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December is balance month. The last few days of the year make heavy demands upon the staff of the bank, for every account is "balanced" and checked. Modern office methods, involving the use of mechanised book-keeping systems and of photographic records in accountancy, have reduced the time spent in searching for the proverbially clusive penny, but even so, hard work by every officer is required at "balance time". You will soon have an opportunity of studying the balance sheet of the Midland Bank; it is clothed in conventional form, but behind its figures lies the story of great achievements for customers large and small.

MIDLAND BANK LIMITED

SevenSeaS is vitamins plus

Popular belief always credited Cod Liver Oil with nutritional values over and above those of the Vitamin A and D that it contains in abundance. Recent scientific research has justified an ancient belief in yet another specific direction.

Unsaturated fats (and Cod Liver Oil is more unsaturated than any other edible oil or fat) are often deficient in normal diets. They have special values in promoting general health and particularly the proper nutrition and health of the skin.

The method of preparation of SevenSeaS at sea from sea-fresh livers ensures that the delicate unsaturated fatty acids of the oil are presented in an undamaged and readily digestible form. A daily teaspoonful of SevenSeaS provides unsaturated fatty acids at the recommended minimum level of approximately 1% of the calorie intake.

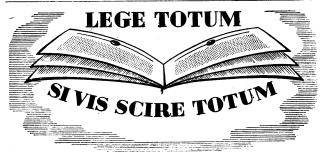
Current rationing difficulties make the prescription of SevenSeaS of still greater value.

STANDARD OIL:

Vitamin A 20,000 I.U.; Vitamin D 2,500 I.U. per oz. CONCENTRATED:

Vitamin A 60,000 I.U.; Vitamin D 6,000 I.U. per oz.

BRITISH COD LIVER OILS (HULL & GRIMSBY) LIMITED, ST. ANDREW'S DOCK, HULL, ENGLAND



The scope of the M.I.A. is fully described in this booklet sent free on application. Remember over £175,000 has been saved to the medical profession by means of special rebates and £75,000 paid to medical charities.

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