

# Box cod liver oil capsules

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Box of cod liver oil capsules sold by Dupuis Frères. Made of cardboard, it is brown in color. The lid has a white label with black lettering. On top is a handwritten inscription in blue. The edges of the object are damaged.

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Marchand Dupuis Frères

Date 1975 an

Materials cardboard

Measurements 3,5 x 12 x 16 cm

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## Historical context

This box of cod liver oil capsules was sold at the Montreal retailer Dupuis Frères. Duprex was the French-Canadian department store's house brand, the word being a contraction of Dupuis and Rex (Latin for king). The handwritten inscription on the label testifies to the object's reuse for domestic purposes.

In the first half of the 20th century, cod liver oil was the main source of vitamin A, essential for bone growth and healthy skin. Although the oil sold here is Norwegian, it was discovered in the 1920s that cod from the Grand Banks of Newfoundland had a higher vitamin A content, and so began to be marketed.

In 1929, the cod liver concentrate capsules contained in this box were developed. They were soon available in many North American pharmacies, as well as in department stores such as Dupuis Frères. They were sold for many years, until the democratization of multivitamins. As can be seen on the box label, this product was sold through the Dupuis Frères postal counter. Introduced in 1921, mail-order sales encouraged the store's growth and popularity. Through its catalog, the store extended its influence throughout Quebec, and even to other provinces.

On display