

15

What every mother
should know about
VITAMIN D MILK

This booklet answers many of
the questions asked by mothers
who want to know more about
the merits of vitamin D milk

Facts about Vitamin D Milk

What is Vitamin D Milk?

As its name implies, it is milk that contains an abundance of vitamin D.

How is this Vitamin D Milk Produced?

By a scientific feeding method in which dry yeast containing a large amount of vitamin D is added to the regular feed of the cows. An abundance of this vitamin D is transferred naturally by the cow to the milk, thus enriching its food value.

Will my family like it?

They should, because it does not differ from ordinary milk in flavor or appearance.

Is vitamin D particularly important?

Its importance to the health of infants, growing children, and pregnant and nursing mothers can hardly be over-emphasized. Its purpose is to make it possible for us to absorb calcium (lime) and phosphorus from our foods and to use these two minerals in building strong bones and sound teeth evenly placed in well developed jaws, and in keeping the bones and teeth in perfect condition after they are formed.

What happens if we don't get enough vitamin D?

Dr. Mary Swartz Rose, in her book, "Feeding the Family," 3rd Edition, page 32, says: "Vitamin D is essential for the proper development of the bones and teeth and the prevention of rickets. In the absence of vitamin D it is difficult for the bones to secure from the blood stream the calcium and phosphorus necessary to calcification.

Bow-legs are often noticed, but more serious are the misshapen jaws, contracted thorax and pelvis which are not as easily outgrown. Rachitic children are especially susceptible to decaying and protruding teeth and, what is even more serious a menace to health, to bronchitis, pneumonia and other disturbances of the respiratory tract."

Are these malformations of the bones apt to be serious in later years?

Decidedly so! The misshapen jaws often are a severe health and social handicap; the contracted thorax interferes with the proper development of the lungs and lessens the resistance to respiratory diseases; and perhaps most serious of all, the faulty development of the pelvis in girls, in many cases results in the impossibility of normal child birth in adult life, and in any event is almost certain to cause difficulty.

Is rickets a rare disease?

Far from it! During the winter of 1930-31 fully half of the white infants and approximately three-fourths of the negro infants who attended child health stations in New York City showed definite signs of rickets, according to the report of Dr. A. F. Hess and his associates in the Journal of the American Medical Association, August 8, 1931, page 370.

Do older children have rickets?

Yes. Dr. E. V. McCollum and Dr. Nina Simmonds in their book, "The Newer Knowledge of Nutrition," 4th Edition, page 272, say: "Although it is usually a disease of infancy, it sometimes attacks older children and even young adults and is then called late rickets."

Will Vitamin D Milk prevent rickets?

Vitamin D Milk will not only prevent rickets but will

cure it; a pint and a half daily of milk that contains approximately 160 vitamin D units per quart is all that is required. This has been proven by baby specialists in New York, Boston and Cleveland who have fed it to their tiny patients. Successful results were obtained with more than 100 babies in one hospital series and similar splendid results have been obtained by other physicians in other hospitals.

Is this Vitamin D Milk as rich in general food value as ordinary milk?

Yes, the cow has merely added an abundance of vitamin D to the excellent food substances already present.

Why should my family drink milk?

Milk is our best source of lime, one of our best sources of vitamin A, and is an excellent source of vitamin G and protein. All of these are of vital importance.

How much milk should my family use each day?

Most nutrition experts urge a quart a day for each child and at least a pint a day for each adult. It is not necessary to drink the milk; it may be used in cooking.

Is the vitamin D destroyed when the milk is pasteurized or boiled?

No! Hospital and laboratory tests have shown that pasteurization causes no appreciable decrease in vitamin D and when pasteurized and then boiled for five minutes, the milk is still able to cure rickets efficiently.

Will my children require less milk a day if given Vitamin D Milk?

No! They need milk anyway to be properly nourished. This new milk supplies the extra vitamin D not present in ordinary milk.

Does Vitamin D Milk keep as well as ordinary milk?

Yes! Spoilage of any good milk in the home is largely a matter of the care with which it is handled. Immediately after it is produced, the milk is thoroughly cooled and is maintained at a low temperature until delivered to you. For your own protection we hope that you will use equal care in keeping it cold.

How much vitamin D does this milk contain?

Each quart is guaranteed to contain approximately 160 units of vitamin D, and is equivalent to 3 to 4 teaspoonfuls of cod liver oil or 10 drops of viosterol.

Is Vitamin D Milk recommended by my doctor or dentist?

We suggest that you consult your family physician and your dentist about the merits of Vitamin D Milk. Milk of this type has met with the approval of local health authorities, physicians and dentists wherever it has been introduced.

Does the vitamin D in this milk cost more than vitamin D from other sources?

No. The members of your family must have milk anyway if they are to be properly nourished, so it is both wise and economical for you to give them Vitamin D Milk rather than ordinary milk which does not have this added nutritive value.

Why is vitamin D sometimes called the sunshine vitamin?

Because it is formed when we expose our bodies to sunlight of the proper kind, that is, sunlight that is rich in ultraviolet rays. The ultraviolet light acts upon a substance in the skin which the chemists call ergosterol (pronounced er-gös'-ter-ōle) and changes it into vitamin D.

Isn't sunlight always rich in ultraviolet rays?

No. Light as it comes from the sun to the earth is rich in ultraviolet rays but in passing through the layer of air, laden with clouds, dust and the smoke of cities, most of the ultraviolet is filtered out and but little remains when the sunlight actually reaches us. It is completely shut out by ordinary window glass or clothing and by the roofs and walls of our houses, schools, office buildings and factories.

Why can't we get enough vitamin D, just as we do the other vitamins, by eating the proper foods?

Nature apparently intended that we should make in our own bodies all the vitamin D that we require, for it is present in almost none of our foods. Egg yolks generally contain considerable if the eggs come from hens that are getting plenty of effective sunlight or are fed a ration to which vitamin D has been added; ordinary milk contains a very small amount; and our other foods contain mere traces or none at all. Of the medicines, cod liver oil and viosterol are well known as rich sources.

Modern civilization, through clothing, indoor life and air pollution, has defeated Nature's plan, but modern scientists have helped Nature out of the difficulty by devising an improved dairy ration that enables the cows to produce natural milk rich in vitamin D.

Is there any danger that my baby or the other members of my family will get too much vitamin D?

Not if you use Vitamin D Milk. It will easily give them all the vitamin D they need, but they can't possibly drink enough to give them too much.

Why is Vitamin D Milk so efficient in its action?

Probably because it combines in a single food an abundance of lime and phosphorus together with sufficient vita-

min D to insure the proper utilization of these essential minerals.

Is Vitamin D Milk of value to expectant and nursing mothers?

Yes, the need for a generous intake of Vitamin D Milk is especially great during pregnancy and the nursing period because then a heavy demand is placed upon the mother to supply lime and phosphorus to her child. In meeting this demand, the mother draws upon her own bones and teeth if necessary and therefore needs all the nutritional assistance that she can get if her own health and teeth are to be protected.

In the prenatal child the teeth begin to develop at about the sixteenth week and at birth in the normal baby they are completely calcified, although still embedded beneath the surface of the gums.

Furthermore an abundance of minerals and vitamin D in the maternal diet during pregnancy permits prenatal storage of the vitamin by the infant and greatly lessens its likelihood of developing rickets after birth.

*My children have all "grown up."
Will Vitamin D Milk help my family?*

While it is true that the amount of vitamin D necessary for adults has not been definitely established, we have only to consider the prevalence of dental decay to realize that supplying the minimal requirements of vitamin D is essential, and that many adults could profit greatly by including a generous amount of Vitamin D Milk in their daily diets. Even after the bones and teeth are fully developed they are subject to active wear and tear and require more or less constant maintenance and repair.

How can I get Vitamin D Milk?

All of our drivers carry it; just leave a note in a bottle for as many quarts as you need.

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We use the greatest care in feeding our cows their irradiated yeast so that the vitamin D potency of the milk will always be uniform. We are proud of the cleanliness of our cows, barns, milkers and equipment and of the quality of our milk. We guard the health of our cows and of our employees by regular veterinary and medical supervision.

If you would like further information concerning our Vitamin D Milk, we urge you to write us or better still to visit our farm so that we may show you the methods we use in producing a milk that you will be glad to use in your own home and recommend to your friends.

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