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THE *Magic* OF
VITAMIN D

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STEENBOCK
PROCESS OF
IRRADIATION
with
ULTRA-VIOLET
LIGHT

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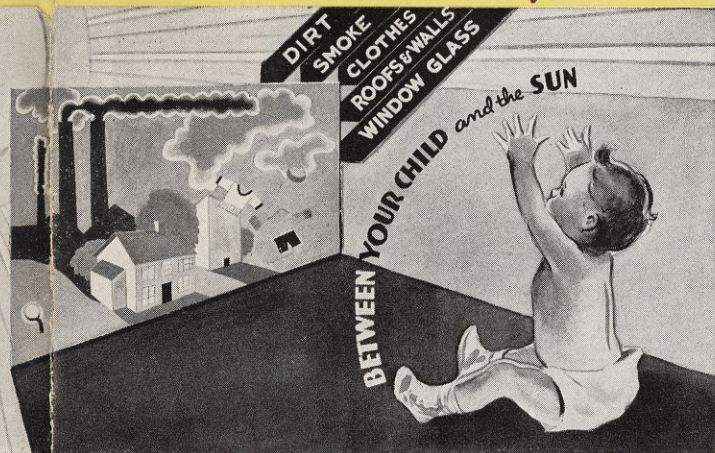
WISCONSIN ALUMNI RESEARCH FOUNDATION

MADISON, WISCONSIN

PROTECTION



Steenbock Irradiation Process **VITAMIN D** Created by Ultra-violet Light

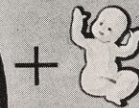


EVERYONE needs Vitamin D, especially children, for strong, well-formed body framework. Nature provided Vitamin D, through irradiation with the sun's ultra-violet rays. But civilization built barriers that keep these beneficial rays from reaching us.

Question: Why so much emphasis on Vitamin D as compared with the other five vitamins?

Answer: All of the other vitamins are well distributed in foods, so that we get a plentiful supply in most well-balanced meals. But Vitamin D is extremely scarce. It is not present in fruits, vegetables, ordinary cereals, nor meats. Regular milk, butter and eggs contain some, but in amounts too small to satisfy the body's needs. So science sought, and found a way to provide it plentifully — in many Vitamin D products.

THE OLD SAYING -
*"For Every Child
a Tooth"*



CALCIUM, PHOSPHORUS and
VITAMIN

- D =



**NO LONGER
TRUE !**



CALCIUM, PHOSPHORUS and
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+ D =



EXPECTANT and nursing mothers need a generous supply of the three tooth-protecting essentials, calcium, phosphorus and enough Vitamin D in a well-balanced diet. Otherwise the baby will rob the mother of her calcium supply and the mother's teeth will suffer.

Steenbock Irradiation Process **VITAMIN D** Created by Ultra-violet Light



Rickets attacks more than 50% of the babies during the first year of life. Irradiated Vitamin D Products help to provide protection against this disorder, prevent bowed legs, knock knees, chicken breast and other deformities, and aid in the formation of hard, even teeth.



If it were summer all the year 'round and if your children could play in CLEAR sunlight, then the sun's ultra-violet rays would create enough Vitamin D in their bodies to insure the proper use of the minerals, calcium and phosphorus, for good bone building and tooth nourishment.



Mothers use Irradiated Vitamin D Products especially before and after the baby comes. During these periods, Vitamin D makes more available in their food, the larger amounts of lime and phosphorus required for the combined needs of mother and infant—thus aids in safeguarding the mother's teeth and in protecting the infant against rickets.

VITAMIN D is scarce. It is the rarest of the vitamins which are so important to normal development and maintenance of the human body.

A sufficient quantity of this important vitamin prevents rickets in infants and growing children; protects the teeth of mothers during the prenatal and nursing periods; aids in forming the teeth and in keeping them sound.

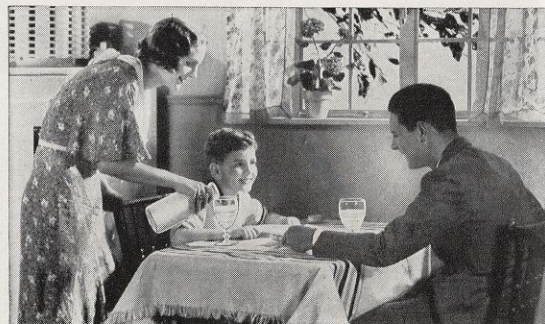
Without adequate Vitamin D the body cannot make proper use of the lime and phosphorus minerals needed for forming strong bones and sound teeth. Without Vitamin D bones and teeth cannot be properly nourished.

Rickets Caused by Lack of Vitamin D

Rickets in infants and growing children is one consequence of too little Vitamin D. In extreme cases this disorder causes knock knees, bow legs and other deformities. More than 50% of the children in some of our large cities have rickets in some degree. Mild cases are difficult to detect. Your child may have rickets without your knowing it. It strikes both rich and poor.

Tooth Trouble in Motherhood Explained

The tooth trouble of mothers during the prenatal and nursing periods can usually be traced to a lack of Vitamin D. If the mother does not get enough Vitamin D in a well balanced diet,



The wise housewife serves Irradiated or "Yeast-fed" Vitamin D Milk with every meal. It insures her family abundant Vitamin D, makes milk an even better food because Vitamin D increases the nutritional value of milk. Use Vitamin D Milk for cooking too. Heat does not destroy Vitamin D.

she cannot absorb enough calcium and phosphorus from her foods to supply both her own and the baby's needs. Then nature drains calcium from the mother's teeth to supply the infant, and trouble with the teeth begins.

During normal periods too, the mother, as well as the father and growing children, should have the benefits of abundant Vitamin D in their diet. This nutritional factor constantly assists in nourishing and maintaining the bones and teeth.

Why More Vitamin D Is Needed

Nature intended that enough Vitamin D should be created in the skin by the ultra-violet rays of the sun. But, in our civilized ways of living we spend too much time indoors where sunlight cannot penetrate.

Clothing, window glass, clouds and haze all obstruct the ultra-violet rays. And in our larger cities a black umbrella of smoke, soot and dirt floats overhead. The sun's ultra-violet rays cannot get through to us — even when we are outdoors, instead of in our homes, at work or in school.

Foods Lack Vitamin D

There is no Vitamin D in fruit, vegetables, ordinary cereals nor meat. The only common foods which provide Vitamin D are egg-yolk, milk and butter, but in amounts too small to supply the body's needs.



The Steenbock process of irradiation is owned and controlled by the Wisconsin Alumni Research Foundation of Madison, Wisconsin. Many of the products produced under the Steenbock process carry the Seal of Acceptance of the American Medical Association, Committee on Foods, or, Council on Pharmacy and Chemistry.

Science Discovers A Way

Science sought and found a way to supply us with enough Vitamin D. At the University of Wisconsin, Dr. Harry Steenbock discovered that the ultra-violet rays of an arc lamp shining upon a substance called ergosterol, produced Vitamin D — that milk and other products which already contain this substance become enriched with Vitamin D when thus irradiated with ultra-violet light.

Irradiated Foods for Prevention

In Vitamin D Milk, whether fluid, evaporated or dry, whether enriched by direct exposure to ultra-violet light or produced by cows fed with irradiated yeast, you get as much Vitamin D in one quart or its equivalent as in 10 to 50 quarts of ordinary milk. Other irradiated foods also help to provide the necessary Vitamin D. The Vitamin D content of such foods is for protective and nutritional purposes.

Medicinals for Prevention and Cure

For preventive and curative uses, there are irradiated medicinal products, such as Viosterol, to be taken on the advice of your doctor. All of these products are enriched with Vitamin D by ultra-light. No substance is added. A list of products enriched with Vitamin D by the Steenbock Process is shown on the reverse side of this folder.



While frequent and proper brushing of the teeth, and regular visits to your dentist are highly important in the proper care of the teeth, authoritative evidence shows that sound, hard teeth also depend largely upon a well-balanced diet containing abundant phosphorus, calcium and Vitamin D.

VITAMIN D is now provided in these Irradiated Products

VITAMIN D MILKS

1. Directly Irradiated Fluid Milk.
2. Milk produced by feeding cows irradiated yeast.
3. Irradiated Evaporated Milk — Borden's, Carnation, Indiana, Nestles, Pet.
4. Dry Milk Products — Dryco, Klim.

VITAMIN D FOODS

Quaker Farina, Muffets and Rolled Oats. Cocomalt—
R. B. Davis Co. Bond Bread — General Baking Co.

VITAMIN D YEAST

Fleischmann's Dried Yeast and Foil Yeast.

VITAMIN D MEDICINALS

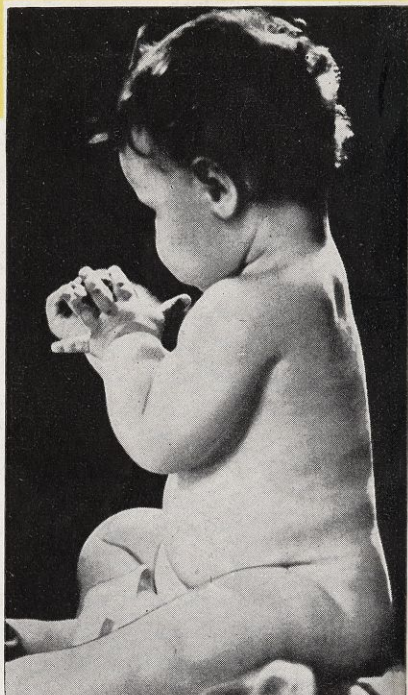
Five licensees—Abbott, Mead Johnson, Parke Davis,
Squibb and Winthrop.

Five licensees (above)—Cod Liver Oil with Vios-
terol; Viosterol in oil.

Abbott—A B D Malt; Haliver Malt; Haliver Oil
with Viosterol.

Mead Johnson—Halibut Liver Oil with Viosterol.
Parke Davis — Haliver Oil with Viosterol; Irradol
A; Irradol Malt.

Squibb — Adex Tablets; Calcium Phosphate Com-
pound with Viosterol; Halibut Liver Oil with
Viosterol.



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They consult their physicians. And since rick-
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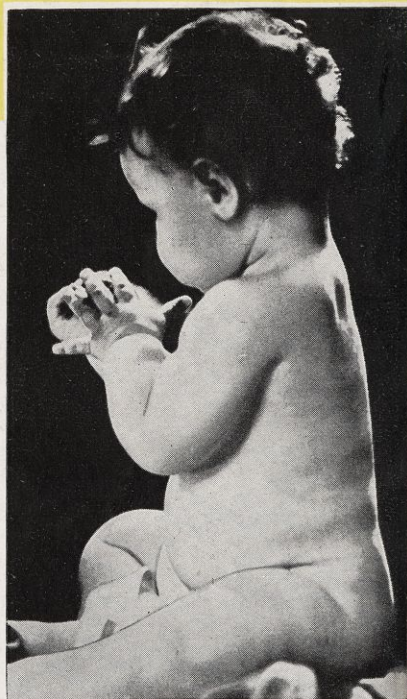
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