



# White's Cod Liver Oil Concentrate advertisement.

[s.l.]: [s.n.], 1939

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## WHY STOP HERE?

Growth doesn't cease with infancy. In fact, the problem of maintaining calcium metabolism as an aid to skeletal formation continues throughout the entire developmental period.

Jeans & Stearns, Youmans and others emphasize the need for continuing vitamin D reinforcement long after the arbitrary age of 2 or 2½ years. Kronfeld and others confirm its importance, particularly as a contribution toward the formation of the permanent teeth.

### WHITE'S COD LIVER OIL CONCENTRATE

in its convenient dosage forms renders it easy for you to continue A and D reinforcement without interruption from infancy through childhood, and beyond if necessary.

For Infants—there is the convenient *Liquid Form*. Two drops provide the vitamin A and D potency of one teaspoonful of cod liver oil.\*

For the Child over 2 or 2½ years—the equally convenient, pleasant, easy-to-take *Tablets*. Each tablet provides the vitamin A and D potency of one teaspoonful of cod liver oil.\*



Ethically promoted—not advertised to the laity.  
WHITE LABORATORIES, INC., Newark, New Jersey.

\*U.S.P. Minimum Requirements.

