



Use milk for health. Bulletin no. 14 October 1921

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The Banker-Farmer

WISCONSIN
BANKERS'
ASSOCIATION

News Bulletin

A Little Journal of Agricultural
Information for the Farmer

BANKER-
FARMER
EXCHANGE

BULLETIN No. 14

OCTOBER, 1921

Use Milk For Health



Wisconsin's Leading Industry is Dairy Products.
Healthy Children Should be her Chief Asset.
Make Wisconsin's Industry Serve her Children.

Compliments of

BANKER-FARMER EXCHANGE

1822 Chadbourne Avenue,

MADISON, WIS.

USE MILK FOR HEALTH

MILK THROUGHOUT THE AGES.

By Mrs. Dorothy Reed Mendenhall, M. D.

As far back as the history of the human race goes, wild animals have been domesticated for their value as food. There is good evidence in the vestiges of prehistoric man, in the Swiss lake dwellings and in the Nile Valley, that thousands of years before the historic era certain animals such as the goat, the cow, the reindeer or the antelope were herded and cultivated for their milk production, as well as for their meat. From century to century the wide-spread use of milk and milk products has steadily advanced with civilization.

WHY HAS MILK BEEN PRIZED ABOVE ALL OTHER FOODS THROUGHOUT THE AGES?

Mother's milk is the natural food of an infant, as it is of any young mammal. There is nothing so good as breast milk for the baby. A mother's milk is exactly suited to the digestive powers and growth of her offspring.

Some form of milk is absolutely essential for the little child under two years of age. When breast milk fails before the normal weaning period, or is not available, the average baby must have some other form of milk or his chance for life and health is slim. Even today, in some countries where there are no dairy animals, if a mother cannot nurse her baby, and no other woman can be found to give it Nature's food, the death of the child may be expected.

WISCONSIN MOST FORTUNATE OF STATES

In Wisconsin, there are large enough dairy herds to furnish milk for every one of our babies and young children and still have plenty of milk for the use of the grown-ups. Every child, little and big, can have all the milk and dairy products it needs, if parents will realize the importance of this food for growth, for health, and for the prevention of disease.

USE MILK FOR HEALTH

It is no longer necessary to teach the public the importance of milk, and the best and purest milk, in infancy. Experience has demonstrated even to the dullest, that milk is indispensable for the very young. Relatively few realize that milk is the most valuable food for every man, woman, and child.

WHY IS MILK THE MOST VALUABLE FOOD IN THE WORLD?

Milk is a complete food in itself. It contains all the essentials necessary to support life. What other food, alone will sustain life and allow of normal growth? There is none.

THE DIFFERENCE BETWEEN FUEL AND BODY-BUILDING FOODS

Fuel Foods. Certain foods, such as sugar and fat, are fuel foods, and are burned in our bodies to keep us warm and to furnish the energy for our activities, for work and play. Milk contains sugar and fat, and is a cheaper fuel food than meat, though not so cheap as grain foods.

Body Builders. Our bodies, however, cannot be built or repaired from fuel foods. To make new tissue, such as muscle, brain, bone, or blood, we must have high grade proteins. The curd of milk is a particularly valuable form of body-building protein. Growing children who every year should add pounds to their weight, need an abundance of milk in their diet to help form this new bone and muscle. Eggs and meat furnish adequate proteins, but usually at a far greater cost. A quart of milk supplies as much protein as 7 ounces of sirloin steak or 4.3 eggs. This means that if milk sells at 10 cents a quart, sirloin steak must cost no more than 23 cents a pound or eggs more than 27 cents a dozen to supply protein at equal cost.

GROWTH DEPENDS NOT ONLY ON A SUPPLY OF ADEQUATE PROTEIN BUT ON VARIOUS MINERALS WHICH FORM PART OF OUR BODY TISSUES AND ON VITAMINES WHICH CONTROL GROWTH

Minerals. Certain parts of the body, such as our bones and teeth, are made up largely of mineral, called calcium or lime. Milk is the chief source of calcium in our diet. A cup of milk contains about three times as much lime as an orange or a serving of a vegetable, such as carrots, which is specially rich in this salt; and over seven times as much lime as in one egg. Milk is the

USE MILK

Milk as Compared with Tea or Coffee as Food

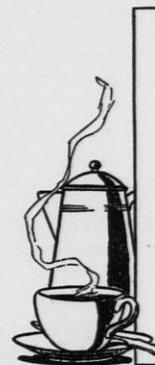


□ GROWING MATERIAL
NEEDED BY A GIRL
EIGHT YEARS OLD



□ GROWING MATERIAL
SUPPLIED BY ONE
QUART OF MILK

□ GROWING MATERIAL
TO BE SUPPLIED BY
OTHER FOOD



NO GROWING MATERIAL
SUPPLIED BY TEA OR
COFFEE

□ GROWING MATERIAL
TO BE SUPPLIED BY
OTHER FOOD

FOOD CHART No. III

A. I. C. P., 145 East 23rd Street
New York

(Reproduced by permission of A. I. C. P., New York)

The Child's Food is MILK. The Child's Drink is WATER

TEA AND COFFEE ARE NOT FOODS AND SHOULD NEVER BE GIVEN
TO CHILDREN, NOT EVEN A TASTE. GIVE THEM MILK OR COCOA

DIRECTIONS FOR MAKING COCOA (Serves five)

5 teaspoons Cocoa
5 teaspoons Sugar
1-8 teaspoon Salt

2 1-2 cups MILK
2 1-2 cups Boiling Water

Mix Cocoa, Sugar, Salt and boiling Water, and boil 5 minutes. Add hot milk and serve at once.

IT IS BEST TO HEAT THE MILK OVER HOT WATER OR IN A DOUBLE BOILER

SUGGESTIONS FOR A CHILD'S BREAKFAST

Oatmeal with MILK
Bread and Butter
Cocoa or MILK; or

Cornmeal with MILK
Bread and Butter
Cocoa or MILK; or

Hominy with MILK
Bread and Butter
Cocoa or MILK

ORANGE JUICE OR SOME COOKED FRUIT AS STEWED PRUNES, PEACHES, PEARs, BAKED APPLES
OR APPLE SAUCE SHOULD BE SERVED EVERY DAY

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cheapest lime food we have. Indeed without milk, it is a difficult proposition to supply a growing child with the lime he needs, and it certainly requires more knowledge of the principles of feeding than most parents possess.

Vitamines. Butter fat supplies an abundance of one of the important vitamines which controls the body growth and health. The richness of milk in this vitamine is the reason why a diet containing whole milk, butter or cream helps keep people well, brings invalids back to health, and even promotes the healing of wounds. In the great war, whole milk and butter were reserved by the nations bearing the brunt of the conflict for the use of expectant and nursing mothers, infants, invalids, and the wounded. Butter fat is just as important to our health in peace as in war.

Fresh milk also contains the other vitamines which are supplied abundantly by green vegetables and fruits. Their presence, even in small quantities in milk, tends to increase its value as a food. Milk should be considered a potent medicine supplied us by Nature.

WHAT TO EAT

Milk and the grains and vegetables make an ideal diet. The cereals and vegetables add to our food the bulk and roughage which milk lacks. They also supplement its minerals and vitamine content. A healthy child should be given daily a quart of milk, plenty of cereals and bread, an abundance of green leafy vegetables, and fruit, if it is available. Meat, egg or fish make a more varied and palatable diet and are necessary for the more active, older child and the adult.

HOW TO USE MILK

Milk may be used in many ways. It is a mildly flavored food which most people like, and it seldom disagrees with anyone. It is the best of drinks, it lends itself to cooking, and is the chief ingredient of most of our American dishes. The dairy products which come from milk are also of great value in our diet.

LUCKY WISCONSIN

America is a milk fed nation. There is a real relation between health and milk in our daily food. Our great dairy State should produce the finest, rosiest, sturdiest boys and girls in the world, for lucky Wisconsin has enough milk to go around.

The Banker-Farmer Exchange

Plenty of good milk can only be supplied with plenty of good cows. Many Wisconsin farms need more and better cows and sires. We can tell you where they can be found cheaply.

If you have cows and heifers for sale, grades or purebreds, let us know. We are in touch with buyers both in and outside of the State.

See your Banker or write



BANKER-FARMER EXCHANGE

D. H. OTIS, Director



1822 Chadbourne Avenue

Madison, Wisconsin