

Prodexin : good living, a series of drawings by the Cruikshanks.

Contributors

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C.L. Bencard Ltd.

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*This Ham, depend on it, thould not take hence,
While I am capable of its defence,*

Good Living

A SERIES OF DRAWINGS BY THE CRUIKSHANKS

No. 3 "*Breakfast at a Country Inn*"

By Robert Cruikshank

This print illustrates an episode in Robert Cruikshank's "The Commercial Tourist or Gentleman Traveller" (1822). Unschooled in 20th Century public relations methods, the commercial representative has spurned an invitation to join his fellow travellers at breakfast, and one of the party imposes sanctions by withholding the ham from the waiter.

PRODEXIN

When we travel alone we tend to snatch hurried and arbitrarily chosen meals.

When we travel in company, each meal becomes an occasion.

Neither state is conducive to a well-ordered digestion, and the subject with a tendency to dyspepsia often needs relief when he is farthest from home.

Whether for solitary comfort or unobtrusive treatment in public; whether for symptomatic relief of occasional hyperacidity or for long-term control of peptic ulcer,

Prodexin is the ideal antacid: rapid, long-acting, convenient and pleasant to administer. Prodexin tablets do not cause alkalinisation of the stomach. They maintain a therapeutically desirable gastric *pH* for long periods and are the perfect form of portable antacid buffer therapy.

The Ideal Antacid

Each Prodexin tablet contains

Aluminium glycinat (dihydroxy aluminium aminoacetate) . . . 0.9 gramme
Light magnesium carbonate 0.1 gramme

DOSAGE

To ensure a steady and prolonged flow of medicament to the stomach the tablet should be allowed to dissolve *slowly* in the mouth.

For hyperacidity

One to two tablets as required.

For prevention of hyperacidic attacks

One tablet every hour. If pain recurs regularly it is best to anticipate each attack by sucking a tablet 15 to 30 minutes before pain is expected.

For peptic ulcer

One to four tablets every hour, depending on the degree of hyperacidity.

PACKAGES

Cartons of 30 individually wrapped tablets and dispensing packs of 240.
Basic N.H.S. cost of 240 tablets: 23s. 4d.



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