

# WISCONSIN BANKERS' FARM BULLETIN

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## 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.

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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

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**MAKE  
ICE CREAM—  
IT'S HEALTHY**

**I**CE 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**

**C**OTTAGE 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.

**REMEMBER  
BUTTER IS THE  
BEST FAT**

**B**UTTER is the best fat. It is expensive but it is worth its cost. Butter contains a substance necessary 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.

**COOK  
WITH SKIM MILK  
AND BUTTERMILK  
—BOTH GOOD  
FOODS**

**S**KIM 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**

**C**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**

**M**ILK 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**

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

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