The Adventures of the Vita-Men A-B-E and G with their Leader Vita-Mand

with pictures by A.L. Warner

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I'm a jolly, little Vita-Man,
Whom learned men named "A",
I benefit both young and old
Throughout the live-long day.

I help the children to grow tall,
Help to keep their young eyes keen.
In pure, fresh milk I'm always found,
Which is the food supreme.
VITA-MAN “D”

I am the captain of the crew,
They all look up to me.
Irradiation put me there,
For I’m Vita-Man “D”.

I bring sunlight’s benefits,
On gloomy, dreary, sunless days,
I help build strong, sound teeth and bones
And guard ’gainst Rickets and Tooth Decays.
VITA-MAN "G"

Tho' my cap is tall, I am quite small,
As compar'd to "A" and "B",
I, too, am found in good, fresh milk,
And my moniker is "G".

Folks say I have a ready wit,
Some even say I sing "ta-ra",
And toward good health I do my bit
By preventing pellagra.
BR-r-i-n-n-n-g, br-r-ing, br-r-ing went the alarm clock. Such a hurrying and scurrying you never saw as the Vita-Men hustled into their clothes as they got ready to help Farmer Brown with the milking.

“Hey, wake up!” shouted “A” as he discovered that “B” had turned over for another snooze.

“Come on, fellows, let’s pull this sleepy head out of bed,” cried “E”.

“B” is in Bed
And also in Beauty.
But a whole week of sleep
Would not help that Cutie.

sang “G”.

“I am as good looking as you”, shouted “B” as he hopped out of bed and into his clothes.

Then the whole group raced down to the big barn where Farmer Brown kept his cows.
When they arrived at the barn they found Farmer Brown already there with shining pails and cans ready to milk the long row of kind-eyed cows standing quietly in their stalls.

"Why don't you tie cows with a rope and halter the same as horses?" asked "B".

"Because stanchions are much more comfortable and keep the cows in line", answered Farmer Brown.

The Vita-Men each took a pail and stool to help with the milking.

Biff! Bang! Wham!

"What happened?" everyone shouted at once.

"Ow! Oh! What is the matter with that cow?" cried "B" as he crawled to his feet after one of the cows had kicked him over.

"Ha! Ha!" laughed Farmer Brown, "You started to milk her from the left side. Remember, you must always milk a cow from the right side", he added.
“Now we must cool the milk”, said Farmer Brown after the milking was finished.

In the milk house beside the barn were great tanks of cool, fresh water into which the cans of new, strained milk were placed to cool. Here “G” fell into a tank, but luckily “B” and “E” were on hand to pull him out.

“Looks like I’m ‘all wet’ again”, said “G” as Farmer Brown and the other Vita-Men laughed at his misfortune.

Later when the milk was cooled they took the cans from the tanks and placed them on the platform beside the road.

“Wouldn’t it be fun to go to the milk station with the milk?” suggested Vita-Man “A”.

“Sure, let us do that!” shouted the others.

So when the big truck came along they offered to help the truck driver, if he would let them ride with him to the milk station. They were so polite and so willing to help that the driver of the truck was more than pleased to let them ride along. They quickly helped load
the cans on the truck, then climbed aboard and waving good-bye to Farmer Brown rode gayly to the station.

“We have come this far, why not go to the Big City with the milk?” asked “B”.

“A splendid idea! Fine! Yes! Let us do that!” exclaimed the others.

Soon the huge tank truck came rolling up to the milk station and the Vita-Men watched the station men fill the big tank truck. Then they settled themselves alongside the truck driver for their ride to the Big City.

My, what loads of fun they had on that trip. There were so many things to be seen. Herds of cattle like Farmer Brown’s, comfortable farm homes nestled among the trees, villages and towns bustling with early morning activity and more to see and exclaim over.

After a while, the Vita-Men noticed that the tank truck was entering the Big City, and they knew that their ride was nearly over. Soon the tank car came to a stop at a neat modern dairy.
“Well, look who is here!” exclaimed one of the men as they saw the pleasant, smiling Vita-Men.

“How do you do, Vita-Men?” he said.

“Very well, thank you, and how are you?” they politely answered.

“We will be very glad to help you”, said Vita-Man “A”.

“And we will be glad to have you”, answered the workmen.

There really is not room here to tell you about all the wonderful experiences and all the fun the Vita-Men had on the trip from the milk station to the dairy, so we will only mention that the workmen just laughed and laughed at the jokes and tricks of the Vita-Men.

As soon as the milk was unloaded a sample was taken to the laboratory.

“Why do you test the milk?” asked Vita-Man “B”.

“We must be very careful that every drop of milk which we sell is up to the same high standard of quality”, answered the chemist. “By that”, he continued, “I mean that the butterfat content to the quart must never be less than the amount which we have decided is
best. After the milk is bottled, it is again tested for purity and butterfat content. That is why we have become famous for the richness and purity of our milk."

"Spruce up, fellows, here is where we meet the boss", sang out Vita-Man "G" as the group entered the Irradiation Department.

You see, it is here that by means of a specially built machine the milk in the form of a thin film is passed before the rays of ultra-violet lamp. This gives to the milk Vita-Man "D"—the most important of the vitamins.

"Well, well, how are you all?" shouted Vita-Man "D".

My, how strong and straight he looked. His face just shone with good humor. No wonder the other Vita-Men were so proud of their leader.

Taking command of the group he shouted, "Come on, men, I will show you through the rest of the dairy plant".

"Now here we have the Pasteurizers", said Vita-Man "D". "What are they for?" asked "B".
"Here is my first customer", said the driver. "You see old Jim, the horse, has delivered milk so long that he knows every customer as well as I do and stops at each house", he explained.

Sure enough, old Jim went from block to block, up one street and down the next, stopping in front of the home of each customer. Meanwhile, the driver described some of the customers.

"In this house lives a little boy. At first nothing agreed with him, and he became very thin and weak. Then his mother tried giving him our Irradiated Vitamin D Milk. You should see how big and strong he is now", he added.

So it continued: the home where a dear, old grandmother kept strong by drinking milk; the sick person whom milk was helping to make well; the many homes where children drank this delicious milk because it is so good for them; the men who took milk in their lunch pails instead of coffee when they went to work, because milk helps to keep them strong.

And all of these boys and girls, fathers and mothers and even the old grandmother smacked their lips and said, "My, how good this Irradiated Vitamin D Milk tastes!"
When the driver had finished his deliveries, the jolly Vita-Men thanked him and scurried away seeking new adventures. We’ll tell you more about the jolly “Adventures of the Vita-Men” in other books.

Until that time, drink lots of that good-tasting Irradiated Vitamin D Milk.
TO THE HOUSEWIFE

Science gives to milk the title—"Mankind's most nearly perfect food." Now milk has been made more nearly perfect still. Dr. Harry Steenbock of the University of Wisconsin discovered a means of increasing the amount of Vitamin D in milk by irradiating it with ultra-violet light. The Irradiated Milk produced under the Steenbock process provides more of the sunshine Vitamin D, rarest of all the vitamins, and important to mothers, infants and growing children.

WHAT IS VITAMIN D?

Vitamin D may be compared to the mason who builds a brick or stone house. Without the mason, the bricks or stone are merely loose building materials. Similarly the minerals, calcium and phosphorus, richly supplied by milk, need Vitamin D if they are to be used efficiently for the proper development and nourishment of the bones and teeth. Our Irradiated Milk is enriched with this important vitamin, therefore, assures better use of these minerals which are also present in the milk.

The lack of enough Vitamin D in the body causes rickets in infants and growing children. If the case is severe, rickets often causes bowed legs, knock knees, and chicken breast and interferes with the development of sound teeth.

During the pre-natal and nursing periods, Vitamin D is particularly needed by mothers. In meeting the increased demand for the minerals calcium and phosphorus which she must supply for herself and for her child during these periods, she draws upon her own bones and teeth if there is not enough Vitamin D in an otherwise well selected diet. But now the old household saying, "A tooth for every child," need no longer be true.

In Irradiated Milk, Vitamin D is now supplied in a pleasant, palatable form.

The irradiation process is controlled by the Wisconsin Alumni Research Foundation. Our dairy is licensed to use the Steenbock Process by the Foundation. Our Irradiated Vitamin D Milk is subjected to strict laboratory tests to assure the uniform potency of the Vitamin D content of the milk.

If you desire more information, let us send you literature. Your doctor knows the benefits of Irradiated Vitamin D Milk. Consult him regarding it.
The story of Irradiated Vitamin D Milk, contained in this booklet, has been accepted by the American Medical Association, Committee on Foods... The process of direct irradiation of milk by ultra-violet light is controlled by the Wisconsin Alumni Research Foundation, under the Steenbock patent (U. S. Patent No. 1680818).