

Bad news for the cocci.

Contributors

Abbott Laboratories

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London : Abbott Laboratories, [between 1960 and 1965?]

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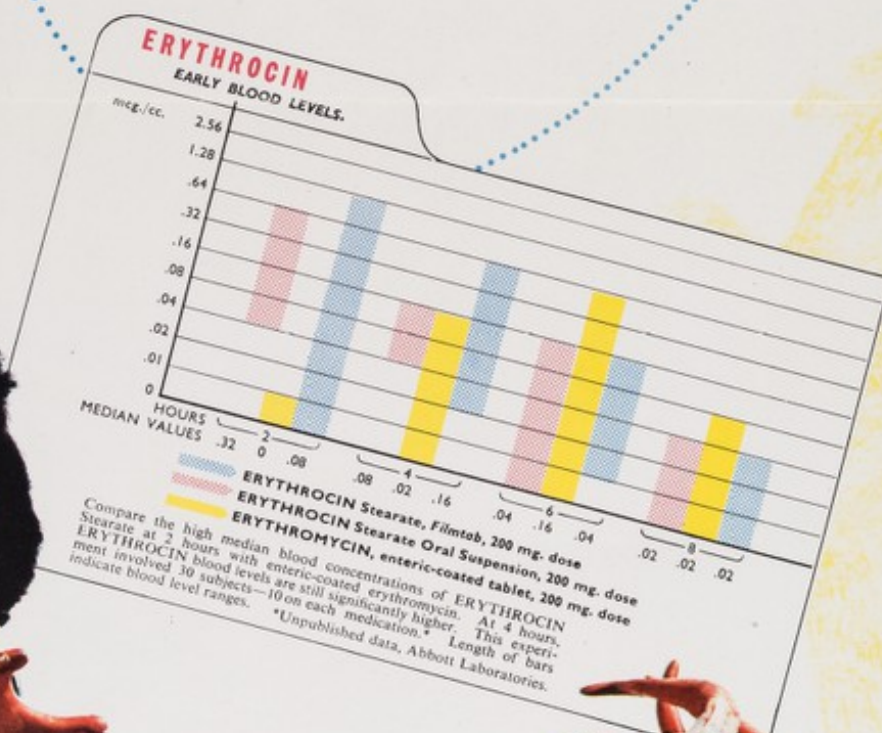
Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
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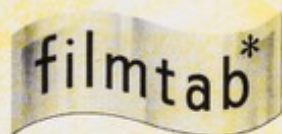
BAD NEWS
for
the cocci



NEW

No more
delayed action
from enteric coating





ERYTHROCIN Stearate

REGD.

(ERYTHROMYCIN STEARATE, ABBOTT)

Now, *Filmtab* ERYTHROCIN Stearate tablets provide faster absorption, earlier blood levels. The new *Filmtab* (marketed only by Abbott) disintegrates far faster than enteric coatings—permits almost immediate drug absorption. Tests show ERYTHROCIN is adequately protected.

Result? Your patient has high blood concentrations of ERYTHROCIN *within 2 hours*, instead of 4-6 hours as before. Peak level at 4 hours and significant concentrations for 8 hours.

ERYTHROCIN Stearate is highly effective—*almost every gram-positive coccus is sensitive to its action*. Especially recommended against staphylococci, because of the high incidence of staphylococcal resistance to penicillin and other oral antibiotics.

ERYTHROCIN Stearate (compared with most other antibiotics) is less toxic—*less likely to alter the normal intestinal flora*.

Gastrointestinal disturbances are rare.

No serious side effects reported.

Abbott

* Trade Mark for Abbott's film sealed tablets, patent applied for.

DOSAGE

Average adult dose is 200 mg. every four to six hours.

HOW SUPPLIED

ERYTHROCIN Stearate *Filmtabs* (100 and 200 mg.) are supplied in bottles of 25 and 100.

A B B O T T L A B O R A T O R I E S L T D .



And for your Little Patients

tasty



ready-mixed



stable



Cinnamon-flavoured, ready-for-use form of the new antibiotic . . . stable 18 months . . . administer any time . . . less likely to alter normal intestinal flora than most other antibiotics . . . in 60 cc. (2 fluid ounce) bottles.

DOSAGE . . . every 4 to 6 hours: 25 lb. child— $\frac{1}{2}$ teaspoonful
50 lb. child—1 teaspoonful . 100 lb. child—2 teaspoonfuls.
One 5 cc. teaspoon represents 100 mg. ERYTHROCIN.

Paediatric

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ORAL SUSPENSION