



Use more milk products. Bulletin no. 64

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WISCONSIN BANKERS' FARM BULLETIN

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

Burton M. Smith,
Chairman Agricultural Committee,
North Lake

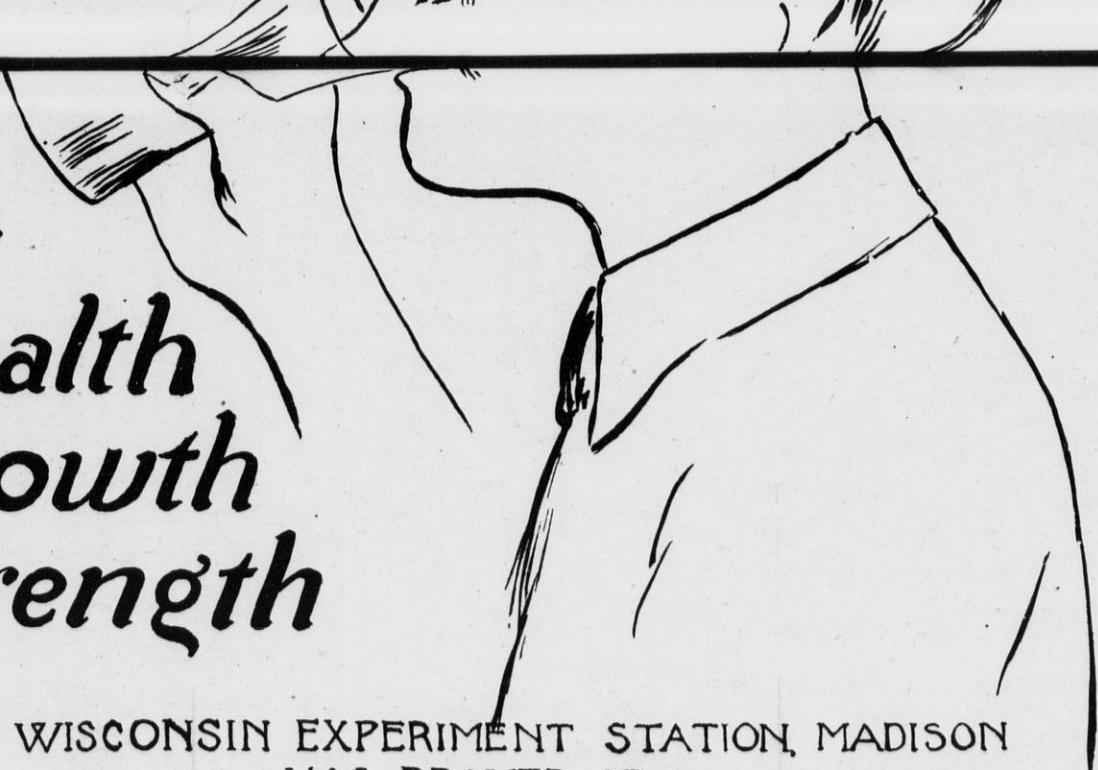
George D. Bartlett,
Association Secretary,
Pabst Building, Milwaukee

Poster Bulletin 14

October, 1918

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**

**USE
COTTAGE CHEESE
—IT'S CHEAP**

**REMEMBER
BUTTER IS THE
BEST FAT**

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

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

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

**WISCONSIN
FARMERS GREAT
MILK PRODUCERS**

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.

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.

BUTTER 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.

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.

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.

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