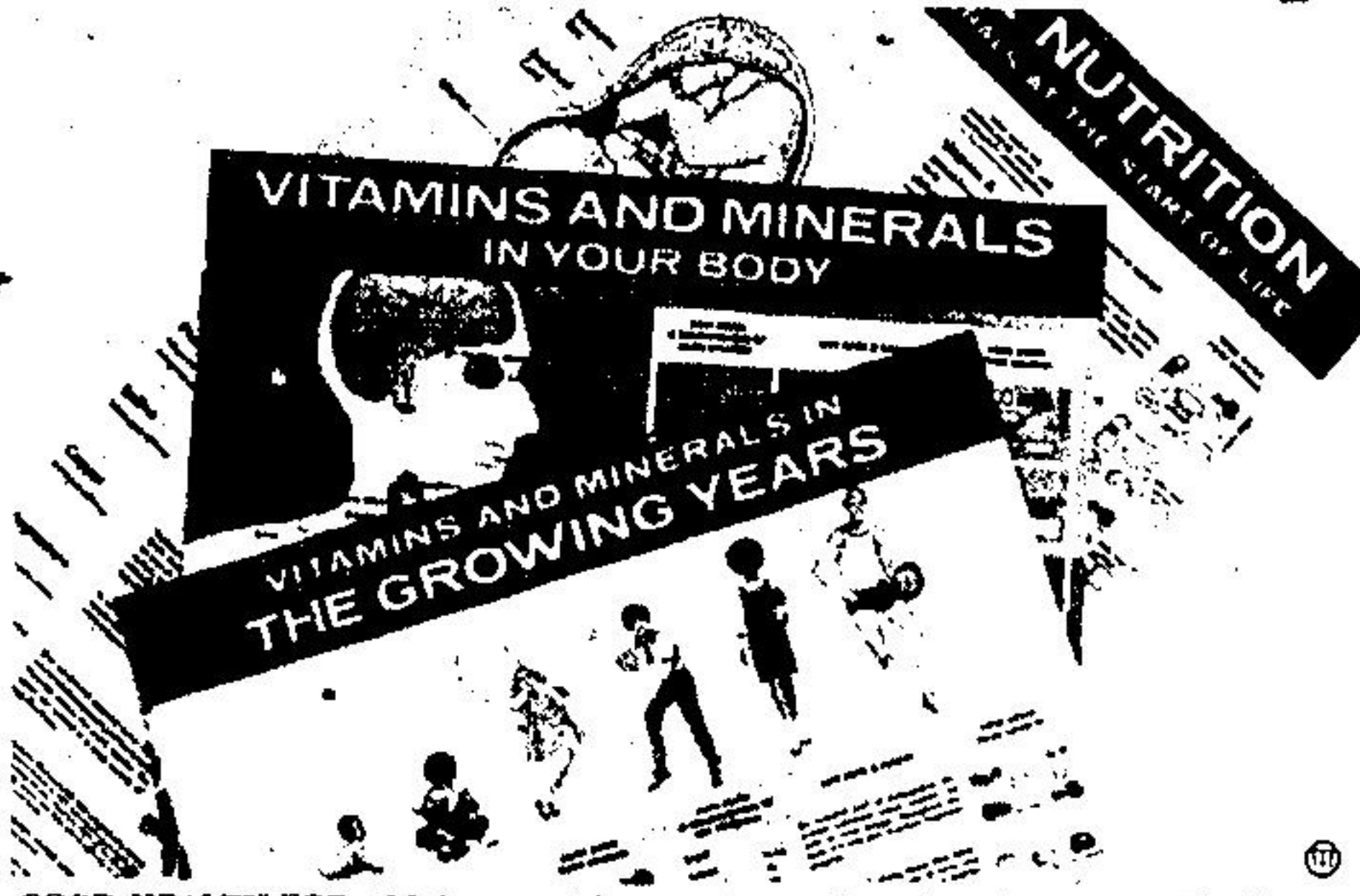


Happier Homes

Many 'comfortable' families may be suffering from a lack of 'square meals'



GOOD HEALTH FOR ALL begins with an understanding of good nutrition. The Vitamin Information Bureau, Inc., offers three attractive, full-color wall posters (23" x 35") geared to a total dietary plan rich in vitamins and minerals for all of our body's needs: "Vitamins and Minerals in Your Body" lists all of the known micronutrients, their sources, and their physiological functions; and the minimum daily recommended allowance; "Vitamins and Minerals in the Growing Years" explains the special needs of the human body in its formative stages; and "Prenatal Nutrition" is a special poster developed to explain to pregnant women the additional micronutrient needs of both mother and fetus. These posters are available for \$3.00 each from the Vitamin Information Bureau, Inc., 664 N. Michigan Ave., Chicago, IL 60611.

Are square meals a thing of the past? Is it really possible that many of us are suffering from startling vitamin deficiencies in this "land of plenty?"

The unfortunate answer to both of these questions is a definite *yes*. We are surrounded by plenty — plenty of food; but do we make the best selections from this bounty?

Too many snacks

Americans tend to eat too many sugary snacks and fatty foods, and seem to be moving away from balanced, nutritious diets.

This is tellingly reported in an article in the February 1978 issue of *Medical Opinion* which states that "over the past two decades the national expenditure on conventional foods has doubled, while per capita

expenditures on fruits and vegetables fell 50%.

"As a result, 50% of our food intake is now pre-processed and packaged, severely limiting the average homemaker's control over her family's nutrition."

Intakes of vitamins A, C, and iron and calcium, for example, have been shown to be surprisingly below the USRDA's for large percentages of people (especially children) even from "comfortable" American homes.

The Vitamin Information Bureau, Inc., an independent educational publishing firm, is devoted to the general improvement of nutritional standards through an understanding and appreciation of established facts about nutrition, among both the gen-

eral public and health professionals.

This approach is apparently (and refreshingly!) unique in an area fraught

with misconceptions, confusion and contradictions — from a variety of extremists and special interest groups.

Recognizing the value of vitamin supplements, the Vitamin Information Bureau sees them as an "insurance policy" for good health, a way of

making sure that the body's micronutrient needs are constantly being maintained.

Preventive medicine

But they also feel that the best preventive medicine, and surely the best public health policy, is to teach people how and why they should "eat a little of everything and not too much of anything."

The Vitamin Information Bureau helps consumers either directly or through teachers and health professionals to improve their nutritional judgment and motivation. They have developed a series of brochures and posters which simply and attractively explain the physiological functions of the micronutrients and indicate the appropriate food selections to achieve the U.S. recommended

daily allowance.

Would you like to know your own "Vitamin I.Q.?" Simply send ten cents along with a business-size, self-addressed stamped envelope to the Vitamin Information Bureau, 664 N. Michigan Ave., Chicago, IL 60611. You'll receive a

helpful pamphlet entitled "How do you score on nutrition?" which will enable you to rate your own intake of micronutrients and see where you could use some improvement.

It will serve as a constant reminder to make sure that your "plenty" counts where it's needed!

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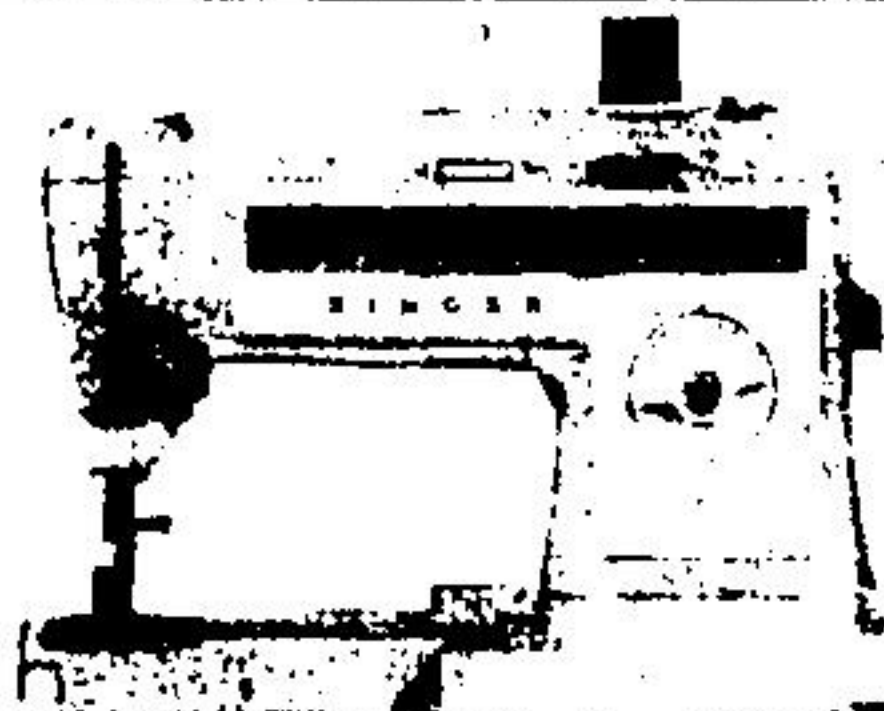
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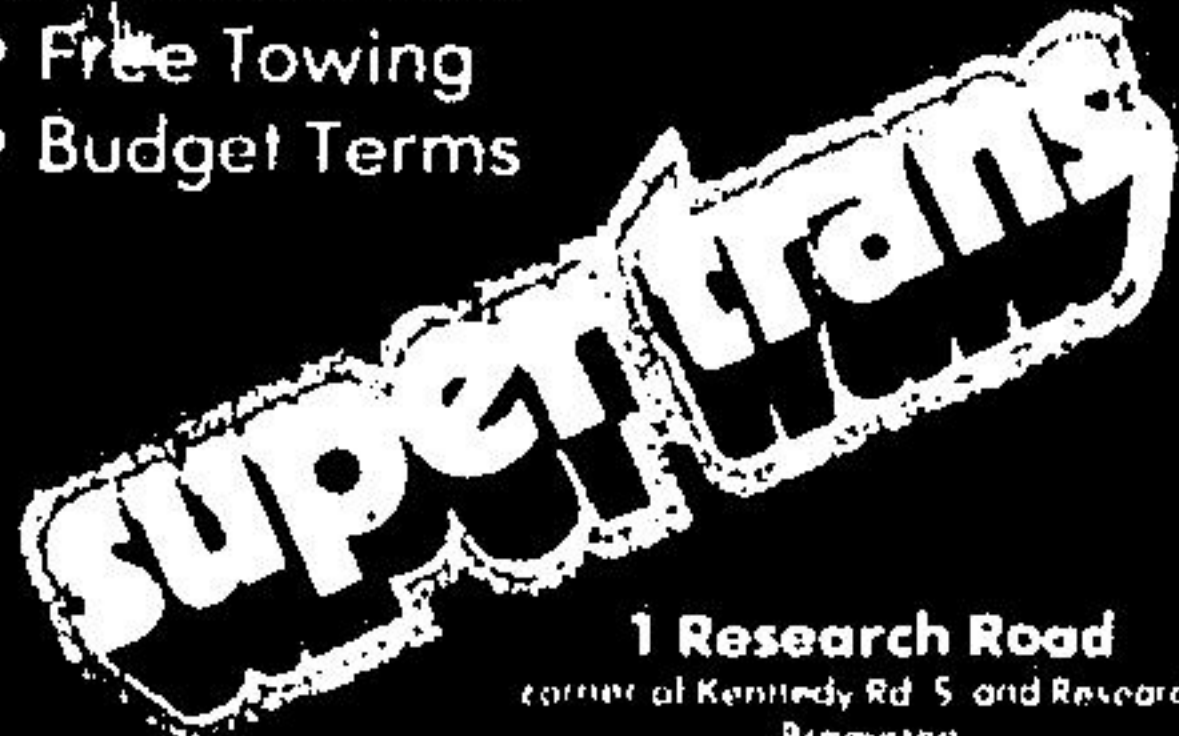


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