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Vi-Delta Emulsion advertisement.

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

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Have you tasted

VI-DELTA EMULSION

Lederle

?

[VITAMINS A AND D]

THERE are lots of good fish in the sea with livers full of Vitamins A and D. Codfish livers are good and the supply is abundant, *but* their nauseous taste disputes all counter-flavorings and bursts irrepressibly through all processing. Now, however, a new Norwegian process combined with livers from other fish has produced a really tasteless digestible concentrate of fish liver oils which can be blended to any desired combination of Vitamins A and D potency including concentrates of astonishingly high potencies per gram.

Lederle enjoys—'enjoys' is correct—certain exclusive rights to this new tasteless concentrate for the United States and Canada and the product is issued in three forms:

"VI-DELTA EMULSION *Lederle*" 8 or 16 oz. bottles—an orange-flavored malt syrup that has no remotest trace of medicine taste, the fish-oil concentrate being tasteless to begin with. Neither does it cause the flatulence and eructations characteristic of cod liver oil compounds. Children will take it as readily as maple syrup and ask for more. Potency per teaspoonful (4 cc.): Vitamin A, 3,200 units; Vitamin D, 400 units.

"VI-DELTA CONCENTRATE, CAPSULES *Lederle*"—each capsule contains 15,000 units Vitamin A and 1,870 units Vitamin D.

"VI-DELTA LIQUID CONCENTRATE *Lederle*" in dropper bottles for treatment or prophylaxis of rickets in infants. Five drops contain 9,500 units Vitamin A and 1,200 units Vitamin D. The tastelessness counts again—it "stays down". (Above "units" are U.S.P. XI.)



VI-DELTA

Lederle

VITAMINS A AND D

LEDERLE LABORATORIES, INC.

30 ROCKEFELLER PLAZA

NEW YORK, N. Y.

Effective management of

M E A S L E S

THE DANGER OF SEVERE or fatal complications—chiefly bronchopneumonia—of measles, justifies the application, wherever measles appears, of measures that have been recognized to be of value in controlling the severity of the disease.

“Immune Globulin (Human) Lederle” possesses several advantages over other materials applicable to the control of measles:

- it is readily available, stocked for epidemic emergencies;
- its activity is uniform; the protective power in pooled extracts, each prepared from about 1000 placentas, is fairly constant;
- a relatively small dose is required.

A recent study conducted by the Chicago Board of Health gave the following results (infants under six months being excluded from this table, since they have some natural immunity):

	6 mo.- 1 yr.	1 yr.- 2 yrs.	2 yrs.- 5 yrs.	5 yrs.- 10 yrs.	Total
Number given “Immune Globulin”	105	101	122	48	376
Did not get measles	68	36	42	22	168
Per cent	64.8	35.6	34.4	45.8	44.7
Developed milder measles	28	53	51	15	147
Per cent	26.7	52.5	41.8	31.3	39.1
Developed unmodified measles	8	10	27	9	54
Per cent	7.6	10	22.1	18.8	14.4

The purpose of giving Immune Globulin is usually not to prevent altogether the infection with measles virus but to keep the disease limited to a mild uncomplicated course that will, nevertheless, leave the child with long-lasting subsequent immunity. In the 206 children who contracted measles, 147 were mild cases—71.4%!

“Immune Globulin (Human) Lederle” is available in 2 cc. and 10 cc. vials.

Lederle

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NEW YORK

