

LOMEN

Alaska Reindeer

*America's
New Health Meat*



A Grazing Animal—Living on the Fresh,
Clean Arctic Prairies—Most Particular in
Selection of its Food—Cleanly and Healthy

ALASKA'S
GREAT CONTRIBUTION

◊ Reindeer ◊

OUT of the crisp, clean Northland has come a new delicacy with the tang of the open—in flavor between lamb and the breast of mallard duck—

Reindeer

This meat, which has the juiciness of beef combined with the tenderness of lamb, brings health, because the reindeer is a grazing animal—living in the open and feeding on lichens (reindeer moss) the greater part of the year—browse, grasses, mushrooms and berries during the summer months. A meat so replete with all necessary food elements that one of America's great dietitians states:

“When the American people eat reindeer meat at least once a week we will be a healthier race.”

The introduction of domesticated reindeer into Alaska was, to quote a former Secretary of the Interior, “the one constructive thing done for Alaska by the Federal Government during 50 years.”

1,280 reindeer introduced from Siberia during the decade 1892-1902 have grown to more than a half million and should reach four million within ten years.

What Others Say of Reindeer Meat

DR. C. F. LANGWORTHY, *Chief, States Relation Service, Department of Agriculture:*

"The flesh of game animals—grazing animals—generally speaking, has a lower water content and a correspondingly greater percentage of protein and fat than the flesh of domesticated animals. Aside from what has been said of its food value, Reindeer, as well as game of all sorts, is prized for its distinctive flavor."

MR. ALFRED W. McCANN, *the great dietitian, writes:*

"The flavor of Reindeer meat offers not the slightest suggestion of gameness or wild animal flavor. The meat is finer in texture than beef and far more tender. It has all the juiciness of beef, with the texture of lamb. It is delicate in flavor.

"Alaska, with its millions of acres and its noble does and fawns, promises for the future millions of pounds of the most delicious meat ever consumed by civilized man."

CAPT. ROALD AMUNDSEN:

"There is in my opinion no better meat on the market."

VILHJALMUR STEFANSEN:

"Reindeer is my favorite meat and was my chief article of food for many years.

"I do not know whether I would have tired of eating the same amount of beef, but I do know I never tired of Reindeer meat."

REINDEER IS NOT VENISON.

RECIPES

Chops or steaks should be broiled, or fried, on a quick fire, well seasoned and served with candied sweet potatoes and jelly. Service plate should be hot.

REINDEER HUNTER SOUP

Cut two pounds of Reindeer meat in small pieces and put it into the soup pot (casserole) and add two quarts of water. Chop one onion, pinch of mace and one bay leaf, add to the meat, let it simmer until the meat is tender, add one cup of rice, salt and pepper and let it cook until the rice is done. Pour into the tureen over French croutons and serve.

REINDEER GOULASH—HUNGARIAN STYLE

For this purpose use neck, shoulders and flanks. Cut them into two-inch squares. Prepare the meat exactly in the same manner as you would a Hungarian Beef Goulash. Serve spaetzel with it.

REINDEER MULLIGAN—HUNTER STYLE

Take neck and shanks and parts of shoulder, cut in uniform pieces about two inches square, place in large, wide kettle, cover with water and let simmer about half an hour, add rutabagas, cut in uniform pieces about two inches square, fifteen minutes later add carrots and potatoes cut the same way. Vegetables should be equal parts and the three together the same quantity as meat; also add several large onions, cut in quarters, then season with salt and whole black peppers; place peppers in small cheesecloth bag, and a few bay leaves, let simmer until done. Serve with Dill pickles or sour pickles, according to taste.

REINDEER MEAT CUTLETS

Clean and trim slices of meat cut from loin. Sprinkle with salt and pepper, brush over with

melted butter or olive oil, and roll in soft, stale bread crumbs. Place in a broiler and broil five minutes, or saute in butter.

SADDLE OF REINDEER MEAT

Clean and lard a saddle of meat. Wipe meat, sprinkle with salt and pepper, place on rack in dripping pan, and dredge meat and bottom of pan with flour. Bake in hot oven one and one-fourth hours, basting every fifteen minutes. Serve with currant jelly sauce. To carve cut thin slices parallel with backbone, then slip the knife under, and separate slices from ribs.

REINDEER MARENGO

Take 3 pounds of shoulder plate cut in quarters, 3 chopped onions, 2 pieces of chopped garlic, 2 spoons of flour with one quart of water smothered in casserole with one quart of tomato sauce, one cupful of catsup, pepper and salt, olives, fresh mushrooms and potatoes cut in small squares. Serve with noodles.

ROAST LOIN OF REINDEER MEAT

Meat should be well skinned, neatly larded, and pan closely covered during first part of roasting, as this will help retain juices, and also insure a milder flavor. Heat liberal quantity of cubed bacon in roasting pan, add piece of butter, place loin roast in pan, larded side up, and cook, well covered, for one hour. During this time and afterwards, baste frequently, and as often as necessary add half-cup boiling water. But during last half-hour of cooking, use thick sour cream in place of water. Roast, according to size of meat, from 2 to 2½ hours, without turning. Must be cooked rare. Stir up gravy with cold water, and if not sufficiently creamy, stiffen with some flour.

ROAST LEG OF REINDEER MEAT

Wipe meat, sprinkle with salt and pepper, place on rack in dripping pan, and dredge meat and bottom of pan with flour. Place in not too hot oven and baste as soon as flour in pan is brown, and every fifteen minutes thereafter, until meat is done, which should be cooked rare. It may be necessary to put a small quantity of water in pan while meat is cooking.



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