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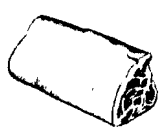




# MEAT

A RICH *Natural* SOURCE OF

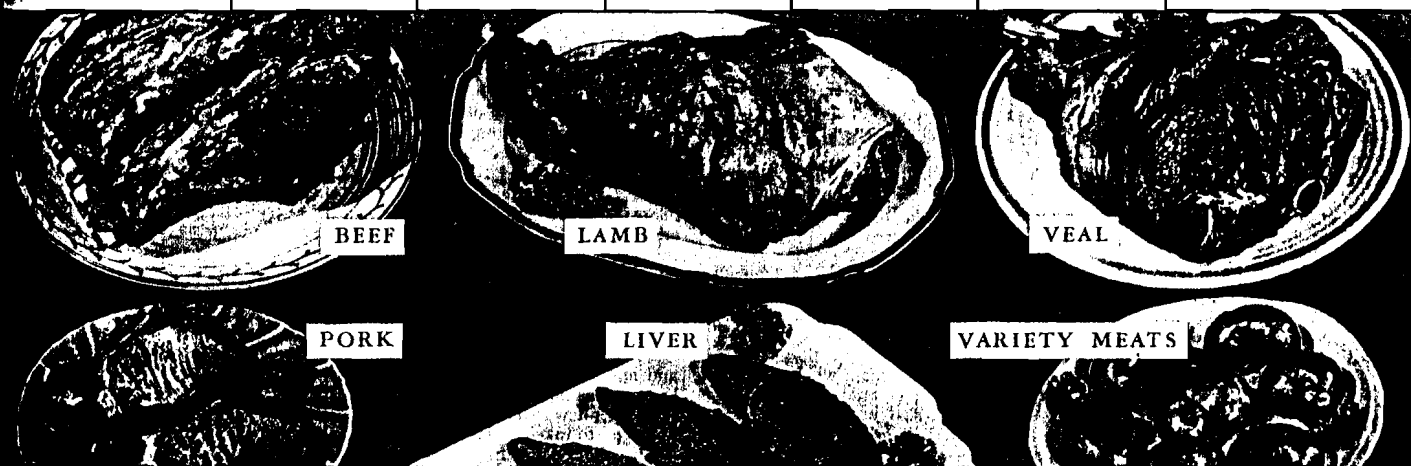
# B Vitamins



This Seal means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

					<p><b>THE VARIETY MEATS</b></p> <p>such as kidneys, heart, sweetbreads and brains are equally rich in these nutritional essentials.</p> <p>This chart shows the vitamin content per each 1/4-lb. edible portion before cooking. Like most other foods, meat undergoes a change in its vitamin content on cooking, the exact amount depending upon the method of preparation.</p>
PORK	BEEF	LAMB	VEAL	LIVER	

<p><b>B<sub>1</sub></b> THIAMINE (Milligrams)</p>	1.60	.22	.33	.31	.38
<p><b>B<sub>2</sub></b> RIBOFLAVIN (Milligrams)</p>	.34	.29	.39	.41	3.34
<p><b>NICOTINIC ACID</b> A vitamin needed for prevention of pellagra (Milligrams)</p>	11.0	8.4	10.0	16.2	35.5



When you're planning meals, your instinct tells you to balance them around meat. Now science tells why it is good that we like to eat meat—because meat does good things for us. The chart shows the natural B vitamins of meat. These vitamins are now recognized as necessary to healthy nerves, good appetite, and the possible growth of children. Your government urges an adequate supply of these vitamins

in the interest of a healthy and vigorous nation. In addition to B vitamins, meat is an excellent source of complete, first quality proteins, and contains important minerals, especially iron and copper which help build good, red blood, and phosphorus, another dietary essential.

Many of these food essentials are not stored in the body to any extent . . . must be supplied daily in the food you eat. All meats are 96 to 98% digestible. It's good sense and good dietetics to balance your meals around meat.

A M E R I C A N M E A T I N S T I T U T E . . . C H I C A G O