

Lead Industries Association

60 EAST 42ND STREET

NEW YORK 17, N.Y.

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November 8, 1957

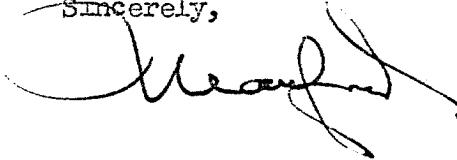
Robert A. Kehoe, M.D., Director
Kettering Laboratory
University of Cincinnati
Eden Avenue
Cincinnati 19, Ohio

Dear Bob:

On what seems the reasonable chance that it has not been brought to your attention, herewith is a reproduction of a current Riker advertisement on Versene.

How does this jibe with your ideas on the prophylactic side of the picture?

Sincerely,



MB:GW

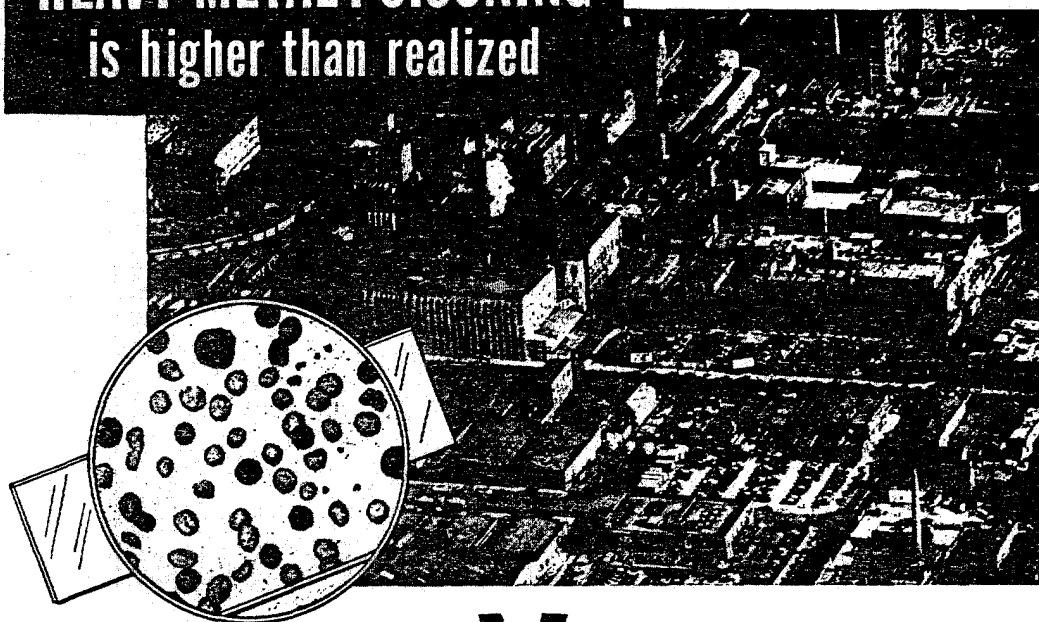
Enclosure

cc: Dr. Hardy

KE 0014939



the incidence of
HEAVY METAL POISONING
is higher than realized



Calcium Disodium **VERSENATE***

spells the answer

At last, here is a dependably effective means of removing heavy metals from the body *without danger of organ damage*. Calcium Disodium VERSENATE is now available for oral as well as intravenous therapy; the intravenous form for safe, effective, dramatic short-term treatment; the oral form for convenient prevention of exacerbations or as sole therapy for milder types of lead poisoning.

NOW IN **2**
DOSAGE FORMS

Write for descriptive booklet.

INTRAVENOUS Complete instructions for dilution and administration accompany the ampula. The average daily dose for an adult is 1 to 2 Gm. per day, given as two infusions. For children, the dose is not more than 0.5 Gm. per 35 pounds of body weight, given once or twice daily. Boxes of six 5cc. (1 Gm.) ampuls.

ORAL Average adult dose is 8 tablets (4 Gm.) per day, in divided doses. For children, the dose is adjusted on the basis of 2 tablets (1 Gm.) per 35 pounds of body weight daily, in divided doses. For ease of administration tablets may be crushed and dissolved in milk. In bottles of 250 tablets, each containing 500 mg.

*Trademark of Dow Chemical Co.



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I.M. & S., Nov. 1957

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