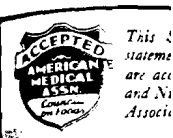


MEAT... they are

MEAT AND THE AMERICAN FAMILY... Proteins are essential to life. The well-being of every man, woman and child depends on them. They build and repair body tissues. Since no appreciable reserve of proteins is stored in the body, they must be supplied in the daily foods you eat. The proteins of meat are of the highest biologic value, containing sufficient amounts of all ten of the essential "amino acids" in a form readily utilized by the body.



Since it cut this country out of the wilderness, the American family has always reached for the true, the genuine and the virile — We were never a bland people — Our wives and mothers plan our meals around flavor — by nature...

aking to one of o
British Cabinet
people (civilia
in very good sh
they have the vita
they need more pr
and we will
tion 15 to 20 p

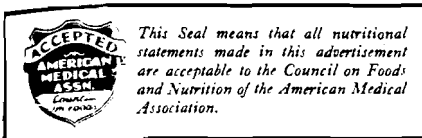
When a woman pu
it up of meat
dessert.

But when scientis
it up into pr
minerals. For
which we live ar
today proteins a
al world!
The reason is—pr
of—the "buil
the material out c
and pounds
adults repai
vital "essence c

*
You've heard the
body every
that's just a folk
body uses up
out, it must
new proteins.

*
All the protein
from food.
of them.
But there are pr
are good—bu
them. But so
What makes th
best proteins a
again the
They find t
ous subst
(And, by t
usually thi
they pr...

yardstick of protein foods



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

Speaking to one of our food agency officials, British Cabinet officer said: "A lot of our people (civilians) look as though they are in very good shape. They are, but they don't have the vitality or staying power. They need more protein. You send us the meat and we will increase our war production 15 to 20 per cent."

When a woman puts a meal together, she makes it up of meat and vegetables and salad and dessert.

But when scientists take a meal apart, they divide it up into proteins, energy, vitamins and minerals. For these are the substances on which we live and work.

Today proteins are the talk of the nutritional world!

The reason is—proteins are the stuff we're made of—the "building blocks" of the body—the material out of which children add new inches and pounds—the substance out of which adults repair the human machine—the vital "essence of life."

* * * *

You've heard the old saying that you "have a new body every seven years."

That's just a folklore way of saying that as the body uses up its proteins and wears them out, it must keep replacing them daily with new proteins.

* * * *

All the proteins that our bodies contain come from food. There is no other way to get them.

But there are proteins and proteins. All of them are good—because we can't live without them. But some are better.

What makes the difference between the proteins and other proteins?

Again the scientists do some taking apart. They find that proteins are made up of

tern of amino acids. Some foods may have a little of this amino acid, and a lot of that one. No two are exactly the same.

That's why scientists are interested in "Which amino acids does a food have?" "And how much of each?"

For it is known that of the 22 amino acids which occur in foods, there are just 10 which are essential to keeping the human body going right.

Take only one of them away from the body, and its ability to build and repair tissues is gone. Put all ten of them together in one food—and each in an amount that parallels the body's need of each—and you have the best possible source of proteins.

And that's why meat is such an amazing food—nature's laboratories have concentrated in it a well-nigh perfect protein combination and have given it a flavor which

has said "Come on and eat" to the human race since the Dawn of Eating.

That's why meat is regarded as "the yardstick of protein foods."

Meat is also an excellent source of the essential B vitamins (thiamine, riboflavin, niacin). In addition, meat is rich in iron, and provides copper and phosphorus. All meats, regardless of kinds, cuts, prices or point values, contain these essential nutrients.

* * * *

Extend the meat you get. (Even a little meat can change the character of the whole meal.) Use the low-point cuts, even though they are unfamiliar to you. Combine them with other good foods. Supplement meat with ample quantities of meat's "allies in protein"—milk, poultry, fish, eggs and cheese. In any event, keep up on proteins.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago. Members throughout the United States

A WAR MEAT-MEAL



Meat Pot Pie, by E. E. Amiet, Executive Chef, Palmer House, Chicago

INGREDIENTS

- 1½ lbs. beef, lamb or veal, cut in inch cubes
- 1 tbsp. salt
- ½ tsp. black pepper
- Flour
- 4 tbsps. lard or bacon drippings
- 1 heart celery, chopped
- 1 medium-sized onion, chopped
- 4 fresh or 2 oz. of canned mushrooms, sliced
- 2 c. water
- 1 c. cooked half-inch pieces of carrots
- ½ c. cooked peas
- 1 c. diced cooked potatoes, browned in lard
- 2 tbsps. flour
- 1 tsp. chopped parsley
- Pie dough.

METHOD

118/44 SEP p49