

**Planters Foods Limited : manufacturers of margarine, compound, edible fats, refined oils, and other high-class food preparations : registered office & works, Brombro Port, Cheshire.**

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# Planters Foods Limited.

Manufacturers of  
MARGARINE, COMPOUND, EDIBLE FATS, REFINED OILS.  
And other High-Class Food Preparations.

REGISTERED OFFICE & WORKS.

*Brombro Port,*  
*Cheshire,*

When replying please quote  
REF PNW/E

May 18th, 1927.

Dr. H.E. Richardson,  
5, Stirling Road,  
Clapham Road,  
London, S.W.9.

Dear Sir,

"Viking" Margarine.

We were very pleased to receive your letter of 14th May, and I am enclosing in reply a small brochure which we have had prepared particularly for the medical profession. In it you will find representative growth curves. Of course, we have a very large number of these and are continually having confirmatory tests carried out. The actual animal feeding experiments are being done by an eminent authority on the subject of rickets, but as he is receiving remuneration for this you can understand on account of the rules of medical etiquette we are unable to use his name in anything savouring of advertisement.

I think you will gather from the pamphlet the principle of the process by which we extract the vitamins from cod liver oil. It is really based on the well known fact that these are concentrated in the unsaponifiable portion of the oil. We place these in edible ground nut oil and this product is rendered tasteless before the necessary small percentage is incorporated in the margarine. This oil is referred to in the growth curves as "Viking Vitamin Oil", and we shall probably be marketing this shortly. It will have a potency of about twice that of a really good British Cod Liver Oil and ten times the standard mentioned in the United States Pharmacopœia. Any further information which you may desire we should be only too pleased to try and supply.

Yours faithfully,

*P.N. Williams F.S.C.*

Bio-chemist.