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## Lexoprin advertisement.

[s.l.]: [s.n.], 1943

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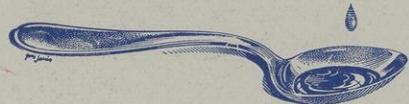
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# a palatable liquid liver concentrate for oral administration



The taste of concentrated liver extract is difficult to mask, hence the popularity of tasteless Pulvules 'Extralin' (Liver-Stomach Concentrate, Lilly) and Pulvules 'Lextron Ferrous' (Liver-Stomach Concentrate with Ferrous Iron and Vitamin B Complex, Lilly). For the patient who "cannot swallow" pulvules, and in other cases in which liquid medication is preferred, Elixir 'Lexoprin' (Liver Concentrate, Lilly) is suggested.

Elixir 'Lexoprin' is highly concentrated. Three tablespoonfuls (1½ fluid ounces) a day elicit a standard reticulocyte response. Most patients find it unobjectionable even after prolonged usage. For cases in which hemoglobin production lags behind red-cell regeneration, iron in addition to liver extract may be indicated. Elixir 'Lexoprin Compound' (Liver Concentrate with Ferrous Iron and Vitamin B Complex, Lilly) contains 18½ grains of anhydrous ferrous sulfate, 1.8 mg. of thiamin chloride, and 0.75 mg. of riboflavin in three tablespoonfuls (1½ fluid ounces). Both products are available at your local retail pharmacy.



## ELIXIR LEXOPRIN

... when liver alone is indicated.

## ELIXIR LEXOPRIN COMPOUND

... when iron and vitamin B complex, in addition to liver, are indicated.

ELI LILLY AND COMPANY. INDIANAPOLIS 6, INDIANA, U. S. A.