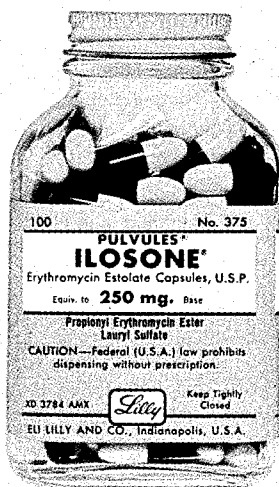


EXHIBIT I

[From the Journal of the American Medical Association, Sept. 21, 1963]



sign
of
infection?



symbol
of
therapy!

Ilosone is better absorbed—It provides high, long-lasting levels of antibacterial activity—two to four times those of other erythromycin preparations—even on a full stomach. **Ilosone is bactericidal**—It provides bactericidal action against streptococci, pneumococci, and some strains of staphylococci. **Ilosone activity is concentrated**—It exerts its greatest activity against the gram-positive organisms—the offending pathogens in most common bacterial infections of the respiratory tract and soft tissues. Usual adult dosage: 250 mg, every six hours.

In summary: Ilosone is an antibiotic indicated in infections caused by micro-organisms sensitive to erythromycin, especially streptococci, staphylococci, and pneumococci. Even though Ilosone is the most active oral form of erythromycin, the incidence of side-effects is very low. Infrequent cases of drug idiosyncrasy, manifested by a form of intrahepatic cholestatic jaundice, have been reported. There have been no fatal or definite residual effects.

Gastro-intestinal disturbances not associated with hepatic effects are observed in a small proportion of individuals as a result of a local stimulating action of the medication on the alimentary tract. Cutaneous manifestations of hypersensitivity may be observed occasionally; maculopapular skin eruption or urticaria has been noted in less than 0.5 percent of patients. In extremely rare instances, anaphylaxis has occurred with erythromycin therapy.

Ilosone® works to speed recovery
Erythromycin Estolate

Additional information available upon request. Eli Lilly and Company, Indianapolis 6, Indiana.



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