

Of Uniformly High Anti-rachitic Value

It is well known that imperfect bone formation is directly attributable either to a deficiency of the fat soluble anti-rachitic vitamin in the diet, or to a lack of sunshine, for sunlight produces this vitamin in the tissues.

Sunlight in the same way produces the vitamin in vegetable cells, and the vitamin content of milk depends entirely on the quality of the pasture on which the cows have been fed. The milk of stall-fed cows is very deficient in vitamins.

The uniformly high anti-rachitic value of Glaxo is a direct result of the fact that it is produced from the rich milk of healthy dairy herds that live in the open air and feed on sun-bathed grass all the year round.

Moreover, the Roller Process by which Glaxo is made preserves unimpaired the high vitamin value of the milk.

The *British Medical Journal* has stated:—

“Investigations have shown that Glaxo contains as high a content of vitamins A and B as fresh milk of good quality and almost as high a content of vitamin C.”



“Builds Bonnie Babies”

Samples and literature sent free on request.

GLAXO (DEPT. A), 56 OSNABURGH ST., LONDON, N.W. 1.

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