

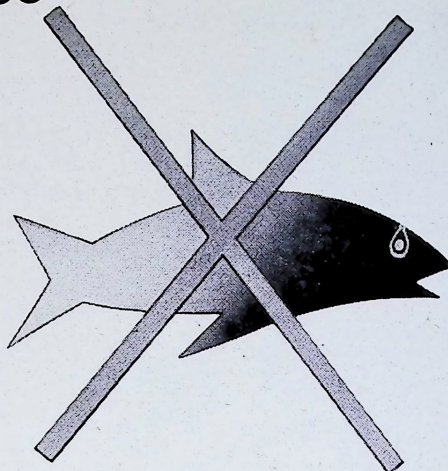
For an Outstanding Difference in Flavor and Taste

-no fishiness!

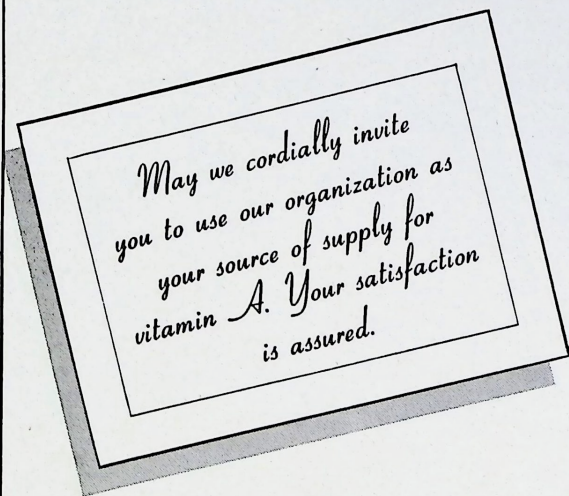
USE **ROCHE** SYNTHETIC VITAMIN **A**

Economically made from citral which in turn is derived from lemongrass oil, a product of natural vegetable origin.

No longer any objectionable fishy odor, flavor or aftertaste—once you use ROCHE vitamin A, now the world's most widely used synthetic vitamin A



for foods and pharmaceuticals. A remarkable achievement made possible by the successful synthesis in ROCHE laboratories in 1947.



- ⊙ PRODUCTION BY THE TONS
- ⊙ FREEDOM FROM WIDE PRICE CHANGES
- ⊙ HIGHEST QUALITY—STRICT CONTROL
- ⊙ UNVARYING STANDARDS
- ⊙ BLENDED TO YOUR SPECIFICATIONS
- ⊙ PROMPT AND COURTEOUS SERVICE
- ⊙ TECHNICAL ASSISTANCE

for food fortification

ROCHE VITAMIN **A** ACETATE AND PALMITATE

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC.
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In Canada: Hoffmann-La Roche Ltd., Montreal, Quebec

