CI S a result of numerous investigations by medical and dietetic experts over a long period of years, the official agencies of both state and federal governments that are most concerned with public health have repeatedly stated in their literature that an adequate quota of milk or milk products for every member of a family is the basic item in planning a food budget.

The amount of milk generally suggested as a safe minimum for a healthful diet is a quart of milk per day for each child and a pint of milk per day for each adult. Have you ever taken time to figure just how far your present milk consumption goes toward meeting this suggested minimum? Will your family's food budget pass the government's tests? Know just how much milk each member of your family is getting per day?

Persons not getting their basic food needs may not show the effects of it tomorrow, or next week, or even next month. But continued slighting of the basic foods needed in regular diet has a cumulative effect that may become very serious.

In fairness to your family, check up today on the amount of milk being used in your home. And if your regular order isn't enough to meet the minimum recommended by governmental agencies and health authorities, telephone 130 and increase your milk order to the required amount.

USE MORE MILK . . . BUTTER . . . ICE CREAM . . . COTTAGE CHEESE . . . BUTTERMILK

GILTEDGE DAIRY PRODUCTS

HIGHWAY 77 AND EUFAULA PHONE 130

NORMAN, OKLAHOMA