

Mead's Viosterol advertisement.

[s.l.]: [s.n.], 1924

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The Fish's..Name...Is....HALIBUT

On account of long experience in the cod liver oil field, Mead Johnson & Company happily is able to offer without delay — now — to the medical profession, a superior grade of *undiluted* halibut liver oil containing viosterol, distinguished by the following exclusive features:

(1) Golden yellow color, not dark brown; (2) lowest acidity — 0.7%; (3) highest potency — 100,000 U. S. P. vitamin A units and 3,333 Steenbock vitamin D units; (4) undiluted — no vegetable oil or other diluent; (5) one-fifth of the vitamin D in this product is supplied by the *undiluted* halibut liver oil.

MEAD'S VIOSTEROL IN HALIBUT LIVER OIL 250 D is for sale at drug stores in 5 c.c. and 50 c.c. brown bottles in light-proof cartons to prevent the vitamin-deteriorating action of light. The unique combination dropper-and-stopper prevents waste and minimizes contamination in use. No dosage directions accompany the package. Samples to physicians on request.

DOSAGE TO PHYSICIANS: This is the same as with Mead's Viosterol in Oil 250 D: Infants, 10 drops daily; prematures and rapidly-growing children, 15 drops; older children, 10 to 20 drops; adults, especially pregnant and nursing mothers, 25 drops or more. Special cases may require larger dosage.

MEAD JOHNSON & CO., Evansville, Ind., Pioneers in Vitamin Research
Please enclose professional card when requesting samples of Mead Johnson products to cooperate in preventing their reaching unauthorized persons.

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