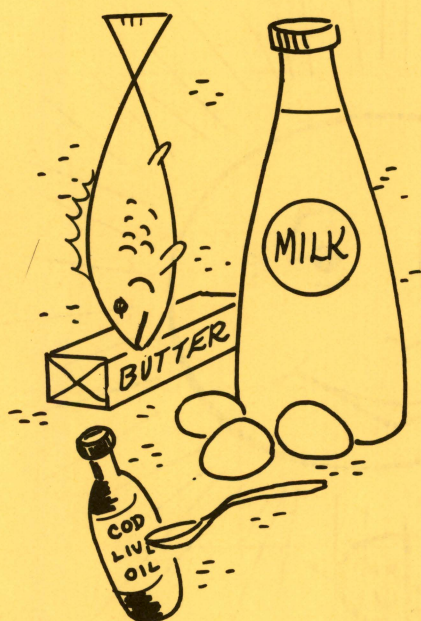




Hello there!

My name is D. Vitamin, from the family of fat-soluble vitamins. I come from the sun—the ultraviolet ray part of the sun that is, and I understand you need my services.

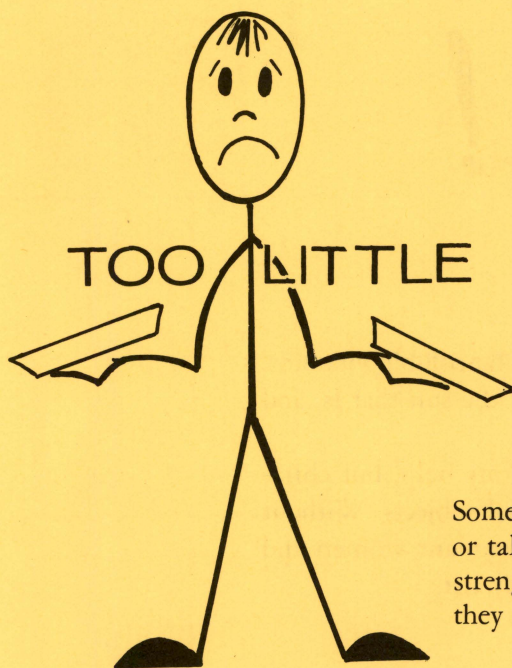
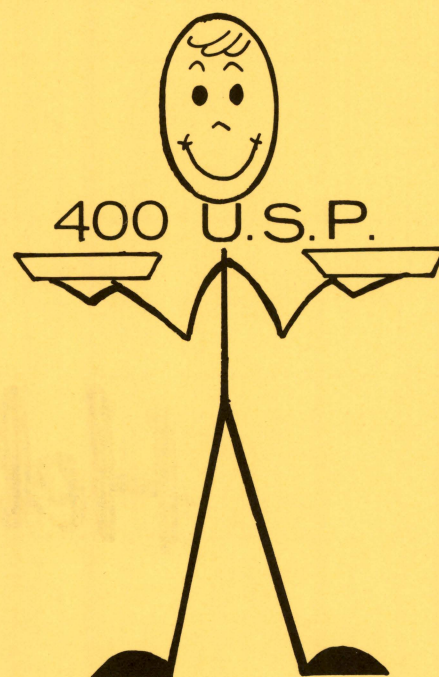
You understand, of course, everyone needs my help, but children, especially infants, and teenagers are my special subjects. Without me their bodies can't grow and operate well. Pregnant women and mothers nursing babies are also at the top of my list.



Now, as I was saying, I come from the sun. But that's not my only home. I also hide in fish (herring, salmon, tuna), eggs, butter, and liver in varying amounts. There is still one more place where I stay. Look at the label on a milk bottle or carton, or on a can of evaporated milk. Make sure I'm there by looking for this sign: "Fortified with Vitamin D." That shows you how important I am. Some manufacturers of instant cocoa mix and cereals have added me to their products also.

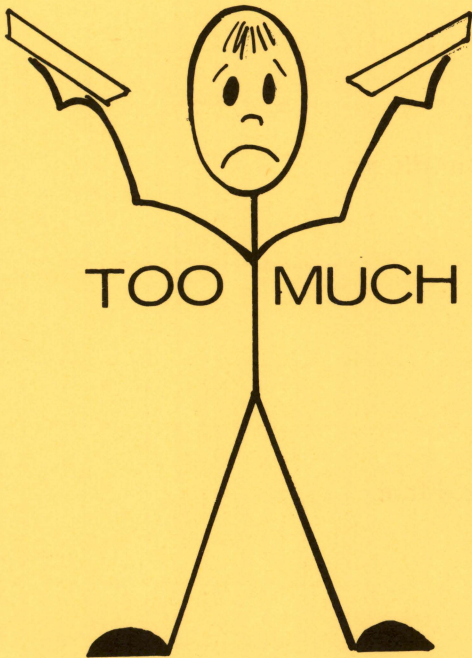
Since you know where to find me now, I guess I should let you know what I do. I have two occupations. Number one, I help with bone and teeth formation. And, number two, I aid in body growth. That's why children and teens are my favorite people. Their bodies are growing and changing everyday. I help them develop strong bones and teeth. This enables them to grow straight and tall.

In order for me to do my work properly, enough of me has to be available. According to doctors and nutrition people, 400 USP units a day is what it takes. USP is a measurement of my strength. Doctors often give women who are pregnant or nursing babies extra Vitamin D. The baby receives what he needs through his mother, so she needs enough for the baby and herself, too.

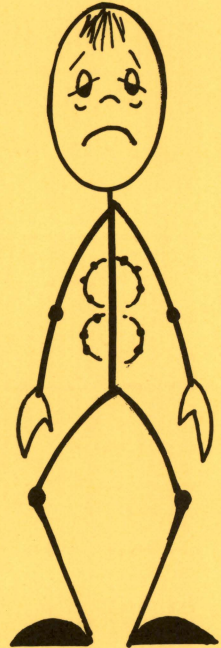


I'd like to tell you what happens when I'm not around. Some people live in places where the sun is screened by smoke or tall buildings. Others don't get enough food containing my strength, such as milk. When this happens in young people, they may develop rickets.

The bones in the arms and legs are weak and cannot stand the weight of the body. Instead of being straight, the bones curve, thus we get the name bowlegs. Other problems include knock-knees, enlargement of the bones where they bend at the joints, and bead-like growths on the ribs and other bones you cannot see.

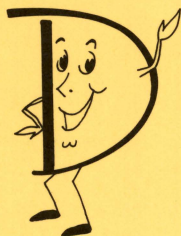
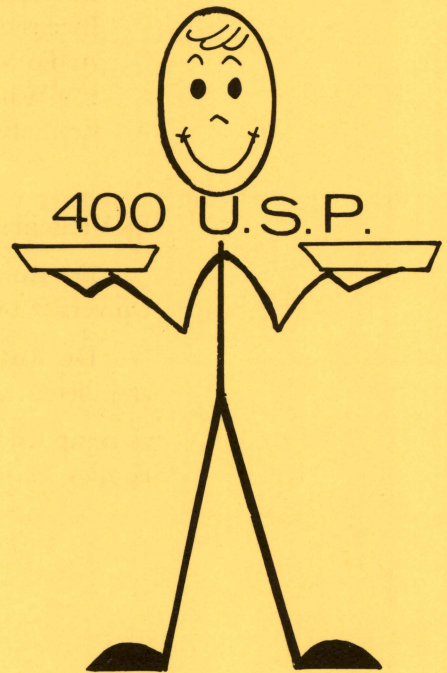


You can see now how important I am. But don't go overboard. Children may have problems if they get too many USP units of my strength. The doctors and nutrition people say that 1,800 units or more everyday for a long time can be harmful. So, before adding extra amounts of my strength to your very young children's diets by giving vitamin pills or drops, be sure to talk with your doctor. He will know if an extra amount is needed.



In closing, I'd like to say that the secret to my service is *balance*. Too little of my strength causes the body to grow improperly. Too much may be poisonous in young children. So, we need to reach a happy medium.

It has been nice visiting with you and I'll be seeing you around.



Other materials on Vitamin D available include:

Video tape or 16 mm film copies of the tape,
Radio interviews (3-4 minutes in length) 5 in the set,
Newspaper column with picture.

These can all be ordered from:

Agricultural Editor's Office
1-98 Agriculture
University of Missouri - Columbia
Columbia, Missouri 65201

except the 16 mm film copies which can be ordered from:

University of Missouri - Columbia
Extension Division
Audio Visual & Communications Service
119 Whitten Hall
Columbia, Missouri 65201

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