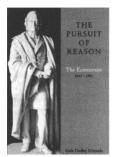
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THE SATURDAY EVENING POST

THURDIN

January 14. 1922

It's You, Madam

who are most concerned with Vitamines

YOU who cook, or supervise the cooking of the family's daily meals are most vitally concerned with vitamines.

For according to all modern authorities, they are prime essentials to good health, and you, madam, are the "health commissioner" of the home.

Your entire family and you, yourself, are in daily need of vitamines. And yet it's said that millions of meals daily in this country do not furnish adequate supplies of these necessary food accessories!

What should you do, what can you do to remedy this possible and probable deficiency in meals you serve?

Surely you owe an answer to this question. to those whose food you order and prepare each day.

Does Home Cooking Destroy Them?

T is said some foods are naturally deficient in T is said some roods are naturally vitamines in vitamine content, or that they lose vitamines in the process which prepares them for the market. From others, it is thought, the vitamines are lost during storage, or decrease with aging.

But more important to you is the testimony of experts that many of our most common foods lose vitamine value in the process of home cooking.

"The value of potato decreases the longer it is cooked," says one authority.

"If one lived on cooked foods alone he would die within a year," is the startling suggestion of a member of the Academy of Sciences in Paris.

"Cooking, however, in most cases diminishes or entirely destroys the efficiency of the vegetable except when they (referring to carrots) are young"-from the report of a food authority of wide experience.

Much remains to be proved regarding the effect of cooking on the vitamine con-tent of all our foods. But the value of

vitamines to the entire family, in the daily diet, has been proved beyond a doubt.

And if your cooking does take from foods an element that's vital to good health, you are concerned, we feel sure, with ways to restore to your meals at least some of these vital factors, if not all.

This May Be

"Vitamine Insurance"

RANGES and lemons are accepted by all authorities as two great carriers of important vitamines.

Doctors, as you know, give orange juice to babies who must be fed on milk that's pasteurized. They

do it to prevent scurvy or mal-nutrition caused by lack of vitamine C. It's the process of pasteurization that eliminates from milk or makes non-potent a needed vitamine.

In olden days, a law was passed in England which forced ship owners to carry lemons to protect the crews from scurvy on long voyages.

But scurvy isn't the only trouble that lack of vitamine produces. It may be merely lassitude and depression; or general undernourishment which makes people more susceptible to disease

of other kinds.

Two hundred thousand children in New York schools were found to be seriously undernourished in an investigation recently completed. And not all these children were among the poor. The investigators referred particularly to that fact.

We know, and so do all the scientists, that oranges and lemons furnish abundantly the important vitamine known to scientists as Vitamine C. Some say Vitamines

A and B also may be present in these fruits. If so, why not serve them every day to offset

some of the harm that cooking does to other foods and thus surely supply important vitamines with all meals.

A simple orange salad or dessert is easy to prepare, no cooking necessary. Lemon garnish on fish

or meat, or lemon juice in-stead of vinegar in salad dressings improves the flavor and adds the necessary vita-

Orange juice for breakfast or an orange for the child's

Lemons and oranger, el. though known as "exid funct," have an altobuc conclum when takes into the system and are, there-fore, valuable in afforting every acidity due to arid-producing food.

school lunch-what easier, simpler, more delicious way to insure a safer and more healthful diet?

Ask Your Physician

BUT in any vital question concerning diet your own physician should finally advise. Ask him if oranges and lemons are a source of vitamines and if they would thus, and for other reasons also, beneficially reinforce your meals.

We wish to make no statement that is not well within the facts. Show him this page and let him be the judge. Then use more oranges and lemons, be the judge. Then or less, as he directs.

If he agrees, you'll welcome a reminder to ,aste in your cook book or pin on the kitchen wall. We print one here.



Sunkist Uniformly Good Oranges and Lemons SEAD FOR INFORMATIVE BOOKLET ON THE SUBJECT OF VITAMINES California Fruit Growers Exchange, Div. 173, Los Angeles, California

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