

*The Facts
Are Published*

Why Not Be Honest About it?

Therapeutic Foods Company

Milwaukee 2, Wis.

Pioneers in Manufacture of Natural Vitamin Complexes

Do You Know What a Vitamin Is?

A vitamin is that nutritional factor whose absence or deficiency from the diet is responsible for the development of a known definable syndrome, and **WHOSE RESTORATION TO THE DIET SCHEDULE WILL CURE THE DISEASE AND RELIEVE SYMPTOMS OF DEFICIENCY**, except when degeneration prevents recovery.

Synthetic or "pure" vitamins will **NOT** meet this acid test. The facts are published by accepted authorities and available to anyone who cares to dig them out of the medical journals.

Beriberi is the classic deficiency disease resulting from vitamin B¹ deficiency. Now we find that "pure" B¹ (thiamine) **WILL NOT CURE BERIBERI**, because other **UNKNOWN** factors of the complete vitamin B **COMPLEX** are necessary. (1) Obviously synthetic thiamine is falsely represented as vitamin B¹.

Scurvy is the classic deficiency disease resulting from vitamin C deficiency. Now we find that "pure" C (Ascorbic Acid) **WILL NOT CURE SCURVY**, because other factors of the complete C complex are necessary.* (2) Obviously synthetic Ascorbic Acid is misleadingly called vitamin C.

Rickets is the classic deficiency disease resulting from vitamin D deficiency. Now we find that "pure" D (Viosterol) **WILL NOT CURE OR PREVENT RICKETS** as well as natural vitamin D, and, **FURTHERMORE**, it is not the **SAME SUBSTANCE**.* (3) Obviously it is misrepresentation to call Viosterol vitamin D.

Lack of growth is the classic deficiency symptom resulting from vitamin G deficiency. Now we find that synthetic G (Riboflavin) **WILL NOT PROMOTE GROWTH** in absence of other **UNKNOWN** fractions of the complete complex. (4) Obviously Riboflavin is falsely represented as vitamin G.

Pellagra is the classic deficiency disease resulting from deficiency of the P-P factor. Now we find that the "pure" P-P factor (Nicotinic Acid) **WILL NOT CURE PELLAGRA**, because other **UNKNOWN** factors of the complete G complex are necessary. (5) Obviously Nicotinic Acid cannot be accurately termed a "vitamin."

Not only is the administration of synthetic so-called "vitamins" useless in attempting to combat deficiency disease, but also it may be actually **DANGEROUS** to the health of the patient. High unit dosages of vitamin B¹, for instance, may cause

*It might be here noted that the very authorities who discovered chemically purified vitamins C and D are those who refute their vitamin action. These men are scientific enough to retract their mistaken conclusions, but commercial interests have "stolen" the products and commercialized them widely and profitably.

a fatty infiltration of the liver in the absence of the natural synergist, choline. (6)

At the time of this printing, April 4, 1941, an Associated Press report tells of a speech by Dr. Clarence A. Mills; professor of experimental medicine at the University of Cincinnati, delivered before the New York Academy of Medicine. Dr. Mills tells of observing acute toxic symptoms resembling hyperthyroidea occurring among people taking doses of thiamine (vitamin B¹). He advises caution in its use, since overdosage can result in toxicity.

Basing conclusions on diet studies with dogs reared exclusively on crystalline vitamins, Dr. Agnes Fay Morgan of the University of California warns that the administration of SINGLE SYNTHETIC principles such as THIAMINE or NICOTINIC ACID may precipitate conditions WORSE than the sub-acute deficiency state. (7) Thus even a NORMAL INTAKE of UNBALANCED SYNTHETIC vitamins is DANGEROUS to health:

THE FACTS ARE PUBLISHED: The above information CONCLUSIVELY DYNAMITES the PSEUDOSCIENTIFIC foundation for the \$100,000,000 a year SYNTHETIC-VITAMIN business . . . the COMMERCIALLY PROFITABLE but scientifically unsound unit potency method of comparing vitamin concentrates must definitely be discarded.

The Therapeutic Foods Company has always maintained that the only REAL vitamin is a FOOD COMPLEX, just as carbohydrates, proteins and fats are complete food complexes, and no ONE factor of the complex can be isolated and called THE vitamin any more than we could call glucose THE carbohydrate.

AT LAST we are beginning to accept the obvious fact that vitamin deficiency disease symptoms are no more than conditions of SPECIALIZED STARVATION. We would not attempt to cure protein starvation with one amino acid, but would prescribe beefsteak of unknown chemistry. Then WHY do we accept the imbecilic idea that a vitamin starvation can possibly respond to a single chemical instead of to a complete FOOD COMPLEX of unknown chemistry?

Man has certainly reached the ultimate in theoretical EGOTISM when he pretends to say that he can IMPROVE upon Nature's supply of BALANCED FOOD-STUFFS. It was man's pathetically unsuccessful attempt to improve Nature's balanced grains, sugars and other foods by "purification" that led to the discovery of vitamins!

With the recognition of the existence of vitamins, logical chemists pursued the rightful course of investigating their chemistry, but so-called scientists and commercial men went off half-cocked to state that these isolated and PURIFIED substances were actually the vitamins! NOW the FACTS ARE PUBLISHED. These SYNTHETIC PURIFIED SUBSTANCES are NOT the vita-

mins. In our **FRANTIC** and **FRUITLESS** search for a "pure" vitamin, we have learned again the time-worn lesson that there is **NO** chemically purified **FOOD**. **NATURE** can once more sit back and chuckle, "What fools these mortals be."

For the past six years, the Therapeutic Foods Company has been active in combating the propaganda of the swivel-chair "experts" and has been **UNCOMPROMISING** in its contention that single chemically purified and unit standardized principles were **NOT VITAMINS** and that their use was **THERAPEUTICALLY UNSOUND**. At last the **TRUTH** is published by independent research authorities. We are proud that our original scientific contentions have stood the **ACID TEST OF TIME**. Research, based upon **CLINICAL OBSERVATION**, seldom gets lost in the maze of unsubstantiated theory.

WE INVITE COMPARISON of **CY Vitamin Complexes** in your practice. The **ULTIMATE TEST** of any commercial concentrate is the results that **YOU** as a physician can obtain with it, irrespective of the knowledge of its chemistry. We were warming ourselves with coal hundreds of years before we knew it contained carbon. Patients with "incurable" deficiency diseases are responding today to **CY** vitamin concentrates of unknown chemistry.

A clinical test of our **B Complex** in heart arrhythmias, our **C Complex** in an infectious case or our "**CY-1710**" in a case of low vitality will serve to convince you of the superiority of a **NATURAL** product, gleaned from multiple **FOOD** sources in order to retain the priceless "unknown factors" vitally necessary for the delicate balance of the complete vitamin complex.

THE FACTS ARE PUBLISHED! Why not be honest about it?

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- (7) Morgan, Agnes Fay, *Science*, March 14, 1941.