Yeast Extract
in Delicious Food Form

Vegex
Trade Mark Registered
Rich in Vitamin B

FIFTY AND MORE APPETIZING RECIPES
for Children and Grown-Ups

Bouillons - Soups - Stews - Gravies - Milk - Sandwiches

Vegex, Incorporated
122 Hudson Street
New York, N.Y.
Another important milestone in the progress of human health, in the saving of human life, came through the discovery of the cause of and cure for pellagra. This was accomplished by the late Surgeon Joseph Goldberger and his associates, backed by the best informed, best organized and ablest health organization in the world, The United States Public Health Service.

This service with the State, City and Whole Time County Health Officers, Physicians and Public Health Nurses, Civic Bodies, County Officials, Chambers of Commerce, Plantation and Mill Managements and, particularly, the physicians in the rural districts and smaller cities and towns, jobbers and dealers already are far at work to end the Pellagra Scourge.

The Remedy

Pellagra is caused by a one-sided diet.

Those afflicted with pellagra or eating a diet which causes it, need more milk and eggs, more lean meat and dried grain yeast, vegetables, more peas, beans and fruits.

Searching for a food to bring quick relief, Dr. Goldberger found dried grain grown yeast, particularly Dried Brewers Yeast, highest and surest of all known products in the “P-P” Pellagra-Preventing factor, vitamin B2G.

Vita Food Dried Brewers Yeast, widely used by the late Dr. Goldberger in demonstrating his discovery, is used by health officials and physicians as their dependable and valuable aid for pellagra prevention and relief.

VITA FOOD DRIED BREWERS YEASTS

There are two types of this yeast: No. 1, Red Label; and No. 2, Green Label.

No. 2 is the type already so extensively used by Federal, State, City and County Health Departments, the American Red Cross and physicians in the treatment and relief of pellagra. Reports on file show thousands of cases of relief from pellagra now through the use of Vita Food Dried Brewers Yeast.

Dr. Goldberger’s directions for grain-made yeast in the treatment of pellagra are:

“One-half to one ounce or, roughly, two level teaspoonfuls three to six times a day.”

No. 1, with the hop taste removed, is equally effective and widely useful as an economical source of the B vitamins both by physicians and daily family use.

VEGEX is made from this Yeast.
Vegex and the American Housewife

VEGEX is a vegetable extract. It tastes like deliciously cooked meat. It contains no meat. It is used wherever meat or meat juices are used, in the diet of the bottle-fed baby, where meat juice is given to add iron; in bouillon, milk broths, soups, stews, the meatless dishes of the vegetarian, and in spreads for tasty sandwiches. And, wherever used, it adds vitamin B and food iron—two deficiencies in modern refined foods.

VEGEX is yeast in tasty food form. Centuries ago, the Egyptians started the use of yeast to leaven bread. Today, yeast raises most of the wheat and rye breads. In the middle of the eighteenth century, that great Frenchman, Pasteur, found yeast to be a living, growing, food-producing plant. Another great chemist, Von Leibig of Germany, found that the proteins in yeast can be prepared to taste like cooked lean meat.

From the start, people liked it. Hospitals preferred it for liquid diets to meat extract. Patients liked it better, had more appetite, seemingly a quicker pick-up in strength. No one knew why, until vitamins were discovered, and grain-grown yeast proved, in all the tests, the richest source of vitamin B.

With Vegex, you will have more appetizing meals and will add vitamin B, which is deficient in many refined foods, to the daily foods of the family, young and old.

Vegex in the Kitchen

The modern housewife places VEGEX alongside the butter, salt and sugar in her kitchen, and uses it in a wide variety of foods to add flavor and nutritive values.

Vegex as a Summer Food

VEGEX is particularly valuable in the summer, for it saves heat and labor in the kitchen, and it is economical, for a little goes a long way.
More luscious salads, richer soups, extra-delicious cream sauces and gravies, better-flavored meats, and greatly improved vegetables are now easily had and are within the reach of every housewife. It is but necessary to add a bit of Vegex—this delicious health-building extract of yeast. It contains what scientists call the hunger hormone; it makes the mouth water and gastric juices flow; it builds appetite and makes children and adults enjoy their meals.

Adds Delicious Flavor
A delicious and winning flavor can be given to many cooked foods that will bring favorable comment from the critical husband or guest. A teaspoonful added to canned vegetables gives them a flavor even better than fresh vegetables. A little Vegex, spread with butter on bread, converts white bread, which most people prefer, into a better food than whole wheat bread. Ordinary foods take on a new taste, warmed-over dishes a new freshness, and this astonishingly improved taste is secured by the simple expedient of adding a small amount—sometimes only a part of a teaspoonful—of this almost magic extract made from yeast.

Chefs of some of the foremost hotels have discovered the taste and appetite appeal of Vegex and have guarded its use as one of the secrets of their menus. A restaurant chain, serving seventy million meals a year, advertises that the "delightful flavor of its vegetable soup is due to the use of the yeast extract, rich in vitamins."

While pleasing to the taste of the whole family, Vegex quietly but positively builds health and vigor. Its iron, iodine, lime, phosphorus and potash supply elements often deficient in our menus. Vegex furnishes the body with an abundance of vitamin B, which, though so essential to health, milling, processing and improper cooking have removed, and which our nerves and bodies must have to be healthy, strong and active. The B vitamin, unlike other vitamins, is not stored in the body. Good health requires along with other food needs a constant supply of this invigorating vitamin, indispensable to normal health and even life itself.
Vegex At All Hours

Time Table

Breakfast.
Spread Vegex thinly upon hot toast, either before or after buttering. You will find it most appetizing. Serve Vegex as a drink in addition to tea or coffee: add milk or cream if you wish.

Eleven.
Take a cup of Vegex as a broth or bouillon. It builds vitality, aids the nerves and helps you carry on to Luncheon.

Luncheon.
Vegex soup or Vegex milk (recipes on pages 5-7-9-11); add Vegex in gravies and to vegetables to replace meat.

Tea.
Sandwiches spread with Vegex are excellent—easily prepared. A cup of Vegex broth relieves fatigue.

Dinner.
Make an appetizer with thin whole wheat cracker, spread with Vegex. Use Vegex in salad dressing, entrees, and other dishes.

Bedtime.
Two cups of Vegex broth just before retiring induce restful sleep and fortify the system against nervousness. Vegex is a health-builder.
A New Way of Cooking that Protects the Health of the Adults and Children and Gives Food a Zest and Distinctive Flavor

In the Bible is the story of one of the most important food discoveries ever made by the human race. The Old Testament records the change from "unleavened" bread to bread made with yeast.

Yeast is a tiny plant; its beautiful structure can be seen only with the microscope. Hundreds of millions of such yeast plants make up a single teaspoonful. Yeast belongs to the mushroom family. Like other mushrooms, yeast is rich in osmocenes and rare flavors, and when properly prepared it greatly improves the taste of other foods.

Taste a mouthful of flour. Who would eat it? But add a little seed yeast with water, make a dough; set it in a warm place, and the yeast plant immediately begins its tremendous growth activity. Each tiny yeast cell doubles and doubles and doubles, multiplying a thousand-fold and creating millions of air bubbles in the dough. It matures the gluten and adds the peculiar essence and flavor of yeast. The yeast in a few hours, aided by the heat of the oven, changes tasteless raw flour into delicious bread.

We hunger for the taste that yeast gives to bread, day after day. So appealing to the palate is this yeast taste, that in all countries bread made with yeast has become the "staff of life," especially in Europe and in America. Each year ten pounds of seed yeast are used to make the bread eaten by the average family.

Who does not relish the flavor of yeast in buckwheat pancakes, in rolls, in cakes, and other leavened foods?

It was the women of ancient times who discovered how yeast could be used in preparing foods, and their knowledge was transmitted through the centuries.

Also, in the Bible there is another story—this time of a man, Noah,—who made a wholly different use of yeast in fermenting his grape-juice into wine. Wild yeast are everywhere in Nature: in sea water, in the air and soil, on the leaves of trees, on every apple and fruit, clinging to the bloom of every ripening grape. If a handful of grapes are crushed, the yeast plant that has settled outside of the skin, enters the juices and multiplies. The yeast plant changes the grape juice, adds its flavor, develops aroma and bouquet, and then, depending largely upon the kind of yeast, we have Burgundy or Rhine Wines, or champagnes, with some of the finest flavors that the human palate knows.

The Yeast Institute at Copenhagen has 236 varieties of yeast, each one of which can impart its peculiar flavor and properties to a beverage that it helps produce. It took thousands of years for the use of yeast in bread and in drinks to spread over the whole world.

Used, first as a flavor and ferment, the yeast plant is now finding a far more important use as a food.
The Uses of Vegex are Divided into Eight Classes

A—For Soups—vegetable; milk, consommé, with meat stocks. Page 5-9

B—As a Drink, hot or iced,—mealt ime or between meals. Page 9-11

C—Sandwiches, for home use and automobile camping. Page 11-15

D—With Fish and Meat Dishes; for gravy sauces and dressings. Page 15-19

E—Vegetable and Vegetarian Dishes. Page 20-21

F—With Meatless Dishes—egg, cheese, macaroni, and cereals. Page 22-24

G—Appetizers for Meals and Salad Dressings. Page 24-25

H—As Children’s Food and Invalids’ Dishes. Page 26-27

Special Uses

The selection of recipes contained in this booklet explain many uses to which VEGEX can be put. VEGEX users will be able to introduce it in a hundred ways after a little practice.

VEGEX makes for variety in meals and should be taken regularly every day in one form or the other at the rate of at least one-half ounce per person to help the body absorb the nourishment contained in other foods, to tone up the system and keep the digestion just right.

Vegex in Soups

VEGEX BOUILLON

A simple bouillon of highly nourishing and delicate flavor is made by boiling a scant ½ teaspoonful of Vegex in 1 cup of hot water. This plain bouillon can be seasoned with salt or pepper.

1½ teaspoonfuls of Vegex to 1 quart of hot water make a bouillon for a family of 5. Note: Use scant ½ teaspoon Vegex to each cup of liquid. Too much spoils the flavor.

Simmering for two or three minutes improves the flavor. Don’t boil long.

VEGEX BROTH

Vegex makes delicious vegetable soups, when added to the water of canned vegetables or to the broth in which asparagus, cauliflower, carrots, green peas, lima beans, spinach or beets have been boiled. The broth in which any one or several of these (Continued on page 7)
TWO Europeans, Frederick Wissler in England and Justus von Liebig on the Continent, laid the foundations for the use of yeast as food. Von Liebig and Pasteur of France, probably the two greatest chemists of the nineteenth century, studied why farmers' seeds, sown on a "poor soil," produced only small and imperfect plants, and why these plants were subject to blight and other plant diseases, and yielded but meagre crops. The same seed in fertile soil produced large plants that remained healthy and yielded big crops of seeds. An examination of the "poor soil" showed that some minerals needed by the plant as food for the building of its own structure, were lacking or deficient in quantity.

Right Foods Make Plants Grow

Further study also showed that generally the same four or five mineral elements were lacking—potash, nitrogen, lime, sulphur, iron and magnesium—were supplied in very small quantities, the "poor soil" became "good soil" and the plants grew much healthier and stronger, and produced far larger crops of their seeds.

Sometimes, a minute quantity like an eighth of a teaspoonful of potash, added to a plant growing in "poor soil" would be sufficient to change what otherwise would be a dwarfed, stunted plant into a large, well-developed specimen, able to produce an abundant crop of its seeds. It was one of the most important discoveries ever made, that every seed tries to grow to its full normal size, but that if one or more of the needed elements is deficient or lacking, it becomes diseased, its growth is stunted, or dwarfed. Farmers the world over began supplying these missing food elements, calling them "artificial fertilizer" in order to make their cultivated plants in garden and fields grow strong and healthy, and yield big crops.

(Continued on page 8)
vegetables have been boiled can be developed into a delicious and nourishing soup by adding a teaspoonful of Vegex to each quart of broth.

In the summertime, gelatine can be added, the whole iced and served as gelatine consommé.

**BROWN SOUP**

1 onion, 1 turnip, 1 carrot, 2 potatoes, 1 quart of hot water, 1 dessertspoonful of Vegex, 2 oz. butter, 1 heaped-up tablespoonful flour, and seasoning, if necessary. Slice vegetables finely. Melt butter in stewpan. Add vegetables, and stir over fire for 10 minutes until nicely browned. Add flour and brown slightly. Dissolve Vegex in hot water, and add gradually to the fried vegetables. Let the whole simmer until the vegetables are tender. Pass soup through fine sieve. Add seasoning if necessary, and reboil before serving.

Allow the milk, cream or half-and-half to simmer one or two minutes, being careful that it shall not boil. Add seasoning and Vegex previously dissolved in hot water, and serve.

This is a simple soup, particularly valuable for children.

A teaspoonful of Vegex, added to any canned soup or canned vegetable, improves the flavor and gives the nutritive values of fresh vegetables.

**SPINACH SOUP**

1 qt. spinach
Tablespoon grated parmigiano cheese
2 tablespoons butter
4 cups of milk
Salt and pepper
1 heaping teaspoon Vegex

Cook spinach thoroughly and mince. To this add butter, cheese, milk, salt and pepper. Before serving add the Vegex which has been thoroughly dissolved in a portion of the soup. Serve with croutons.

**NOODLE SOUP**

1 pound of noodles
2 quarts of boiling water
1 teaspoon of salt
2 tablespoons of Vegex

Have the two quarts of water boiling rapidly before adding the noodles and salt. Boil for five minutes or until tender. Add Vegex and other seasoning to taste.

**RICE AND PEA SOUP**

3 cups mashed peas
Small onion
Salt and pepper
Tablespoon butter
1 1/2 cups boiled rice
3 cups of water
2 heaping teaspoons of Vegex

Mash rice thoroughly, chop onion and mix together all ingredients except Vegex. Boil fifteen minutes. When ready to serve add Vegex which has been dissolved in hot water. Mix well.

Grated Parmigiano cheese served with this is excellent.

**ROSE BOUILLON**

3 large beets
2 quarts of water
Seasoning to taste
2 tablespoons Vegex

Wash and peel the beets. Cover with the cold water. Boil until the water is crimson. Add seasoning, Vegex, dissolved in hot water, and serve with whipped cream.

Note:—Plain thick soup is easiest made by the use of the water in which spaghetti, macaroni, rice or barley has boiled. Add a little butter or oil, seasoning, Vegex and garnish with minced chives, or pimento, or some of the cereal can be saved and added when the stock is used.
Delicious Sandwiches

Von Liebig studied the chemistry of the human body. He noticed that the same elements, required by plants, were largely used in the bone and tissue chemistry of the human body. He said that possibly disease and stunted growth in man as in plants is due to the lack or undersupply of one or more food elements. He then said to himself: "If I could find the one right food that would supply all the body-building elements, I could make every human child grow to perfection and health by making certain that every element needed by the body structure is present in sufficient quantities in its food supply."

The Struggle for Perfect Food

First, he attempted to take the strong ox, and to boil out an extract that should contain everything needed, so that a thimbleful of this "Elixir of Life" would add any missing elements to the food. But he was not satisfied with his beef extract. It failed to do the work.

Von Liebig knew Pasteur's remarkable discoveries with the yeast plant, and reasoned: "All animals, directly or indirectly, must live upon plants. Plants are the real source of food. Each tiny yeast plant is a complete organism in itself, and the yeast plant has the most tremendous life energy in Nature—possibly here is a true source of food."

In Liebig's time, a simple process called "autolizing" was found for changing yeast into a food free from fermentation and spoilage. The health and high food values of yeast are contained within its cells. The content of the life centers of these cells was extracted and concentrated. The extract had a delicate meaty flavor, but was more delicious. This yeast food, VEGEX, keeps in any climate and imparts its good flavor to soups and other dishes.

This discovery of VEGEX is one of the most important of our time. It was taken to England by Frederick Wissler, the founder of the Marmite Food Extract Co., the German processes perfected and the food marketed throughout the British Empire under the name Marmite, in England, and in the United States, VEGEX—which means VEGetable EXtract.
VEGEX POTATO SOUP

Melt two tablespoonfuls butter in a steep pan, add a medium-sized onion, minced, and two tablespoonfuls minced green pepper. Cook until the onion is yellowed, then add a quart of boiling water and one and one-half cupfuls of diced Irish potatoes. Cook until the potatoes are almost tender, then add four teaspoonfuls Vegex dissolved in one-fourth cupful of hot water, a tablespoonful minced parsley and a cupful of top milk. Bring to boiling point, and serve with or without buttered entire wheat bread toast.

ONION SOUP AU GRATIN

Chefs of the foremost hotels have taken over this recipe as a special on their menu:

- 2 cups chopped onions
- 2 tablespoons oil
- 3 or 4 slices toast
- Salt and pepper
- Grated cheese
- 5 cups water
- 2 heaping teaspoons Vegex

To two full cups of chopped onions add the oil and fry until a rich brown. Scrape the contents of the frying pan into a large kettle, add five cups of cold water and boil slowly for fifteen minutes. Have the toast (rye bread is excellent for this purpose) heavily sprinkled with grated cheese in the soup toureen. Add Vegex, salt and pepper and pour over the toast. Serve with grated cheese.

TOMATO SOUP

1 lb. ripe or tinned tomatoes, 1½ pints hot water, 1 onion, 1 oz. butter or fat, milk or cream as desired, seasoning, and 1 heaping teaspoon of Vegex.

Melt the butter in a saucepan; add to this the Vegex dissolved in hot water, and the vegetables (sliced) stir and fry for a few minutes. Simmer slowly until tender, then rub through a fine sieve. Add the milk, and seasoning if necessary. Bring the soup to the boil, and serve hot with small fried bread croutons.

Vegex greatly improves the flavor of any tomato or cream of tomato soup.

VEGEX BISQUE

3 cups of milk, cream or half-and-half
2 level teaspoons Vegex
Simmer 2 minutes

Vegex in Drinks

Vegex drink,—a drink that can take the place of tea or coffee, that nourishes instead of stimulates can be made quickly of Vegex. It has a unique flavor, combined with most valuable nutriment. It is a food in the most digestible form.

For individual service, dissolve one-third teaspoonful Vegex in a cup of boiling water. Vary the strength to suit the individual taste. If too little is used the drink is flat; if too much, it tends to become bitter. Just the right quantity, it is delicious! Cream or milk may be added when serving, to vary the flavor. Some find the flavor improved by allowing it to simmer one or two minutes in an enamel pan.

The simplest drink for breakfast or any other meal is made by bringing 1½ to 2 teaspoonfuls of Vegex to boil for two minutes in a quart of water. Many families serve Vegex drink in addition to coffee at breakfast or at other meals, children using it exclusively and adults with other drinks. Vary the quantity of Vegex until the flavor is just right for your taste.
EATING FOR HEALTH

Vitamin Discoveries and Vegex

But while the high food value of yeast extract was known, the world had to wait for the vitamin discoveries before it knew the reason why. Just as earlier scientists had found what amounts and combinations of minerals and proteins were needed for the growth and life, so vitamin discoverers found still other elements necessary in food. If any one of these Accessory Food Factors, called Vitamins, were absent, it caused death; and if deficient, all manner of disease.

Casimir Funk started to find out what it was in the polishings from rice, in the germ of wheat and in yeast, that had to be present in food to support life. He called the substance "vitamin" because it seemed so close to the vital principle. Drs. Osborne and Mendel of Yale, Drs. McCollum and Davis of the University of Wisconsin, confirmed the work of Funk and found still other life-giving elements belonging to the vitamin group.

These laboratory findings were then applied in human nutrition. Physicians of high standing in Europe and America found that gastro-intestinal troubles, diabetes, nervousness, fatigue, lowered vitality among workers, undernourishment among children, impaired activity of various glands and a shortening of the span of life, are due to a large extent to the deficiency of vitamins in the modern food supply.

Vegex—Richest Known Foodstuff in Vitamin B

We know also that the body requires vitamins in order to be able to use lime and phosphorous and other minerals in the building of bone and tissue.

These discoveries, of which Vegex as the richest-known food substance in vitamin B is a cornerstone and substantial part, are leading to the general use of this yeast extract as a household food. Scientists who have studied Vegex extensively, are coming to regard it as the most important food addition of our generation.

Only with the microscope and modern scientific knowledge could we know the marvelous chemistry of each single yeast cell. A concentrated food, Vegex, made from this little plant, has marvelous power over the growth and health of the human body, if added in small quantities to other foods. In Vegex, vitamin B is present in such high concentration that scientists in research laboratories have used it in their efforts to isolate the pure vitamin B.

Recently Dr. Plimmer, a great English scientist, reported on a series of experiments carried on during two years, which showed that the human body needs the B vitamin in exact

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VEGEX AS A SUMMER DRINK

Vegex dissolved in a small quantity of hot water, mixed with cold water, and the juice of lemon, lime or other fruit added and shaken with ice, makes an invigorating food drink for summer. Carbonated water can be used if desired.

A half teaspoonful of Vegex dissolved in a little hot water and then mixed with iced milk makes a delicious summer food.

Vegex as a Spread for Bread

VEGEX BUTTER

Mix Vegex and butter with a fork. To begin with, use one part of Vegex with 8 parts of butter. Use as a spread for bread, and for toast. It is the general experience that the taste for Vegex grows and the proportion of Vegex is increased until a proportion of 1 part of Vegex to 3 parts butter is reached. Vegex butter can be made into butter balls and served at meals. It has greater nourishment than butter alone. It is particularly valuable for children.

VEGEX MILK

\[
\frac{1}{3} \text{ teaspoonful Vegex dissolved in each cup of milk, brought to the point of boiling. Excellent for children, nursing mothers and convalescents. For larger quantities, use 1 teaspoonful per pint of milk. Vegex adds B vitamin, iron and elements needed for adolescent growth, to milk.}
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VEGEX MILK DRINK

Dissolve one-half teaspoonful of Vegex in three tablespoonfuls hot water. Fill cup with iced milk and serve chilled.

VEGEX WITH CRISCO

(Economical bread spread)

Mix one part Vegex with from 4 to 10 parts Crisco. This makes a delicious spread for sandwiches and may be used in cooking. This Vegex-Crisco spread is rich in the B vitamin and important mineral salts. Butter or rich milk will supply the A vitamin.
proportion as it consumes other foods. These test experiments indicate that one percent of Vegex prolongs life indefinitely; two percent enables the production of young, but not their proper rearing; that with 4% in the food, the full development of the young and reproduction are assured. These tests indicate that about one-half an ounce of Vegex should be added to each person's daily diet.

Little Things in Food Control Our Lives

It seems almost as if the greatest discoveries of our age hinged upon some tiny little thing. Since Madame Curie showed how to concentrate a teaspoonful of radium out of a trainload of pitch blend, has not the knowledge of radium changed things in the world, and yet there is less than a handful of pure radium in existence in the whole world.

Think of the tiny glow at the radio station, small as a pin; yet this tiny glow fills the air with its influence, and sends to millions of homes the music of a great singer's voice.

Think of the fraction of 1% of vanadium alloy, which changes soft iron into fatigue-resisting steel, and makes possible the modern automobile. Just so, a little Vegex, with its rare and valuable food elements, added to ordinary foods, exerts a profound influence over the growth and health of children and adults.

Vegex is the richest-known foodstuff in vitamin B. F. Gowland Hopkins, the great English food chemist, has pointed out that just as the spark in an automobile engine sets off the fuel charge, so the B vitamin acts almost like a spark in the human body, and controls the burning and proper use of other foods.

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Vegex with Sandwiches

Vegex Substantial Sandwiches

Sandwiches may be divided into three classes. Substantial or whole meal sandwiches, dainty sandwiches which act as appetizers or are used to arrest fatigue and sweet sandwiches.

Substantial sandwiches may be used as the main course at luncheon, supper, or for late evening refreshments. They are particularly valuable for automobile and camping parties, as a summer food, and children’s swimming parties. They may be made of any kind of bread that is not too fresh; white bread, entire wheat or rye bread being an excellent foundation. The bread may be spread with thin plain butter or with butter mixed with Vegex. Or the Vegex may be introduced into the mayonnaise used in putting the sandwiches together.

Vegex Dainty Sandwiches

Sandwiches of this nature, thin and dainty made of white or entire wheat bread are suitable accompaniments to afternoon tea or afternoon coffee. They also make excellent reception sandwiches or may be used for after theatre refreshments. Those of savory nature as Vegex olive sandwiches, harlequin or rolled sandwiches may be used as accompaniments to salads at luncheon, supper or dinner.

Making Vegex Dainty Sandwiches

Lightly spread the bread with the Vegex filling, carrying it well out to the edges. Press together in pairs and cut into dainty sandwiches. Do not remove the crusts except for very formal service.

Vegex Cheese Sandwiches

Thin slice of American cheese with bread, spread either with Vegex or Vegex butter.

Egg and Olive Sandwiches

3 ripe olives
Mayonnaise dressing
1 hard boiled egg
* Vegex butter
2 pimentoes

Chop the egg fine and mince the olives and pimentoes. Mix all with the dressing and place between slices of bread which have been spread with Vegex butter.

*Mix Vegex and sweet butter in the proportion of 1 part of Vegex to 3 or 4 parts of butter.

Club Sandwiches

Tomatoes
Lettuce
Salad Dressing
Cooked Chicken
Toast
Chopped Parsley
Vegex butter

On a slice of toast which has been spread with Vegex butter place a lettuce leaf, spread with mayonnaise dressing and a thin slice of chicken. Over this place another piece of lettuce, then mayonnaise, then thin slices of tomatoes, sprinkled with chopped parsley, more lettuce and dressing. On this place another piece of buttered toast. Press firmly together and cut in half. Serve with toast hot.

Celery-Nut Sandwiches

Chopped celery
Mayonnaise dressing
Grated nuts
Vegex butter
Bread or crackers

Wash and scrape celery, chop very fine. Add nuts and sufficient mayonnaise to make a thick paste. Place between slices of bread which have been spread with Vegex butter.
Each Teaspoonful Vegex Contains as Much Vitamin B as a Quart of Rich Milk or Dozen of Oranges

The Food That Saved An Army

During the War, a British Army was trapped at Kut in the desert of Mesopotamia. It had ample supplies of white flour, sugar, dried foods and canned meats, such as we city people use every day. Suddenly, an epidemic broke out due to some deficiency in the food. The whole Army was affected. Its plight was wirelessed to London. British scientists reported to the War office that Marmite (VEGEX) the delicious new food made from yeast, would supply the missing vitamin and mineral elements. Bombing planes carried this food over enemy lines and dropped supplies to the stricken Army. Added in quantities of about a teaspoonful a day to the ration, it relieved the food deficiencies and restored the health to soldiers.

VEGEX was thereafter made part of the iron ration of all English soldiers to increase their resistance to disease and fatigue, and because of the abounding health that it helped to build, to give vitality and greater fighting energy.

Yeast food, VEGEX, has other basically important food values in addition to its vitamin richness. Most of our foods consist only of part of a plant or part of an animal. We eat the muscles and throw away the bones with their lime, as we do other organs. We eat lard or vegetable fats in enormous quantities. These are storage products and only part of an organism. On the sugar beet, we have worked a hundred years to increase the sugar content from 2 to

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<td>Bread</td>
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<td>Dissolve a tiny bit of Vegex in mayonnaise. Cover a slice of tomato with this, place on bread and sprinkle with grated cheese.</td>
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<td><strong>Nut and Olive Sandwiches</strong></td>
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<td>Cream cheese or peanut butter</td>
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<td>Whole wheat bread or crackers</td>
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<td>Chop the olive meat fine. Add an equal amount of cream cheese or peanut butter, as preferred, and mix thoroughly. Place between slices of bread or crackers, spread with Vegex butter.</td>
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<td><strong>Anchoy-Vegex Sandwiches</strong></td>
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<td>Bread</td>
</tr>
<tr>
<td><strong>Cream Cheese and Nut Sandwiches</strong></td>
</tr>
<tr>
<td>1 small chopped onion</td>
</tr>
<tr>
<td>2 tablespoons chopped walnuts</td>
</tr>
<tr>
<td>2 ounces cream cheese</td>
</tr>
<tr>
<td>1 teaspoon chopped parsley</td>
</tr>
<tr>
<td>Salt and paprika</td>
</tr>
<tr>
<td>Few drops of lemon juice</td>
</tr>
<tr>
<td>1 teaspoon Vegex butter</td>
</tr>
<tr>
<td>Mix all ingredients thoroughly and spread between whole wheat or graham bread.</td>
</tr>
<tr>
<td><strong>Cheese-Nut Sandwiches</strong></td>
</tr>
<tr>
<td>American cheese</td>
</tr>
<tr>
<td>Sweet cream</td>
</tr>
<tr>
<td>Lettuce</td>
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<tr>
<td>Grated nuts</td>
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<tr>
<td>Vegex butter</td>
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<tr>
<td>Whole wheat bread</td>
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<tr>
<td><strong>Mexican Sandwiches</strong></td>
</tr>
<tr>
<td>½ cup grated pecans</td>
</tr>
<tr>
<td>½ cup Edam cheese</td>
</tr>
<tr>
<td>½ teaspoon Vegex</td>
</tr>
<tr>
<td>Paprika and salt</td>
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**Vegex with Fish and Meat Dishes**

**Baked Cod Steak**

Grease a baking tin, and place on it a cod steak previously wiped with a clean cloth. Season with a pinch of salt and a few drops of lemon juice, sprinkle over a few brown bread crumbs, and put a slice of bacon on top. Bake in a moderate oven or under a grill from 15 to 20 minutes. Mix a teaspoonful of Vegex with the fish liquor from the baked fish, and add a little hot water or stock. Dish up the fish and pour the prepared gravy round the fish. Serve hot.

**Note.**—1 part of Vegex mixed with 3 parts butter on any fish improves the flavor and takes the place of other sauces.

**Note.**—1 teaspoon Vegex added to the gravy of roast beef or steak a few minutes before it is removed from the stove, greatly improves the flavor.
20%. We take only the sugar which contains carbon, hydrogen and oxygen, three of the twenty mineral elements that are present in the sugar beet. We throw away seventeen elements, and all the compounds, eating 110 pounds of sugar which in the body burns to water and carbonic acid gas (fizz.) We take the wonderful wheat berry, in which the mother plant has stored a wide variety of mineral needed to start a new plant life. We remove two-thirds of the mineral matter, the vitamins and proteins of the germ and we grind out an impoverished white flour, leaving highly valuable food elements at the mill.

**Vegex Makes White Bread Better Than Whole Wheat Bread**

In **Vegex** we take into our bodies all the minerals that were in the entire yeast plant, and all the compounds which were needed by it to support the chemistry of its own plant life. This does not mean that **Vegex** is in itself a complete food, but it does contain a wide variety of minerals and substances needed by the human body, and frequently deficient in or entirely missing from other foods.

As each of the millions of yeast cells grows, it takes from the grain mash every mineral salt it needs, including potash, iron, iodine, phosphorous,—elements sadly lacking from the dietary of civilized man, and needed for tooth and bone formation and tissue chemistry of the human body. Take protein, for example — that irreplaceable food element of the human body. No plant in Nature can grow it as efficiently as the yeast plant can. The proteins of yeast are complete; i.e., the human body can live upon them alone. They yield those valuable building-blocks like lysine and tryptophane, which are deficient in the proteins of wheat and many other foods. The life processes of the one-celled yeast plant are so intense, and its enormous life energy for growing and reproducing itself enables it to complete its growth period in from twenty to forty minutes. **Vegex**, the food made from yeast seems to impart to the human body something of the superabundance of vitality and tremendous growth energy of the yeast plant. One pound of **Vegex** contains in highest concentration the nutritive value of from six to ten pounds of brewers' yeasts, free from fermentation and spoilage. In **Vegex**, the rare flavors of yeast are released and ready to pass into other foods.

**Vegex** supplies the food iodine needed for the proper functioning of the thyroid gland, the control of the energy output and general metabolism of the body. Adults doing heavy work and children during adolescence suffer most easily from an iodine deficiency. In some districts a quarter to half of all children have enlarged necks, because their bodies are hungering for that missing element. The human body must have at least one-tenth of one milligram of food iodine daily, or thick neck or goitre result. Twenty-five millions of Americans live in goitre districts, where the drinking water and foods do not supply sufficient iodine, and recent investigation has found that even in districts near the seashore, so many artificial and processed foods are eaten that the first symptoms of goitre are not uncommon.

**VEGEX puts back into the diet what milling, cooking and processing have taken out.**
**VEGEX AS SUMMER FOOD**

_Vegex_ is particularly valuable for summer dishes. Aside from its zestful and piquant flavor it contains vitamin B, mineral salts and digestible proteins that are indispensable in the human diet, winter and summer.

While supplying an abundance of valuable elements to the body, it contains no heat and fat producing carbohydrates.

For these reasons _Vegex_ is of unique value as a summer food because it is nourishment and not fuel.

Summer foods should be of a type easily prepared, so that time and energy may be saved and as little fuel as possible used in their preparation, in order to avoid excess heat in the kitchen. _Vegex_ is such a food.

_Vegex_ is quickly assimilated, causes no excess heat in the body, is nourishing, is already prepared, which means a saving of time and cookery.

_Vegex_ is purely vegetable, contains no meat or meat products of any kind. Its rich, meaty, nut-like flavor combines incomparably with foods of a summer nature.

If _Vegex_ is used freely, meat can be omitted largely from the summer diet.

_Vegex_ is not affected by ordinary temperature or exposure. For this reason and because it is already prepared, it is especially well adapted for camp cooking, picnics and for the automobile lunch basket. A jar of _Vegex_, a little water, an alcohol stove bring refreshment on the most tiring journey. It can be used for sandwiches, as a cold drink, with milk or in cold water, with a dash of lemon.

**Why Everyone Needs Vegex**

The bulk of the American diet lacks vitamin B and mineral salts. The other foods we use do not make up this deficiency. In the last sixty years the American diet has shifted to refined and processed foods. We eat white flour, refined sugar, muscle meats, vegetable fats, lard in large quantities, so that our dietary is thrown out of balance unless the missing vitamins and mineral salts are supplied. _Vegex_ in an economical and delicious way, makes up the deficiency in the B vitamins, just as does butter, another food concentrate, the deficiency in the A vitamins. Until _Vegex_, there has been no available concentrate for vitamin B.

Here are the facts:

<table>
<thead>
<tr>
<th></th>
<th>Consumed Lbs.</th>
<th>Consumed per capita per year Lbs.</th>
<th>Consumed per capita per day OZ.</th>
<th>Calorie value per pound</th>
<th>Calorie value per day per capita</th>
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<tr>
<td>Poultry &amp; Fish</td>
<td>4,000</td>
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<td>1.55</td>
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</table>

22.84  
2226.66

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This table shows 2,206 calories—more if allowance is made for the smaller consumption on the part of children—consumed daily. It would take whole wheat bread to the extent of 75% of the total calories to supply enough vitamin B. Actually from more than 90% of the bread the vitamin is left in the bran and germ at the mill, and only the white flour is used.

CONSTIPATION

From this nation-wide vitamin deficiency, and particularly deficiency in vitamin B, we have undernourishment among children and a long train of food deficiency diseases, of which lowered vitality and constipation are the most common. Scientific and medical evidence on this point was established in the laboratories of F. Gowland Hopkins of London, by Dr. Louis Gross, an American now connected with the Mount Sinai Hospital, New York City. As soon as the vitamins are lacking, and particularly vitamin B, the intestinal muscles become flabby, and constipation sets in. Vitamin B is one of the normal regulators of bowel activity.

Lacking this in our foods, we turn to artificial laxatives, and advertised pills and cathartics, paying $100,000,-000 per year.

Dr. Michael G. Wohl refers to the work done in England by Dr. Louis Gross with Vegex, which showed that minute quantities of Vegex act as regulators to intestinal activity. Eight of his diabetic patients with obstinate constipation received "yeast Vitamin B."

DIABETES

In the newer methods of treatment developed by Drs. Allen, Joslin, Newburgh, and Marsh, the patient is allowed a variety of diet but is required to eat less.

Restricted diet reduces vitamin content. The boiling of vegetables, the processing of cereals for gluten bread greatly reduces the B vitamin content. Vitamin B can be built up at once with Vegex. It can be used as a broth, and as an addition to other foods. It makes for variety.

Some of the foremost workers in Europe and America are finding that diabetes is in part a vitamin B deficiency disease. In Europe Drs. McCarrison, Lopez-Lomba, Klottz and Hopfner, have found this to be the case, and that yeast extract makes up the vitamin B deficiency. In America Drs. Mendel, Levine, and Wohl have concurrently confirmed these facts. At the Meeting of the American Medical Association, held at Dallas, Texas in April 1926, Dr. Michael G. Wohl of the Mercy Hospital, Omaha, Nebraska, still further confirmed these findings. He studied over eighty diabetic patients. A report of his work says:

"A careful inquiry into the dietary habits revealed that sixteen of them consumed food poor in vitamins, such as potatoes, bread, meat, etc. Food deficient in vitamins, which caused atrophy of the glands, of internal secretions. The symptom of asthenia during diabetes could be accounted for on the basis of histologic changes induced by A-vitaminosis (Vitamin B deficiency) in the endocrine glands. * * * * Produced intestinal stasis, atrophy, of the abdominal muscle and disordered function of actual degeneration of nervous tissue."

When one contemplates these two great national ills; that constipation and diabetes are in large part vitamin-deficient diseases, and in a larger part a vitamin B deficiency disease, the discovery of a vitamin rich yeast extract, and its availability through Vegex, becomes a great boon to human health; becomes a compelling reason why Vegex should be made a part of the daily diet of young and old.
VEGEX BROWN SAUCE

Melt one and one-half tablespoonfuls of butter, add one and one-half tablespoonfuls of flour, cook until light brown, then add one and one-half cupfuls of boiling water and when bubbling hard, stir in one teaspoonful Vegex dissolved in a little of the boiling sauce. Use instead of gravy with any meat substitute dish, or with hash, in Savory Escalloped Macaroni or Spaghetti, sauerkraut or vegetables; or in place of gravy or stock in reheating meat.

NOTE.—The taste of gravy made with Vegex may be greatly varied by the kind of fat used. Thus, at the same meal several sauces may be served, each having a different flavor, depending upon whether the base is of olive, corn oil, or butter.

Place flour and oil in saucepan, blend and place over fire, add stock, milk or water. Cook gently for five minutes, stirring constantly. Add lemon, parsley and Vegex, dissolved in hot water and serve.

Vegex can be introduced successfully into almost any savory dish. It combines well in meat or fish, added directly, or in the sauce and gravies.

SAVOURY STUFFINGS

1 dessertspoonful dried sage
1 onion
1 teaspoonful butter
a small teacupful breadcrumbs
1 good teaspoonful Vegex

Chop up the onion, and put it into ½ pint of boiling water with the butter and the sage. Boil until the onion is soft; add the Vegex, season to taste, and thicken with the breadcrumbs. Serve with roast pork, goose or duck.

VEGEX MUSTARD SAUCE

Prepare the recipe for Brown Sauce, add one and one-half teaspoonfuls prepared mustard and one chopped hard cooked egg. Serve with fish, Meat Loaf or any kind of boiled meat.

BROWN ONION SAUCE

½ pint stock
2 small onions, peeled and finely chopped
1 oz. butter
1 tablespoonful flour
1 teaspoonful Vegex

Put the onions in a stewpan with the butter, and fry to a pale brown; add the flour and fry again; then stir the stock, let it boil up with the Vegex added, and simmer slowly until the onions are cooked. Season to taste and use as required.

VEGEX GRAVY

Melt two tablespoonfuls of butter, add a teaspoonful of Vegex and when slightly brown, add one and one-half tablespoonfuls of flour. Gradually stir in one and one-half cupfuls of boiling water and add a trace of mixed ground spices, if desired.

VEGEX BROWN NUT SAUCE

Prepare Vegex Brown Sauce; add a cupful of chopped toasted nut meats, any kind, just before serving.

VEGEX PLATTER GRAVY

Melt a tablespoonful of butter, add a scant teaspoonful Vegex, a trace of onion juice and gradually add one-half cupful of boiling water. Use instead of the usual platter gravy with meat substitute dishes.

Add one-half to one teaspoonful of Vegex to canned soups and canned vegetables, like sweet corn, tomatoes, spinach, peas, lima beans, sauerkraut to give them the vitamin content and flavor of fresh foods.

With the generous use of Vegex, expenditures for meat, fowl and other expensive protein foods can be reduced; while, at the same time, the nutritional and vigor-building value of the diet is greatly increased.
VEGEX is free from starch and sugar and is admirable for the diabetic diet. It can be used as a broth, in the vegetables and other foods allowed by the physician, and as a spread on or for use in the gluten bread. From one-half to an ounce of VEGEX can be taken per day in this way. The diabetic should consult and remain under the care of the physician.

Any physicians, scientific workers, dieticians and others professionally engaged in scientific food work will be furnished upon request, upon their own letterhead, with copies of reprints and other scientific data available, or reports from our vitamin nutrition laboratories.

VEGEX FOR WEIGHT REDUCING

For those desiring to reduce weight, VEGEX is recommended as an ideal food. It contains in a high degree the nutritive elements, proteins, mineral salts and the most deficient vitamin required by the body, with an absence of fuel and fat-producing ingredients. Some protein is utilized as heat or energy. A pound contains only 588 calories, while a pound of flour or sugar contains 1860 calories and a pound of butter 4220 calories.

Many people with a tendency to excess weight suffer from abnormal appetite. Their body hungers for certain elements deficient in their food. They keep on eating and eating, storing up excess fat because their diet is lacking in certain essential elements contained in VEGEX.

Over-weight can also often be traced to constipation or auto-intoxication—both difficulties are helped by the free use of VEGEX. In general, starches and sweets must be eliminated, plenty of bulky and vitamin food introduced.

Vegex in Vegetable and Vegetarian Dishes

STUFFED TOMATOES WITH RICE

6 even-sized and fairly ripe tomatoes,
1 oz. of boiled rice
3 teaspoonfuls of grated cheese
a few breadcrumbs, and
1 teaspoonful of Vegex

Cut a small slice off the top of each tomato, scoop out the pulp, and put it in a stewpan with the butter. When quite hot, add the rice, cheese, Vegex and seasoning to taste. Fill the tomatoes with this, sprinkle breadcrumbs over the top of each, and a little oiled butter. Place them on a baking-sheet and bake in a fairly hot oven for about 20 minutes. Garnish with parsley and serve hot.

STEWED MUSHROOMS

\( \frac{1}{2} \) lb. fresh mushrooms
2 oz. nut butter
\( \frac{1}{4} \) dessertspoonful dissolved in
\( \frac{1}{2} \) pint hot water, seasoning with chopped parsley.

VEGEX FRESH GREEN SALADS

Almost any type of green, fresh or cooked vegetables may be combined in the making of Vegex salads.

A few combinations are as follows:

1. Equal parts of grated raw carrot and chopped tart apple with one-third the quantity of chopped raisins and Vegex French Dressing or Vegex Mayonnaise. Garnish with any salad green.

2. Sliced tomatoes, sliced cucumbers and chopped chives with Chiffonade Dressing or Vegex Mayonnaise.

3. Equal parts of shredded raw...
cabbage, diced celery and halved and seeded Malaga or Tokay grapes with *Vegex* French Dressing or *Vegex* Mayonnaise.

4. Equal parts of diced cooked asparagus with cooked potatoes and a hard cooked egg put together with *Vegex* Russian Dressing and garnished with any salad green.

**JELLIED VELEX SALADS**

Prepare a quick aspic jelly as follows:

Dissolve one and one-half teaspoonfuls of *Vegex* in one quarter of a cupful of boiling water. Add two tablespoonfuls of lemon juice and one and three-quarters cupfuls boiling water, then stir in one and one-quarter tablespoonfuls of gelatine dissolved in cold water to cover. Cool this mixture and when congealed, stir in any desired vegetable mixture, being sure that one of the vegetables is raw to give the crisp taste so necessary. Transfer to individual moulds or one large mould rubbed with salad oil and stain, unmould for service on any desired salad green. Serve with *Vegex* Mayonnaise or Russian Dressing.

**Suggestive combinations are:**

1. Equal parts cooked peas, raw or cooked carrot, diced cooked string beans and brown rice seasoned with a little onion juice and minced green pepper.

2. Equal parts of broiled diced mushrooms, diced celery, tart apple and cooked carrot diced, cooked asparagus, cooked macaroni cut in one-inch lengths and celery with two or three sliced hard-cooked eggs.

*VEGEX STEWED LIMA BEANS*

Soak a pint of dried lima beans over night in water to cover. Drain, cover with boiling water containing a teaspoonful of salt and cook gently until tender—about two hours. Then add to each cupful of beans and liquid, a half teaspoonful of *Vegex* dissolved in a little boiling water together with a tablespoonful of butter and a few grains of sugar.

**VEGEX BEAN HASH**

Combine *Vegex* cooked lima or baked beans with half the quantity of chopped cooked potatoes and a little onion juice. Transfer to a frying pan in which a little butter has been melted, press down and cook omelet fashion until brown on the bottom, fold over and serve plain or with *Vegex* brown or cream sauce.

**VEGEX BAKED BEANS**

Soak a pint of pea or navy beans over night, then par-boil in boiling water to cover containing one fourth teaspoonful baking soda. Drain, transfer to a baking dish and cover with boiling water in which *Vegex* has been dissolved, about three-fourths teaspoonful to a cup of water—about a quart of liquid. Add a half tablespoonful of molasses and one-fourth cupful butter, cover and cook until soft and pale brown, adding a little more boiling water if necessary, then uncover and finish cooking. This will take about two and a half hours.

*VEGEX brings the health values of yeast to your entire Family.*

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Vegex with Meatless Dishes

VEGEX EGG SALAD
Prepare Vegex stuffed eggs and serve in nests of shredded celery or equal parts of sliced cucumbers and shredded string beans combined with Vegex Savory French Dressing. Pass Vegex mayonnaise and garnish with lettuce.

EGGS THE VEGEX WAY
The flavor of Vegex is delicious with eggs,—as a sauce with omelets, dissolved in water and used in place of other liquid in omelet making,—or to moisten the toast for poached eggs, —as a basis for quick aspic used in making the delicious jellied egg and vegetable dishes for summer, Vegex not only adds flavor but supplies missing food elements as well. A wonderful food —Vegex — that builds bodies and supplies flavor at the same time.

EGGS POACHED IN VEGEX
Dissolve three-fourths teaspoonful Vegex to a cupful of boiling water and use instead of plain water in poaching eggs. When done transfer the eggs to buttered toast and pour over a little of the Vegex water. Or, in case a small amount is used, thicken with a tablespoonful each of butter and flour creamed together to a cupful of liquid, and pour over and around the toast.

VEGEX OMELET
Separate five eggs. Beat the whites until stiff, the yolks until creamy and add to the latter five tablespoonfuls hot water, three-fourths teaspoonful salt and one-eighth teaspoonful pepper and combine. Turn into a hot omelet pan containing a tablespoonful melted butter and cook gently, lifting the edges until the omelet is brown and cooked through, then spread it with the following mixture:

One and one-half tablespoonfuls Vegex mixed with half cupful each of celery and onion minced and cooked until tender in two tablespoonfuls butter. Fold over, turn onto a hot platter and serve with or without Vegex Brown or White sauce.

STUFFED EGGS VEGEX
Hard-cook six eggs by putting them on in cold water, bring to boiling point and boil hard for ten minutes. Chill in cold water, remove the shells, cut the eggs in halves lengthwise, scoop out the yolks and mix with a teaspoonful of Vegex, a trace of onion juice and a little parsley.

To serve picnic fashion put together in pairs and wrap in waxed paper.

For a salad, serve two halves to a person, in nests of lettuce leaves, with Vegex Russian dressing.

For a hot supper or luncheon dish, prepare a good sized piece of buttered toast for each person, pour over Vegex cream sauce and place two egg halves on each slice.

EGGS SCRAMBLED, VEGEX
Slightly beat five eggs; in the meantime scald one-fourth cupful of milk with a teaspoonful of Vegex and a tablespoonful butter. Add the milk mixture and gradually allow it to cook; scrape it up from the bottom of the frying pan as fast as it coagulates. Serve on white or entire wheat bread toasted, or with a garnish of broiled potatoes, tomatoes or eggs.
VEGEX WITH CHEESE

Cheese is a wonderful meat substitute, but in spite of this it does not always satisfy. It is not because of the lack of food value, but because of the lack of flavor. Vegex adds the meaty taste. It is one of the most interesting points about Vegex—it tastes like the most savory extract meat with an elusive something that is even better—suggestive of mushrooms.

Vegex combines well with cheese,—in toasted sandwiches, baked cheese pudding, cheese and nut loaf, cheese croquettes. It supplies the elements needed to make the cheese dishes more than meat substitutes—real body builders.

QUICK-COOKED MACARONI AND CHEESE

Boil a pound of macaroni until tender. In the meantime make a sauce as follows:

Melt three tablespoonfuls of butter, add three tablespoonfuls flour and three and one-half cupfuls milk. Stir in one and one-half cupfuls of grated or coarsely chopped American cheese. Add three teaspoonfuls Vegex dissolved in one fourth cupful of boiling water. Thoroughly drain the macaroni, combine, reheat and serve as soon as the cheese is thoroughly melted.

CHOP SUEY

1 cup mushrooms
Salt and pepper
2 teaspoons Vegex
1 cup chopped onions
2 tablespoons oil or butter
1 cup diced boiled celery

Fry the onions until quite brown in the oil, add the boiled celery, mushrooms and seasoning. Simmer for ten minutes. Add the Vegex, dissolved in a small quantity of hot water. Serve with small bowls of boiled rice.

Many combinations can be made always using this as a base, by the addition of peppers, lobster, chicken or any other left-over. Nut meats make an attractive addition as do such fruits as pineapple, bananas, etc.

SAVOURY FRITTERS

Slices of stale bread, Vegex, egg, fat. Cut some thin slices of stale bread and spread with Vegex. Put two slices together, cut as for sandwiches. Dip in beaten egg or light batter and fry in hot fat to a golden color. Drain on paper, dish up neatly and serve hot. In place of the Vegex on bread, the bread may be soaked in Vegex and milk.

SPAGHETTI

Cook the desired amount of Italian Spaghetti in boiling salted water about five minutes. Drain and mix with Tomato sauce and serve. A bowl of grated cheese should be served with the Spaghetti.
VEGEX AND CEREALS

To the majority, the word "cereals" usually means "breakfast food." But most of our cereals are deficient foods as they come to our table, for in milling and preparation, they lose their vitamins and minerals.

Rice dishes—macaroni, noodles and spaghetti,—oatmeal for a savory luncheon or supper dish, cracked wheat—all can be used in the usual way in boiling water with one teaspoonful Vegex added to a quart of water. These Vegex-cooked cereals are especially good for luncheon or supper served plain or with grated cheese, a green salad, whole wheat bread and butter and a sweet, as gingerbread, or deep dish apple pie. They are growing foods—wonderful for the baby just beginning to eat solid food—for the school child—the tired mother, the nervous man of the house.

VEGEX BROWNED CEREALS

Cook oatmeal, cornmeal, rice or cracked wheat in Vegex water as described. Pack into an oiled oblong pan—or pound baking powder can, chill, slice, brush with butter, dust with flour, lay on a well-oiled pan and bake until brown in a moderate oven, 350-375° F.

MAKE BREAD WITH VEGEX AND MILK

Vegex can be added also to cakes, buns, muffins, pancakes. A teaspoonful of Vegex should be added to the water for each pound of flour.

Vegex bread tastes better, toasts better, keeps fresh longer and is far more nourishing than ordinary bread.

VEGEX BISCUITS

Put about 2 oz. of butter into a mixing basin and work to a cream. Add 4 oz. flour, \( \frac{1}{4} \) teaspoonful baking powder, a saltspoonful of cayenne pepper and \( \frac{1}{2} \) teaspoonful salt. Dissolve 2 teaspoonfuls Vegex in a little milk, stir into the mixture and knead well. Roll out the paste thinly on a floured board, and stamp out with a round 2-inch cutter. Place on a greased baking sheet, prick the shapes with the prongs of a fork, and bake in a quick oven from 10 to 15 minutes.

Vegex with Appetizers and Salads

VEGEX WITH CRACKERS

Spread Vegex in a thin layer on crackers, one part of Vegex and two parts of butter, mixed with a fork, spread on hard water crackers.

Egg Vegex

1 egg  
\( \frac{1}{2} \) teaspoon cream
Vegex Bouillon

Whip the egg. To half of the egg add 1 teaspoon of Vegex bouillon and \( \frac{1}{2} \) teaspoon of cream. Mix well and serve.

VEGEX WITH CAVIAR

One part of Vegex mixed with one part of caviar adds zest to caviar.

Mock Caviar (Vegex)

Spread very lightly straight Vegex on crackers, with scraped onion, and add lemon juice.

VEGEX WITH CHEESE

One part of Vegex with Rocquefort or other highly flavored cheese, mixed and spread as a paste on crackers or thinly cut bread.

VEGEX COCKTAIL

One part of Vegex to two or three parts of chili sauce, frapped over ice and served in cocktail glasses.
SAUCES AND GRAVIES

Most hot sauces are improved by adding Vegex, but a few which are made unique by its use are the following:

PIQUANT RELISH

Mix one part of mayonnaise with one part of Vegex. Vary by adding chopped chives, onions, capers, etc. This sauce is excellent over hors d’oeuvres such as hard boiled eggs, ripe olives, fond d’artichoke, etc. It makes an excellent salad dressing for all vegetable salads.

CURRY SAUCE

2 tablespoons oil or melted butter
\(\frac{1}{4}\) cup minced onions
\(\frac{1}{4}\) minced apple
2 tablespoons tomato catsup or chutney (or both)
2 tablespoons flour
2 cups vegetable stock or water
1 heaping teaspoon Vegex

Place the minced onions, minced apple, and tomato catsup or chutney (or both), in a sauce pan with the oil or melted butter and cook gently for fifteen minutes. Add the flour and after blending the vegetable stock or water, add the Vegex. Mix a little of this with the curry base, and serve the remainder separately.

Many vegetables make excellent curries as well as the meats and meat and vegetable combinations commonly used. Dried beans, lentils, peas, sweet corn garnished with hard-boiled eggs are delicious. Arrange your curry, with a small amount of the sauce added, in the center of a large platter or chop dish, in the center of a ring of boiled rice. French fried onions are an attractive addition.

VEGEX PICK-ME-UP

Combine one-half tablespoonful of lemon juice, one tablespoonful of Chili sauce or catchup, one half teaspoonful of Vegex dissolved in one-half tablespoonful of boiling water and one well beaten egg. Serve very cold. Or combine the ingredients in a cocktail shaker, add some crushed ice and serve very cold.

Vegex, added to any salad dressing, improves its flavor.

Vegex, spread in small quantities with a fork on lettuce leaves or tomatoes, gives them a piquant flavor.

SPECIAL USES FOR VEGEX

A teaspoonful of Vegex added to the flour of a loaf of bread completely changes the nutritive value of the loaf, and improves the flavor. It also activates the yeast and makes baking easier.

VEGEX SALAD DRESSINGS

There is no food more adaptable than salads and none to which Vegex can be more easily introduced either in connection with the salad filling or better still, with the salad dressing. It is not difficult to balance the menu with Vegex if a Vegex prepared salad dressing is always on hand.

Fruit salads, vegetable salads, meat, fish, nut, cheese and egg salads all lend themselves to Vegex salad dressings.

In making fruit salads, it is a good plan to dilute Vegex mayonnaise with one-third its bulk of sweet or sour cream, whipped. A little extra lemon juice may be added if desired.
Vegex for Children and Invalids

VEGEX FOR INFANTS

Vegex is rich in vitamin B and iron, elements in which milk is deficient, and it splendidly supplements milk for child growth.

For nursing infants, one-third teaspoon of Vegex should be brought to the boiling point in a cup of water, and two ounces of this broth given to the baby in a bottle to drink in place of water. Beginning when three days old, with two to four ounces per day, quantities of Vegex broth can be increased from four to six ounces daily by the fourth month. For bottle-fed babies, the broth can be given in the same way, or added to the daily supply of milk or modified milk.

Sir Eric Pritchard, the English child specialist, recommends Vegex for all nursing and bottle-fed babies and makes Vegex a part of the child's broths and vegetables as soon as it begins to eat foods other than milk. Dr. Pritchard says: "Vegex is rich in water-soluble B, makes a nice flavoring for soups or gravies, or it may be used for making children's sandwiches. The addition of this to the dietary is said to promote the formation of white corpuscles, increase appetite, fat assimilation, and resistance to infective disease. Half a teaspoonful of Vegex is an adequate allowance for a twenty-four hour period."

Dr. R. H. A. Plimer, of St. Thomas' Hospital Medical School, University of London, states in his book "Vitamins and the Choice of Food": "Autoxidized extract of yeast is the most convenient form for administering a concentrated amount of B vitamin. Babies take it greedily. No ill effects have been observed to follow its use in large amounts.

McCollum and Simmonds state in their "Newer Knowledge of Nutrition," 3rd edition, page 54:

"Possibly milk is lacking in both quantity and quality in substances necessary for adolescent growth and reproduction. The growth of rats on this ration and also on 5 per cent. of yeast was normal."

"Vitamin B is fully as important as fat-soluble A, and is more frequently omitted from the dietary." (Moore, "Nutrition of Mother and Child") "It would appear that the animal has no reserve to draw from, so that Vitamin B must be given continuously or nutrition is disturbed." (Holt, "Food, Health and Growth."

Even where milk is the main food of the child, Osborne and Mendel after investigating "milk as a source of water soluble (B) vitamin" state:

"The consequences of this relative poverty of milk in water soluble vitamin for the artificial feeding of infants have already been referred to by us."

How can Vegex best be introduced to the diet of young children? With the wide variety of its nutrient materials, it "belongs" from the littlest babyhood up. Its place in the infant's diet has been discussed. We have found how to introduce it in the vegetables and other foods needed by young children.

One of the first children's foods is dry bread and butter, zwiebach, or toast. From the beginning, spread rapidly one part Vegex with two parts butter. The child will take this greedily and later on, "the adult likes what it has been taught to eat."

Broths, vegetables and cream soups in some form are served once a day to children. Again, Vegex added to each of these, increases their nutritive value. Add it in the right quantity to vegetables, as spinach, and add to the diet plenty of fresh, slightly cooked fruit; add Vegex to the cereals.
and to the milk, and as the child grows older, to other foods.
Children should be trained when a year and one-half old, to eat grated raw carrots and chopped lettuce leaves; at two years, a piece of un-grated sliced carrot, as a "spark plug" to enliven other foods. Health insurance against deficiency of iron, vitamin B and iodine can be secured by the use of from one-fourth to one-third ounce of Vegex per day, about two-thirds teaspoonful per child. Orange juice or tomato juice will supply vitamin C; lettuce, butter and direct sunlight (that has not passed through glass), the requirements for vitamin A.

**Balanced Menu for Children**

**CHILD TWO TO FIVE**

**Breakfast**
Choice of scraped thoroughly ripe banana
Sliced Apple
Prunes or steamed figs;
A whole wheat grain cereal, milk;
Toast, zwiebach or stale bread with butter and Vegex;
Honey every other day.

**Dinner**
Any Vegex broth or bouillon;
Choice of spinach, tomatoes, carrots, peas or asparagus cooked with Vegex;
Creamed potatoes, or baked potato with Vegex and butter;
Raw carrot, celery or lettuce every day;
Vegex bread and butter sandwiches; milk;
Choice of junket, custard, tapioca cream, ice cream or bread and milk pudding.

**Supper**
Choice of any Vegex cream soup, or poached or boiled egg;
Macaroni or egg noodles, cooked with Vegex, or potatoes in Vegex cream sauce or a whole grain cereal with milk;
Bread, toast or zwiebach with Vegex butter and milk;
Choice of baked apple or pear, prunes, fruit whip, with a cookie, sponge cake or ginger bread.

**THE SCHOOL LUNCH BOX**

From 30 to 70% of our children are suffering from malnutrition, both in the cities and in rural districts. The difficulty can be largely traced to the lack of vitamins, iron and lime. The child school lunch box must be made to contain a balanced, vitaminized meal, as well as the two other meals. Vegex not only adds its vitamin and iron but a delicious flavor to school lunches.

**MENUS FOR THE SCHOOL LUNCH BOX**

*Vegex* Celery and Carrot Milk Broth (hot-cold bottle)
Scrambled Egg and Lettuce Sandwiches
An Apple
Jam Sandwiches
Gingerbread

*Vegex* Peanut Butter Sandwiches
*Vegex* Cream Cheese and Lettuce Sandwiches
Cracked Walnuts
An Orange
Sugar Cookies
Milk flavored with cocoa (hot-cold bottle).
The extraordinary development of this child has been aided by the daily use of Vegex since her birth—One-half to one teaspoonful daily.
Vegex Saves Dollars

It contains precious elements which many foods lack

One teaspoonful of Vegex contains as much B vitamin as a quart of orange juice from a dozen oranges.

A pound of Vegex contains as much B vitamin as forty to sixty dozen oranges, costing at fifty cents a dozen, $20 to $30.

A dessertspoonful of Vegex, costing 2 or 3c. will make more and better soup than 20c. worth of soup meat, with no expense for boiling.

One teaspoonful of Vegex contains as much B vitamin as a quart of rich milk; one pound, as much vitamin B as sixty-five quarts of milk costing, at sixteen cents a pound, $10.40.

Vegex is extraordinarily rich in food iron in the organic form needed for the formation of red corpuscles and each can is equal to the yolk of many dozens of eggs.

One can of Vegex will make up the iodine deficiency in hundreds of loaves of bread, will supply the iodine needs of an entire family for weeks.

Vegex contains all the rare body-building minerals of sea water.

Vegex puts back into white bread the vitamins and mineral salts taken out at the mill.

Vegex is a highly economical food. A little goes a long way. Vegex saves, because it enables the body to use all other foods to better advantage. The intelligent housewife uses the nutritive values of Vegex and saves meat, poultry, fish and more expensive dishes.
The Promise Vegex Holds for the World's Future Food Supply

VEGETEX has revolutionary importance because it is the first food made from microscopic plants. No source of food ever opened equals in productivity and nutritive value what can be secured from the yeast plant!

During the World War, the scientists and research workers of the nations were compelled to turn thought to the food problem. Charles P. Steinmetz, the genius at electrical research for the General Electric Company also studied the question of the world's future food supply. In a remarkable statement shortly before his death, he predicted that the greatest step forward that men would make during the next hundred years, more important than the automobile or electricity, would center in the mass production of foods from one-celled microscopic plants—yeasts.

The prediction of Steinmetz is now coming true. The technical problems are solved. Today already it is possible to grow food in almost unlimited quantities. We need but a huge tank like a swimming pool filled with crystal clear water, in which we dissolve nitrogen that has been precipitated from the air, with other nutrients of the yeast plant including sugary material. We need then but to introduce seed yeast in the evening, and to blow air through the water. Instantly, this one-celled plant begins to unfold the wonder of its growth!

In a single night,
1 bushel of seed yeast grows to a crop of . . . . . . 84 bushels,
1 ton . . . . . . . . . . . . to 84 tons.

In Germany, they built a factory that had a capacity of growing 500,000 pounds of food yeast daily.

In the extraordinary life energy of the one-celled plant, in its ability to produce food without any cultivation, and handled simply by pumps and water tanks, without human labor, the yeast plant holds the promise that mal-nutrition and most of the food deficiency ills can be removed from the life of civilized nations! In the United States, we have 8 millions of mal-nourished children, and we have also the technical power today to produce a food, so that never again on the face of the whole earth need a child go hungry!

VEGETEX has the star rating from the Bureau of Foods, Sanitation and Health of Good Housekeeping, under Dr. H. W. Wiley.
Vegex in Nutrition

WHEN Funk found that rice polish contained a substance which prevented and relieved beri-beri in man and poly-neuritis in fowls, he named it “Vitamine.” Yeast and particularly brewers’ yeast proved, in all feeding tests in America and Europe, the richest source of that “vitamine” now known as Vitamin B.

When the troops had beri-beri during the World War, the extract, from which Vegex is packed, was selected by the army physicians. It did the job.

Pellagra is another disorder in man caused by the diet extremely one-sided in highly milled flour, corn meal, fat pork and syrups and too little lean meat, eggs, milk and vegetables.

When the late Dr. Goldberger and his associates discovered this, the Vita Food Dried Brewers’ Yeast was found and continues to be the most potent source of the factor now designated at Vitamin $B_6G$, and it is widely used by health departments and physicians in the relief of pellagra.

Vegex is made from this yeast.

Vegex has been starred in Good Housekeeping and is accepted for advertising in the Journal of the American Medical Association.

Many of the experts in nutrition and medicine who have contributed to the important knowledge we now have about Vitamin B have used the extract from which Vegex is packed as the source of Vitamin B for their work.

In connection with the checking by independent laboratories, Vegex, Inc., now re-associated with Vitamin Food Co., Inc., maintain their own testing laboratories where Vegex and other of the vitamin foods and vitamin extracts sold by these companies are daily under test. These tests show that these products must not only come up to the standards for vitamin potency established by pure food and public health departments, but surpass the mark required.

Vegex is sold as a Vitamin B food for daily use. In the feeding of infants, the expectant and nursing mother and in all disease and disorders with man, woman and child, self treatment with either food or medicine is a grave mistake. Get an accurate diagnosis at once; see the doctor in time, so that complete treatment can be had.

The human machine should, at all times, be examined and repaired by those trained in and skilled for the work, in the same way that one’s watch or automobile is turned over to those who are trained to know what is the matter and how to best do the repairing.
Delicious Vitamin Products
made by
VEGEX, INCORPORATED and
VITAMIN FOOD CO., Inc.

I. VEGEX

3 1/2 oz. (small size) Jars
6 1/2 oz. (medium size) Jars
7 lb. Restaurant size

1 lb. (Large size) Tins
2 lb. (Family size) Tins

Prices upon application

II. VEGEX CUBES

Vegex cubes dissolve quickly in boiling water. They make a delicious and invigorating drink,—excellent as a tea or coffee substitute. These cubes, made up as bouillon, produce a strengthening drink extremely rich in Vitamin B, valuable proteins, and mineral salts. In Tins of 12 wrapped Vegex Cubes.

VITA FOOD COD LIVER OIL CONCENTRATE

This concentrate made from pure, fresh livers of the cod fish is shown by test to be higher in the combination of A and D vitamins than any other known product—from 30-50 times higher than the cod liver oil from which it is made. This concentrate is also sealed in a tasteless way into the Vita Food Debittered Dried Brewers Yeast which supplies the B vitamins along with the A and D vitamins.

VITA FOOD YEAST

VITAMIN B SYRUP

Vitamin B Extract in syrup form for addition to milk or prepared food in infant and child feeding, in fresh bottled milk with or without chocolate flavor, carbonated beverages and soda fountain drinks.

VEGEX VITAMIN YEAST CANDY

Pure - Wholesome - Healthgiving

You will like it and come back for more.

24—5c bars to carton

BUY IT BY THE BOX!

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VEGEX, INCORPORATED

122 HUDSON STREET
NEW YORK CITY
FOOD REFORM

The Next Great Step

In the facts reported by Osborne and Mendel, McCollum and Davis, Sherman and the several other hundred men and women in the field of nutrition, out of the facts supplied from the dietitians and investigators in home economics and now coming from medical centers there is enough known to build the coming generation into a race of giants, to prevent a substantial part of every day common ills and to lengthen the youth and life spans much farther than yet known.

All authorities agree about vitamins:

(a) There must be a vitamin balance made up of all the known vitamins, together with, as far as we know, a balance of the carbohydrates, fats, proteins, mineral salts, bacterial flora and enzymes.

(b) Consumers should be widely advised on how to prevent the deficiency diseases now associated in a large part with faulty food; that in all cases the disease itself, infant feeding and the feeding of the expectant and nursing mother should, for proper safety, be left to physicians skilled in their branches of medicine.

VEGEX FOR VITAMIN B

Butter in the grocery store and cod liver oil in the drug store are the two main sources of vitamin A and vitamins A and D.

Oranges, lemons, apples, lettuce, canned tomatoes and raspberries and other uncooked fruits and vegetables abundantly supply vitamin C and about ten per cent of the vitamins A and B need.

Whole grains are the staple source of vitamin B. Now yeast—made from grain—is found still richer. Vegex furnishes yeast in palatable, easily borne and economical food form: meatlike in flavor, but meatless—entirely vegetable.

A fifty cent jar of Vegex supplies the equivalent of seventy-five cents in yeast cakes. It is more palatable, free from fermentation and is higher in food iron and vitamin B.