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The Tampa Times: University of South Florida Campus Edition, November 20, 1961

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Now — a ONE-CALORIE TABLET that gives you all the vitamins you need take for an entire day!

Never Before Has So Much Vitamin-Power
Been Compressed Into One Tiny Easy-To-Take Tablet!*

THIS NEW VITAMIN FORMULA SUPPLIES WHAT YOUR BREAKFAST MAY LACK!

Now, from one of America's most famous laboratories, comes important vitamin news for you and your family! It's about Geritol BREAKFAST VITAMINS, a remarkable new vitamin tablet for daily supplement use—to give you *all* the *Vitamin Power* you need to start your day right—and keep going.

What Medical Records Show

Medical records show that thousands of people start off with a breakfast that may be severely lacking in vitamins! You probably won't change your breakfast-eating habits. But you need never again fear a vitamin-short breakfast — because this full-power vitamin tablet *supplies* what many breakfasts *lack*!

Just one Geritol BREAKFAST VITAMINS tablet each day gives you the *full* minimum daily requirements of *all* the essential vitamins a normal person need take — *plus* an iron-booster. Never before has so much vitamin power been compressed into such a tiny easy-to-take tablet. Yet each tablet has only *one calorie*. It's the perfect vitamin supplement for people who have always had trouble swallowing a big, bulky vitamin tablet.

No More Vitamin Worries

You no longer have to worry about vitamin-skimpy breakfasts when you start the day with Geritol BREAKFAST VITAMINS. Put them on the breakfast table every morn-

ing and start the day *right* — with *Vitamin Power*. Be sure you ask for — and get — Geritol BREAKFAST VITAMINS — available wherever fine drug products are sold.

'Breakfast Vitamins' Help You Start The Day With VITAMIN POWER

Breakfast time is the best time to fortify yourself with this full-power vitamin supplement—to help you feel your best and do your best. (Of course, BREAKFAST VITAMINS may be taken at any other mealtime).

Do You Eat a Vitamin-Skimpy Breakfast?





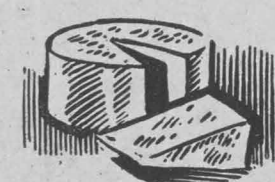
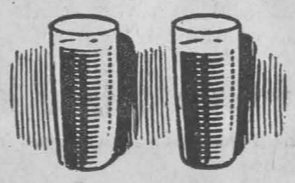



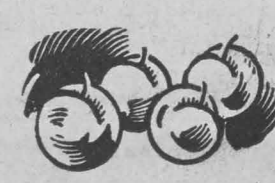


A leading Nutritional Expert says:
*"The American neglect of
breakfast at all age levels
is a serious matter."*

**You need never again worry
about a Vitamin-Skimpy
Breakfast when you start
the day with Geritol
'BREAKFAST VITAMINS'**



*Just one Geritol 'BREAKFAST VITAMINS' Tablet gives you all the vitamin values indicated in these fine foods.

 VITAMIN B ₁ (thiamine): more than 1 pound of cooked smoked ham	 CALCIUM PANTOTHENATE: as much as 4 medium whole eggs	 VITAMIN D: as much as one quart of irradiated whole milk	 VITAMIN B ₆ : as much as 5 ounces of wheat germ	 VITAMIN B ₂ (riboflavin): more than 8 ounces of Cheddar cheese
 VITAMIN C: as much as two 8-ounce glasses of tomato juice	 IRON (as Ferrous Sulfate): as much as 4 ounces of beef liver	 VITAMIN B ₁₂ : as much as 4 ounces of fish	 NIACINAMIDE: as much as 8 ounces of broiled boneless chicken	 VITAMIN A: as much as 4 peaches

How To Stay On A Diet Yet Not Be "Vitamin-Hungry"

Reducing diets mean lighter meals, less food intake, fewer calories. Your own reducing diet may completely satisfy your *food-hunger* — but in many cases, cutting down on food can also mean cutting away essential *vitamins* your body requires. As a result, you may be "vitamin-hungry" without suspecting it. *Especially* when you're dieting,

it's important to fortify yourself with the vitamins you need every day. Geritol BREAKFAST VITAMINS supply a full vitamin formula that gives you *all* the vitamins you need take daily. Yet each Geritol BREAKFAST VITAMINS tablet has only *one calorie*. Here's the sensible breakfast vitamin tablet to help you stay on your diet and feel your best.

NOTE TO DOCTORS

Full information about Geritol BREAKFAST VITAMINS is available to you on request. Please address inquiries to Laboratories, J. B. Williams Company, Cranford, N. J.

New 'Breakfast Vitamins' Ideal For Entire Family

— even for children

With the development of Geritol BREAKFAST VITAMINS, there is no longer any need to have different vitamins for different members of your family, unless specifically prescribed by your doctor. Geritol BREAKFAST VITAMINS are an ideal formula for *everyone* in the family—for active teenagers and *all* children who must get enough vitamins during the vital years when they are growing up. Be sure that you and your whole family take Geritol BREAKFAST VITAMINS, with the balanced formula of essential vitamins, every single day.



98¢
30 Day Supply
\$2.69
90 Day Supply

GERITOL *Breakfast Vitamins*®

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