

Build your food budget round milk / Midland Counties Dairy Ltd.

Contributors

Midland Counties Dairy.

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Build your
Food Budget
round



Milk

H O W M I L K



**How you can
make the House-
keeping money
go farthest...
*and do the
most good***

When you are trying to make the most of every shilling the important question is "What food will give my family the most food value for every penny I spend?"

Any way you like to measure it..... penny for penny or by comparing proteins, minerals and vitamins milk is the right answer. From no other food source can you get so much value for so little money. Yes, milk is a cheap food even at today's prices.

Every shilling spent on milk does the body more good than twice the amount spent on meat or fish.

Milk can be used without special preparation and does not require expensive methods of cooking—there is no waste in milk, every drop is usable.

S A V E S Y O U M O N E Y



all FOODS in ONE . . .

The body needs three main types of foodstuffs, body building, energy giving and warmth giving.

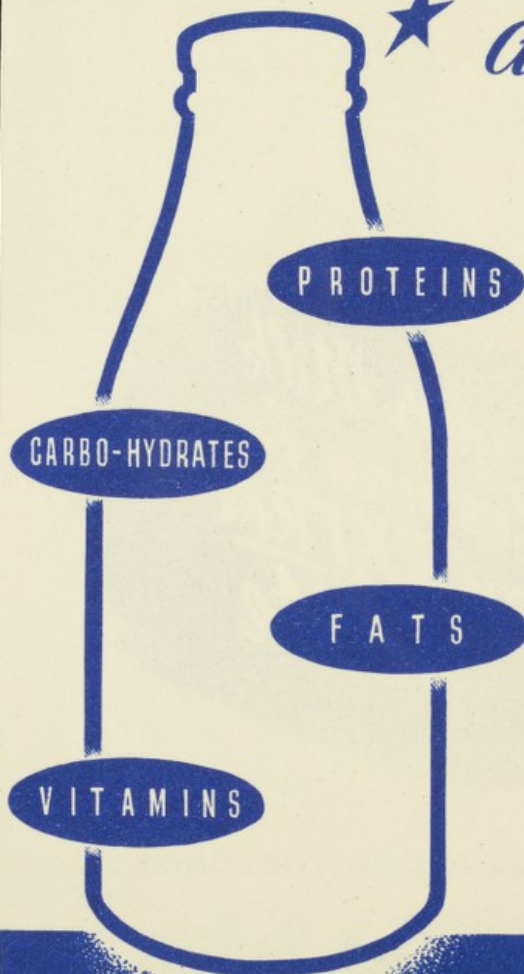
Proteins supply body building material. They repair waste, help growth and build flesh, blood and muscles.

Starches and sugars (called Carbohydrates) and fats supply warmth and energy. These are needed to keep the body warm and help it move and work and play.

Milk which contains all three types of food in good proportions and in an easily digestible form, *provides the body with food, energy and warmth.*

In addition, milk contains minerals which build bones and teeth and is rich in vitamins which promote growth and are of vital importance in a healthful diet.

Think of the value of having ONE food which supplies all the necessary elements for building the body and keeping it in good repair.



BUILDS THE BODY

Milk is the *Cheapest* *'all round' food* a Housewife can buy

Milk is our best all round single food, it is the most nearly perfect food we have. It tastes good, is easily digested and is very nourishing.

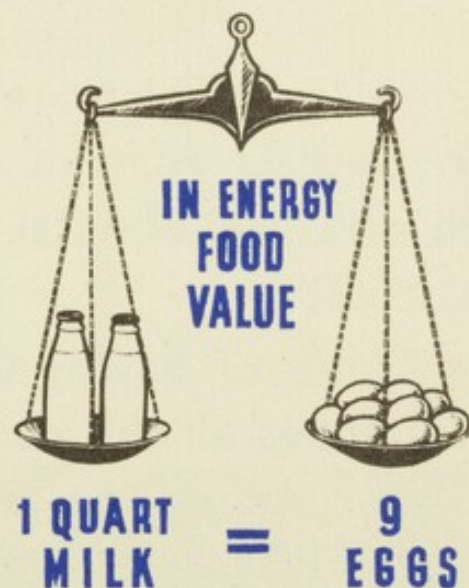
From a quart of milk you get as much energy value as you would get from any one of the following :—

$\frac{3}{4}$ lb. Lean Beef
1 lb. Chicken
nearly 2 lbs. Sole
or 9 Eggs

Milk is a cheap source of protein and the protein it contains is of a kind particularly valuable for building tissue.

Growing children especially need plenty of milk.

Buy at least one pint of milk a day for every member of the household. Much of this milk may be enjoyed as a beverage, and there are also many simple and delicious ways of using milk in cooking.





Ask your Milk
salesman for
an **EXTRA**
bottle

The MIDLAND COUNTIES DAIRY Ltd.

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