

“the active principle”

Drugs are valuable because of their physical or chemical influences upon the tissues of the body.

Foods are valuable because they become part and parcel of every tissue.

It is natural to look for an active principle in the former.

It is useless to look for an active principle in the latter.

Five grains of the active principle of a loaf of bread could never supply the material for building up tissue equal to that furnished by an entire loaf!

Cod-liver oil is largely a fat-producing food, possessing special and peculiar advantages distinct from all other foods.

Scott's Emulsion

of Cod-liver Oil, with the hypophosphites of lime and soda, contains

THE WHOLE OIL

1. The fat of cod-liver oil is valuable. 2. The alkaloids of cod-liver oil are valuable. The first is not cod-liver oil; neither is the second—each is a part only of the whole.

1. Preparations of the alkaloids may be made. 2. Other oils or fats may be substituted. But neither can take the place of the whole cod-liver oil. The fat of this oil differs from all other fats. The reputation of cod-liver oil as a curative agent, established for centuries, rests upon the administration of the whole oil.