATRIC CONDITIONS

Clinical course of
psychotic patients treated
with 'Serpanray'

- 1) The sedative phase, calmness and symptomatic improvement occur.
- 2) The turbulent phase, patient seems worse.
- 3) The integrative phase, patient regains contact with reality.

- Clinically proven in schizophrenia, manic depressive psychoses in the manic phase, agitated psychoses and other behavioristic disorders
- Tranquilizes and sedates without affecting alertness or responsiveness
- Calms hyperactive patients, quiets the noisy, alerts the depressed
 - Often precludes electroshock, seclusion and barbiturates
 - Non-soporific and well tolerated for prolonged treatment
 - Allows natural sleep

Supplied in 1.0 mg., 2.0 mg., 3.0 mg., 4.0 mg., and 5.0 mg. compressed, scored TABLETS. Also available in 2 ml. AMPULES containing 5.0 mg. or 10.0 mg. for parenteral administration and SYRUP, containing 1.0 mg. reserpine per 4 ml.

Write for samples, literature.

THE *Panray*[®]
CORP.

• 340 CANAL STREET • NEW YORK 13, N. Y.

Sole Canadian Distributor Winley-Morris Co. 292 Craig St. West Montreal 29, P. Q.

AROUSE THE DEPRESSED PSYCHIATRIC PATIENT



Ritalin[®]

hydrochloride

(methyl-phenidylacetate hydrochloride CIBA)



Ritalin is a mild, safer cortical stimulant which is particularly "efficacious in the treatment of mild to moderate depressions in neurotic and psychotic patients."

When Ritalin was given for 6 months to 127 withdrawn, dull, listless, apathetic, or negativistic institutionalized patients, 101 showed improvement in behavior and manageability. "Many returned to normal eating and toilet habits almost simultaneously with evidence of mental awakening. . . ."

In depressed states Ritalin provides needed stimulus without the wide swings of reaction caused by most stimulants. *It rarely causes palpitation, jitteriness, or hyperexcitation; has no appreciable effect on blood pressure, pulse rate or appetite.*

Dosage: 10 to 20 mg. b.i.d. or t.i.d., adjusted to the individual. *Supplied:* TABLETS, 5 mg. (yellow) and 10 mg. (blue); bottles of 100, 500 and 1000. TABLETS, 20 mg. (peach-colored); bottles of 100 and 1000.

References: 1. Noce, R. H., and Williams, D. B.: Personal communication. 2. Ferguson, J. T.: Paper presented at American Society for Pharmacology and Experimental Therapeutics, Iowa City, Iowa, Sept. 9, 1955.

C I B A SUMMIT, N. J. 2/21954