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## **Mead's Brewers Yeast Tablets advertisement.**

[s.l.]: [s.n.], 1938

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*a natural  
source*

*of*

**VITAMIN B<sub>1</sub>**

**VITAMIN G**



and other known factors of the  
**VITAMIN B COMPLEX**  
*including nicotinic acid*

**MEAD'S BREWERS YEAST TABLETS** • Each Mead's Brewers Yeast Tablet contains 20 International units of vitamin B<sub>1</sub> (thiamin—the antineuritic factor) and 20 Sherman units of vitamin G (riboflavin). Clinical tests have shown the product to be rich also in nicotinic acid, for the prevention and treatment of pellagra. Supplied in 6-grain tablets in bottles of 250 and 1,000.

**MEAD'S BREWERS YEAST POWDER** • Each gram (½ teaspoon) supplies 50 International units of vitamin B<sub>1</sub> and 50 Sherman units of vitamin G (the same potency as Mead's Brewers Yeast Tablets), as well as nicotinic acid. Mixes readily with various vehicles the physician may specify in infant feeding. Supplied in 6-oz. bottles.

*Mead's Brewers Yeast is nonviable and is vacuum-packed to prevent oxidation.  
Packed in brown bottles and sealed cartons for greater protection.*

**MEAD JOHNSON & COMPANY, EVANSVILLE, INDIANA, U. S. A.**

## Old Way...

### CURING RICKETS in the CLEFT of an ASH TREE

FOR many centuries,—and apparently down to the present time, even in this country—ricketic children have been passed through a cleft ash tree to cure them of their rickets, and thenceforth a sympathetic relationship was supposed to exist between them and the tree.

Frazer\* states that the ordinary mode of effecting the cure is to split a young ash sapling longitudinally for a few feet and pass the child, naked, either three times or three times three through the fissure at sunrise. In the West of England, it is said the passage must be "against the sun." As soon as the ceremony is performed, the tree is bound tightly up and the fissure plastered over with mud or clay. The belief is that just as the cleft in the tree will be healed, so the child's body will be healed, but that if the rift in the tree remains open, the deformity in the child will remain, too, and if the tree were to die, the death of the child would surely follow.

\*Frazer, J. G.: *The Golden Bough*, vol. 1, New York, Macmillan & Co., 1923



It is ironical that the practice of attempting to cure rickets by holding the child in the cleft of an ash tree was associated with the rising of the sun, the light of which we now know is in itself one of Nature's specifics.

## New Way...

### Preventing and Curing Rickets with OLEUM PERCOMORPHUM

NOWADAYS, the physician has at his command, Mead's Oleum Percomorphum, a natural vitamin D product which actually prevents and cures rickets, when given in proper dosage.

Like other specifics for other diseases, larger dosage may be required for extreme cases. It is safe to say that when used in the indicated dosage, Mead's Oleum Percomorphum is a specific in almost all cases of rickets, regardless of

degree and duration. Mead's Oleum Percomorphum because of its high vitamins A and D content is also useful in deficiency conditions such as tetany, osteomalacia and xerophthalmia.

Mead's Oleum Percomorphum is not advertised to the public and is obtainable at drug stores in boxes of 25 and 100 10-drop capsules and 10 and 50 cc. bottles. The large bottle is supplied, at no extra cost, with Mead's patented Vacap-Dropper. It keeps out dust and light, is spill-proof, unbreakable, and delivers a uniform drop.

MEAD JOHNSON & COMPANY, Evansville, Indiana, U. S. A.

Please enclose professional card when requesting samples of Mead Johnson products to cooperate in preventing their reaching unauthorized persons.