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Do not justify or half-justify the right-hand margin.

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Do not use hard returns except for new paragraphs or required page ends except as absolutely necessary (for example, to break between text and notes).

Do not use special fonts; underline material that is to be set in italics.

Most important, do not use the word processor's automatic footnote functions: do not embed notes in the text. Notes should be keyed in at the end of the text (after any tables) or as a separate file.

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 vitamins.

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 vitamins. 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?

IT is said some foods are naturally deficient in vitamin content, or that they lose vitamins in the process which prepares them for the market. From others, it is thought, the vitamins 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 vitamin 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 vitamin content of all our foods. But the value of vitamins 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 "Vitamin Insurance"

ORANGES and lemons are accepted by all authorities as two great carriers of important vitamins.

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 vitamin C. It's the process of pasteurization that eliminates from milk or makes non-potent a needed vitamin.

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 vitamin 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 vitamin known to scientists as Vitamin C. Some say Vitamins 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 vitamins 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 instead of vinegar in salad dressings improves the flavor and adds the necessary vitamins.

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

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 vitamins 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, or less, as he directs.

If he agrees, you'll welcome a reminder to *paste* in your cook book or pin on the kitchen wall.

We print one here.



Cut Out and Paste in Your Cook Book, or Pin on the Kitchen Wall



For Vitamins—Delicious Oranges and Lemons. Serve as follows:

- | | | |
|---|---|--|
| An orange salad
Lemonade | Orange juice for
breakfast | Lemon juice
instead of vine-
gar on salads
and vegetables |
| Desserts with
oranges | A whole orange in
the child's
lunch box | Whole orange at
breakfast |
| Lemon juice in
ponches and
other drinks | Lemon garnishes | |

An orange or lemon dish with every meal supplies fresh vitamin C in most attractive form.

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