

'A SUBSTITUTE FOR SUNLIGHT'

—'THE TIMES'

IN its second leader on January 14th, 1941, 'The Times' made a plea for wider recognition of the value of *fish oil* as a help in resisting infection.

Thousands of forward-looking people have already been taking Crookes' Halibut Liver Oil regularly throughout this winter, fortifying themselves with these powerful anti-infective vitamins to which 'The Times' refers. Crookes' Halibut Liver Oil, in liquid or capsule form, is obtainable from all chemists.

A Substitute for Sunlight

It is part of the wisdom of the Arctic region that fish oils are in some degree a substitute for sunlight. Discovery, as so frequently happens, has confirmed popular belief, and made it clear that these and other animal oils constitute a storehouse of sunlight upon which men may draw in the dark days and so avoid ailments of which the incidence is related to darkness.

There is need at this moment for an extended use of the knowledge now available; for, though food is adequate in quantity and quality, additional safeguards are greatly to be desired. The fish oils possess the merit that they afford much nourishment in small bulk and that control can be exercised in respect of the essential elements contained in them. By the daily use of quite small doses a rich supply of most important vitamins can be secured without disturbance of ordinary dietetic habit, and without fear of setting digestion. This is an obvious benefit at a moment when winter ailments are prevalent, and when conditions in shelters and elsewhere are such as to favour the rapid spread of infection. Winter at all times tends to compel people to crowd together in more or less confined spaces; that compulsion has been greatly increased by reason of air raids. There is

thus a strong case for action, especially where children are concerned. Children are more easily and more severely affected by lack of sunlight than are grown-up people. During the winters which followed the Four Years' War rickets assumed epidemic form in Vienna and other cities because the supply of animal fats was insufficient. The coming of summer brought relief, but much suffering meanwhile had occurred on account of the enfeebling influence of a 'deficiency disease,' which tends to rob its victims of their natural powers of resistance and so to leave them exposed to the attacks of bronchial and other infections. Infection is very close at hand just now; conditions of life are far from ideal; strains and stresses must necessarily be endured. It is consequently greatly to be desired that no help of any kind may be given to the enemy but that, on the contrary, every possible obstacle may be placed in his way. Until the end of the winter the Government, acting through the Ministry of Health, might properly issue doses of fish oil to the children remaining in cities and large towns. Distribution could take place at school, and need occasion very little difficulty if linked with the provision of milk and of free meals.

*Vitamin strength of CROOKES' OIL is stated on green label on bottle.
If offered a substitute, demand a written guarantee of vitamin potency.*

CROOKES' HALIBUT LIVER OIL

LIQUID—PER PHIAL—ENOUGH FOR 16 DAYS, 2/-

● CAPSULES—PER BOTTLE OF 25—2/6

T.G.S.