The KNOX BUILD-UP PLAN
WHY THIS BUILD-UP PLAN?

Thousands of people in normal health have wished they could feel less tired and could find some way to help keep up their endurance. It is for them that the KNOX BUILD-UP PLAN is suggested.

It is not intended for those suffering from some disease. If you have reason to suspect that your tiredness results from illness, consult your physician. Remember, too, that a periodic examination by your doctor is one of the best safeguards of health.

Charles B. Knox Gelatine Company
Johnstown, New York

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Johnstown, N. Y.
WHAT ARE YOU MISSING IN LIFE

Because You Get Too Tired?

Are you slowed up in lots of things you'd like to do...do you often miss a big part of the fun you might have...because you get too tired? Do you sometimes find yourself without enough endurance to make the most of a day?

It's hard both on you and on your family if you lose your feeling of well-being. It's a strain on everyone when tiredness keeps you from your best work and rightfully earned play. You're likely to be "on edge" and unreasonable...jumpy, grouchy, "not yourself!"

Yet, strenuous work...tiring activity...is part of most people's daily lives.

It's a problem to know what may help keep up your endurance. If you can find help in this direction, you can look forward to more fun, more enjoyable times ahead for you and your family.

WHAT CAN YOU DO ABOUT IT?

When you get overtired too easily, check yourself on these fundamental health rules: Are you getting proper rest...plenty of fresh air? Is your elimination regular?

Are you getting the right combinations of food in your meals?

The Knox Build-Up Plan suggests that, in addition to these sound principles of keeping fit, you try the regular drinking of Knox Gelatine.*

Hundreds of men and women engaged in strenuous, tiring work have already tried drinking Knox Gelatine regularly as a way to help keep up their endurance. Two out of three of these people said they noticed they felt better at the end of their working day.

TRY THIS SIMPLE PLAN

There's nothing complicated about the Knox Build-Up Plan. Just follow the general rules on the next page.

*The same Knox Gelatine as that used for fifty years in desserts and salads.
THE KNOX BUILD-UP PLAN

Clip This Chart, and Paste It Where You Can See It Every Day

This plan is simple and common-sense. It is not expensive. It calls for no special cooking. Every member of the family will enjoy the meals suggested. Why not, then, try it...for the full 4 weeks...and see if you do not feel better...have more stamina?
EVERY DAY...FOR FOUR WEEKS

1. FOLLOW these basic health rules...
   - GET 8 HOURS SLEEP
   - GET PLENTY OF FRESH AIR
   - HAVE DAILY BOWEL MOVEMENT
   - DRINK PLENTY OF WATER

2. INCLUDE a variety of these protective foods in your meals.
   - PROTEIN FOODS
   - VITAMIN FOODS
   - MINERAL FOODS

3. DRINK KNOX GELATINE every day...for supplementary protein.
   - 4 envelopes a day for 2 weeks, then 2 envelopes a day for 2 weeks.

Note: After the 4 weeks, drink Knox Gelatine as you feel the need.
PROTEIN FOODS AND WHAT THEY DO FOR YOU

Everybody interested in keeping up his health, endurance and vigor needs to know something about the proteins in food...as well as the vitamins and minerals. Protein is the great body-building material. The substance, or tissue, of the muscles consists almost entirely of protein. The hair and skin are mostly protein. Without protein the body cells waste away. Life cannot exist without it. Protein foods do the following for you:

1. BUILD UP the body and muscle tissue
   - in growth during pregnancy
   - in athletic training

2. REPAIR the body and muscle tissue worn down by...
   - daily wear and tear
   - strenuous exertion
   - wasting illness

Many authorities hold that it is not a question of how little protein a person can get along with, but how much is required to contribute the maximum amount to health and well-being. It is generally considered desirable to allow a certain surplus of protein, or a margin of safety above what may be absolutely necessary.

How can you get this protein “margin of safety”?
First, obtain your quota of proteins EVERY DAY.

Your body is unable to store reserve supplies of protein.
Second, be sure that your meals include a good variety of the protein foods. Some 23 different parts of protein have been identified. Some of these apparently can be converted within the body from other protein and associated materials. Others are so necessary to growth and well-being that their absence from the diet has injurious effects. Gelatine contains seven of
these ten “essential” protein-parts, and fifteen of the total of twenty-three. You get some in one kind of food, others in other foods. Few foods contain all. Some protein foods supplement each other quite practically. For instance, the protein in gelatine is a good supplement for the protein in cereal grains, and both are relatively inexpensive.

Third, to assure a liberal protein quota, supplement your diet with the Knox Gelatine Drink. That is why this new, easy way of taking protein is an important part of the Build-Up Plan. Read about it on the next two pages, where it is explained in full detail.

### ANALYSIS OF THE PROTEIN PARTS OF GELATINE
Compiled From Authoritative Sources

<table>
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<tr>
<td>Arginine</td>
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<tr>
<td>Aspartic Acid</td>
<td>3.4</td>
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<tr>
<td>Cystine</td>
<td>0.16</td>
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<tr>
<td>Glutamic Acid</td>
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<td>Glycine</td>
<td>25.5</td>
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<tr>
<td>Histidine</td>
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<td>Hydroxyproline</td>
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<td>Methionine</td>
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<tr>
<td>Threonine</td>
<td>1.4</td>
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<tr>
<td>Tryptophane</td>
<td>0.0</td>
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<tr>
<td>*Valine</td>
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*Dietary Essentials

To enjoy sustained vigor and normal life expectancy, people must eat a liberal quantity of good protein.
HERE IS A PROTEIN CONCENTRATE

...And You Can Drink It

That is the advantage of Knox Gelatine whenever you want to supplement your daily protein quickly, easily and without too much cost.

But Knox Gelatine has other advantages, too.

1. EASY TO PREPARE. The Knox Gelatine Drink requires no troublesome preparation, no cooking. Just empty an envelope in a glass of liquid, stir, and drink.

2. WON'T SPOIL. Unlike most other animal protein foods, Knox Gelatine won't spoil or go bad. It requires no refrigeration to keep. It can be kept indefinitely in the sanitary envelopes in which it comes. It may be carried in the pocket or purse, or be taken on trips with no bother.

3. TAKE IT ANY TIME. It is easy to take the Knox drink any time, between meals or at meals.

4. EASILY DIGESTED. Knox Gelatine is one of the most easily digested of all proteins. For years, Knox Gelatine desserts and salads have been recommended for invalids. Some physicians use Knox Gelatine in their baby-feeding formulas. It is also recommended by many physicians in certain stomach ailments.

5. NON-FATTENING. An envelope of Knox Gelatine contains only 28 calories. Other common food sources of protein always include other food substances, such as fats or starches. This makes Knox Gelatine particularly useful in keeping up the liberal protein needed to help maintain endurance during reducing programs.

6. ALL PROTEIN. Knox Gelatine contains no sugar...it is all protein.

All these things make Knox Gelatine a practical protein supplement...a protein you can add easily at any time to your regular diet.

Knox Gelatine is also good for supplementing the proteins from cereal grains and legumes, such as peas, beans, etc. Since these are lower-cost proteins (in contrast to many other protein sources), by adding the Knox Gelatine Drink, you can approach a well-balanced protein build-up without excessive expense.
THE KNOX GELATINE DRINK...How to Take It

Prepare the drink according to the chart on this page.

Since Knox Gelatine is tasteless, it may be taken in almost any liquid you can drink rapidly.

Most people prefer to take it in a glass filled with cool water or fruit juice (or half water, half fruit juice).

If you are taking four envelopes a day, the most convenient method is to put two envelopes in a full glass of liquid, and take twice a day, or take one envelope at a time four times a day.

If you are taking two envelopes a day, the best method is one envelope in three-quarters glass of liquid.

For your own protection use the same Knox Gelatine that has been sold for 50 years for desserts and salads.

It comes in both four envelope packages and thirty-two envelope packages. It is suggested that you buy the family-size, thirty-two envelope package because this will save you money.

The envelopes in which Knox Gelatine comes are sanitary and sealed against contamination until you are ready to use. They also make measuring unnecessary. One envelope is the equivalent of one level tablespoonful (1/4 oz. or 7 1/2 grams).

Be sure your gelatine is Knox, the plain, unflavored gelatine that is all protein. Do not confuse it with flavored gelatine dessert powders, because these are 7/8 sugar and only 1/8 protein.

1. Pour 1 envelope Knox Gelatine into 3/4 glass water or fruit juice, not iced.
2. Let liquid absorb gelatine. Stir.
3. Drink immediately. If gelatine thickens, stir again. The gelatine is tasteless!
WHAT PEOPLE WHO DRANK KNOX REPORTED

Hundreds of people, in 26 strenuous occupations, volunteered to drink Knox Gelatine to see if it would help keep up their endurance...to observe whether they themselves felt any benefits. They simply added Knox Gelatine to their ordinary diets. Most of them drank 4 envelopes daily for two weeks, and then 2 envelopes daily for two more weeks.

Two out of three of those who drank the Knox Gelatine said they noticed they felt better at the end of their working day. Many said they noticed the benefits after only two weeks. People engaged in particularly strenuous work reported the most pronounced benefits.

Today Knox Gelatine is also used on the training tables for athletes at many important colleges, and coaches praise this easy-to-take food drink.

Start your trial of the BUILD-UP PLAN today and see if it doesn't help you to keep up your endurance. Don't wait! Perhaps this is exactly what you've wanted.
MEAL PLANNING
To Promote Health and Well-Being

If you are following the Knox Build-Up Plan, what kind of meals should you plan? How can you insure a liberal quantity of the so-called protective foods, which supply the proteins, vitamins and minerals?

A simple general rule to follow is this:

IN EACH DAY'S MEALS:

1. Be sure to include for each person...

   Milk (1 pint to 1 quart)
   2 Fruits (or Fruit Juices*)
   2 Vegetables (leafy or succulent)
   1 or 2 Salads (with uncooked vegetables or fruit)
   1 Whole-grain or Enriched Cereal
   1 Potato (or other starchy vegetable)
   1 Meat, Fish or other good protein dish (including liver or glandular meat once weekly)
   1 Egg
   Butter

2. Select balance of food according to personal preference

   *Many people take their Knox Gelatine in these fruit juices.
HOW TO MAKE UP MENUS

Menus made up according to this general rule will have to be varied according to the individual, age, activity, weight and efficiency of digestion. The charts on these two pages will be useful as a general guide.

FOR ADULTS requiring about 2500-3000 calories per day
(Men in sedentary occupations) (Women active in housework, business or sports)

<table>
<thead>
<tr>
<th></th>
<th>ALWAYS INCLUDE THESE</th>
<th>ADD CHOICE OF THESE</th>
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<tbody>
<tr>
<td><strong>BREAKFAST</strong></td>
<td>Fruit</td>
<td>Whole-grain cereal</td>
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<tr>
<td></td>
<td>Hot beverage</td>
<td>Egg dish</td>
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<tr>
<td><strong>LUNCH or SUPPER</strong></td>
<td>Fruit or Fruit dessert*</td>
<td>Two Whole-grain toast, rolls, etc.</td>
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<tr>
<td></td>
<td>Milk</td>
<td></td>
</tr>
<tr>
<td><strong>DINNER</strong></td>
<td>Meat, fish or other*</td>
<td>One Nourishing soup*</td>
</tr>
<tr>
<td></td>
<td>good protein course</td>
<td>Two Hot dish and vegetable</td>
</tr>
<tr>
<td></td>
<td>Vegetable (leafy or succulent)</td>
<td>More Salad*</td>
</tr>
<tr>
<td></td>
<td>Salad*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dessert*</td>
<td></td>
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</table>

ALWAYS INCLUDE THESE:
- Whole-grain cereal
- Egg dish
- Whole-grain toast, rolls, etc.
- One Nourishing soup*
- Hot dish and vegetable
- Salad*
- Soup* and/or appetizer
- Beverage
- One Whole-grain or enriched bread or rolls
- Potatoes
- Vegetables (starchy)
### FOR PHYSICAL WORKERS

requiring about 4000 calories per day

**SAME AS PRECEDING PAGE, BUT ADD...**

- Larger and/or extra servings
- **Between-meal food or drink**
- Stress more substantial foods

### FOR ADOLESCENT CHILDREN

requiring about 2800 calories per day

**SAME AS PRECEDING PAGE, BUT ADD...**

- Milk or milk beverages
- **Mid-afternoon lunch with milk**
- Larger servings

*Knox Gelatine lends itself to preparation of a variety of protein main dishes, salads, desserts, soups, etc., for which typical recipes are given on the next page. Recipe book will be sent on request; just drop a card in the mail to Knox Gelatine, Bulletin D, Johnstown, N. Y.

**Knox Gelatine Protein Drink is an easy, convenient, and nutritious between-meal dietary supplement. See directions on the back cover.*
DESSERTS AND SALADS

Made with Knox Gelatine are rich in proteins, minerals and vitamins

These recipes are a small selection of the great variety of desserts, salads and main dishes which can be made with Knox Gelatine and other protective foods. Each has excellent values in protein, minerals and vitamins. Make them, and see how delicious they are. For additional recipes, write Knox Gelatine, Bulletin D, Johnstown, New York.

CHOCOLATE CHIFFON PIE

1 envelope Knox Gelatine 1 cup sugar
6 level tablespoonfuls cocoa or 4 eggs
2 squares chocolate 1/4 teaspoonful salt
1 teaspoonful vanilla

Soften gelatine in 1/4 cup cold water. Put 1/2 cup cold water in top of double boiler to which add 6 level tablespoonfuls cocoa or 2 squares chocolate. When thoroughly dissolved add 1/2 cup sugar, the egg yolks slightly beaten and salt. Cook until custard consistency, stirring constantly. Add softened gelatine to hot custard and stir until dissolved. Add 1/2 cup cream, whipped, 2 cups cottage cheese, 2 medium-sized apples and 1/4 cup minced green pepper. When mixture begins to thicken, fold in stiffly beaten egg whites to which the other half-cup sugar has been added. Fill baked pie shell or graham cracker crust and chill. Just before serving, a thin layer of whipped cream may be spread over the pie. Yield: one 9-inch pie.

COTTAGE CHEESE WITH APPLES AND HORSERADISH

1 envelope Knox Gelatine 1/2 teaspoonful salt
1/2 cup cold water 1 tablespoonful sugar
1/2 cup cream, whipped 2 tablespoonfuls horseradish
2 cups cottage cheese Mixed green salad:
2 medium-sized apples lettuce, watercress, chicory
1/4 cup minced green pepper

Soften gelatine in cold water and dissolve over hot water. Blend cream with cheese. Add gelatine to cheese mixture. Pare, core and slice apples directly into cold water to prevent darkening. Drain. Fold apples, green pepper, salt, sugar and horseradish into cheese mixture. Pour into mold and chill until set. Unmold and serve with mixed green salad. Yield: 6 servings.

BUTTERSCOTCH CREAM

1 envelope Knox Gelatine 1 cup brown sugar, firmly packed
1/3 cups (14 1/2 oz.) undiluted 1/4 teaspoonful salt
evaporated milk 2 egg whites, stiffly beaten
2 egg yolks, slightly beaten 1/2 cup sliced, toasted almonds

**SALMON MOUSSE**

1 envelope Knox Gelatine
1/4 cup cold water
2 cups (No. 1 tall can) cooked or canned salmon
3/4 cup mayonnaise
1 cup chopped celery
2 tablespoonfuls minced green pepper
2 hard-cooked eggs, sliced

Soften gelatine in cold water and dissolve over hot water. Remove bones and skin from salmon and flake. Reserve oil. Combine gelatine, salmon oil, mayonnaise, celery, green pepper, olives, salt, paprika, lemon juice and pepper, and blend. Fold in whipped milk. Pour into mold and chill until set. Unmold and surround with crisp lettuce and sliced hard-cooked eggs. Yield: 6 servings.

**PERFECTION SALAD**

1 envelope Knox Gelatine
1/4 cup cold water
1/4 cup hot water
1/2 cup mild vinegar
1/4 cup sugar
1/2 teaspoonful salt
1/2 cup cabbage, finely shredded
1 cup celery, cut in small pieces
1 pimiento, cut in small pieces, or 2 tablespoonfuls sweet red or green peppers

Soften gelatine in cold water. Add sugar, salt and hot water, and stir until dissolved. Add vinegar and lemon juice. Cool, and when jelly begins to stiffen, add other ingredients. Turn into mold that has been rinsed in cold water and chill. If individual molds are used, place one teaspoonful of clear jelly in bottom of mold. When nearly firm, place on it one tablespoonful of thick mayonnaise. When this is firm, fill mold with salad mixture. When congealed, unmold on lettuce. Yield: 6 servings.

**GOLDEN SALAD**

1 envelope Knox Gelatine
1 cup raw carrot (grated on coarse grater)
1/4 cup cold water
1 cup hot pineapple juice
1 cup oranges, cut in small pieces
1/4 cup mild pineapple juice
1/4 cup orange juice
1/4 cup sugar

Soften gelatine in cold water. Add sugar, salt and hot pineapple juice and stir until dissolved. Add orange juice and vinegar. Cool, and when jelly begins to stiffen, add other ingredients. Turn into mold that has been rinsed in cold water and chill. If individual molds are used, place one teaspoonful of clear jelly in bottom of mold. When nearly firm, place on it one tablespoonful of thick mayonnaise. When this is firm, fill mold with salad mixture. When congealed, unmold on lettuce. Yield: 6 servings.

**JELLIED COLE SLAW**

1 envelope Knox Gelatine
1/4 cup cold water
3 1/2 cups undiluted evaporated milk
1 teaspoonful salt
1/4 cup sugar

Soften gelatine in cold water. Scald 3 1/2 cup milk. Combine salt, mustard, sugar, pepper and flour, and add to slightly beaten egg yolks, and stir in hot milk and vinegar. Stir over hot water until mixture thickens. Add gelatine and stir until dissolved. Chill until mixture begins to set. Fold in cabbage, green pepper and whipped milk. Pour into mold and chill until set. Unmold and surround with crisp lettuce. Yield: 6 servings.
TAKING THE KNOX GELATINE DRINK

IMPORTANT! Drink only plain, unflavored Knox. Knox is all body-building protein. Ready-flavored gelatine dessert powders are $\frac{7}{8}$ sugar, $\frac{1}{8}$ protein. At leading grocers, in 4-envelope or economical 32-envelope packages.

1. Drink 4 envelopes of Knox Gelatine every day for 2 weeks. Then 2 a day for 2 weeks. After 28 days, drink as needed.

2. To prepare, pour 1 envelope Knox Gelatine into $\frac{3}{4}$ glass water or fruit juice, not iced. Let liquid absorb gelatine. Stir.

3. Drink immediately. If gelatine thickens, stir again. The gelatine is tasteless!