

Irradiated Evaporated Milk advertisement.

[s.l.]: [s.n.], 1936

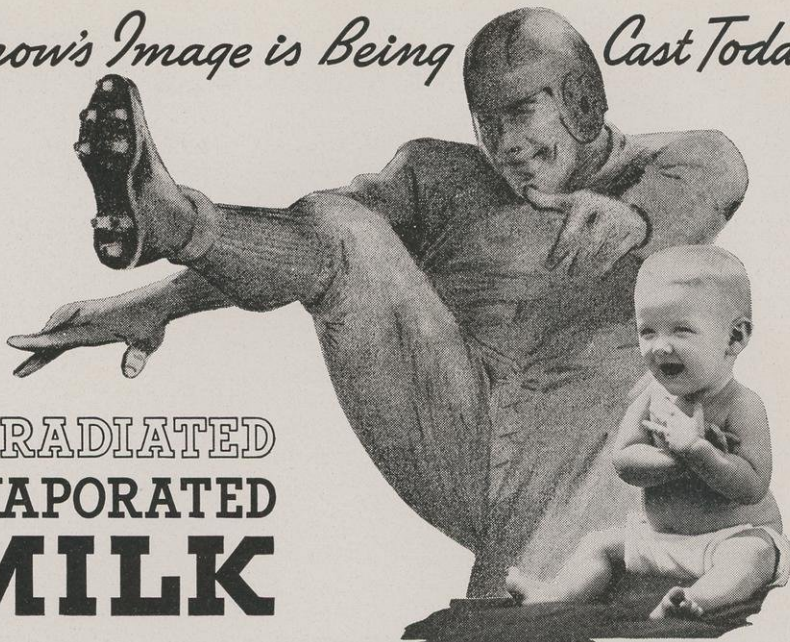
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Tomorrow's Image is Being Cast Today



IRRADIATED EVAPORATED MILK

TEAMWORK (Calcium—Phosphorus—Vitamin D) IS NEEDED TO ASSURE PERFECT BONE STRUCTURE!



One alone won't do it! Even two are not sufficient! For perfect bone and tooth structure *all three are needed*—calcium, phosphorus and Vitamin D! Each plays its part but each is dependent on the others—just as the players on a successful football team. Irradiated Evaporated Milk *has all three in abundance!*

For babies it offers a dependable measure of protection against rickets. In growing boys and girls it continues to foster the proper development of bones and teeth. It helps to fortify the expectant and nursing mother against the increased demands for nourishment which the infant makes upon her body. It serves every regular milk purpose—and *supplies extra Vitamin D!*

Irradiated Evaporated Milk is *always uniform* in composition and in Vitamin D potency. It is convenient to use and available everywhere.

It is good, rich cow's milk *doubly concentrated*. It is *sterilized*, hence *safe*. It is *homogenized* and *heated*—forms softer curds in the stomach—is digested more readily.

Vitamin D belongs in Milk, the richest and most economical food source of the bone and tooth-building minerals. It is *especially needed* to safeguard against Vitamin deficiencies during the sun-poor winter months. Irradiation of Evaporated Milk by the Steenbock Process *does not increase its low price. . . . SEND THE COUPON FOR VALUABLE LITERATURE.*

Many of the best known brands of Evaporated Milk are Irradiated, enriched with Vitamin D, by the Steenbock process. Yet this has not increased the cost of Evaporated Milk. Irradiated Evaporated Milk can be obtained in every community. Through scrupulous and scientific control by the manufacturer, and by frequent tests of both open market and factory samples, uniformity of Vitamin D potency is assured.

LOOK FOR THE WORD
IRRADIATED
ON EVAPORATED MILK
LABELS

WISCONSIN ALUMNI RESEARCH FOUNDATION MADISON, WISCONSIN

Please send me the two booklets—"Infant Feeding with Irradiated Evaporated Milk" and "Brief Excerpts from Scientific Literature" at once! JP 1238

Name.....

Address.....

City.....State.....

