

MILK—THE ONLY COMPLETE FOOD



Milk is the only common article of food which has not been robbed of a great proportion of the food elements necessary to sustain life. Not only this, but it contains invisible life-giving properties peculiar to itself. These qualities are shared to some extent by the leafy parts of green vegetables, but no other article of diet beside milk has these vitamins and also the necessary food elements which go to make a complete food.

ALL AUTHORITIES AGREE

Dr. E. V. McCOLLUM of JOHNS HOPKINS says: "Milk contains all the elements and compounds which are essential for the nutrition of the body, and is especially rich in everything that is necessary to supplement the deficiencies of the ordinary cereal, root and tuber products which form so large a part of the diet of civilized man."

Dr. CHAS. E. NORTH a prominent investigator states: "A consideration of the requirements for the human body for health and for energy and for strength shows that money could be spent to a far greater advantage if the average meat bill were reduced to about one-third of the present amount and the milk bill multiplied by three."

HERBERT C. HOOVER says: "The foundation of a child's health lies in proper feeding.

"In its broad aspect, the proper feeding of children depends upon a public recognition of the dependence of the human animal upon his cattle."

The thought that you give your child's diet will be reflected in its freedom from sickness, less fretfulness and a general all-around healthier and efficient body now and in the future.

A QUART A DAY MAKES THE CHILDREN PLAY