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## Zentron advertisement.

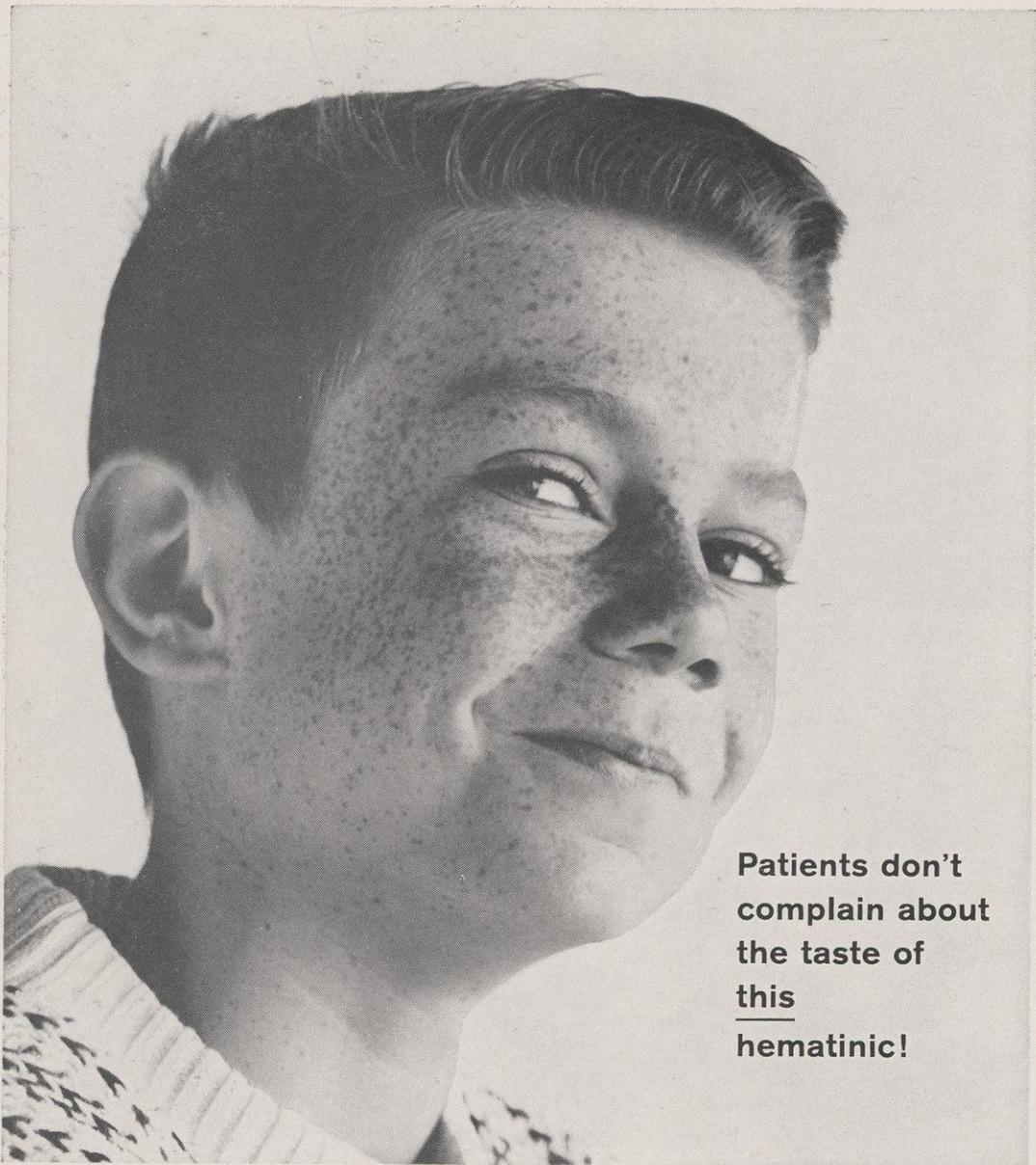
[s.l.]: [s.n.], 1965

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**Patients don't  
complain about  
the taste of  
this  
hematinic!**

Why should they? Most youngsters love the taste of strawberries, and that's the flavor they get when you give them Zentron Chewable. ■ But, good taste aside, Zentron Chewable offers additional advantages: The iron salt in Zentron Chewable is ferrous fumarate. Its effectiveness as a hematinic has been consistently demonstrated.<sup>1-5</sup> The new chewable form is ideal

for pediatric practice. It eliminates the spillage and stickiness common with liquid hematinics and thus insures full and accurate dosage. ■ Each tablet contains 20 mg. of readily absorbed iron, 100 mg. of ascorbic acid, and adequate quantities of the B vitamins. Dosage for children two years and older is 1 tablet one to three times daily. Available in bottles of 50.

*All things considered—  
shouldn't you consider*

**Zentron<sup>®</sup> Chewable**  
Iron, Vitamin B Complex, and Vitamin C

1. New and Nonofficial Drugs, J.A.M.A., 171:1104, 1959. 2. Shapleigh, J. B., and Montgomery, A.: Am. Pract. & Digest Treat., 10:461, 1959. 3. Brise, H., and Hallberg, L.: Acta med. scandinav., 171(Supplement No. 376):23, 1962. 4. Berenbaum, M. C., et al.: Blood, 15:540, 1960. 5. Swan, H.T., and Jowett, G.H.: Brit. M. J., 2:782, 1959.

*Lilly*