

STANDARD BRANDS INCORPORATED

595 MADISON AVENUE

NEW YORK, N. Y.

DEPT. OF APPLIED RESEARCH

June 18, 1930.

Dr. Forrest C. Allen,
Director of Physical Education,
The University of Kansas,
Wittenberg College,
Springfield, Ohio.

Dear Doctor Allen:

In reply to your letter of June 12, we are very glad indeed to send you some booklets covering the vitamin D value of Fleischmann's Yeast. We have not any booklets that particularly stress the value of vitamin D for athletes, and these which we are enclosing are, as you will see, more or less general in character. If you would like to have extra copies of them, we shall be very glad to send them to you.

Mr. Carl has asked me if I would not also write you something along the technical aspects of irradiation and our methods of standardizing the vitamin potency of our product.

The discovery, that it is possible to produce vitamin D in certain foodstuffs by subjecting them to ultra-violet irradiation, was made by Professor Steenbock of the University of Wisconsin, and the patent rights to his process were assigned to the Wisconsin Alumni Research Foundation, from whom we obtained an exclusive license for the irradiation of yeast.

Following the original discovery, it was learned that the actual substance from which the vitamin D is formed by irradiation is ergosterol, a lipoid discovered many years ago in ergot, from which it derives its name. We became especially interested when it was learned, that the best source of ergosterol is yeast.

Our own Laboratories conducted extensive investigations and developed methods that made it possible to satisfactorily extract from the yeast, ergosterol of such purity that when properly irradiated it acquired a vitamin D potency as high as 200,000 times that of high grade medicinal cod liver oil.