

MILK FOR THE WHOLE FAMILY



The greatest factor of safety in the human diet is the regular use of milk.—McCollum.

Milk for the Whole Family

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THE first food a family should have is MILK, and the last food to be dispensed with is MILK. It is not the only food, but it is the most important food. It is indispensable for children, and, within reasonable limits, economical and desirable in the daily food of adults.

Why Do We Eat Food?

We eat food for two main reasons: (1) To renew body wastes and promote growth by forming new tissues and fluids; and (2) To supply energy for carrying on body functions. Milk contains the body-building substances (protein and mineral matter, such as lime and phosphorus) and also supplies energy for carrying on the body functions. In addition to these, milk contains some newly discovered protective substances called *Vitamines*. Three of these vitamins have been discovered so far. One of them is known as fat soluble A—found in MILK fat, egg yolk fat, codliver oil, and green leaves. The second is water soluble B—found in germ seeds, in yeast, in MILK, and also in green leaves. The third is water soluble C—found principally in fresh fruits, vegetables, and MILK. All of these vitamins must be present in the diet in sufficient amount. Notice: Milk is the one common food which supplies all vitamins. Do you dare slight the use of Milk?

IT IS very difficult to compare foods on the basis of the mineral matter they contain, but all physiologists agree that milk is extremely valuable from this standpoint. Indeed, it is the food nature gives us for growth and development of the young. Note its vitamin content and also see what it does in providing the necessary minerals for building up the body. Too small a supply of minerals in the diet often results in a faulty bone formation known as rickets, which may be corrected by the minerals in the daily quart of milk. Nursing mothers should take care to get their full quota of milk in order to insure the proper supply of minerals to the infant.

Use Milk—Use it Freely

A quart of milk a day for every child is not too much, and at least a pint a day for each adult. If possible, give every person a quart. Clean, fresh cows' milk is the best available form of food for children after they are weaned. 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 up the daily diet. Many children of today do not have enough of the right sort of food, as is shown by the large percentage suffering from malnutrition. Improper feeding of children means decreased vitality and lowered resistance to disease. Observe the stunted growth and the lowered capacity for school work, and even a lack of moral development in the undernourished child.

Give Milk to Children

Don't skim the milk—let them have it with its cream. Clean, rich, fresh milk, and plenty of it, makes them grow. It gives them rosy cheeks, bright eyes, strong bodies, and good brains. Banish the tea and coffee, but never do away with that quart of milk! Encourage them to drink it. Put it on their cereals. Make it into puddings. Stir it into soups. Mix it in the custards. Use it in a hundred different ways.

Butter an Important By-product

Everybody likes good butter. It makes us strong and keeps us well. It supplies the very necessary food element—fat, in its most palatable and easily digested form. No substitute is "just as good." For growth-promotion milk fat has NO equal. Dr. E. V. McCollum, of Johns Hopkins University, has done much in furnishing scientific proof along these lines. Economize by avoiding waste, but continue the use of butter.

Value of Milk

Milk is a nourishing food, not merely a beverage. It is rich in body-building substances; it also supplies energy which enables the body to work.

PROTEIN

1 quart of Milk is equal to—
7 ounces of sirloin steak
6 ounces of round steak
4.3 eggs
8.6 ounces fowl

ENERGY

1 quart of Milk is equal to—
11.3 ounces sirloin steak
14.9 ounces round steak
9 eggs
14.5 ounces fowl

Milk is a Cheap Food

At no price at which milk is ordinarily sold is it nearly as expensive as other animal foods of recognized value.

For supplying protein Milk at 20 cents a quart is as cheap as sirloin steak at 45.8 cents a pound, or eggs at 55.8 cents a dozen.

Milk is a Complete Food

While foods cannot be compared wholly on the basis of their nutritive elements, milk is the one food devised by nature for the growth and development of the young.

Milk a Ready Food

Milk is readily digested and needs no cooking or other preparation for the table. At the same time it lends itself readily to cookery and may be used in the preparation of a great many dishes.

Milk

The All-around Food

AN ECONOMICAL FOOD!

A NECESSITY FOR ALL!

FACTORS FOR PROMOTING GROWTH	LIME AND PHOSPHORUS FOR BONE-BUILDING
FAT AND SUGAR FOR HEAT AND ENERGY	PROTEINS FOR MUSCLE-BUILDING

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