

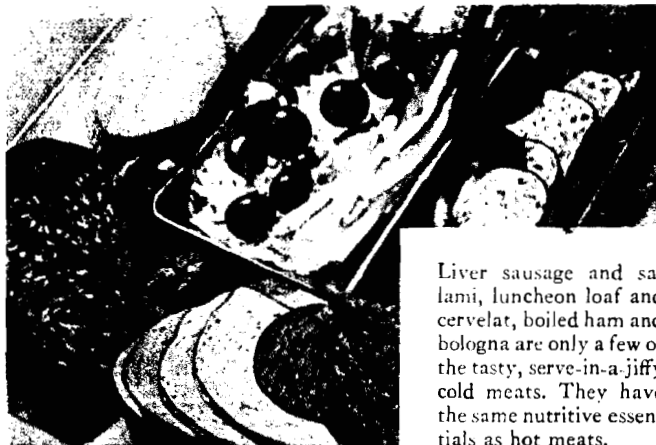
Meat and this Summer of '42

"IT ALL DEPENDS ON ME"—This is the strongest vow which any American can make for himself for his country. "How much will I do this summer? How much *could* I do this summer, if I made myself stronger and more efficient through more careful attention to my nutritional needs, as my government asks?"

Our land produces plentifully of the foods that make for good nutrition—meat, vegetables, fruits, dairy products and cereal foods. *All are needed in summer as in winter.* The rays of the summer sun will give you more Vitamin D—but will not compensate for an otherwise unbalanced or insufficient diet.

This summer particularly remember that meat, which is an all-year-round eating favorite, contains these all-year-round nutritional essentials: *complete proteins, B vitamins (see chart) and minerals (iron, copper and phosphorus).* These nutritional essentials are not stored in the body to any appreciable extent—they must be supplied daily in the foods you eat.

From the Arctic Circle to the Equator, and here at home—summer or winter—Uncle Sam's armed forces get balanced nutrition the year round, with meat in liberal amounts. Authorities in charge of feeding these men know the needs of the human body never take a holiday; it is the same machine summer and winter and needs the same proteins, B vitamins and minerals regardless of season, temperature or climate.



Liver sausage and salami, luncheon loaf and cervelat, boiled ham and bologna are only a few of the tasty, serve-in-a-jiffy cold meats. They have the same nutritive essentials as hot meats.



Your old favorites—with coffee in the open



Bacon—favorite summer meat—it's hard to beat crisp slices of bacon on the summer breakfast table. With cold sliced tomatoes, a delectable lunch dish. Teams with almost anything in the picnic sandwich.

AMERICAN MEAT INSTITUTE, Chicago

A thrifty summer roast—rolled breast of veal, easy to cook and easy to carve.

Handbook on buying thrifter meats shows more than 80 different cuts, tells what to ask for and how to prepare. Send 5 cents in coin to Department R, AMERICAN MEAT INSTITUTE, Chicago.



THE B VITAMINS IN MEAT

In Milligrams	PORK	BEEF	LAMB	VEAL	LIVER
B₁ THIAMINE	1.60	.22	.33	.31	.38
B₂ RIBOFLAVIN	.34	.29	.39	.41	3.34
NIACIN (important in prevention of pellagra)	11.0	8.4	10.0	16.2	35.5

The variety meats, such as kidneys, heart, sweetbreads and brains are equally rich in these nutritional essentials.

This chart shows the vitamin content typical for 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.



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

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