The war is changing America's food habits, and more than ever before people are thinking about NUTRITION. Food fads and food frills are out for the duration. Emphasis now is on healthful, basic foods that supply a maximum of nutrition. And leading the list is MILK!

A quart of pasteurized milk each day for every child, a quart or a pint each day for every adult—that's the prescription followed by housewives who want to follow the advice of experts on nutrition.

Besides Pasteurized Grade A Milk, other valued dairy foods produced by the Gilt Edge plant include Homogenized Milk, Butter, Cottage Cheese, Ice Cream, Buttermilk, and Chocolate Milk.

The vitamins and the calcium and the other food elements found in wholesome milk are particularly important for growing children. America is indeed fortunate that it has an adequate supply of milk for its future citizens.

Don't think of milk as something extra—think of it as an integral part of your food budget. Consider the reasonableness of its price as compared with other foods. Then figure how much your regular delivery of milk should be to supply every member of the family the proper amount every day.