

A REQUEST TO MOTORISTS FOR KIND CONSIDERATION.

It has been brought to the attention of the Newfoundland Motor Association that there are several thousand people in the city who do not own motor cars and who walk to Bowring Park on Sunday and holiday afternoons.

It is a well-known fact that these citizens are deluged with dust in the fine weather and often spattered with mud in wet weather, as however careful a driver may be, it is usually impossible not to raise dust and sometimes it is impossible to prevent splashing when driving through the mud.

The Association has therefore decided to issue a personal request to motorists generally not to use the Southside Road on Sunday, Holiday and Half Holiday afternoons, thereby affording the many people in the city who do not own cars an opportunity to walk to the Park in some degree of comfort on Sundays and holidays. (This request, of course, does not apply to motorists living on the Southside nor motorists wishing to call at houses on the Southside on these afternoons). This is an appeal to Motorists, not an order nor a demand. A little consideration is all that is asked and the Association believes that Motorists, generally, are considerate.

Issued by the Executive and Road Committee.
THE NEWFOUNDLAND MOTOR ASSOCIATION,
P. E. OUTERBRIDGE, Sec'y-Treas.

aug 15, 1924

Breaking Up The Home!



You can hardly blame this man for what he is doing, as he is evidently suffering from an attack of Indigestion. It would be much cheaper for him to purchase a bottle of some good Stomach Mixture.

Stafford's Prescription A

would certainly help this man, and any other who would feel like doing the same thing.

The usual symptoms of Indigestion or Nervous Dyspepsia are as follows: Uncomfortable feeling about Stomach after eating, Headache, Nausea, Acid and Bitter Eructations, Langour and Depression of spirits, Irritability of Temper, Tenderness over Pit of Stomach, Bad Taste, Loss of Appetite, Constipation, etc. If you have any of the above symptoms try a Bottle of STAFFORD'S PRESCRIPTION A, and we are certain it will cure you. You can purchase a trial bottle for

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Rotary Luncheon

THE CURATIVE EFFECTS OF COD LIVER OIL.

The speaker at the Rotary Luncheon, held at the Hotel de Ville, on Thursday, was Mr. M. M. Johnson, who is engaged in research work in connection with cod liver oil. Mr. Johnson was introduced by the Chairman, Rotarian Angus Reid, and his address, as follows, contains valuable information regarding the medicinal properties of our cod liver oil:

Cod liver oil has been used for about two hundred years for rheumatism, tuberculosis, colic, and as a general tonic, but any probable medicinal value that it had, was unknown. For that reason, it was used more by the layman than the medical men, although there were a few enthusiasts amongst the medical fraternity who stood for it. The cod liver oil of old was bad tasted, evil smelling, and of a disagreeable color, and was anything but appetizing, consequently people refused it. Finally, however, steamed cod liver oil came into use, eliminating to a large extent, the disagreeable taste and odour and resulting in a more general use of the oil. About this time, medical men began to consider it as an easily assimilated fat, and it was frequently prescribed with other fats, but even then, its medicinal nature, if it possessed any, was practically unknown. Finally, scientists began to study fats of vegetables, minerals, animal organism, and cod liver oil was amongst them. About this time, it was generally conceded amongst dietitians and medical men, that the proteins, fats, carbohydrates, and mineral salts, were the principal food elements which contributed to the nutrition of man, but a Japanese scientist discovered that besides these elements, there was some other fat accessory which played an important role in the feeding of pigeons and fowls, and prevented the disease known as Beri Beri. This accessory factor was later named by Finck as "vitamine," and which was afterwards changed by McCollum to "vitamin." In due course other vitamins were discovered, and in order to distinguish the difference between them, the terms "A," "B," "C," "D" were used, and there are now, at least five distinct vitamins known.

Whilst experimenting with fats, it was learned that cod liver oil showed greater activity in the experimental animals than any of the other fats known. The vitamin in cod liver oil is a fat soluble, and there are at least two of these vitamins named by McCollum as vitamin "A" and "D," the latter, sometimes referred to by scientists as the anti-rachitic factor in fish oils. It has been shown on experimental animals that the fat soluble "A" vitamin in cod liver oil, influences growth and cures sore eyes or ophthalmia. Ophthalmia is a disease caused by a diet lacking in the fat soluble "A" factor, but when this missing factor is replaced with cod liver oil, the sore eyes are promptly cured. Failure of growth and ophthalmia are considered as deficiency diseases. Another deficiency disease is rickets. Rickets is produced in rats by feeding the animals on a diet lacking the vitamin "D" or anti-rachitic factor. At the present time, no one thoroughly understands just what rickets is, but we do know that there is a failure of calcium deposition in the bones. In children, rickets may be observed clinically by such signs as bow-legs, beading of the ribs, enlarged epiphyses, craniothorax. Often, children with rickets, have enlarged heads, and which would warrant medical examination for the above physical signs. It is generally accepted that experimental rickets produced in rats or other animals such as the dog, is very much the same as human rickets. These animal experiments furnish an opportunity for extensive study with cod liver oil as the curative agent. Cod liver oil was placed in a class by itself when it was discovered that by feeding it to puppy dogs with rickets, it effected a satisfactory cure. Even before this time, some of the old French, English, and German writers mentioned that it cured rickets, but at that time it was not understood that the vitamin of the oil was the active principle which brought about a cure.

Until recently, no standards have been set by retail chemists for cod liver oil. An oil obtained at one end of the town might not be active as an oil obtained in some other part of the city. Moreover, some preparations of cod liver oil may consist of mixed oils of other livers than the cod fish, as well as mineral oils. In order to standardize the oil, samples were obtained from Iceland, Norway, Shetland Isles, England, British Columbia, California, Maine, Nova Scotia, Japan, and Newfoundland. At the end of a year's experimental period, the Newfoundland oil showed the greatest anti-rachitic activity on experimental rats. In addition to this, samples were obtained in the open market. These were of different colors and tastes and activity, and showed some rather wide variations in the number of days the size of doses, necessary to bring about healing in the rickety bones. This leads to further investigation of the Newfoundland oil on the ground where it is produced in order to determine at the source and endeavor to determine, if possible, why Newfoundland

oil was more active than others. It was found that fresh Newfoundland oil, prepared from new livers, could be fed in such small amounts as one-fourth and one-eighth of one per cent. in the curative diet, and produced satisfactory results in the bones of rickety rats, in five days. Oils produced from lean fish caught in the early season, have also been examined, and compared with that produced from fish caught in the middle season when they are feeding well on caplin and squid. The oil from the well fed fish always showed more activity. It is therefore believed that the small fish such as the caplin and squid, which are consumed by the cod, are large consumers of vitamins and planktons which have been shown by other scientists to contain vitamins. A number of caplin and squid, caught on the Southern Shore, were subjected to a microscopic examination of the stomach and intestinal tract, and a large amount of diatoms and plankton were disclosed. Another reason for the greater activity of Newfoundland oil is probably due to the fact that the fish have completed spawning before reaching the headlands to feed. Nature has provided an abundance of caplin and squid which are available to the cod at a time when this fish is thin and ravenously hungry. Continuous dieting on this food gives the cod an opportunity to recuperate and grow fat, and the liver becomes enlarged and accumulates a considerable amount of oil which is laden with the vitamin obtained from the caplin and squid which in turn, obtains the vitamin by eating various marine organisms dieting on diatoms and planktons. The cod fish therefore stores the vitamins in the liver by an indirect method.

In order not to confine the experiments entirely to rats, a considerable quantity of the Newfoundland oil has been given, gratuitously to a number of infant clinics in charge of competent physicians. The children suspected of rickets were x-rayed at different periods whilst the cod liver oil was being administered, and de-

finite progress of healing has been noted.

Newfoundlanders have taken great steps to introduce cod liver oil by thorough and continuous inspection whilst the fishing season is on. Newfoundland inspectors also give instruction to fishermen as to the correct temperature for steaming the liver, the length of time to expose it to the steam, how to filter it, and barrel it in order to obtain the best results. In addition to this, cod oil should be biologically tested, so that no oil of doubtful potency will be placed on the market. It should be taken into consideration that straight pure cod liver oil is superior to emulsions since these preparations do not contain any more than 30 per cent of oil, and some of them contain as low as 10 per cent. Compare a teaspoon full of straight pure cod liver oil with its tested vitamin activity, with an emulsion containing only ten or twenty per cent and rarely 30 per cent of oil that is not tested and therefore of doubtful vitamin activity and watch the result!

In the past Newfoundlanders have, perhaps, made the mistake of selling the oil in bulk barrels. When the barrel is disposed of, the contents immediately loses its identity, and the way for substitution of Newfoundland oil, is made easy. When the oil leaves the Colony as "Newfoundland" oil, it should reach the consumer as "Newfoundland" oil, and no other inferior oil should be substituted. In order to make it possible for Newfoundland oil to secure the high place which it so richly deserves, in the drug trade and amongst the medical profession, it should be advertised. Advertising, of course, is expensive, but Messrs. Mead Johnson & Co. are prepared to conduct the proper kind of advertising, and handle the oil in such a way that Newfoundland oil will be called for and secured on the prescription of medical men who desire to obtain the best. This entails a considerable amount of educational work for the reason that to-day, some of the medical men have been told that Norwegian oil is the best. Frequently advertisements are seen with the term "Finest Norwegian Oil." The word "finest" of course would lead the unsuspecting individual to assume that this was the most satisfactory oil produced in the world, whereas an oil that is far more potent has been begging for recognition these many years. We propose to use nothing but Newfoundland oil in all our preparations, and also to supply the straight, pure, unadulterated oil, because our experiments have proven to our satisfaction that it is the best. Because of its growth promoting factor, fat soluble "A" vitamin, the Newfoundland cod liver oil is a very desirable ingredient of all infant foods. In fact every child should have cod liver oil during the first few years of its life, as a preventive rather than a cure. Medical men believe that if cod liver oil were used to the same extent as orange-juice is used to prevent scurvy, that rickets in children would be rare.

It is gratifying to note the action of the Newfoundland Government in removing the export tax on cod liver oil. In competing with the Norwegian removal of this tax will make matters easier. Our purpose is to create a demand for Newfoundland oil, and everything should be done towards this end. It is somewhat difficult to make the public believe that a high priced article is superior to one of a lower price especially when the scientific reasons for the high potency of the Newfoundland oil are not yet understood outside the field of scientific investigation. Advertising will no doubt change this situation.

Another interesting medical fact may be stated. It is believed by some physicians that one of the reasons why the operation known as Caesarian section is sometimes necessary, is due to the fact that the mother in her infancy had rickets causing abnormally formed pelvic bones. If cod liver oil had been used, and rickets prevented, it is believed that few such operations would be necessary.

Five factories are now in operation, two at Bay Bulls, one at Witless Bay, one at Tor's Cove, and one at Ferryland.

Our sincere thanks are due to Capt. Wm. Winsor, Minister of Marine and Fisheries, and to Deputy Mr. Alan Goodridge for their kind assistance. To Mr. E. G. Coyell, Chief Inspector, to Mr. W. A. Mann, Mr. Ambrose Hoar and Mr. Jerry Williams of Bay Bulls, and to the large number of fishermen who so generously assisted and co-operated with us in our research work, and without whose help our investigation would not have been possible. To Mr. Don Turner in helping out with the experimental rats.

We have found the Newfoundlanders ready to encourage outside capital and industry in their land, and we believe that if several other American firms would invest their capital in cod liver oil factories, the investment would be sound, and the assistance given them by Newfoundlanders would make the venture very successful.

Mr. Johnson was accorded a hearty vote of thanks for his very interesting and instructive address. Amongst the guests were Mr. R. B. Job, Mr. Godfrey Williams, Mr. Hayes of New Bedford, Dr. W. Roberts, Mr. W. A. Mann, Mr. H. R. Brooks, Mr. W. P. Goodridge, Mr. Avalon Goodridge and Mr. G. P. Bowen.

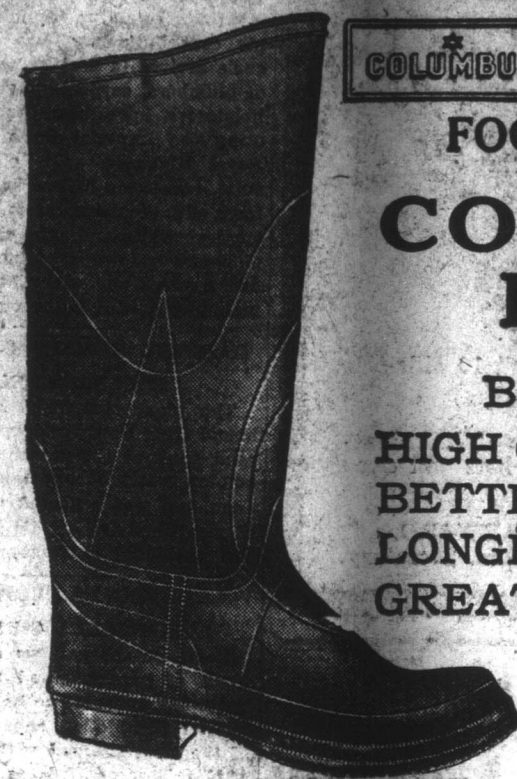
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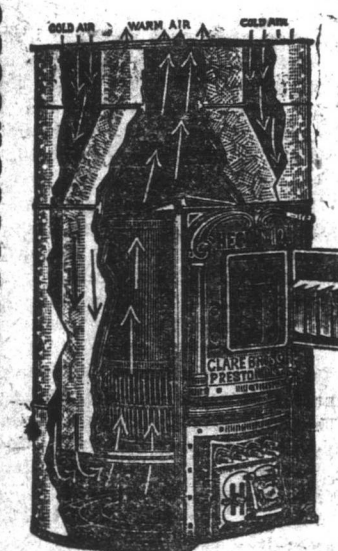
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