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ViDaylin advertisement.

[s.l.]: [s.n.], 1959

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HOW DO YOU PREFER TO GIVE CHILDREN'S MULTIVITAMINS?

With a line like Vi-Daylin,[®] you can take care of your patient's daily needs, their changing needs—even their changing moods—clear up until their teens. And you'll know the kids are on your side. The famous Vi-Daylin flavor takes care of that.

Here are some of the ways you can give Vi-Daylin—

Most kids will love it—and lick it—right out of the spoon

The basic Vi-Daylin formula, of course, is a liquid, and comes in three bottle sizes—3 fl.oz., 8 fl.oz., and pints.

Then, for the holdouts—spring the “secret weapon” (mom will like it, too)

We're talking about the new pushbutton can, of course. For just a few cents more, mom can take home a 12 fl.oz. “Pressure Pak”—guaranteed to disarm little cynics and turn them into vitamin fans.

For young sophisticates—an honest-to-goodness lemon-candy tablet

And the nice thing is that it's *really* Vi-Daylin—same wonderful lemony flavor, same formula. One tasty Dulcet[®] tablet equals one teaspoon of liquid Vi-Daylin, and the tablets are so “grown-up.”

When they need mineral supplement as well

ViDaylin-M provides all the essential vitamins *plus* eight valuable minerals.

One teaspoon usually does the job—about ½ the dosage you would have had to recommend before ViDaylin-M came along.

And when a “therapeutic” dose is indicated

ViDaylin-T[®] is a high potency formula with the same lemony good taste as regular Vi-Daylin. Especially high in vitamins B₁ and C.

And remember: You can start the Vi-Daylin habit right in the first year

Vi-Daylin Drops, with eight essential vitamins in a delicious drops formula, have long been a standby in vitamin therapy from infancy through the first year. In 15-cc., 30-cc., and 50-cc. bottles with unbreakable calibrated dropper.

Pre-Daylin[®] Drops—for infants who need vitamins A, C, and D only. Tasty drops formula available in 15- and 50-cc. bottles with calibrated dropper.

VI-DAYLIN—Homogenized Mixture of Vitamins A, D, B₁, B₂, B₆, B₁₂, C, and Nicotinamide, Abbott.
VI DAYLIN-M—Homogenized Mixture of Vitamins with Minerals, Abbott.
DULCET—Sweetened Tablets, Abbott.
PRE-DAYLIN—Vitamin A, C, and D Drops, Abbott.
VI DAYLIN-T—High Potency Multivitamins, Abbott.

this is the Vi-Daylin moment. **i**t comes once a day, and there is ab-
 solutely no mistaking how children feel about it. **i**t belongs in a class with
 the cookie after dinner and the bedtime story. **a** treat become a habit.
a good habit to prescribe. **f**un for the kids. **p**eace for mom. **a**ssurance for you.



the most widely used and prescribed of all children's multivitamins **VI-DAYLIN**®