

**Welcome to the new day : morning freshness assured after restful sleep with Doriden.**

**Contributors**

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## **Welcome to the new day**

Few patients would wish to rise with the dawn chorus, but all appreciate a bright, cheerful start to the new morning — a clear awakening, restored and refreshed by deep natural sleep without 'hangover' or after-effects.

**Morning freshness  
assured after  
restful sleep with  
Doriden®**

glutethimide BP

**Morning freshness  
after restful sleep  
with Doriden®**  
glutethimide BP

**Prescribing notes**

Dosage. Initially two 250mg tablets of Doriden should be given a quarter to half-an-hour before retiring. After a few nights it will be possible, in many cases, to reduce the dose to one tablet. Occasionally for intractable insomnia larger doses may be necessary. Infants from six months to one year old should be given a quarter of a tablet; those between one and six years should be given half a tablet. A dose of one tablet is suitable for children over six years.

Side effects and precautions. There has been no evidence of any cumulative toxic effects during prolonged administration. On very rare occasions nausea and skin rash have been reported, disappearing on withdrawal of the drug.

Caution is recommended, as with all drugs, in prescribing for women who may be in the first trimester of pregnancy. Caution is also recommended in patients who may be prone to addiction, as with other drugs having sedative and hypnotic properties.

**Basic NHS prices**

Doriden 250mg tablets 100 - 8s 4d  
500 - 39s 4d

Detailed information is available on request.

*Welcome to Day*

Pack clouds, away and welcome day,  
With night we banish sorrow;  
Sweet air, blow soft, mount, larks, aloft  
To give my Love good-morrow!  
Wings from the wind to please her mind  
Notes from the lark I'll borrow;  
Bird, prune thy wing! nightingale, sing!  
To give my Love good morrow;  
To give my Love good morrow  
Notes from them both I'll borrow!

**Thomas Heywood**  
1573-1641

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D 881

C I B A



*Stars of the dawn chorus The Blackbird*

## **Welcome to the new day**

A member of the Thrush family, the Blackbird is always one of the first voices of the dawn chorus in Great Britain, distinguished by the purity, variety and wide range of its notes. It is remarkable that in New Zealand, where it is an introduced species, the Blackbird has now assumed the same leading role, and is to be heard earlier than any of the native participants in the dawn chorus.

Bird portrait painted specially for  
CIBA Laboratories by Philip Rickman