Use More Milk Products

Milk will help make your boy smile, too.

Babies must have milk, children thrive on it, even grown folks feel better if they use it. Milk is the best food the Wisconsin farmer produces. His family should use plenty of it.

File this bulletin where you can find

Distributed by

Wisconsin Bankers' Association

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CHILDREN NEED MILK
for
health
growth
strength

THE WISCONSIN EXPERIMENT STATION, MADISON HAS PROVED IT
Get a copy of the Proof
MAKE ICE CREAM—IT'S HEALTHY

ICE CREAM is a nutritious dessert. It is healthful for it contains much milk. Its flavor coaxes the appetite. You can end your meal in a pleasing way by serving ice cream for the dessert.

USE COTTAGE CHEESE—IT'S CHEAP

COTTAGE CHEESE is a healthful food. It is made from the curd of milk. It builds the muscles and blood. Use cottage cheese in some of your meals in place of meat. It is cheaper and it is just as nutritious to growth. Most butter substitutes do not contain this growth material. None of them have as much as butter. Use butter, cream or whole milk. You need the growth substance.

REMEMBER BUTTER IS THE BEST FAT

BUTTER is the best fat. It is expensive but it is worth its cost. Butter contains a substance necessary to growth. Many butter substitutes do not contain this growth material. None of them have as much as butter. Use butter, cream or whole milk. You need the growth substance.

COOK WITH SKIM MILK AND BUTTERMILK—BOTH GOOD FOODS

SKIM MILK AND BUTTERMILK contain minerals which build the bones and teeth, protein which builds the body and sugar which helps keep the body warm and gives energy. They are both cheap. Cook with them. They are excellent liquids to use in baking. Buttermilk is a healthful drink as it stimulates the digestion. If you wish to be well and economical use plenty of buttermilk and skim milk in your kitchen.

BUY PLENTY OF CHEESE—IT BUILDS MUSCLES AND HELPS YOU KEEP WELL

CHEESE is made of the body building material of milk. It contains less water than most foods. Almost all the cheese we eat is used by the body. There is little waste to it. Cheese can be used in the place of meat. Many attractive dishes may be made by combining it with starchy foods such as potatoes, rice and macaroni. Cheese adds flavor and protein to a meal. It should be eaten only when it is ripe for when it is green it is less digestible. Buy good health and save money by using cheese in your meals.

SERVE MILK IN EVERY MEAL GIVE YOUR CHILDREN THE BEST FOOD—THAT'S MILK

MILK is the most perfect food. It contains all the things the body needs in better proportions than any other food. Milk makes strong bodies. It fights fatigue and helps make persons active. It builds strong bones and teeth. Something in milk makes children grow. Children must have milk. Milk is a necessity in the diet of the child and a safety in the diet of the grown person. It is easily digested. It keeps children well by building a resistance to disease. Give the child a chance to be strong and healthy. Give all children milk.

WISCONSIN FARMERS GREAT MILK PRODUCERS

WISCONSIN Farmers are among the world's great producers of milk and milk products. They should be the greatest consumers of the best food—milk.