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Is Your Child
Getting

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MILK

Every ? *Every*
Day-- ? *Meal--*



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Current information available from University of Minnesota Extension: <http://www.extension.umn.edu>

Why Use Milk?

It Is a Growth Food:

A child grows 9 inches his first year

His head increases in size from 14 to 18 inches

He multiplies his weight by three

Bone, muscle brain and all parts increase in size and strength while he lives on milk.

Milk Stimulates Activity:

Teachers in Milwaukee, Chicago, Seattle, Boston, St. Paul and Minneapolis favor milk for school children because, -

Their scholarship improves

They have more "pep"

They are less whimsical

They move and act more quickly

Milk is a Health Food:

Children drinking milk have, -

Firm muscles

Smooth clear skin

Glossy hair

Bright eyes

A spring in their step

They enjoy life.

Why Buy Milk?

It Is Economical;

“For Body Building - at 15c a quart milk is as cheap as meat at 35c a pound, or eggs at 38c a dozen.”

“For Energy - at 15c a quart milk is as cheap as steak at 22c a pound or eggs at 20c a dozen.”

THERE IS NO WASTE - every ounce bought may be used.

Three Glasses of Milk Daily:

Will furnish a child of school age with **PROTEIN** for **GROWTH**; with sufficient **LIME** for **TEETH** and **BONES**; and with the “**PROTECTIVE VITAMINE**” which develop resistance to disease.

Milk is a **FOOD** and a **STIMULANT**. It is equally good for:

The Baby

The School Child

The Mother

The Father

The Grandparents



How to Serve

Milk as a Beverage: [It is always a Food]

Serve in attractive glasses or cups with straws

Flavor with Cocoa

Serve as Eggnogs

Serve as Milk Shakes

Milk in Combination With Other Foods;

Cream Soups

Gravies and Sauces

On Cereals

With Vegetables and Sauce

With Puddings, etc.

Milk in Special Forms:

Ice Cream - attractive, delicious and nutritious

Junket Pudding - easily made, easily served and easily digested

Cottage Cheese - cheap, available, nutritious, delicious in sandwiches, salads, and served alone.

How to Buy

Buy Bottled Milk:

It is clean

It is pasteurized and safe

Its measure is true

Its quality is readily determined.

Buy From Reliable Distributors:

You are protected by law for cleanliness
of supply

For sanitary distribution

For regularity of Supply.

Buy Not Less Than One Pint For Each Child:

Buy only what you need for one day
and avoid waste

Do not leave in the sun on the step

Place in a refrigerator or other cool
place as soon as delivered. IT
COMES TO YOUR HOUSE CLEAN,
SWEET and COOL. KEEP IT SO.

Products Containing Some or All The Milk Nutrients:

Whole Milk

Cottage Cheese

Butter

Skimmilk

Ice Cream

Commercial Cheese

Whey

Sour Milk

Buttermilk

What Mothers Have Observed When Their Children Have Milk in School

1. Children eat better at noon and at all times.
 2. Their appetites pick up.
 3. Children are less tired, better natured and not so hard to please at meal time.
 4. Their table manners improve and they chew food instead of bolting it.
 5. They gain in weight.
 6. They catch cold less easily.
 7. They do better school work.
 8. They are less faint at noon - they are brighter and more responsive.
 9. Milk at school at mid-morning breaks the long session for the younger children especially those who eat too light a breakfast.
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“I believe the attitude of a nation toward child welfare will soon be the test of its civilization. If we are to have a healthy government, we must start with healthy children. The white race cannot survive without dairy products.”

Herbert Hoover.

“Milk is the only food that supplies all of the food elements which the new-born must have in order to live and grow.”

“Milk is the most commonly prescribed food for adults in severe illness and a resource in time of sudden exhaustion.”

Edna L. Ferry,
Agrl. Experiment Sta., New Haven, Conn.

“The people who have achieved, who have become large, strong, vigorous people, who have reduced their infant mortality, who have the best trades in the world, who have an appreciation of art, literature and music, and who are progressive in science and in every activity of the human intellect, are the people who have used milk and its products liberally.”

Dr. McCollum,
Johns Hopkins University.

“The first food a family should buy is milk.
The last food to be dispensed with is milk.”
Massachusetts Agricultural College.

“With all the evidence in, no food bears the investigation of nutritive properties better than does milk. It is impossible to escape the conviction that not only is it a cheap food, but it is a food whose value can hardly be estimated in terms of dollars and cents.”

Flora Rose,
Cornell University.

“The average child today does not have enough of the right sort of food and cannot have its food cut down nor the important articles of its diet replaced by questionable substitutes without grave danger of increasing malnutrition in our child population.”

“Every growing child is better and more cheaply nourished if it is given clean, whole milk, either as a drink or in the cooked food making the daily diet. A pint and a half of whole milk daily is the safe amount thought desirable to nourish the young child (from 18 months to 12 years of age) when the rest of the diet is balanced.”

“Milk is, then, the indispensable food for children, and whole milk in some form must be furnished them, if the nutrition of the average child is to be maintained and if normal growth in height and weight is to be assured.”

Dorothy Reed Mendenhall, M. D.
Children's Bureau, U. S. Dept. of Labor.

