

**HAVE YOU  
SOMEONE OVERSEAS?**



# *Send vitamin-mineral* **REINFORCEMENTS** *to keep them* **FIGHTING FIT**

The health of a nation is one of its armaments and the soundest basis for health is an adequate diet. Under the stresses of this War, every precaution must be taken to guard the health of the Empire's peoples and, particularly, the health of those on Active Service. Canadians overseas are in Democracy's first line of defence and their health is of prime importance.

During the past twenty years the public has become increasingly conscious of nutritional requirements, and medical research has established the absolute necessity of definite amounts of certain food factors (vitamins) in the diet.

While the average peacetime diet usually contains sufficient of these vitamins to ward off actual deficiency diseases, all too frequently it lacks adequate amounts to ensure continued robust health. It is logical that adequate quantities of these important food factors are even more essential, especially in Britain, under the added strain and stress of wartime conditions.

Unfortunately, as a direct result of the War, natural vitamin sources are becoming restricted. For example, cod liver oil, the best-known natural source of Vitamins A and D, is scarce since fishing trawlers have been largely commandeered for mine sweeping. Also rationing and rising prices of certain foods make it more difficult to obtain adequate quantities of the various necessary vitamins.

Vitamin C has become increasingly difficult to obtain in the diet. As it is not stored in the body to any great extent, the individual requires a constant supply. Colds, influenza and other infections rapidly deplete the body of its meagre stores. Thus the only sure way to maintain a sufficient quantity to meet emergencies is to provide a steady daily intake.

The most abundant sources of Vitamin C are citrus fruits and tomatoes but Britain's imports of these have been restricted by necessary diversion of shipping for other purposes. Moreover, the Canadian Postal Authorities recently announced that it is not feasible to send

## **A SINGLE DOSE OF "ALPHAMIN" PROVIDES:**

**VITAMIN A** —as in 13 ounces of good quality butter  
**VITAMIN B<sub>1</sub>** —as in 7 slices of whole wheat bread  
**RIBOFLAVIN** —as in 6 ounces of tomato juice  
**VITAMIN C** —as in 1 ounce of lemon or orange juice  
**VITAMIN D** —as in 4½ teaspoonfuls of cod liver oil  
**IRON** —as in 2 pounds of spinach

*as well as other necessary food factors*

parcels containing fruits and vegetables overseas because of their bulk and their tendency to spoil en route unless packed in specially constructed containers.

For these reasons, a preparation such as "Alphamin", a dietary supplement containing standardized amounts of the important Vitamin C as well as the other needed vitamins and minerals, will not only materially benefit those overseas but will be welcomed by them. "Alphamin" contains the following essential food factors:

**VITAMIN A**—essential to the health of the epithelial tissues (mucous membranes of the nose, throat, etc., which play an important part in maintaining resistance to respiratory infections); prevents nutritional night blindness.

**VITAMIN B COMPLEX** (comprising Vitamin B<sub>1</sub>, Nicotinic Acid and Riboflavin)—aids in utilization of foods; protects against and aids in the correction of neuritis due to Vitamin B<sub>1</sub> deficiency; is needed in increased amounts in cases of fever, infectious diseases and pregnancy.

**VITAMIN C**—important in the normal development and maintenance of bone, cartilage, teeth and gums; prevents scurvy.

**VITAMIN D**—well known as the "sunshine vitamin"; essential for sound bones and teeth.

**FERROUS SULPHATE**—supplies iron to guard against secondary or nutritional anaemia.

**ACID CALCIUM PHOSPHATE** — provides calcium and phosphorus which are necessary to maintain healthy bone and tooth structures; phosphates are also essential to the maintenance of normal muscular health.

**Details of "ALPHAMIN" SPECIAL OVERSEAS offer on back page**

# "ALPHAMIN"

## *Special Overseas Offer*

Special *overseas packs* of "Alphamin" are now available at a substantially reduced price. The cost of sending one handy, compact package containing a fifty-day supply along with your personally signed gift card is \$2.75. There is no sales tax and no charge for postage or packaging. This offer is made possible through the co-operation of the manufacturer who assumes all such responsibility.

A card acknowledging receipt of your order will be mailed to you promptly.

Your pharmacist will gladly furnish the necessary order form and any further information you may require.

*If, for any reason, the postal authorities find delivery of the parcel impossible, the goods will be placed at the disposal of the nearest Canadian military hospital authorities in accordance with instructions to be stated on the shipping label.*



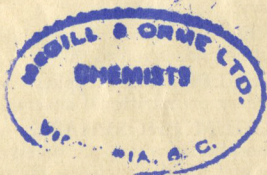
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