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Neo-Calglucon Syrup advertisement.


[s.l.]: [s.n.], 1977

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Where's he going to get his calcium if he won't or can't drink milk?

If he has milk allergy, he's beyond the age of high-calcium, milk-free formulas. And would probably refuse them anyway. A special high-calcium diet is just as impractical.

Or maybe he simply dislikes milk. And backs up the decision with all the power of his two-year-old stubbornness. Yet he needs calcium, and will through adolescence.

Consider **Neo-Calglucon[®]** **Syrup** (glubionate calcium) the only liquid calcium supplement.

Orange-flavored Neo-Calglucon Syrup is phosphorus free for better calcium absorption. It rarely provokes G. I. irritation.

Each tablespoonful (15 ml.) contains 345 mg. of elemental, well-absorbed calcium. By comparison, an 8-oz. glass of whole milk supplies 267 mg. of calcium.* Neo-Calglucon Syrup is the most soluble of the nonirritating calcium salts.

Recommend Neo-Calglucon Syrup. Keep the child's vital needs for calcium well supplied . . . regardless of diet, allergies, or the mountain-like stubbornness of a two-year-old "No!"

*Bowes A, Church F: *Food Values of Portions Commonly Used*, 11th Ed. Toronto, JP Lippincott Company, 1970.

USUAL DOSAGE

As a dietary supplement†

Infants

1 teaspoonful (5 ml.) 5 times daily
(may be taken undiluted, mixed with infant's formula, or with fruit juice)

Children under 4 years of age

2 teaspoonfuls (10 ml.) 3 times daily

Children 4 or more years of age

1 tablespoonful (15 ml.) 3 times daily

†Supplies the approximate US Recommended Daily Allowance for calcium—adjust dosage to individual patient needs.

Dorsey
LABORATORIES

Division of Sandoz, Inc.
LINCOLN, NEBRASKA 68501