

## **Squibb Stabilized Redefined Liver Oil advertisement.**

[s.l.]: [s.n.], 1932

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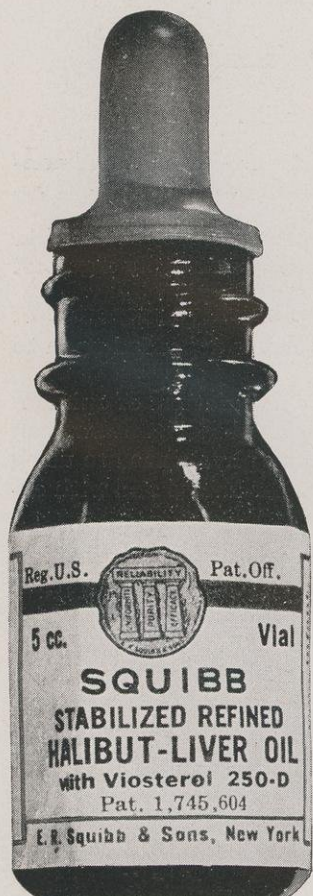
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# At least three important Squibb stabilized refined

● Although halibut-liver oil had been known for several years as one of the richest, natural sources of Vitamin A, it did not come into general use until methods of refining it were perfected.

In its crude state, the oil has a characteristically acrid odor and is disagreeable to take. A well-refined oil, on the other hand, although sufficiently palatable, presents certain other difficulties. It is subject to reversion in taste as well as to an appreciable loss of vitamin potency. To ensure dependable results the oil, in addition to being refined, should be *stabilized*.\*

Physicians will be interested in knowing the advantages of stabilized and refined halibut-liver oil.



**1. The vitamin values are relatively constant**—A simple laboratory test demonstrates the difference in potency between halibut-liver oil that is stabilized and the unstabilized oil. Two containers of halibut-liver oil are left exposed to air for a few weeks. The unstabilized oil loses an appreciable amount of its Vitamin A content. The stabilized preparation tests almost as high in Vitamin A at the end of the experiment as originally. Thus stabilization helps to keep the potency constant.

**2. Uniform results are made possible**—In using an oil of relatively stable potency, the physician knows that the patient receives the vitamin dosage he prescribes. Promise of greater certainty of results is an important reason for specifying stabilized halibut-liver oil.

**3. The oil remains palatable and pleasant tasting**—There is a notable lack of odor and an agreeable taste to halibut-liver oil that has been stabilized. Not that stabilization is wholly responsible for the pleasant taste! It is refining the oil which really makes it acceptable. But it is likely to *become* unpalatable again unless precautions are taken. Stabilization helps keep the oil as palatable throughout the period of use as when first refined.

\*The Squibb process involves use of an antioxidant (Hydroquinone). U.S. Pat. 1,745,604



# reasons for prescribing Halibut-Liver Oil

**What Squibb stabilized refined halibut-liver oil is used for . . .**

Squibb Halibut-Liver Oil, because of its high content of Vitamin A, may be extremely useful in cases which need comparatively large amounts of this important factor. Certain undesirable conditions have been identified with the lack of Vitamin A; impaired function of certain epithelial tissue, retarded growth, lowered general resistance.

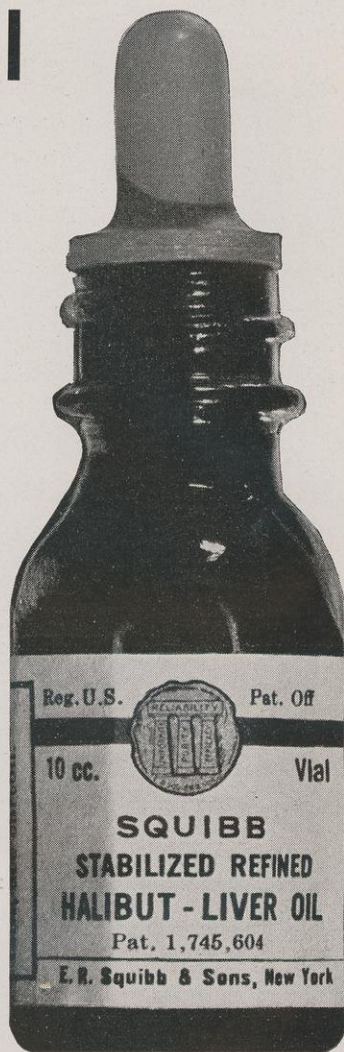
And the advantage of Squibb halibut-liver oil is that it not only provides more Vitamin A in a small dose (ten drops) than 3 *teaspoonfuls* of a cod-liver oil containing 400 units per gram, but that this relatively large amount of Vitamin A may be administered in convenient, drop dosage.

It is an excellent routine measure for growing children and adults who need the general resistance-building value of Vitamin A and appreciate receiving it in agreeable form.

For infants, halibut-liver oil may be prescribed either plain or specially enriched with Vitamin D. *Squibb Halibut-Liver Oil*, a favored agent for prophylaxis, supplies as much Vitamin D in the ordinary ten-drop dose as one teaspoonful of the standard cod-liver oil defined by the Wisconsin Alumni Research Foundation.

*Squibb Halibut-Liver Oil with Viosterol-250 D*, used for infants with a tendency toward rickets who require an abundance of the anti-rachitic factor, supplies *as much Vitamin D as Viosterol!* Each gram contains not less than 33,333 A.D.M.A. (3,333 Steenbock) units. And this large amount of the anti-rachitic factor is obtained in conjunction with Vitamin A. Each gram supplies not less than 32,000 U.S.P. units of Vitamin A. This fortified product is also valuable for pregnant and nursing mothers who require relatively large amounts of Vitamins A and D in relatively small dose.

When you prescribe halibut-liver oil, plain or 250 D, always be sure to specify the stabilized kind—*Squibb's*.



Squibb makes two halibut-liver oil products stabilized for assured effectiveness—Squibb stabilized refined Halibut-Liver Oil and Squibb Halibut-Liver Oil with Viosterol-250 D.

## E·R·SQUIBB & SONS