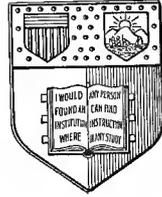


**NATIONAL DAIRY COUNCIL,  
CHICAGO**

**NATIONAL DAIRY COUNCIL, AN  
ORGANIZATION - NOT FOR PROFIT -  
TO ADVANCE DAIRYING AGRICULTURE  
AND SOIL FERTILITY**



*New York  
State College of Agriculture  
At Cornell University  
Ithaca, N. Y.*

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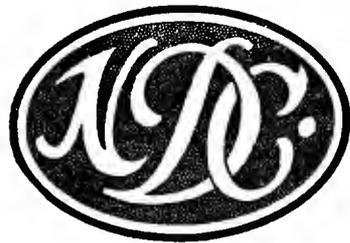






# National Dairy Council

An Organization—not for profit—to  
advance Dairying, Agriculture  
and Soil Fertility



Office of the Council

Suite 405 Peoples Life Building, 130 North Fifth Avenue

Chicago, Illinois

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National Dairy Council  
Chicago

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# The Object of the Council

The object of the Council is to advance the cause of Dairying in America by promoting the Dairy Cow and all interests dependent upon her, through co-operative and united effort.

## THE NATIONAL DAIRY COUNCIL

is composed, at the date of this issue, of 280,000 dairymen, dairy cattle breeders and representatives of all allied dairy interests.

Its purposes are to build a greater and better American Dairy Agriculture—resulting in improved soil fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products.

The Council believes its mission is patriotic.

A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper fed nation.

### OUR SLOGANS ARE:

“Drink and use more milk.”

“Eat and cook with more butter.”

“Cheese is the staff of life of many nations;  
why not in U. S. A.?”

“Ice cream is not alone an excellent dessert,  
but a real food.”

### DAIRY PRODUCTS

Nourishing, palatable, economical—are NATURE'S BEST FOODS

# National Dairy Council Organization

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## Board of Directors

### Cattle Interests

D. D. AITKEN, Esq.,  
Flint, Mich.  
*President Holstein-Friesian Association of America*

WILBUR W. MARSH,  
208 South St., Waterloo, Iowa  
*Director American Guernsey Cattle Club.*

MARCUS D. MUNN, Esq.,  
Pioneer Press Bldg., St. Paul, Minn.  
*President American Jersey Cattle Club.*

### Milk Producers

FRANK T. HOLT,  
Pleasant Prairie, Wis.

W. J. KITTLE,  
29 S. LaSalle St., Chicago, Ill.  
*Secretary Northern Illinois Milk Producers'  
Association of Illinois*

### Milk Dealers

LOTON HORTON,  
524 W. 57th St., New York, N. Y.

JOHN LEFEBER,  
138-40 Eighth St. Milwaukee, Wis.  
*Vice-President International Milk Dealers' Ass'n.*

### Butter Interests

GEORGE E. HASKELL,  
2027 Peoples Gas Bldg., Chicago, Ill.

JOHN J. FARRELL,  
36 S. Prior St., St. Paul, Minn.  
*President National Creamery Butter Makers' Ass'n.  
Dairy and Food Commissioner of the State of  
Minnesota*

### Cheese Interests

S. BROWN RICHARDSON,  
Lowville, N. Y.

WALTER A. WEST,  
Elkhorn, Wis.

### Ice Cream Interests

WM. F. LUICK,  
Milwaukee, Wis.  
*President National Association of Ice Cream  
Manufacturers*

JOHN W. KNOBBE,  
721 S. Clinton St., Chicago, Ill.

### Dairy and Creamery Machinery

EDWARD W. BEACH,  
29 E. Madison St., Chicago, Ill.

E. W. CHANDLER,  
61 W. Kinzie St., Chicago, Ill.

### Educational Department

DR. H. A. HARDING,  
Urbana, Ill.  
*Head of the Dairy Department,  
University of Illinois*

PROF. OTTO FRED HUNZIKER,  
LaFayette, Ind.  
*Chief Dairy Department, Purdue University.*

# National Dairy Council Organization

---

## Executive Committee

### Cattle Interests

MARCUS D. MUNN, Esq., St. Paul, Minn.

### Milk Producers

W. J. KITTLE, Chicago, Ill.

### Milk Dealers

JOHN LEFEBER, Milwaukee, Wis.

### Butter Interests

GEORGE E. HASKELL, Chicago, Ill.

### Cheese Interests

WALTER A. WEST, Elkhorn, Wis.

### Ice Cream Interests

JOHN W. KNOBBE, Chicago, Ill.

### Dairy and Creamery Machinery

EDWARD W. BEACH, Chicago, Ill.

---

## Officers

President . . . . . M. D. MUNN  
Vice-President . . . . . E. W. CHANDLER  
Treasurer . . . . . GEORGE E. HASKELL  
Secretary . . . . . W. E. SKINNER

---

Attorneys, ILES, O'CONNOR, EBERHARDT & KESLER, Chicago

Depository, PEOPLES TRUST & SAVINGS BANK, Chicago

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Director of Publicity, JULIUS KAHN

# National Dairy Council Organization

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## Committee of Ten

The National Educational Advertising Campaign is in charge of a select Committee of Ten representing the different interests of industry. Every man on the Committee is a man of high standing, representative of his own particular branch of the industry.

To insure a quorum at every meeting, even when called on short notice if necessary, and to expedite the work, the selection of the Committee was confined to men within easy reach of the headquarters of the Council at Chicago.

### Cattle Interests

D. D. AITKEN,  
Flint, Mich.

*President, Holstein-Friesian Association of America.*

### Milk Producers

W. J. KITTLE,  
29 S. La Salle St., Chicago, Ill.

*Secretary, Northern Illinois Milk Producers' Association.*

### Milk Dealers

JOHN LEFEBER,  
Milwaukee, Wis.

### Butter Interests

GEORGE E. HASKELL,  
122 S. Michigan Ave., Chicago, Ill.

### Cheese Interests

HARMON WHEELER,  
Plymouth, Wis.

### Ice Cream Interests

JOHN W. KNOBBE,  
721 S. Clinton St., Chicago, Ill.

### Farm Machinery

DR. W. E. TAYLOR,  
Care of Deere & Company, Moline, Ill.

### Dairy and Creamery Machinery

G. B. SHARPE,  
Care of DeLaval Separator Company,  
New York, N. Y.

### Feed Interests

SHERMAN T. EDWARDS,  
Care of Hales & Edwards  
327 S. LaSalle St., Chicago, Ill.

### Food Commissioners

W. B. BARNEY,  
Des Moines, Iowa.

(Foreword)

## We are Proud of Our Business

**A** BUSINESS is judged wholly by its service to mankind, and by the measure of that service its right to life, liberty, growth and profit may be quickly determined.

Thus judged, who are we? What are we? What our service to mankind? What our reward for that service?

Milk, the first requisite of life after birth, makes our calling the oldest and most important on earth. We lack naught in worthy, ancient lineage.

We have stood as willing servitors at the cradle of humanity and willing servitors still will find us the judgment day.

Throughout the centuries we have in the sweat of our brow performed the service which saves, sustains, and enriches existence.

Life grew complex drawing heavily and ever more heavily upon our strength. We kept the pace and responded to every new requirement.

Cities called and cried for our product—and cities were supplied.

The lives of millions of babies were placed in our keeping—the very existence of the human race, and we rose to the trust imposed.

Science discovered how and where we could improve and help, and we spent our lives and fortunes to comply with the newer requirements.

We marched a century in the last decade and are marching still. So we stand, heads erect, and proud of our business among men.

The world has kept us busy, too busy to stop and take a reckoning as to the reward for our service, and the security and future of our calling.

Modern, complex advancement brings into being complex problems. And, in the interest of all, these problems must be solved.

Are we producing too much or too little?

Does the demand equal our supply?

Is there over-production or under-consumption?

Have we stimulated the demand of the consumer in keeping with his stimulation of over-production?

Where and what are our markets?

Who and where are our distributors?

Who, where and what are our co-related industries?

What are our relations to each branch of the industry?

Have we, each and all, our proper place, our proper relation and co-ordination, our fair compensation in this great world's work?

What of the future?

To study these questions, to solve and answer them we formed the National Dairy Council.

### And its answer is this:

**TO INSURE ITS EXISTENCE AND PROGRESS, THE FIRST AND MOST IMPORTANT DUTY OF THE DAIRY INDUSTRY IS TO STABILIZE AND INCREASE THE CONSUMPTION OF DAIRY PRODUCTS.**

The reasons for this conclusion, and the plan for accomplishing the results so imperatively demanded, are clearly and fully set forth in the following pages.

# **Our Proposal**

**It is proposed to raise a total fund of at least**

**\$750,000**

**and to expend practically \$20,000 a month, for thirty-six months, in advertising, general publicity and organization work.**

**The godfathers of this extensive, powerful and beneficial project—men prominent in the Dairy Industry—have subscribed a special fund of \$50,000 for a preliminary advertising campaign which demonstrates the general plan and methods to be employed in such a campaign.**

**They are enthusiastic in their belief that this step means the full realization of the object of the National Dairy Council, now counting 280,000 members, to advance the cause of Dairying in America.**

## **You are Invited**

**to join in this movement. You are vitally interested in this plan and its successful execution. It means**

**Safety FIRST, and a better profit NEXT, for every man engaged in the Dairy Industry.**

# Why the National Dairy Council was Formed

**F**OR YEARS the Dairy Industry has suffered from lack of cohesion and co-operation between its related branches. True, we have had an organized life representing each branch of the industry. The Breeders have had their associations, and each breed has been separately represented. The Milk Producers, the Creamery, Butter and Cheese Manufacturers, the Milk Dealers, the Ice Cream Manufacturers, and the Dairy Machinery Equipment and Supply interests—each have had their separate organizations to jealously guard their interests as such.

These separate associations, each dealing with but one aspect of our great **Billion Dollar Industry**, naturally are keen in their rivalry, and frequently bitter contentions have been fought out with varying success.

The country grew by leaps and bounds. The industry kept step with that growth, but the larger and richer it grew, the larger and more serious also grew the deep problems affecting the industry as a whole. Even when large interests not altogether friendly to our business combined in powerful organizations, our industry stood defenseless, because unorganized, against attacks which could not fail in their pernicious effect.

## Dairying, the second largest industry

of the country, should be better prepared to safeguard its enormous inter-

ests. Its duty to do so is dual—personal and patriotic.

Industries grow and prosper only as the men engaged therein find it safe, profitable and convenient to continue in them and expand their business with the growing demands.

And Dairying is no exception in requiring a strong, industrial organization to protect and advance its welfare.

Only with the safeguarding of its own interest and that of every individual engaged in it can Dairying prosper and perform its greater duty imposed upon it by the Nation, to be the conservator of the fertility of our soil—the very **backbone of our national wealth.**

Injudicious farming, perpetual overdrafts upon the richness of our soil, very little, if any, provision for its reclamation for the future, bode ill to agriculture.

The worn out farms of New England and of the South, the fast declining fertility of the great West, the highly specialized agriculture of the fruit countries, and even the wonderfully fertile farms of the Mississippi Valley, are crying for cattle.

## Soil fertility

can be conserved and increased only through the agency of animal manure. By this means only can the enormous yield of food material drawn from the earth, but not fit for human food, be

transformed and redeposited in the land in order to make the land yield more human food.

The foundation of national prosperity through its agriculture and our supremacy among the nations of the world in agriculture are based and dependent then upon animal husbandry.

Agreed upon the proposition that the development of animal husbandry is vital to the maintenance of the value of our land, its producing power, and its continued profit to the producer, we find that dairy cattle, rather than beef cattle, are essential to our prosperity, as experience in any country has amply shown.

To establish and accept the principle of increasing our stock of Dairy Cattle was one thing.

To solve the practical questions in the wake of such an increase was quite another.

The individual farmer would not add to, nor improve his stock unless it paid him to do so. The market for his product was far from firm and profitable, and the conditions of the industry unstable and unsatisfactory because of the utter lack of organization.

**MORE CATTLE UPON THE FARMS** meant a largely increased production of milk and milk products, and immediately there arose the grave question of finding, under the already aggravated conditions, a market which would absorb so great an increase in milk production.

This great national problem has for years agitated the minds of all interested in our national welfare, and particularly those whose lives, fortunes

and profits are closely attached to the soil.

Standing idly by, the danger to agriculture, to dairying, and to the vast business interests related to, and dependent upon the Dairy Industry, grew.

Progressive men called a "Round Table Conference" at the close of the National Dairy Show of 1913, to discuss these important questions. In this conference sat three delegates from thirty industrial and educational associations within the Dairy Industry. A thorough discussion of all problems, national, agricultural and dairy, resulted in the unanimous conviction that the burden of saving the national wealth rested upon the Dairy Industry, and that its own existence and progress hung in the balance of the solution of that problem.

Investigations were made. They proved that the American people have no conception of the value of milk and milk products as foods, and serious misconceptions as to their economy. It became apparent that the country was not being supplied with one-fourth its needs from the standpoint of its physical and financial wealth.

**THIS SERIOUS UNDER-CONSUMPTION**, largely due to lack of information, has been aggravated by continuous attacks, primarily during the muck-raking era when pseudo-reformers, pseudo-scientists, unscrupulous and vicious writers busied themselves—for power and for pelf—by spreading misrepresentations as to the food value as well as safety in the methods of production, handling and distribution. The public became confused. Its confidence was destroyed, and a pall settled over the business.

This was fertile ground for politicians to exploit, and promptly there appeared a flood of regulatory statutes, often imposing absurd, oppressive and impossible requirements, which made every producer pause and consider the safety of his investment and its income possibilities in the future.

Dairying under such circumstances could not progress, and it was futile to venture an appeal to the dairy industry to expand its investment and take additional risks.

The situation was by no means eased through the internal antagonism between the various branches. Milk producer and milk dealer frequently quarreled, and the quarrels, though settled, left relations strained. No thought had ever been given to the fact that all engaged in the Dairy Industry stood primarily on common ground, and that whatever the rivalry and contentions between the various branches, and the still more various factions within each branch, there was a common ground which all must combine to defend—a common ground which forms the very foundation of the existence and the profitable continuance of the industry.

To deal with these problems, to restore harmony within the industry, and to make common cause against the fundamental conditions besetting it, there was formed the "Council of the National Dairy Show," to meet annually with the Show, and devote itself to the gradual solution of this enormous problem. Before another Council could be convened, there broke out the Foot-and-Mouth Disease with its jeopardy to the breeding industry and an enormous

loss to the dairymen. The breaking out of the European War and the many disturbing home problems, foreshadowing a general demoralization of the market for dairy products, emphasized the abject weakness of this colossal industry, unorganized and defenseless, and aroused the leaders of the Dairy Industry to the necessity of galvanizing the Council into an active, potent force to protect, defend and promote the industry, and to expedite the plan for its re-organization.

Sharp adversity became a blessing in disguise. A meeting was called of the organized life associated with dairying. The Council of the National Dairy Show became more than a "Round Table Conference," and sprang into new life and force as an aggressive, constructive force on behalf of a united industry.

On April 24, 1915, it was organized as the National Dairy Council, having for its purpose the unification of the whole industry and the carrying out of the great sound and beneficial plan which is set forth in the following pages.

We are agreed that:

1. An increase of our stock of Dairy Cattle is essential to the welfare, not only of the Dairy Industry, but of the Nation itself.
2. This increase can be brought about only through the co-operation of the individual farmer who will make as his own, the slogan: "More cows, and better cows, upon the American farm."
3. But the farmer cannot, and will not increase his investment nor improve the quality of his stock unless it PAYS him to do so.

4. It will pay him to do so only if he is safeguarded in his business, and its extension; if the conditions under which he produces are stable and reasonable; if he may depend upon a market for his present production and the additional production following an increase of his stock.

5. Single-handed, he is unable to create the additional demand which will justify him to increase his supply. Such an additional market can be created only by increasing the general consumption of Dairy Products.

6. The general consumption of Dairy Products can be increased only through a powerful campaign of education and national advertising which will disseminate the widest possible knowledge and a true understanding of the food value and the economy of Dairy Products.

7. Such a campaign of education and national advertising requires complete co-operation of all branches of the industry, and every individual member engaged therein. And each will in turn profit substantially from the success of the undertaking.

## A Sound Plan

The plan worked out is sound and practical in all its details. It means the good of each and all. It means a union of the industry, a close relationship, unity of action, rapid progress, substantial improvement. It insures protection of the present, safeguards the future, and raises our industry to a new plane of dignity and power to which its function, its importance and its earnest membership clearly entitle it.

The sponsors and supporters of the plan are confident of its success, and feel free to ask you to support it with your money and with your prestige.

Read all the details. And then—  
Subscribe to the limit of your ability.

M. D. MUNN, President  
E. W. CHANDLER, Vice-President  
GEORGE E. HASKELL, Treasurer  
W. E. SKINNER, Secretary and General Manager

# Dairying and Machine Politics

**A** GREAT NATION owes it to its people to protect and promote its health. The most proper function of government is to guard the food supply of its people, to establish standards of product, to insist that sanitary conditions surround the production, handling and distribution of food.

The Dairy Industry, itself a sufferer from substitution, placed upon the statute books the laws dealing with oleomargarine. It heartily concurs with National, State and Municipal governments in their efforts to raise the standard, safety and cleanliness of food.

The Council stands pledged to support every progressive measure in the interest of the public health. It earnestly desires to co-operate with officials everywhere in just regulation and progressive improvement of the Dairy Industry.

Nothing will more quickly advance prompt and cheerful compliance with laws and ordinances than the belief in their justice, their practicability and their universal application.

Therefore, we advocate a single national standard for Dairy Products by which the many different and conflicting laws, rules and regulations under which we are now compelled to operate may be standardized and given universal application and uniform interpretation.

State and Municipal governments change rapidly. Each new State Legislature changes existing laws and adds new ones. Each new State Official places a different interpretation on the multiplicity of laws and imposes new

requirements and additional unnecessary hardships.

The barn or the milk house which was approved yesterday is condemned tomorrow; the profit of the producer is wiped out; he becomes discouraged and quits dairying as a forlorn hope. Every dairyman thus lost to us means a loss to the industry; a delay in its advancement, a blow to agriculture, to soil fertility, a loss of national wealth and therefore a personal loss to every citizen.

The protest of the individual dairyman falls upon deaf ears. The purely local association, or the purely class association, representing but a small part of our billion dollar industry, does not exert the influence and the power of a highly organized NATIONAL alliance which can enforce respect for its just claims in the very highest places.

In his famous book, "The Milk Question," Professor M. J. Rosenau, of Harvard, says:

"The introduction of the milk question into politics is not an unmixed evil. The sanitarian has long fought against the mischievous influence of machine politics in the administration of health matters. Health boards have too long been made the football of politics. Real progress cannot be had until the health office is divorced from the political influences as they exist in many of our cities and states today.

We welcome the milk problem in politics—so far as that may be necessary to obtain legislation; but we must insist that the administration of the laws must be strictly non-partisan."

To bring about a single, national standard; to protect the Dairy Industry against the mischievous influence of machine politics; to procure a strictly non-partisan administration of the

laws affecting our industry it is proposed therefore to add to the organization of the National Dairy Council an efficient bureau in charge of laws and regulations, whose duty it shall be:

## The Bureau of Laws and Regulations

1. To collect, compile, study, classify all statutes and ordinances, federal, state and municipal; all association rules and regulations and to work out a uniform, practical standard which will protect consumer and industry alike to the end that the Dairy Industry, instead of conducting its business under a multiplicity of laws, frequently conflicting in purpose and interpretation, shall have uniform rules and standards by which to be governed.

2. To co-operate with the officials of National, State and Municipal governments in the enforcement of existing laws and to investigate, present, recommend and procure the adoption of any necessary additions, amendments or modifications.

3. To study and interpret, for the benefit of the members of the Council, all legislation affecting the industry as such, or the individual members thereof, such as the Interstate Commerce Act, the Sherman Act, Food and Drugs Act, Income Tax, Workmen's Compensation Laws, Child Labor Laws, etc., etc.

With the establishment of a Bureau of Laws and Regulations any problem confronting any branch of the industry as such may be referred for consideration and effective handling to able counsel at headquarters.

**SUPPORT YOUR NATIONAL DAIRY COUNCIL**—to the fullest extent of your ability to pay. You will have a friend at court to defend your just claims. Impractical laws and oppressive administration will be reviewed and every effort made to have them adjusted or amended in justice to the consumer and producer alike. You will be protected against injustice and arbitrary decrees. You will know exactly where you stand at all times. Your property can no longer be confiscated or condemned without appeal, nor will you be compelled to suffer unnecessary hardships or absurd impositions.

**SUPPORT YOUR COUNCIL.** No matter how humble you may be your voice will be heard in every just contention. For the voice of the Council is the voice of the industry and of the six million voters engaged in it.

**Band Together      Stand Together**  
**In Union there is Strength**

# Every Knock is a Knock

**T**HE GREATEST ASSET of any business is the confidence of the public. No business, no industry, can attain complete success without the full confidence and unqualified approval of the public.

Doubt is destructive and costly. And we have allowed doubt to exist and to be spread about Dairy Products and Dairy Methods.

“Knockers” within and without our ranks have, without hindrance, spread a flood of misinformation. Ignorance and coldly calculating design have held full sway. Unorganized, we have been helpless, and every man in the business, milker and magnate alike has been affected.

We have paid dearly for our lack of organization, our lack of leadership, our lack of a spokesman, who would be heard not only in legislative halls, in our own associations and our own press, but by every housewife in the land.

Inaccuracy, misinformation and misrepresentation are rife.

They will continue to blight our industry just as long as their authors are permitted to make any hasty statement without previous investigation or consequences of their ill-advised utterances.

We are putting our house in order. We are spending our lives, our fortunes, in the betterment of our cows, our products and our methods. We have kept step with the progress of the world and are meeting the demands of these better days.

And now, we expect to put a stop to ignorance and the endless campaign of misinformation and misrepresentation. The Council now stands on guard

to protect our interests. It scrutinizes and challenges every line printed and every word spoken, publicly about our business.

Milk and Milk Products will no longer be the football of every food-faddist, every sensational writer on foods, every short-sighted advertiser who believes he can build up his own business at the expense of another.

The National Dairy Council already has stopped and caused the retraction or correction of a number of public statements tending to injure the Dairy Industry or the unhampered distribution of Dairy Products.

Through vigilance of the Council, a number of national advertisers have already consented to discontinue the use of statements in their nationwide advertising which reflected upon the Dairy Industry at large.

Speakers and writers who unwittingly made erroneous adverse statements about our industry have been convinced of their error and consented to amend their papers. Wherever anything detrimental to our industry is spoken, written or printed, report it to the Council. If the statement be true we'll reason with the offender; for the fault of one means lack of confidence in, and loss to us all. If the statement be not true, we'll correct it before the poison of misinformation spreads.

But let us be vigilant. Silence, in this case, is not golden. Every knock is a knock—just a plain knock. Slander travels fast. And slander oft repeated, unopposed, worms itself into the minds of the people. Doubt and suspicion usurp the place of confidence and once enthroned are never wholly displaced.

**Will You Continue to Pay the Enormous Price of Silence?**

# The Intelligence Bureau

**T**HE Intelligence Bureau to be established within your Council, will carefully examine every published statement relating to the Dairy Industry or Dairy Products with a view to procuring just and accurate representation of our industry, our products, our methods of handling, our system of distribution, our prices, our advertising, our duties and relations to the public.

Government and official reports in the past have contained glaring inaccuracies and unjustifiable criticisms, which were exploited and given the widest publicity for personal gain by competitive advertisers or hostile interests. We were helpless in the matter. Our trade press protested, but these protests were heard only by ourselves. We held meetings, but were constantly repeating our protests to and among ourselves. We had no arm with which to reach the public where the injury was done.

With an established organization and a campaign fund we can counteract erroneous impressions by publishing accurate information, and frequently stop the injury at its source. The industry united, hundreds of thousands strong, will obtain a hearing and secure justice anywhere.

**NEWSPAPERS** and **MAGAZINES** frequently contain articles on food, food values, diets, etc., in their health columns, or special departments devoted to Housekeeping, Care of Infants, Care of Invalids, and the like. All will be examined carefully as to accurate and proper representation of our products;

every unjustified statement or prejudicial conclusion will be challenged.

Editors and writers are cordially invited to avail themselves of the services of the Council in procuring or preparing authoritative information for their readers.

**ADVERTISEMENTS** containing reflections upon our industry or our products, or making unwarranted claims with the purpose of displacing or substituting our goods, and advertisements of our own members reflecting upon the product of any other members will be promptly challenged. Advertiser and publisher alike will be approached by your Council and held responsible for the truth and justice of all published statements.

**THE TRADE PRESS** or any part thereof playing class against class within our own industry will be reviewed and induced to aid in establishing harmony among the various branches instead of inciting strife with its inevitable loss to us all.

**CATALOGS, PAMPHLETS, CIRCULARS** passing through the United States mail direct to the consumer, or distributed otherwise will be carefully reviewed. No act will be omitted, required for, or conducive to, securing for us our just due.

With the powerful voice of a united industry, backed by a business machinery, your Council will stop the vast losses and deep injuries caused our industry through the channels mentioned above.

Support your Council. The work before it is enormous. But it can be done, and done quickly, if every person, firm, corporation or association comes forward promptly with the moral and financial support our cause deserves.

Take a lesson out of the book of the railroads, the insurance companies, the packing interests, and other great corporations.

They smiled at and ignored the growing attacks in press, in pulpit and public platform.

A little heed to correct undeniable abuses—a little money wisely expended to counteract unjustified assaults by clear statements of the facts would have cost them infinitely less than the awful price they finally paid for their stubborn silence.

Let us in the Dairy Industry take time by the forelock. Let us build up from within—in the light of the best modern knowledge obtainable, so we may come into the court of public opinion always with clean hands and our case be heard with confidence and respect.

# The Industrial Department

**I**N pursuance of the policy to build the Dairy Industry from within it is proposed to establish, as a valuable adjunct to our organization, an Industrial Department the purposes and duties of which shall be:

1. To make a survey of each division of the industry, determine the exact conditions surrounding each branch dealing with the questions of land, breeding, production, manufacturing and distribution, both export and import. To study present market problems and lay careful plans for promoting the increased production of the future and the marketing thereof.

2. To gather and disseminate information and education to all persons engaged in the industry as to improvement of stock, progress in equipment, higher standards and quality of product, cost of production, transportation, distribution, gross income, operating expenses, net profits, investments and re-investments, expansion of the individual farm, the study and education of farm help and kindred development—all in co-operation with, and not in duplication of, existing organizations covering the field.

3. To establish a field organization of capable, practical men employed for their high standing, superior knowledge and effective methods in dairying, whose duty it shall be to co-operate with local associations, agricultural colleges, agricultural extension departments, experiment stations, farmers' institutes, cow-testing associations, etc., in the extension of their work and increasing their effectiveness and value to individual members.

4. To establish an industrial laboratory the function of which shall be to conduct scientific research work; to serve as a benevolent guide to all producers and distributors of Dairy Products; to make official tests whenever requested; to assist every member in reaching the highest quality, greatest purity and absolute safety of his product so as to merit the unqualified approval of the public at large and the endorsement of every agency representing the consumer.

5. It shall be the duty of the Industrial Department to co-operate with the numerous associations already established and to aid them with all the means at its command in furthering their work.

In Memory of  
**Dr. Henry Baird Favill**

The idea of an Industrial Laboratory for the dairy interests was the cherished ideal of our late President, Dr. Henry Baird Favill. Eminent in the medical circles of the nation, a leader in the higher civic life of Chicago, an earnest and enthusiastic dairy farmer, he gave liberally of his time and genius to the study and advancement of the dairy farm, which he loved.

His superb leadership as first President of the National Dairy Council during a time of great stress expressed itself in giving direction to the Council idea upon a firm policy of imperative improvement of our cattle and rigid insistence upon unceasing progress in the quality and handling of our products.

It was Dr. Favill's earnest conviction that an industrial laboratory was an essential requisite for the achievement of these ends, and his belief is unanimously supported by the best men in the industry.

As a fitting memorial to our late departed leader, the industrial laboratory to be established is to be named—

**Henry Baird Favill Laboratory**

Endowed with the spirit of earnestness of the man whose name it bears, working diligently and unceasingly toward his high ideals, your laboratory will be a fountain of knowledge, an inspiration for uplift, a generator of incalculable good for the industry and the millions of consumers of our products.

# Why the Council Decided to Undertake an Advertising Campaign

**A**DVERTISING is the most powerful salesman known. Advertising reaches every home in the land—every man, woman and child.

Advertising establishes new demands and creates new tastes.

Advertising moulds opinions, builds reputations and insures permanent good will.

Advertising moves the goods quickly and keeps them moving.

Advertising is the one salesman who sells his goods in New York and San Francisco, in Winnipeg and New Orleans, at the same hour.

The modern manufacturer or merchant who wants to sell his goods or increase the demand for them resorts to Advertising.

When the National Dairy Council found itself confronted with the task of creating an increase in the consumption of Dairy Products it took a leaf from the book of national successes and turned to Advertising as the one great power through which its object could best and most quickly be accomplished.

You know Ivory Soap, Fairy Soap, Palm Olive Soap, Sapolio, Gold Dust, Dutch Cleanser and many other soaps and soap products. They are national household words—through advertising.

Quaker Oats, Cream of Wheat, Uneda Biscuit, Shredded Wheat Biscuit, Kellogg's Corn Flakes, Postum and scores of other food products have forced their way into millions of homes

through the enormous power of Advertising.

Advertising is no longer confined to private concerns for the promotion of the sale of their goods. It is now also used largely by organized industries, to further the business of the industry at large, when it is impossible for the small individual producer, manufacturer or dealer to advertise extensively and profitably on his own behalf.

The greatest example of industry advertising followed by quick and substantial returns is found in the experience of the California Fruit Growers Exchange. Every reader of this book today knows Sunkist Oranges. They are the product of several thousand California Orange Growers.

They had a serious market problem—a constantly growing production of oranges against a market which would not absorb their increasing supply—an unorganized production against an unorganized market—the same question which confronts the Dairy Industry.

They organized. They decided that, to live and prosper, they must increase the demand for their oranges. They decided to advertise and subscribed a huge sum (it's \$300,000.00 for this year alone) with which to reach the people with a national campaign of education.

This advertising campaign is now one of the famous successes of the country. It brings big results.

In ten years the population of the

country increased 21%. In the same period the consumption of California oranges increased 74.6%. In other words, with the help of advertising the consumption of their product increased three and one-half times as fast as the population.

The California Raisin Growers are conducting a similar campaign with similar results.

Many industries—notably Lumber and Cement—conduct today organized advertising campaigns to increase the consumption of their products.

The most notable example, of course, is that of the Orange Growers.

The lesson of that campaign furnishes inspiration for the Dairy Industry. Both deal in food products. Both make their appeal to the housewife.

## But—

The Orange Industry of California is a local affair, confined to one state.

The Dairy Industry is national in extent and scope. It covers every state.

Oranges form but a small part of the weekly Bill of Fare of but a portion of the people.

Dairy Products are consumed in every home three times a day.

The total value of California Orange Production is about \$30,000,000 a year.

The total value of Milk and Milk Products is over \$1,500,000,000 a year.

## The Dairy Industry is Over 50 Times as Great

In the light of the California Orange experience can you imagine even what nation-wide advertising of Dairy Products should do for the Dairy Industry?

# What Our Advertising will Teach Twenty Million American Families

**T**WENTY MILLION American families—one hundred million American mouths—three times a day—are our great market. That is exclusive of the big export business which can be developed.

These one hundred million American men, women and children consume less than one-fourth of the Milk and Milk Products which they can, and for their own good should, consume.

This serious under-consumption is our fault—ours alone.

They just do not fully realize the important food value, the deliciousness and great economy of Dairy Products.

They have never been told. They have never been given a reason why. We are now telling them. And, if you do your share, we shall continue to tell them, in emphatic, sledge hammer advertising—day in and day out—month in and month out—year in and year out—for at least three years.

## This is our Message to the American People

Over-eating is a national evil.

Gluttony kills more than the sword.

Food-intoxication exacts a greater toll than alcohol.

The high cost of living is in fact the cost of high living.

**EAT LESS.**

Live better. Live longer. Be happier. Be stronger. Earn more. Spend less.

## Use More Dairy Products

Elsewhere in this book you will find a few copies of our current advertise-

ments. They illustrate the manner in which we place our case before the people.

These advertisements are just general and introductory. They can give but an indication of the forceful arguments to come. With the money for a three years' campaign subscribed we can develop the subject from every conceivable standpoint. We can burn the evil of over-eating into the American mind until every earner, every housewife, stops to think about it seriously and adopts the best remedy—"More Dairy Products."

With the national mind prepared to accept the new gospel of food-temperance, we can drive home the virtues of Dairy Products.

The proof of the food value, the healthfulness, the economy of Dairy Products, is overwhelming.

It's in hundreds of books and government reports which the people do not read.

It's attested by the world's greatest authorities, in whom the people have confidence.

Advertising will convey it to them.

The material at hand is enormous. The story is fascinating and lends itself to advertising as few others.

In the presentation of these great truths lies the security, the advancement and complete prosperity of the Dairy Industry and your business.

Shall these truths remain buried in libraries, in government archives and unknown to but few, or are we going to carry them into every American home, CASH them and DOUBLE Dairying?

**Your Subscription—Its Promptness and Its Size—  
Will Give the Answer**

# How We Expect to Reach 100 Million Consumers

**U**NLIKE any other advertising campaign, ours can use practically every medium of advertising.

Our appeal is universal. It strikes every locality, every nationality, every occupation, the rich, the poor, the young, the old—every human being anywhere. For this reason every publication which has justified its existence by the character, quality and quantity of its circulation becomes available.

**MAGAZINES.** The magazines of the country carry the message into every home in an educational way. Publications which have proven themselves especially effective in Food Advertising in the past, those which conduct special departments on the subjects of Health, Food, Cooking, The Care of Infants, Housekeeping, Family Budgets, etc., etc., naturally will be preferred.

Elsewhere in this book you find a reproduction of two advertisements run in **THE SATURDAY EVENING POST**. This single publication reaches 2,000,000 American homes—nearly 10% of the entire population of the country—and gives our cause at once widespread publicity.

These advertisements are just samples of similar advertisements to be run in a long list of magazines of every character—monthlies and weeklies.

Figure out for yourself what it means to reach in a single day every post office in the United States—the metropolis, the city, the town, the village, the

hamlet, the farm, the home in even the most remote parts of the country—with an advertisement of goods which are on sale that very day in the very place where the publication is read.

And this is but a small sample of the proposed publicity.

**NEWSPAPERS.** It is proposed to use the daily newspapers in every state of the Union for our most powerful and directly effective advertising. They are to be used for specially localized campaigns to create the increased consumption of our products. Pages, half-pages, quarter-pages, single-columns and half-column advertisements—run concurrently with the big national advertisements and backed by intensive local work among dealers and dispensers of our goods will be employed to bring direct results.

Reference to the sample newspaper advertisements will show you how this work is to be carried out.

These advertisements will in this preliminary campaign appear only in a few of the larger cities where the concentrated consumption of milk is greatest and therefore most easily and most quickly increased.

When the full fund is subscribed, it is proposed to take city after city, center our fire on each and enter into a finish campaign to permanently increase the consumption of Dairy Products. In these intensive local campaigns all collateral means of advertising will be enlisted such as:

**OUTDOOR ADVERTISING.** Large, beautiful posters on bill-boards, or painted signs, making a quick appeal to the eye and particularly impressive upon children will carry the strong suggestion of appetizing Dairy Dishes. These in turn will be backed by very attractive

**STREET CAR ADVERTISING** in which the story of the magazine, the newspaper, and the bill-board will be supplemented by another quick appeal to the eye and mind in carefully planned, artistic pictures and quick, short slogans. While these campaigns are in progress the help of local associations and newspapers will be enlisted in securing the most effective Retail Dealers' co-operation.

**WINDOW DISPLAYS** in Department Stores, Grocery Stores, Drug Stores, Bakeries, Luncheon Counters, supplemented by attractive window and interior display cards will back up the local advertising.

**HOTELS, RESTAURANTS, DINING CARS, CAFETERIAS, etc.,** will be informed of proposed national and local advertising and their co-operation enlisted in offering special Dairy Menus simultaneously with the advertising.

In addition special publicity will be given our cause through the organization of a

**NATIONAL DAIRY WEEK,** when with special timely and seasonable appeals to moderation and food temperance, large numbers of people will be advised of the benefits of a dairy diet and committed to a distinct program in which Dairy Dishes are predominant.

**CHEESE DAYS and ICE CREAM DAYS** can be organized when on a fixed day

every hotel, every restaurant, every dining car, every eating place and thousands of homes will specialize on these foods.

To carry the educational campaign into every home it is proposed to conduct a

**SPEAKERS' BUREAU,** under whose auspices men and women, prominent speakers, will address Schools, Colleges, Universities, Domestic Science Classes, Women's Clubs, Churches and every accessible form of the organized life of the consumer on the subject of Dairy Products with the aid of Charts, Stereopticon Views and

**PROMINENT WRITERS** will be engaged to prepare popular articles on the subject of Dairy Products. Magazines, newspapers and other publications will be glad to use these freely in their columns dealing with Health, Feeding, Housekeeping, Family Budget, the Rearing of Children, etc.

**MOVING PICTURE SHOWS.** These can be utilized to run special films showing a modern dairy, with its wonderful cattle, its fine barns and houses, the scrupulous care in Milk Production, the sanitary handling, transporting, pasteurization, bottling and delivery of Milk. The Making of Butter, of Cheese, of Ice Cream, etc., and films showing the results of Dairy diets.

**LITERATURE, BOOKLETS, PAMPHLETS, COOK BOOKS, RECIPES, etc.,** etc. Your publicity department will prepare for general circulation a complete line of literature dealing with the subject of Dairy Products.

Reprints of important documents issued by the United States Govern-

ment, the government of the States, universities, agricultural colleges, extension departments; original books, pamphlets and circulars prepared by scientists, dietetists, social experts and authorities on domestic science dealing with such subjects as: The Care and Feeding of Infants; the Food Value and Economy of Milk and Milk

Products; Milk, Cream, Butter and Cheese in Cooking and Baking; Animal and Vegetable Fats versus Butterfat; the Food Value of Ice Cream; Cheese and Cheese Dishes; Dairy Cook Books; Dairy Menu Books, etc. These are but a part of the publications proposed to be issued for general distribution throughout the land.

## Local Advertisers' Service

**LOCAL ADVERTISING CAMPAIGNS.** We shall prepare, for the use of local advertisers, complete advertising campaigns to be conducted locally in conjunction and simultaneously with our national advertising.

**ELECTROTYPES** of both illustrations and complete advertisements will be prepared and furnished.

All literature adapted for general circulation by Milk Dealers, Butter and Cheese Dealers, Grocers, Delicatessen Stores, Hotels, Restaurants, Soda Fountains, etc., etc., among their customers, will be made available for general dis-

tribution, so that every household in the land will be reached and educated to the value and greater use of our wonderful products.

This work, intelligently and aggressively carried out must produce results of magnitude, and beyond all proportion to its cost.

While, of course, the percentage of cost based on total results will probably be the smallest known in advertising, a large sum in dollars and cents is required to inaugurate and consistently continue so great a campaign.

No man engaged in or connected in any way with the Dairy Industry should fail in his duty to support this great project to the fullest extent of his ability to pay.

If all do their full duty their investment will be returned to them manifold in the results obtained.

# Why Our Advertising is More Effective than Any Other

**T**HE advertising of Dairy Products presents less difficulties and is bound to be more productive, and instantly, than any other advertising within our knowledge.

Milk, Butter, Cheese, Ice Cream, are already known in every home. The demand exists. Consumption is established. No painful, tedious and costly educational campaign to introduce the goods is required. All that is necessary is to re-emphasize the desirability and great value of our goods. A clearer knowledge of a good product always leads to a wider use.

Dairy Products are consumed today in a rather automatic, matter-of-course way, with little thought of their real importance. Advertising will electrify the national mind, make it think intently about these first, simplest and best friends of mankind, and the thought being appealing will promptly be translated into action.

Hence none of the great, and often fatal, difficulties of introducing a new article, creating a new taste, establishing a new trade-mark or displacing competitive goods of the same class, confront us in our advertising.

Moreover, the most serious problem in making an advertising campaign successful does not exist in ours.

That is the problem of distribution.

Before a manufacturer can undertake an advertising campaign he must first make sure that his goods are in stock

and will be supplied in every place where the advertising appears.

Advertising not backed by a prompt supply of the goods when called for is criminal waste and has meant the graves of most advertisers.

The task of first finding a jobber who will stock the goods and retailers who will sell them often takes years, and large sums of money always. And frequently it is unsuccessful.

No such problem—no such risk attends our advertising. We can immediately use every available medium, for our goods are on sale and can be supplied at once wherever we may advertise.

“On Sale Everywhere” is true of our goods. Our distribution is established—100% fine.

The housewife, convinced by our advertising, need but step to her telephone, or leave a note for the milkman, to procure instantly that extra quart of milk.

The nearest grocer is there ready to deliver the Butter and the Cheese. The nearest drug store has the Ice Cream.

With the demand for our goods already universal, with our distribution fully established everywhere, we sustain none of the wastes of the ordinary advertiser who loses a large percentage of the business created through his advertising because the goods, when called for, are not on sale, or can be procured only with difficulty or delay.

Our advertising truly is 100% advertising. You get the full value and maximum results for every dollar expended.

# What the Effect of Our Advertising Campaign Should Be

**I**T IS the firm belief of your Committee that the campaign herein outlined will produce astonishing results.

In the light of experience with advertising which has been responsible for so many conspicuous successes it is difficult, with full knowledge of the enormous field and opportunities, to remain conservative.

## Publicity is a Great Power

A Chicago bakery, desiring to increase its cake business, offered to give a free sample cake to every reader of a certain Chicago Sunday newspaper upon presentation at any grocery or delicatessen store of the coupon contained in the advertisement. The offer was novel and daring. The result:

Out of a total circulation of about 350,000 copies in the city of Chicago, nearly one-third of the readers of that paper availed themselves of the offer.

The concern honored 110,000 coupons.

Its cake business was permanently increased 40%.

The cost of the advertisement plus the cost of the free cakes was small compared with the results obtained.

Similar campaigns in food products have brought similar results.

The Orange Growers of California are so well satisfied with the results of their campaign that they are spending

this year \$300,000—\$1,000 a day in continuing it.

In a similar campaign the Dairy Industry—fifty times as great as the California Orange Industry—should produce many times the results obtained by the Orange Growers per dollar expended.

The average per capita consumption of Milk is about one glass per day.

It is not impossible to double that in time.

But let us deem it impossible and presume that through advertising we can increase the consumption of Milk and Milk Products but 10% in three years. Do you know what this means?

1. It would add 2,000,000 cows to the 22,000,000 now on our farms. At a price of but \$55.00 per head this additional business for the breeders would mean \$110,000,000.

2. It would increase our present production of Milk, Butter, Cheese, and Ice Cream, amounting to about \$1,500,000,000 by \$150,000,000.

That is a total of \$260,000,000.

Exclusive of all the additional business in Barns, Silos, Buildings, Machinery, Equipment, Supplies, etc., etc., exclusive also of the increased value of land, the better prices always following in the wake of good advertising, the stabilization of the market, the increased value of investment, and so forth.

Let it be understood that a possible increase of 10% in three years is merely

a guess. It might be much more. It might be less.

But even so small a result would fully justify the proposed expenditure of at least \$750,000. It would be decidedly good business—money well spent.

It appears then that immediate pecuniary results alone justify your support. But beyond that we are laying the foundation of one of the world's greatest demonstrations of the power of intelligent co-operation.

The Dairy Industry organized, standing upon common ground, working together harmoniously, presenting a united front, with cash to back it, can work out its manifold problems in a calm, quiet, dignified, constructive way.

If it wants to get more business it will get more business by business methods.

If it requires policing it will police itself and march ahead even of the growing requirements of these better days.

If it languishes through unorganized production, meeting an unorganized market, it can intelligently and effectively restore its equilibrium.

And while it is thus working out its own salvation, with comfort, profit and encouragement to its own members, it performs its patriotic service and earns the gratitude of the people in the conservation and enhancement of its essential part of the national wealth.

# A Greater Market for Pure Bred Dairy Cattle

**T**HERE is not a man in Dairying who does not prefer a "Queen of the Dairy" to every scrub he owns. A beautiful and constantly upbreeding herd is the goal of every farmer worthy of the name. He knows that his money were better invested in one good cow than in three poor ones. He knows that his product would be greater, cost less to produce, bring a better price, be in greater demand, mean a greater and surer net return and make life more worth the living.

Still, he goes on year in and year out, and does not realize his wishes nor our own. He gets by with the stock he has and little is his encouragement to do better. He is not getting rich; for, unorganized as he is, with no one to help him, he frequently sells his product below his cost, which often he does not know.

That is a condition in which all the industry is concerned. The industry cannot thrive as it should if its most numerous element, the farmer, is operating under adverse conditions.

If we want him to be a better customer, spend more on his stock, increase it in number, heighten its grade, improve the quality and quantity of his production, better and enlarge his barns, his machinery and his equipment, we must make sure that he has the means, as well as the inclination for those purposes.

The farmer is the backbone of every branch of our industry. His well-being is reflected in every concern which seeks

his patronage; his adversity and his losses likewise fall back on us all.

The National Dairy Council is not an association of but one class of the industry with purely class interest, but an alliance of all the interests in the Dairy Industry regardless of class.

Its founders were men of wide vision and big ideas who could look beyond the narrow horizon of their individual, or class interest, and fathom the problems confronting the Dairy business—yes—they went beyond and viewed them from the broad standpoint of the national welfare.

They stand upon the ground that the country's greatest wealth and the concern of every citizen is our soil, its conservation and its enrichment.

From this lofty eminence they see Dairying not only as Dairying, but in its relations and its duty to the national welfare. They espouse Dairying because that is their chosen business, but they have risen beyond the old narrow viewpoint that anything can be a success permanently, which does not proceed upon the broad plane of the universal welfare—"the greatest good to the greatest number."

They view with apprehension the question of soil fertility—a national question. They find its quickest solution in intensified Dairying. They appreciate also that intensified Dairying will remain a dream unless a market is made for the increased production from intensified Dairying.

So they set about as practical business men to study the possibilities of an increased market and present the solution in the plan submitted herewith:

**“A NATION-WIDE 3 YEARS CAMPAIGN TO INCREASE THE CONSUMPTION OF DAIRY PRODUCTS.”**

Chief among the sponsors of this plan are the Pure Bred Cattle Breeders. First among the contributors to the campaign fund were leading Pure Bred Cattle Breeders. They are the last to profit from the success of the campaign. They were the first to subscribe—and they subscribed heavy sums. That is broad vision and patriotism of the finest kind. That is an example worthy of prompt and generous emulation.

America stands at the head of all nations in the science and extent of

breeding fine stock; and here is presented an opportunity to widen our field as never before.

If our plan succeeds in increasing the demand for Milk but one-half glass per capita per day—that will create a demand for about 4,000,000 additional cows on the farms of our country.

Increased consumption, everlastingly maintained through powerful advertising, stabilizes the business of every dairy farmer, safeguards his future, assures his profits and gives him the encouragement to consider better blooded stock.

This means an enormous advantage to the breeding industry. And breeders especially should follow the example of their leaders and subscribe heavily to our fund.

**You serve your own interest and at the same time perform a distinctly patriotic service to your country when you add a substantial contribution to our fund.**

**Send us your subscription today. When you have mailed it, cause a meeting to be convened of your association at the earliest date, present this important topic to the members and procure from them an additional subscription as an association.**

# Produce More Milk— We'll Help You Sell It

**A**S we have explained heretofore, this great movement for advancing the Dairy Industry includes every branch of the business. On the one hand we have the producing element—the Breeder and the Milk Producer; on the other hand we have the manufacturing and distributing end—the Creamery, the Cheese Factory, the Milk Dealers, the Butter Dealers, the Ice Cream Manufacturers and the Machinery and Supply interests.

The central point of this movement is the Milk Producer. An increase in dairy cattle can be accomplished only through the Milk Producer. He can join the movement only if his central position in the Dairy Industry is fully understood, safeguarded and an outlet found for his additional product. Careful investigation proves that the plan proposed by the National Dairy Council is not only possible, but bound to bring great success to every branch of the industry.

The country today drinks but one small glass of milk per capita per day. Milk, the best and finest food of mankind, consumed at the rate of but one glass per day when the average for each man, woman and child should be at least two glasses per day—double what it is!

MILK for use in cooking and baking has steadily lost ground because we have allowed our people to make themselves believe that cooking and baking without milk and cream was more economical when in fact it is wasteful. We have not shown them that the

withdrawal of the food values contained in milk and cream necessitates other higher priced and less digestible foods in order to sustain the growth and well-being of their families.

BUTTER has given way to substitutes—animal and vegetable fats—both on the table and especially in the kitchen. And women have not been told that butter-fat, and butter-fat alone, contains absolutely necessary elements of growth, that withdrawal of butter-fat from the diet of their children seriously affects their growth and virility.

CHEESE is practically unknown and wholly misunderstood. Our cheese consumption is ridiculously small. Yet it is one of the best of foods and would help to solve the pressing problem of cost and sufficient nourishment for the great majority of the American people.

BUTTERMILK is a healthful drink. It is real health insurance. Yet few people know that science has awarded to buttermilk a high place as an article of diet, and that it is a preventative for stomach disorders and intestinal troubles.

ICE CREAM is practically unknown as a food of high value. It is bought sparingly as a luxury and for an occasional dessert at the end of a meal instead of being used regularly and liberally as an important part of the meal and in place of less nourishing, less palatable and less digestible dishes.

It is our fault that this condition exists.

All around us we are allowing our people to be converted to the use of foods which in healthfulness, in strengthening and building body, bone, brain and brawn of our people, and in economy of cost, do not compare with milk.

We permit 100,000,000 people to remain in ignorance of the great value of Milk and Milk Products, while millions of dollars are spent by big interests to force less deserving products into consumption at the cost of ours.

Because of our woeful lack of organization, our unpreparedness, our lack of a fighting machine, our protests are unheard, our security undermined. This country can, and ought to consume twice the milk it now uses. It can consume, and should be taught to consume, twice as much butter, twice as much ice cream and ten times the cheese it now calls for.

Intelligent, forceful, persistent advertising of the goodness of our products and our just claims for them will bring about this result.

The dairy farm will flourish. We will double the number of cows. Creameries shall run full blast. Cheese factories shall expand. Ice cream plants shall enlarge.

Our investments will be secure, our future fortified, our faith and enterprise renewed, our profits increased.

Organization will do for us tenfold what it did for the Orange Growers of California.

Advertising will do for us twenty-fold what it did for the raisin industry of California.

But each and every man must put his shoulder to the wheel, lend his hearty co-operation and contribute his honest share to this campaign.

We are going to tell the American people the whole truth about milk, about butter, about cheese, about ice cream. Already we are reaching millions of homes with our message of the goodness, the value and the low cost of Milk and Dairy Products. Each of these products in turn will be pushed to the limit of our ability and you will see the demand increase by leaps and bounds as it has increased for every article properly advertised.

Through advertising we were taught to eat nourishing, clean breakfast foods. Through advertising we were taught to buy crackers in a sanitary package, instead of by the pound or out of a barrel or a box. Through advertising we were taught to eat three times as many oranges as we ever ate before. Through advertising we were taught to spend millions every year on automobiles, pianos, good clothing, good shoes and to shave ourselves. Now, WE shall make use of this powerful educator and salesman to advertise you and your goods. Through advertising we shall remind the world—three times a day, for breakfast, for dinner, for supper—

DRINK AND USE MORE MILK  
EAT AND USE MORE BUTTER  
EAT AND COOK WITH MORE CHEESE  
SERVE MORE ICE CREAM

Milk is the basis of it all. We need more milk, and better milk. This is a personal call addressed to you, Mr. Dairy Farmer. The National Dairy Council has fully investigated the status of each part of the industry. It knows the difficulties under which the Milk Producer has performed his great duty to the public, and how small have been the returns for the great and honest labor involved. The knottiest question confronting us was that of the profit of the Milk Producer; to find encouragement for him to increase his production and make it profitable for him.

Milk Producer and Milk Dealer have been at sword's ends. Any attempt on the part of the Milk Producer to have his prices adjusted in keeping with the advancing cost of operation collided with the difficulty by which the Milk Dealer was constantly confronted. His only choice lay between reducing his own profit and raising his prices to the consumer. The Milk Dealer's costs of operation have constantly risen. The profits have been getting constantly smaller. Any advance in the price of milk meant an additional loss to him because of his inability to exact a greater price from the consumer. Nothing is fought so bitterly by the people, backed up by the press, as an attempt to raise the price of milk, no matter how justified.

The unwillingness of the consumer to pay an advanced price for milk is founded in lack of information; first, as to the cost of producing milk; second, as to its food value and general desirability as a food product; third, as to its real cheapness when compared

with other less nourishing, less wholesome foods.

The consumer is constantly paying more for his meats, his vegetables, his clothing, his shoes, everything; yet when it is proposed to adjust the price of milk, a food product which forms one of his smallest expenditures, a storm is raised.

The Milk Dealer confronted with the situation, and unable to solve the difficulty single-handed, can do little else than fight for a maintenance of existing costs.

The only solution is to bring Milk Producer and Milk Dealer together to show them their common interest in discussing price adjustments rather than quarrel over them. The Milk Dealer is interested in procuring a decent profit not only for himself, but for the producer, but hitherto they have been utterly unable to work together on common ground.

The only way in which the public can learn to appreciate the injustice to Milk Dealer and Milk Producer alike in their attitude on the price of milk is to reach them in an educational way, setting forth the real value of milk, the real cost of production, the real cost of distribution, and, with that education thoroughly established, the consumer will accept a just price for his milk with the same patience and good will with which he has been obliged to accept advancing costs of all else he eats, wears and uses.

The Milk Producer has a just complaint. Either he is sustaining a loss or barely breaking even, or not making

the money that he should make considering the constantly increasing requirements and exactions as to the quality and the handling of his milk.

Now, no business can be expected to continue to perform its necessary service to the public unless it pays the people engaged in it to do so. To leave the Dairy Industry permanently unprofitable will mean its destruction. One by one producers will quit the game rather than put up with further losses, and in the shortened supply the consumer will eventually be obliged to pay a higher premium for getting the kind of milk which he is getting today than the price which he should justly pay today, and will gladly pay if only informed of the truth of the situation.

There is a further interest to the consumer in permitting dairying to be profitable to the dairy farmer. Gradual abandonment of dairying means a decrease of dairy cattle. As a matter of fact the number of dairy cattle in the country has not kept step with the increase of population. This loss of dairy cattle means a certain decline in soil fertility; a shrinkage of land values which means a shrinkage of national wealth; a smaller production area for food stuffs, with a certain rise in price.

It is the firm belief of the Council that the consumer's interest is best promoted by a furtherance of dairying, and that his food bill will be less per year with dairying flourishing (no matter what the price of milk) than it would be with dairying declining, with

its serious effect upon production and the higher prices always following a shrinkage in supply.

That truth has been demonstrated amply in the meat situation. When it became uninteresting and unprofitable to raise live stock, the supply of cattle began to decline and the price of beef began to soar.

The Dairy Industry is alive to that threatening danger. It takes a timely step to ward it off, and by a sensible plan of organization and co-operation will not only satisfactorily adjust all the contentions between the various branches of the industry with justice to Breeder, Producer, Manufacturer and Distributor alike, but earn the lasting gratitude of an enlightened public whose interests also are safeguarded best by this great movement in the Dairy Industry.

You, Mr. Milk Producer, may expect from the success of this great movement a solution of all your difficulties, protection of your investment and encouragement not only to stay in the business, but to expand it. Your investment in cows and equipment is fully two billion dollars, making you the second largest industry in America—corn alone being ahead. We mean to protect and advance this enormous investment. We will stabilize your business. We will give you a profitable market not only for what you now produce, but for the additional production which this great advertising campaign will bring about.

But you, too, must help.

And this is YOUR part in this great movement.

1. Support it liberally with your money. Subscribe today—NOW.
2. Spread the news of it everywhere among your friends, your neighbors, in your lodge, in your grange, in your association. Boom the proposition. Get everybody you know and can influence to support it with his money and his co-operation.
3. Look over your business. Determine what you can and will do to help the Dairy Industry by keeping more cows and better cows, by improving your methods and your product for your greater profit and the good of all.

For years you have believed in this creed—"More cows and better cows." You knew how this would help you in your income, how it would enrich your farm, increase its value and insure its continued fertility. The creed was preached to you and you believed in it, but you were not told how and where to market the additional supply you were asked to produce.

This important question is solved by your Council.

The Council has enlisted in your cause all who depend on you—the Milk Dealer, the Creamery, the Cheese-maker, the Ice Cream Manufacturer, the Machinery and Equipment men. All are contributing their share to stimulate and stiffen the consumption of your product so you may be justified in increasing your production.

The Council asks you not only to produce more, but steps in with an intelligent business plan to help you sell the additional product.

We want from you \$1.00 per cow per year as your share of this big fighting fund.

If you have eighteen cows we want you to subscribe \$18.00 per year for three years, or a total of \$54.00. \$18.00 a year, or \$1.50 a month is a mighty small sum to set aside to promote your business. You personally could do but little with \$18.00 a year, by way of promoting your business, but your \$18.00 backed by a hundred thousand similar contributions makes a total with which big things can be done in a big way.

If every man in the dairy business does his duty we shall become the most powerful business organization in the country and the biggest advertiser of all in America.

You know what it will mean to you personally to have your goods advertised every day in the year among the twenty million families of America, each of whom uses, or should use, your goods in one form or another at least three times a day.

Just see your first advertisement in the Saturday Evening Post of July 29th, 1916. That hit two million homes, or about 10,000,000 people in one day, telling each to use more of your goods and giving many good reasons why. Full-page advertisements in the Sunday editions hit millions more.

Copies of these advertisements and a number of others are found elsewhere in this book.

That sort of work, continued persistently and everlastingly, brings big results.

The money for these first advertisements was furnished by big, wide-

awake men, cattle breeders, milk dealers, creamery men, machinery men who are seriously interested in your welfare and the uplifting and advancement of the Dairy Industry.

These big, liberal, patriotic men, urged less by their own possible profit than by a spirit of true patriotism, have given their money freely to show you just how we can help you increase your business, and to at once impress you with the wisdom and duty of now giving your fullest personal and financial support to this great undertaking.

Do YOUR share now—contribute YOUR just proportion—just \$1.00 per cow per year—and we can continue this strong, effective advertising for you for three years and more.

For this trifling sum you have a salesman in every American home constantly promoting the sale of your goods. Your business grows; your profit increases, your investment and your future are safeguarded and you do a really big thing in building up Dairying.

Fill out, sign and mail today the subscription blank you find in this book. Make your contribution at least \$1.00 per year for every cow you milk. Payments may be made monthly if you prefer. If you choose to make your payments monthly at the rate of \$1.00 per year they amount to only 8 and one-third cents per cow per month.

# To the Milk Dealer:

**T**HE Milk Dealer has been the storm-center of the Dairy Industry. No branch of our business has suffered more severely through lack of organization than the branch of milk distribution.

The Milk Dealer is ground between the upper and nether millstone.

On the one hand he is responsible to the large public he serves.

On the other he is beset by the grave question of his supply.

No matter how he performs his duty to the public, no matter how conscientiously and fairly he deals with the producer—he is never left in peace to work out his serious problems.

Between the two he is the favorite football. When advancing costs of production compel him to pay more to the producer he is justified to ask more from the consumer. Immediately a storm gathers. He is assailed from all sides. The public always has an exaggerated idea of the profits of any business. It does not know, and when told, does not believe, that the profit in milk, butter, cheese and ice cream is ridiculously low—away below the point of safety allowed any other business.

The consumer has no conception of the enormous investment behind his bottle of milk. He finds it on his doorstep in the morning. He rarely sees the man who delivers it, the horse and wagon which carries it. To him it is just a quart of milk.

He does not see the farmer's cost of production, the hauling to the milk

station, the railroad freight charges, the hauling from the railroad to the bottling plant, the intricate and complicated handling there to insure the safety, cleanliness and quality of his milk.

He does not know (because he has never been told) that behind his daily bottle of milk stands probably a million dollar investment—constantly in jeopardy from assaults from within and without the industry.

He has dinned into his ears forever and forever the high cost of living, and sees extortion in every advance of price, no matter how justified.

He forgets that the class of goods which, under the wonderfully improved conditions, he receives today cannot be compared, in quality and in price, to the goods which he received years ago.

The improvement in conditions on the farm, the better cows, the cleaner barns, the cooler milk-house, the scrupulous care under which milk and its products are now produced, handled and distributed—to say nothing of the rise in land, in feed, in pay roll, in delivery charges—these all cost additional money and make the product worth more.

Nothing but widespread information through advertising will convince the public that the lower price of years ago paid for a product, which none would dare offer for sale, none would be permitted to buy, today.

So long as the public believes it is overcharged, so long will it harbor resentment against the Milk Dealer, keep

its consumption at the lowest ebb, and lend a ready ear to products offered as substitutes.

This unfriendly attitude of the public is adroitly exploited by designing competitors, crafty politicians and a press which thrives on sensation.

Nothing is easier than to frighten the public against its milk. A new, ambitious health officer is appointed. Great things are expected of him. He must DO things. He must start something. It does not take him long to learn that a breath of suspicion directed against milk strikes terror to every home, especially those with beloved small children.

Some newspaper can always be found to be the vehicle of the sensation-mongering politician. And suddenly for a day's fame, a day's sensation, a day's circulation, a blow is delivered against the Milk Dealers and their millions of investment, from which it takes weeks and months to recover. They hurry together. They protest—in vain. They have no spokesman, no power back of them, to insure a hearing for their just claims.

“Why are you health officers always so merciless in your attacks on the milk business? You know you are wrong”—was asked of an active inspector.

“Because we have to show that we are doing something, and we can get a quicker rise out of milk than anything else”—was the curt reply.

Such injustice can be done to an individual dealer or a group of dealers in ONE city just so long as they stand alone and fight it out alone in their own communities.

But backed by the whole industry of which they are an essential part, protected by an organization which has THE VOICE OF 6,000,000 MEN—VOTERS EVERY ONE OF THEM—and a collective conscience, comparable at least to that of the designing busybody, political or newspaper blackmail will creep cautiously.

The Dairy Industry, allied for the common good, with a fighting fund back of it, will enforce respect for its members and their great investment.

Your Council will not protect deliberate offenders against the laws safeguarding the public health. It will always fight the battle of our customer, the consumer, in rigid insistence upon absolutely clean, safe and sanitary methods of production and handling.

On the other hand, it will not permit the fault of one to be heralded as the crime of all, nor will it permit arbitrary or vicious impositions, nor allow the industry to remain the plaything or football for personal, private or political exploitation.

Milk Dealers will find in the National Dairy Council a solution of all their difficult problems. Through its national advertising the Council will enlighten the consumer and increase his consumption. Its power and prestige will prevent any official abuse and, bringing together the producer and dealer in an organization for their mutual good, their differences can be amicably adjusted and justly compromised.

No business can permanently prosper when any part of it is operating without a decent profit.

When the producer is justly entitled to a higher price, the Milk Dealer is directly interested in procuring it for him. He fights the just increase only when all its burden falls on him alone and destroys his profit.

The advertising of the National Dairy Council will not only sell goods and increase consumption, but also correct wrong impressions as to the prices paid by the consumer.

In carefully planned and persistent advertising your Council will enlighten

the public that the higher price for the milk of today cannot justly be compared with the price paid for the milk of years ago; that the price seems higher when really it does not cover the additional cost of modern production. With the re-assurance of the public on these points Milk Dealers will no longer be compelled to be the buffer between the consumer and the producer, earning only the hostility of both.

An enlightened public will gladly pay a just price.

A just price enables the dealer to do justice to the producer. And with both consumer and producer satisfied, and in friendly attitude, the fangs are drawn from the mouths of all who have turned the difficulties of the Milk Industry into self-exploitation.

Milk Dealers should support the Council most liberally. It can do for them what in an isolated position they cannot do for themselves. And the more substantial each dealer makes his contribution, the more effective is our work the greater and prompter the results.

## Output of Oleomargarine in the United States

	Pounds
1900 . . . . .	107,045,028
1901 . . . . .	104,943,856
1902 . . . . .	126,316,427
1903 . . . . .	71,804,102
1905 . . . . .	49,880,982
1906 . . . . .	53,146,659
1907 . . . . .	68,988,850
1908 . . . . .	79,107,273
1909 . . . . .	90,621,844
1910 . . . . .	139,755,426
1911 . . . . .	121,162,795
1912 . . . . .	126,251,203
1913 . . . . .	145,227,862
1914 . . . . .	144,021,276
1915 . . . . .	145,468,730
1916 . . . . .	<b>146,468,730</b>

# What We Do for the Butter Man

**Y**OU remember the days of not so long ago when substitutes for butter were blandly sold as butter. The price was attractive to the consumer. Few could tell the difference or knew whether they were eating butter or a substitute. The business flourished. There was no one to stop it from flourishing. The butter makers, of course, talked it over amongst themselves, and all agreed that "Something should be done." Only when the growth of the substitute game became embarrassing and threatened the existence of the butter business did these protests crystalize into action.

A leader arose. He organized the butter makers. He showed them that

## A War Cry Without a War Chest

was futile. They financed a campaign and placed upon the statute books the law which saved the butter industry. Oleomargarine was no longer sold as butter except with uncomfortable consequences in the Federal Courts.

But this did not, nor could it, wipe out the oleomargarine industry. It has grown steadily.

Look at the opposite page.

The sales of oleomargarine dropped to less than half when the law went into effect. Note also how the business has recovered and grown year after year until now it shows the largest volume in its history.

Cut down more than half, eleven years ago, closely watched and handicapped by the most serious restrictions, the

business has not only fully recovered but established new high records.

Advertising has done that. Advertising maintains it. Magazines, newspapers, bill-boards, moving pictures, all over the country are used to promote the sale of the product designed to displace butter.

The market is flooded with substitutes for butter. The housewife who formerly used cooking butter exclusively is now using substitutes brought to her attention through powerful national advertising.

With the exception of a few concerns who believe in publicity and know how to advertise, the butter industry stands idly by and allows its market to be invaded, its superior product to be displaced.

This strikes at the very foundation of the Dairy Industry. Every household converted to the use of a substitute means a customer lost for the butter industry, less demand and a lower price for cream, less production of cream, less milk, fewer cows, poorer cows, a blow at Dairying.

To strengthen and build up our industry we must increase the demand for each product of the dairy or the dairy farm. That requires advertising, intelligent, powerful, persistent, nationwide and everlasting.

Elsewhere in this book you will find just a few sample advertisements showing you how we are telling the consumer what butter really is—its food value, both on the table and in the kitchen, and its low cost. Picture to yourself a

continued line of powerful advertisements stretching over a period of three years, pounding home the great necessity and desirability of butter, and you can see what effect it will have upon the consumer and your business.

Every dollar spent in advertising substitutes for butter must be met by a dollar's worth of advertising for our butter—the original article.

And that is not all.

We must restore butter to its honored place upon the table and in the kitchens of the American homes.

Advertising will do it—advertising alone.

We must educate people to know and to demand butter in the preparation of their foods. Persistent substitution has dulled their taste until they have forgotten the deliciousness of steaks and chops and fish and fowl—prepared in butter.

Billy, the Oysterman, of New York City, famous throughout the country for his glorious fish dinners, when asked the secret of his supply of fish, answered: "I buy fine fish, but it isn't the fish; it's the way I cook them. I make them literally SWIM in butter—good butter. The best steak, chop or fish is ruined unless you use plenty of good, fresh butter."

Testimony such as this, to the liberal use of butter, and splendid results obtained by cooking in butter must be spread throughout the kitchens of every home, every hotel, every restaurant in America.

Through advertising we will teach our people to insist upon butter, and plenty of it.

When once we inform mothers of growing children that withholding butter-fat checks growth; that butter stands supreme among nourishing foods for energy and assimilation; when housewives and cooks become convinced that it is poor economy and ruin of good food to be sparing with butter when butter is required; when patrons of hotels, restaurants, clubs, dining cars will unanimously call for and insist upon a liberal supply of butter on the table, and the exclusive use of butter in the preparation of their meals, then butter will come back into its own. Your business will grow and prosper in exact proportion to our vigilance, our interest and our fighting strength in combatting ignorance and competition.

And, remember, when the butter man increases HIS profits, it means better business and better profits for the breeder, the milk producer, the creamery, the broker, the dealer, the separator man, the barn builder, the machinery man, in fact, for the industry as a whole.

With the industry thus united, working hand in hand, each for all and all for each, you gain that greatest of all powers in industry building—

## True Co-operation

All parts of the industry working hand in hand.

Fill out and mail today your subscription blank.

Make the amount as large as you consistently can.

That done, enroll yourself as an active worker.

Write to all your business friends, tell them what you have done, and ask them to do likewise.

Tell your patrons how you are supporting this great movement.

They will appreciate it. Encourage them to do likewise. Help us spread the good work.

**With your help, the Dairy Industry will thrive and flourish as never before.**

**It means better business for you, and you lend support at the same time, to a truly patriotic, public spirited movement.**

# Make More Good Cheese We'll Help You Sell it

**T**HE American people are not as great cheese eaters as are many European nations, because—

1. They have not been educated to the value of Cheese as a main food.
2. They use Cheese primarily as an appetizer—a “chaser for pie.”
3. They are seriously misinformed as to the digestibility of Cheese and its action upon the digestive organs.

The upbuilding of the Cheese Industry depends entirely upon strong persistent educational advertising.

Through advertising, and advertising alone can we correct the strange and widespread belief that “cheese binds.”

In his excellent book—“Food Products,” Dr. Henry C. Sherman, Professor of Food Chemistry, Columbia University, states:

“Generally speaking, Cheese sells at no higher price per pound than the ordinary cuts of meat, while it is considerably richer in both proteins and fat. \* \* \* \* \* it is a fair general estimate that a given amount of money spent for American Cheese at ordinary prices will buy about twice as much food value as it would if spent for meat.”

“The discomfort which sometimes follows the eating of Cheese \* \* \* is doubtless very largely attributable to the unsuitable way in which Cheese is often eaten—as at hours other than

meal times or at the end of a meal already sufficient. When given a rational place in the meal, and thoroughly chewed, Cheese is usually well digested.

In a large number of digestion experiments carried out by the U. S. Department of Agriculture, it was established that Cheese, even when fed in relatively large quantities, did not, in these experiments, cause constipation “or other physiological disturbances.”

These are facts which establish the food value, the economy and the digestibility of Cheese. Other authorities are equally positive in their endorsements of Cheese as a main food.

Our millions of consumers do not know the truths about Cheese. Advertising, and advertising alone will carry them into every home, and with the information disseminated nation-wide in “printers’ ink,” the consumption of Cheese is bound to reach record-breaking proportions.

We are now advertising Cheese as it has never before been advertised. We are inducing the American people to increase their rations of this valuable and delectable food.

What Cheese men have told other Cheese men in their conventions about the goodness of Cheese, WE are telling in powerful newspaper advertisements to millions of families who eat or should eat Cheese and make it a substantial part of their daily meals.

**ADVERTISING HAS ALWAYS RESULTED IN THE IMPROVEMENT OF THE PRODUCT ADVERTISED.**

Advertising means organizing the consumer to act in a body. If your product is good, consumers respond in a body. Your fame spreads quickly, and your business increases rapidly. If, on the other hand, your product is poor, advertising records the dissatisfaction quickly, and you must either improve your article at once, or it will disappear from the market altogether. Therefore, advertising followed by increased demand, forces improvement in quality.

An increased demand for Cheese means first, that we shall make better Cheese, and improvement in quality alone should quickly double our output.

The Cheese maker, seeing good business ahead, will call for better milk. The call for better milk, in turn, demands better cows. And so our advertising of any branch of the Dairy Industry comes right back to the foundation of dairying—the cow—better cows and more

cows—and that means the advancement of all the industry and every individual engaged in it.

You, Mr. Cheese maker, have a good deal at stake in this great movement. We are creating a bigger market for your Cheese, a bigger business, a better profit, and a more certain future for your business.

The success of this great undertaking means money in your pocket. And we feel that you will do your share, help us to help you, contribute your part, and, besides the money, do all you can to promote the welfare of our industry from which we all derive our living and the upbuilding of our capital or our savings.

Tell all the farmers who bring their milk to your factory. Explain to them what the success of the Council means to them in their business. Urge them to subscribe their dollar per cow, so that the fighting fund may grow and enable us to do the many big things we want to do for the whole industry.

Do not hesitate. Do not delay. Fill out your subscription blank now, while you have the matter before you. Send it with your first check enclosed in it. And then tell your friends, your neighbors about it. Urge them too to come in and do THEIR share as you have done.

# How We Help to Improve and Increase the Ice Cream Business

**T**ODAY, Ice Cream is largely a seasonal business. It is bought as a luxury, not as a food. People regard it as a luxury because they have not been taught that it is a food—a REAL health-food. Its purchase is considered a self-indulgence, not a necessity; hence it is bought but sparingly for the family table.

Advertising, and advertising alone, can correct this error. Excepting a few concerns in large cities who occasionally run a small summer campaign there is practically no advertising of Ice Cream.

Advertising is a closed book for the individual manufacturer or distributor of Ice Cream and impossible because unprofitable to the individual concern.

The National Dairy Council, backed with your money and that of the breeders, manufacturers and distributors of the entire industry, can afford to advertise Ice Cream to an extent which the Ice Cream Industry alone could not make profitable. When the cost of this is borne in part by you, in part by the producer of your cream, in part by the breeder of cows and in part by the machinery interests, all of whom profit from the increased business in Ice Cream, the subject can be given effective representation, nation-wide, and exploited at a profit to the industry at large.

The advertising of the National Dairy Council impresses the public mind with these important facts:

Ice Cream is a food of high value and great economy.

Ice Cream should be a steady all-the-year-around food.

Ice Cream should be served every day; Ice Cream should be served not sparingly as a dessert, but as a substantial part of the meal, in liberal, heaping portions and in place of heavier, less digestible dishes.

Ice Cream is one of the few foods which can be procured ready-made, requires no preparation, no labor, no time, no fuel cost, and can be served freely and often. Everybody likes it. As a health-food it is equally good for young and old, the well and the sick.

These and many other facts pounded home through effective advertising will popularize Ice Cream and easily double its consumption.

Our distribution is established. There are in this country nearly 50,000 drug stores, practically all of which conduct soda fountains or dispense Ice Cream. There are, in addition, 25,000 confectioners, and 30,000 soda fountains and Ice Cream parlors, giving us almost 100,000 outlets for Ice Cream.

This is a great machine of distribution and offers great opportunities for the development of your business.

These 100,000 outlets for your goods can individually do but little to increase the demand.

Sporadic local summer advertising by a few enterprising manufacturers in

the big cities is impotent and accomplishes but little.

We require a powerful national campaign of education which impresses the value of Ice Cream as a FOOD upon the American mind and brings about a decided increase in consumption. When Ice Cream is understood as only big and long sustained national advertising can make it understood, the patronage of these thousands of drug stores, confectioners, Ice Cream parlors and the home consumption reached through them, can easily be doubled.

The success of this campaign will revolutionize the Ice Cream business. Advertising always results in the improvement of the product adver-

tised. Advertising Ice Cream creates a demand not only for more, but for better Cream. That helps your business and the whole Dairy Industry. Increase in volume and improvement of product stabilize the business, make it dependable and more profitable. You cut the cost of production, of overhead, of payroll, of delivery, of distribution and of waste.

The National Dairy Council will help you get more cream, and better cream, to increase your business, to make it steadier and more profitable.

It will fight your battles, solve your problems and aid you in many ways where single-handed, as a detached industry, you are helpless.

Every Ice Cream manufacturer is urged to consider carefully just what this campaign means to him and his business.

Send us your subscription today—now—while you think of it. Then enroll yourself as an active worker, present the matter to your fellow-manufacturers and urge them to add their subscription to yours.

It is to your interest to support the Council liberally and contribute your proper share to this great undertaking.

# To the Building, Machinery and Supply Trade

**I**F YOU ARE a builder of Barns or Silos—

If you handle or manufacture Creamery and Dairy Machinery, Separators, or other equipment—

If you manufacture or deal in Agricultural Implements—Cement—Lumber—Fence or other goods used on the farm—

YOU are interested in this big plan and YOURS THE DUTY TO SUPPORT IT.

Your profit is derived from the user of your goods. The better his business, the bigger his profits, the greater is his demand for your goods, the greater his ability to purchase them.

Under the modern way of merchandising you figure not: "How much money can I get out of my customer?" but this way: "How can I help increase my customer's profits so he can buy my goods and buy them more freely?"

When big manufacturers of agricultural machinery appropriate large sums for Agricultural Extension Departments and give intelligent aid and support to the farmer, they know that this is bread cast upon the waters returning a thousand fold. Briefly, they make a market for their goods.

Among all the people approached to discuss and aid this plan of advancing dairying none have been more enthusiastic nor more liberal subscribers than the Machinery and Supplies interests. They know that **EVERY EXTRA POUND OF BUTTER OR CHEESE,**

**EVERY EXTRA GALLON OF ICE CREAM, EVERY EXTRA PAIL OF MILK** means requisitions for more of their goods. More cows and better cows mean also a bigger and better barn, more separators, more machinery, more equipment.

You are business men, gentlemen. You require no detailed explanations. You **KNOW** that an increased demand of Dairy Products and better dairying means more business for you. The greater the purchasing power of your customers, the easier it is to sell them your goods and the less your selling expense.

You, being big, progressive advertisers yourselves, know the force of advertising; know that in no other way can the dairy business and yours be so quickly, so substantially and so lastingly advanced as through the big, powerful advertising campaign described in these pages.

Help us make the American Dairy flourish and it will pay you back manifold. Investigate this plan and the people behind it, back it to the limit of your ability, and then ask your field men, your agents, your trade papers to get behind it and enlist every man.

And please do not delay. **Subscribe TODAY—NOW.**

A big thing done quickly does double duty.

This is not one man's enterprise. It is not the promotion of just **ONE** branch of the industry. It is the concerted

work of thousands of men, firms and associations working together in enthusiastic co-operation for the common good with the certain belief that each will profit individually in turn.

Never before in the industrial history of the country has a plan been devised so comprehensive, so practical, so beneficial to all the people both within the industry and without.

While primarily it is a business proposition in which each participant can clearly see his own profit it is at the same time a great, big, national, patriotic and altruistic movement which has nothing but good in its wake for all the people and should be liberally supported aside from the motive of profit.

The consumer—he who is King—is bound to benefit in person and in

pocket from a better understanding, a deeper appreciation, and a larger and more frequent consumption of our products.

His increased consumption means improved dairying, better methods, better and still finer products all down the line.

Every producer will feel justified in increasing his stock and improving his herd. We'll begin to get rid of the scrub cow, the old scrub equipment, and realize the dream of a century.

The enlargement of the dairy and intensified dairying must give us renewed hope and faith in giving back to the soil our overdraft upon its riches, the abandoned farms of New England will again smile with rich harvests and every acre in the land will be worth more and yield more to its owner.

## Prosperity and Soil Fertility:

Prosperity for the land and each of its six million farmers! Soil fertility reassured, and with it the reaffirmation and invulnerability of our supremacy, among all the nations of the world, in agriculture.

You gentlemen of the Machinery and Supplies Branch of our business, should head the roll of honor, which the National Dairy Council wishes to submit to its 280,000 associated members. Subscribe liberally and charge it to advertising. It's the best and most profitable advertising you can do.

And help us spread the gospel of better dairying—more cows and better cows.

Your customers, your agents, your field men—each should be a missionary

in this great work and carry the message to every farm in the land.

Open your House Organs to editorial discussion of this great project. Stuff your mail with leaflets bearing the device:

Drink more Milk

Use more Butter

Eat more Cheese

Serve more Ice Cream

and disseminate far and wide the truth about the value of our products.

For years you have advocated better and more cows upon the dairy farm. Your best and most progressive concerns spend vast sums to educate and induce farmers to improve and expand so they may become better customers.

The results of your lesson and your advice have been far from satisfactory.

Under the conditions in the Dairy Industry it was one thing to improve and to expand; to make it pay was quite another.

Unstable, uncertain markets; demoralized prices; small profits and often none; unreasonable requirements and

harrassing conditions are not conducive to progress and improvement.

The plan of the National Dairy Council solves the problem.

It stabilizes the market, finds an outlet for increased production, protects the industry and offers encouragement to every dairy farmer to take new heart and build anew.

**This is your opportunity to procure big results from your own campaign of education.**

**Support the Council. Subscribe to the fund. Let your customers know that you are willing to help them improve and expand.**

# To Philanthropists

**T**HE work of The National Dairy Council commends itself to the consideration of all who delight in giving of their time and money to advance the public good.

No movement of modern times is of greater importance, deeper significance nor as far-reaching in its direct benefits to the nation and every American—rich or poor, old or young, well or ill.

True—our campaign to increase the consumption of Milk and Milk Products is founded on motives of business.

It is supported principally by men who expect an improvement in their business and a betterment of their profits. That gives it vitality and insures its success.

It is “good business” but business of a sort which is founded on morality and has in its wake every good for which the world and its philanthropists have fought for centuries.

Twentieth Century philanthropy is not content merely to alleviate social ills but concerns itself chiefly with their prevention.

It builds hospitals but concentrates its force upon public and private sanitation to lessen the need for hospitals.

It furnishes food, clothing and shelter to the poor but investigates and seeks to remove the causes of poverty.

It supports shelters and reformatories for the vicious and the fallen but studies the causes of vice and crime with a view to prevention.

In this fight for the betterment of social

conditions the problem of food takes first rank.

Sickness, poverty and crime are largely the result of insufficient nourishment, improper feeding, unbalanced rations, over eating.

Man is what he eats, says the ancient philosopher. What we eat today becomes the thought and the action of tomorrow.

Hence a national campaign educating the people as to food values and food economy has in its wake improved health, better living, longer life, greater efficiency, higher earning power, increased thrift and stronger character built on self-control and moderation—the very good which Twentieth Century philanthropy strives to establish.

Millions of people will accept our message, heed our call to the simple life and build a better, stronger, happier and wealthier race.

In the congested cities, infant mortality is fought and checked, thousands of children are wrested annually from the jaws of death through milk-benefactions alone. These benefactions deal only with the poor and great are their blessings.

A hundred-fold good must spring from our education of mothers and housewives whose families now are stunted in growth, deficient in mind, handicapped in bodily vigor and efficiency and squandering millions through ignorance of food and food values.

Teaching these 20 million American homes the true value and the lesser

cost of Milk and Milk Products will result in incalculable improvement—physical, mental, moral and economic.

Thinking philanthropists will recognize in this powerful campaign a great agency for the public good, a constructive movement for the uplift of social and economic conditions and a true preventative of much social misery.

Wherever you probe into the vitals of this great movement you find good.

The first and most important consideration, the consumer, is benefited in health, vitality, efficiency and pocket book.

The public health is advanced. Infant mortality and many other physical ills are checked, reduced and wiped out through acceptance of our message.

The great work of the national government, of the government of the states, the municipal health authorities is advanced and expedited; for the very pivot of the activities of the National Dairy Council is the accepted policy of sharp improvement in the purity, quality and high standards of Dairy Products.

The whole purpose of our movement is to induce and make it possible for our 6,000,000 farmers to improve their herds, keep better cows and a larger number of well-bred cows.

That means better, richer, more nourishing milk and cream, and an increased production to meet the new additional demand.

Better and richer milk and cream means better butter, better cheese, better ice cream—a better and more cheaply fed nation—an increase of national efficiency and of national wealth.

Beyond these great direct effects the success of our campaign means the conservation and enrichment of our soil, a maintenance and increase of farm values, more intensive farming, a stabilized production area for food-stuffs and a check on rising costs of living.

Thus at every point we promote the good of the individual and the country, render a pure, social and patriotic service and become entitled to the genuine and enthusiastic support of every generous, public spirited citizen.

Philanthropists can endow no worthier movement than one of such far-reaching practical benefits, so conspicuously preventative of the very ills which large benefactions seek to alleviate.

If you are a thinking philanthropist, send us your subscription today. Your money cannot possibly do greater good anywhere than in the furtherance of better health, greater strength, more enduring vitality of our people.

And let the humble wage earner who may read this book remember that his contribution of but one dollar per year is philanthropy as generous and true as is the endowment of thousands by the well-to-do.

# How Your Money will be Expended and Accounted for

**W**E NEED at least \$20,000.00 a month for 36 months to do effective work. The details of the plan have been most carefully and most conscientiously studied by your Executive Committee. Each member of that Committee is a man of standing, enjoying the unqualified respect and confidence of your industry. They have without compensation given liberally of their time and counsel to investigate every detail of the plan before they finally approved it. They have scrutinized the wisdom and value of every item of expenditure proposed and as a token of their own belief in the success of the project they have advanced the sum of \$50,000.00 to put the plan into immediate operation.

Not a dollar of your money will be appropriated or spent without the previous approval of your Executive Committee. They will watch results as closely as they will watch returns in their own business. All branches of the work are in experienced hands—all engaged in the work are men of business training. They handle this undertaking purely from the standpoint of good business and expect a full 100 cents value in return for every dollar expended.

A full and complete accounting certified to by certified public accountants will be presented to every contributor.

The General Offices of the Council will keep contributors advised as to the progress of the work.

Your Board of Directors, the Executive Committee acting under its direction,

and every member of the staff, conscious of their great responsibility in the execution of this huge plan, are directing and doing the work with the utmost care, the best judgment, and, above all, team work.

They are confident that they will have the united support of the industry so that they may continue the work, enter upon the full three years' campaign and make this preliminary campaign a permanent work of the Council.

They are confident also that prompt and liberal subscription to the full amount will insure prompt and lasting benefit to the industry and make the National Dairy Council a strong arm of usefulness to every member, a powerful representative of our interests wherever they may need representation and a voice respected and heeded throughout the land.

Our policy shall be broad, liberal, just and fair; our power used wisely and our influence for the good of all the people.

Proceeding from an enlightened self-interest of the people engaged in the industry, we know that our personal interests and the interests of the Commonwealth are closely interwoven and each must have due regard.

We stand pledged to unqualified cooperation with the authorities constituted for the protection and furtherance of the public health and shall claim it as a distinction to have been the first industry to march in advance

of the times and initiate, rather than protest, the demand for still purer foods and still more sanitary methods of production, handling and distribution.

Thus you may give freely in the knowledge that every dollar of your money

will do duty in a worthy, dignified cause, and that aside from the material profit gained, honor and credit will be reflected upon every contributor in the unqualified approval of the public and a largely increased patronage of our products.

## The Time to Act is—NOW!

**A**ND now—after this exhaustive presentation of the great case of the Dairy Industry—its life rests in your hands.

Prompt action is necessary. Delay is dangerous. The campaign is on. The Dairy Industry stands committed to it.

We cannot now stop or hesitate but must drive through to complete success. It is the one great opportunity to lift our industry from the chaos of disorganization and lack of representation to a position of permanent power and world-wide prestige.

A fine example of public spirited, unselfish devotion to a patriotic cause has been given you by the broad-minded underwriters who, with full belief in the success of this great plan, have financed and made possible this preliminary campaign.

You have a practical demonstration of the ways and means to increase the consumption of Dairy Products. Careful consideration will convince you, too, that the plan is sound, business-like, bound to succeed and entitled to your most liberal support.

You need this campaign to fortify and advance your business.

We need you to continue it and make it a powerful fighting-machine to do battle for our industry.

**SEND US YOUR SUBSCRIPTION NOW**  
—and **MAKE IT AS LIBERAL AS YOU CAN.**

It is not necessary to pay it all at once. You can split it up into 36 monthly payments and send us your check for one thirty-sixth of your subscription month by month until fully paid.

Your enthusiastic support will be greatly appreciated by every member of the industry, and, unless otherwise requested, full public acknowledgment of your subscription will be made in our literature.

While we believe that this prospectus contains all information complete, we shall be glad to give you any further information which you may desire.

Respectfully yours,

NATIONAL DAIRY COUNCIL

M. D. MUNN, President

E. W. CHANDLER, Vice-President

GEORGE E. HASKELL, Treasurer

W. E. SKINNER

Secretary and General Manager

USE THE SUBSCRIPTION BLANK ENCLOSED HEREIN

THIS IS YOUR COPY

SUBSCRIPTION BLANK

\$750,000 ORGANIZATION AND ADVERTISING FUND OF THE NATIONAL DAIRY COUNCIL

We  
I hereby subscribe and agree to pay to the Treasurer of the NATIONAL DAIRY COUNCIL, at his office in the City of Chicago, the sum of \$ \_\_\_\_\_ (\_\_\_\_\_) Dollars payable in thirty-six equal monthly installments of \$ \_\_\_\_\_ (\_\_\_\_\_) Dollars and enclose herewith check in payment of first installment.

We  
I agree to pay on or before the first of each month after this date an equal amount until the whole subscription is paid in full.

We  
I hereby authorize the Executive Committee of the National Dairy Council to expend any moneys subscribed and paid hereunder in the manner and for the purposes set forth in its prospectus, with the understanding that a full accounting, certified to by Certified Public Accountants will be furnished to <sup>us</sup> me.

Dated \_\_\_\_\_ day of \_\_\_\_\_, A. D. 1916.

Name \_\_\_\_\_

By \_\_\_\_\_

Street and Number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Make all checks payable to Treasurer National Dairy Council, Room 405, 130 N. Fifth Ave., Chicago, Ill.

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Thus you may give freely in the knowledge that every dollar of your money

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Dated day of , A. D. 1916. Name

By

Street and Number

City State

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# Value of Organization

¶ Dairying as a factor in national prosperity is no longer unprepared to cope with the problems and perils which can arise to threaten an industry so fundamental and so colossal.

¶ No longer will this — our billion dollar industry — be a ship without a rudder; without effective representation before the world, and the governments of the world.

¶ No longer will it be a family misunderstanding one another, working at cross purposes, and through its lack of cohesion and harmony be the football of strong, hostile interests, the plaything of ignorant and vicious interests who have thrived on our weakness and unpreparedness. We are banded together — we stand together. We have a common ground, and speak with one voice.

¶ National in scope as is our undertaking, it is grounded upon common sense. You are asked to enlist in the cause, not because it is a cause, but because it will pay you in dollars and cents in your own business. The success of this organization protects your investment, maintains and increases your volume, insures your profit, safeguards your future, and encourages you to grow and expand.

¶ And you will readily see that the furtherance of our individual interests will also result in a generous patriotic contribution to the national welfare, the security of the national wealth, and great good to every citizen of the land.

**SUBSCRIBE TODAY**

In the following pages we present reproductions of a few advertisements prepared for the preliminary campaign. These consist of two pages in *The Saturday Evening Post* in full size reproduction, and nine additional advertisements, in largely reduced reproductions, for the Metropolitan Newspapers of the country.

**You are requested to study these advertisements carefully.**

They can only hint at the widespread and powerful publicity involved in a full three-years-campaign, but are fair indications of the sound policy and strong arguments which are bound to impress deeply our millions of readers, and popularize and increase the consumption of our wonderful products.

Local advertisers desiring to use these advertisements or any part thereof, in their local campaign, or for reproduction in their literature, are invited to make application to the Council. These advertisements are copyrighted, and must not be used without the permission and consent of the National Dairy Council.



## Eat More of These—Live Better—Spend Less

Today is for the strong. Nowadays men realize that their earning power depends upon sound bodies and sound brains. And women who seek health and happiness—not only for themselves, but for their husbands and children—have a keener appreciation of the value of proper food, its quality and its quantity.

### Overeating Is Dangerous

Most people eat too much. Overloading the stomach handicaps success. Gorging clogs the body, and robs you of snap and vim.

Concentrated foods are best. They permit you to do

### Then Use More Dairy Products

**MILK** is not merely a delicious beverage; it's a real food. A quart a day is not too much for active workers. But drink it slowly—eat it. Sleeplessness often is only hunger which you can quickly satisfy with a glass of milk.

**BUTTER** is a 98 per cent food, practically without waste. It gives the body energy. Let the children have all the bread and butter they ask for. And cook and bake with good butter—like mother used to do.

**CHEESE** is a splendid food, too little understood. Sturdy, fighting men, enduring in the trenches, come from nations subsisting largely on cheese. Eat plenty of cheese. You will

better work, and more of it—you can earn more—if you relieve yourself of bodily overtax.

### Back to Simple Life

In studying what you eat and what you feed your family, it is wise to include such body-builders and repairers as milk, butter, cheese and ice cream.

Since time began these gifts of Nature have been considered necessary for complete health. Your body craves their nourishing qualities because they furnish all the needed elements in a highly digestible form. They are pleasing and appetizing. They nourish, but do not distress.

find many appetizing cheese dishes in your cook book.

**ICE CREAM** is not a luxury, nor merely a holiday tid-bit. It is a delicious, refreshing, stimulating, nourishing food. Eat less of the

heavy, slowly digestible dishes at the beginning of the meal. Instead, eat a heaping dish of ice cream as a dessert. Buy it at your drug store.

Quit paying the heavy toll of over-eating and improper feeding—quit today.

Practice real economy at the same time by obtaining more concentrated nourishment at a lesser cost.

Sparkling eyes—clear skins—good teeth—ruddy cheeks—snap—“pep”—the joy of life belong to all who drink plenty of good, fresh milk and use all dairy foods liberally. You can buy them everywhere.

Send for the Dairy Menu Book. There's one for every home in America.

### STARTLING FACTS

Professor Rosenau of Harvard University says that the actual food value of one quart of milk is equal to three-quarters of a pound of beef, two pounds of chicken, eight eggs, two pounds of codfish, etc.

And we say that since butter, ice cream and cheese are concentrated products of milk, each therefore contains these food values, in a relatively greater degree.

## NATIONAL DAIRY COUNCIL

General Offices: Chicago, Ill.

This Council is composed of 280,000 dairymen, dairy cattle-breeders and representatives of all allied dairy interests. Its purposes are to build a greater and better American dairy agriculture—resulting in improved soil-fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products. The Council believes its mission is patriotic.

A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper fed nation. Our slogans are: “Drink and use more milk.” “Eat and cook with more butter.” “Ice cream is not alone an excellent dessert, but a real food.” “Cheese is the staff of life of many nations; why not in U. S. A.?” “Dairy Products—palatable, nourishing, economical—are Nature's best food.”

# VIM DEPENDS ON VICTUALS



## MILK

### Both Food and Drink

Milk is not merely a delicious beverage. It's a food.

Nature combines in milk all the food elements your body needs. Some produce bone and muscle. Some rebuild it. And some create energy. And they are carefully balanced. So that you get the right proportions.

Amongst foods none can compare with delicious, stimulating milk. None are so easy to obtain. None so economical.

Prof. Rosenau of Harvard says you would have to buy and prepare  $\frac{3}{4}$  pound of beef, or 8 eggs, or 2 pounds of chicken or codfish, to get the nourishment contained in a single quart of milk.

Milk is a concentrated food, you see.

### Eat Less—Drink More Milk

Fresh milk is the ideal food for men and women who work with muscle or with brain—people who are doers. Milk drinkers are always temperate. They know that what one eats and drinks today is thinking and working tomorrow.

Milk drinkers seldom over-eat. They keep their bodies in fine physical trim. Their efficiency is 100 per cent every day. They are ready for emergencies.

Then heed the advice of great food specialists. Dr. J. H. Kellogg says: "Most people will find that they can reduce their daily rations by one-third, sometimes one-half, without any inconvenience whatever."

### For Young and Old Alike

Nature first gives the infant milk. Why ever stop it? Why defy Nature?

For the growing child, for the young man and woman, and for the maturer years milk is a needed food.

Drink it slowly—eat it. That insures complete digestion. Consider milk in the place of the heavier, slowly digestible foods. Use milk as a substantial part of your meal. Begin today to drink more milk. Teach every member of the family to know its value. Stop over-eating. Excess calls the doctor.

When you come to drink more milk for every meal you'll know the real joy of living. Brain fog will be rarer. Bodily fatigue will disappear. Remember, good health is the foundation of all success. Milk points the way.



## BUTTER

### The 98% Food

Pure, golden butter, fresh and crisp, is the chief energy food.

Unfortunately, too many people think of butter as merely a spread for bread. They forget that butter is one of the foremost energy foods. 80 to 85 per cent of butter is pure fuel-fat in the rarest form. Then there is mineral matter, for bone building. And some protein for muscle making and repairing.

Butter comes from cream alone, with salt ordinarily added. It takes the cream of 8 to 10 quarts of milk to make a pound of butter.

### Practically No Waste

The stomach quickly absorbs butter—98 per cent of it. And it is the digested portion of what you eat that counts. Foods with excess waste in them are luxuries. But certainly not butter. You pay for a pound of butter. Your body gets that pound. And uses it.

Butter is everybody's food. Food for the delicate and robust child...for the man who wields the sledge or produces by brain work...for the sick and the well...for the rich and the poor.

Old fashioned, plain bread and butter has always been and always will be the Staff of Life. The combination is unmatched.

### Use Butter in Cooking

More butter in soups. Meat and fish broiled in butter. Vegetables heavily buttered. Such are the practices of famous chefs.

Consult cook-books, and you will find that the foremost cooks recommend butter in dough-making. Better pie-crust, better bread, better cake comes from using more butter.

You do more than create more palatable dishes. The butter is absorbed into the foods. That increases their nutritive values. So there is no waste here.

Commence now to eat more butter. Give the children all the bread and butter they want. Force it on them, if necessary.

For remember, butter is concentrated energy. The body needs it.

And since butter is a concentrated food, it is most economical.



## CHEESE

### Compared with Meat

"So far as its composition is concerned, cheese is entitled to be considered as directly comparable with meat," says Dr. C. F. Langworthy, of the U. S. Dept. of Agriculture.

Then compare cheese with the 15 principal foods. You will find that cheese is first in food value per pound. It precedes meat, eggs, bread, potatoes and eleven others.

Cheese costs less than meat and these other foods. So there is no easier way to cut your food bill than by using more cheese. Old-world nations know its economy. They know its value as one of the most palatable, nourishing and delicious foods.

### Highly Nutritious

Cheese is a highly concentrated food. It saves us from over-indulgence. It takes the place of bulky, diluted food.

The sturdiest people in the world come from nations where cheese is a basic food—eaten three times a day.

Cheese has been one of the world's staples since the beginning of civilization. But in these days of sky-high prices it takes on a new meaning.

### Nothing to Throw Away

You use it as it comes from the market. You squander no money for bone, gristle, skin or seeds.

Cheese is made from milk. When you read about milk in the first column you noted its food value. Then think of the food value of cheese. Compare its cost with other foods. In every pound of cheese you get the food value of about 5 quarts of milk.

Your cook book is full of recipes for delicious cheese dishes. They stimulate digestion. They add a zest to any meal. They help you add variety to your family table. They give your family more nourishment at less cost and trouble.

Commence to use cheese in place of heavier, less digestible dishes.

Remember that a diet is a better cure than medicine and the lancet.

Give cheese its rightful place. *For cheese is a real food.*



## ICE CREAM

### The Dessert Food

Ice cream contains more real nourishment than many of the dishes which you think essential and necessary. A quart of ice cream has the full food-value of one and a half pounds of round steak, or four pounds of potatoes, or eighteen eggs.

### Delicious—Nutritious

Mothers now realize that ice cream is fine for growing children. And as a prominent part of a grown-up's meal, there are unmatched food values in this combination of cream and sugar.

Dr. Woods Hutchinson, one of the world's greatest food experts, says: "A high place in the summer diet should be given to ice cream, ice puddings and frozen custards. Their combination of sugar and fat gives them high nutritive value, and they are readily digested by healthy stomachs, especially when eaten slowly, with plenty of good cake, home made cookies or salted crackers."

So it is well to eat ice cream at lunch and at supper. It's just the thing, too, to eat between meals and before going to bed.

### The Handy Food

You can get good ice cream at your nearest drug store. It is ready to eat, requiring no preparation. And as in other dairy products, there is no waste. Your body gets every ounce of nourishment you pay for.

Ice cream should not be added to the meal. It should be a part of the meal. Less bulky foods during the meal and a big, heaping dish of ice cream at the end is a sensible plan.

Ice cream is easily digested. It keeps the stomach in good order. It is so safe that it is often the first food allowed to convalescents.

As people come to know ice cream better and its real value as a food, more will insist on it.

Begin eating more ice cream now. Substitute it for other foods. You will live better and longer, feel happier and stronger, earn more and spend less.

Send for the Dairy Menu Book. It's free, postpaid.

## NATIONAL DAIRY COUNCIL

GENERAL OFFICES  
CHICAGO, ILL.

This Council is composed of 230,000 dairymen, dairy cattle-breeders and representatives of all allied dairy interests. Its purposes are to build a greater and better American dairy agriculture—resulting in improved soil-fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products. The Council believes its mission is patriotic.

A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper fed nation. Our slogans are: "Drink and use more milk." "Eat and cook with more butter." "Ice cream is not alone an excellent dessert, but a real food." "Cheese is the staff of life of many nations; why not in U. S. A.?" "Dairy products—palatable, nourishing, economical—are Nature's best foods."





# VIM

## Depends On Victuals

Your earning power and happiness depend largely on what you put in your stomach. You know what happens when you overload it. Languor or distress slows you down. Gorging robs you of snap and vim.

Nature urges you to eat more dairy products, the natural, concentrated foods—such as milk, butter, cheese and ice cream. They nourish. Each contains the food elements every active body craves. Each is palatable and digestible.

Dairy products help you do better work—and more of it. So commence now to relieve yourself of bodily overtax by adopting the dairy plan.

### Delicious—Economical

Dairy products contain all the necessary elements that build and repair bone and muscle.

Professor Rosenau of Harvard University says that the actual food value of one quart of milk is equal to three-quarters pound of beef, two pounds of chicken, eight eggs, two pounds of codfish, etc.

And we say that since butter, ice cream and cheese are concentrated products of milk, each therefore contains these food values in a relatively greater degree. For instance, the energy value of a pound of butter is 9 times greater than a pound of potatoes. Think of the economy of dairy products. No expensive waste—no gristle, seeds or skins. You get full value for your money.

### Use More Dairy Products

**MILK** is a real food—not merely a delicious beverage. A quart a day is not too much for active workers. But drink it slowly—eat it.

Sleeplessness often is only hunger, quickly satisfied with a glass of milk.

**ICE CREAM** is not a luxury, nor merely a holiday tit-bit. It is a delicious, refreshing, stimulating, nourishing food. Eat less of the heavy, slowly-digestible dishes at the beginning of the meal. Instead, eat a heaping dish of ice cream as a dessert. Buy it at your drug store.

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And cook and bake with good butter—like mother used to do.

**CHEESE** is a splendid food, too little understood. Sturdy, fighting men, enduring in the trenches, come from nations subsisting almost wholly on cheese. You will find many appetizing cheese dishes in your cook book.

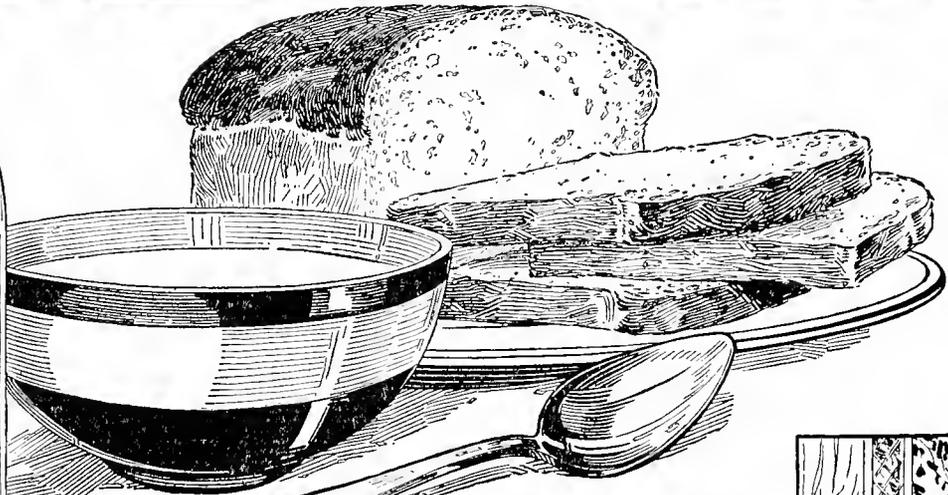
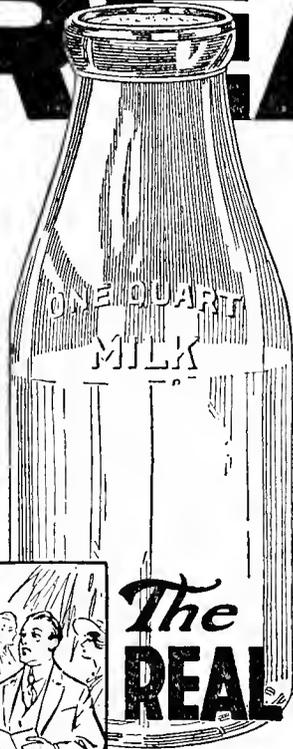
Send today for your copy of *The Dairy Menu Book*—A postal will do

## NATIONAL DAIRY COUNCIL

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# BREAD AND MILK



## The REAL NATIONAL HEALTH FOOD



For the Business Lunch



Children Thrive On It



Nothing Better After Exercise



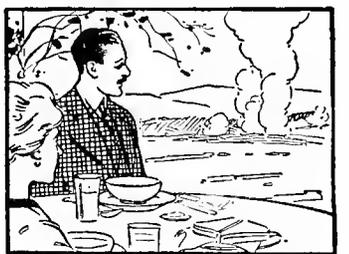
Truly a Vacation Dish



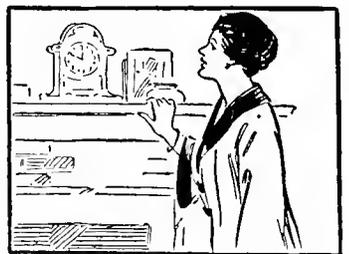
Easily Prepared for a Home Lunch



Sensible While Traveling



Good Everywhere—Resists Fatigue



The Best Bedtime Dish

**T**ODAY—if you start to eat more bread and milk—you'll put a stop to more than half your troubles. You eat too much. You overload your stomach. At least, *most* people do. If you are wise on foods, and *do* eat the proper amount, then you are liable to make another great mistake by not eating the *right* kind of food. Stop! Think! Your earning power and your happiness actually depend on what you put in your stomach. Vim depends on victuals. Nimble wits depend on temperate eating.

### Live Better—Spend Less

Of course, all of us aren't scientists. We can't stop and analyze everything we eat. But we can heed the advice of great food specialists. We can learn the true value of dairy products.

For instance: Prof. Rosenau of Harvard University says that the actual food value of one quart of milk is equal to three-quarters pound of beef or two pounds of chicken or eight eggs or two pounds of codfish, etc.

And you know that butter, ice cream and cheese are concentrated products of milk. So they contain even greater nourishment. Dairy products mean a lot of food for little money.

### Dairy Dishes Best for Everybody

Since time began Nature has prescribed dairy products as body-builders and repairers. You men with plenty of pep admit that.

You know that one of the most popular dairy dishes for centuries—obtainable anywhere at any time—is a bowl of bread and milk.

In bread and milk are those nourishing qualities necessary for complete health. Bread and milk is the real staff of life dish—refreshing, stimulating, restorative. It is energy in a most agreeable and digestible form.

### Nourishing, Economical

Try eating more bread and milk. Have it at lunch often. Try it as a bed-time dish, so you can wake up refreshed. Eat bread and milk any time—it is an all-hour food—easy to prepare at home—easy to buy at restaurants. In such appetizing dishes as bread and milk, well-but-

tered bread, cheese dishes and ice cream, your body gets the nourishment it requires.

After you commence to eat more dairy products, you'll feel better. You'll be able to do a full day's work under pressure. You won't feel distressed for a couple of hours after each meal. You won't fall asleep after lunch—for instance.

Try the dairy plan. You will soon admit that a plain but wholesome fare is best. And also thiriftest. R. D. Midner of the U. S. Department of Agriculture says: "A lunch of bread and milk is very nutritious in proportion to its cost and convenience." Begin today to make bread and milk a part of your every day food.

### To Housewives

Your job is to help your husband do his best. If you handicap him by too much food—improperly selected—he goes off to work with a thick head. Employers will label him "Sleepy" or "Lozy." So protect him—help him get ahead by your knowing dairy products and their value.

Then the children. When they're peevish—think first of their food—instead of punishment. Or if they appear dreamy, unwillful or scrappy, remember whipping is not a substitute for proper feeding. Give them Nature's foods—more milk—butter—cheese—ice cream.

Insure family health and happiness by the dairy way.

Send for the Dairy Menu Book Today

### To Employers

When your people appear incompetent or indifferent, they are generally food-poisoned. Ill-chosen foods drug people.

Help them overcome this enemy for their sakes and yours. Even if you consider it from a selfish standpoint, your teachings will be paid for in more and better work.

"The big South Works plant of the Illinois Steel Company recently established a number of milk stations in its factory. In less than six months the workmen were consuming 1400 quarts a day," says the American Magazine.

Put this and other dairy advertisements up in your place of business. You'll find your people glad to learn about right living.

## NATIONAL DAIRY COUNCIL

GENERAL OFFICES: CHICAGO, ILL.

This Council is composed of 280,000 dairymen, dairy cattle-breeders and representatives of all allied dairy interests. Its purposes are to build a greater and better American dairy agriculture—re-ulting in improved soil fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products. The Council believes its mission is patriotic. A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper-fed nation. Our slogans are: "Drink and use more milk." "Eat and cook with more butter." "Ice cream is not alone an excellent dessert, but a real food." "Cheese is the staff of life of many nations; why not in U. S. A.?" "Dairy Products—palatable, nourishing, economical—are nature's best foods."

### BUTTER The 98 Cent Food

It is wrong to consider butter as merely a spread for bread. For butter on bread or for cooking purposes, is a highly concentrated food-fat, containing solids vitally necessary for bodily energy. 80 to 85 per cent of butter is pure fat in the best form. Then there is three per cent of mineral matter for bone-building and one per cent protein for muscle making and repairing. The stomach quickly absorbs butter. Butter is a leader amongst foods of high fuel value. Thickly buttered bread is a two-value food, much needed by vigorous workers.

### CHEESE Helps to Solve the High Cost of Living

This ancient and honored food assumes new importance in these days of sky-high prices. Cheese contains those fibre-building qualities so needed to offset the wear of the body, together with fuel-fat and bone-building minerals.

Use cheese in many ways—not merely as a pie-chaser. Cheese sandwiches of all kinds are wholesome. And cheese in cooking materially reduces the food bill. Cheese and macaroni is a hearty dish, worthy of first place on at least one menu a week. Cottage cheese is a fine relish.

Cook books are full of delicious recipes for cheese dishes—all economical.

### ICE CREAM Both a Dessert and a Food

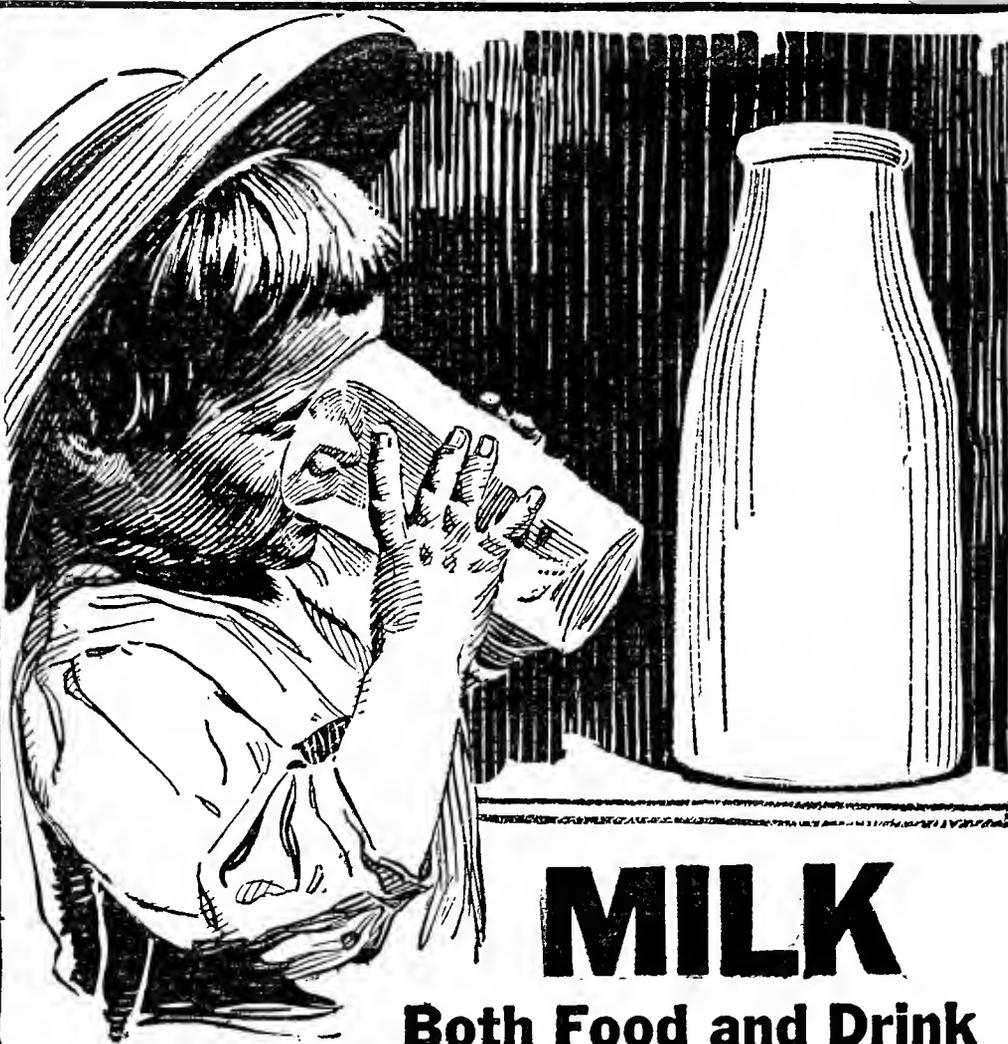
Everybody likes ice cream. People have quickly overcome the idea that ice cream is solely a holiday tit-bit. Mothers realize that it is fine for growing children. And as a prominent part of a grown-up's meal, there are unmatchable values in this combination of cream or milk, sugar, etc. Eating Ice Cream gives one a fine sense of satisfying both the palate and the body.

Ice Cream can now be bought everywhere in many delicious flavors. In the home especially it makes an elaborate dessert at a modest price—giving more food value for less money.

And best of all, when bought outside, it makes kitchen work unnecessary.

Suggestion for Grocers, Druggists, Restaurant Owners: Keep this page posted on your window for a week. Watch your business grow.

Advertisement C. Milk and Combination. Full Page. Metropolitan Newspapers.



# MILK

## Both Food and Drink

### The Wonders of Milk

Milk is one of the most wonderful foods. It is Nature's first gift. Milk is one of the cheapest foods on the market. It is also one of the most easily digested. It is very nourishing. It contains the chief parts of all the different foods commonly found on the table.

Milk is the equal to a meal consisting of meat and eggs, sugar and cereals, oils and fats, with salt and water. A milk diet, therefore, is like a mixed diet. Milk contains all the elements necessary to sustain life.

One of the chief essentials of milk is the fat it contains. Fat is required by the human body to create heat and energy, and milk excels in fat.

While there appears to be little difference between different fats when we measure the food value by the amount of energy, we must not forget that energy does not measure the entire value of a food. There are other factors quite as important.

"Fat is fat," say some chemists; "fat is fat," chirp in the oleomargarine makers. But scientific investigators of human foods say there is a difference in fats, and they have the facts to prove their assertion.

Drs. Hart and McCullom, of the Wisconsin Experimental Station, have proven that Milk-fat, commonly called Butter-fat, contains nourishing properties not found in animal or vegetable fats. Claims that oleomargarine or other substitutes for Butter are just as nutritious as Butter are false.

**M**ILK is Nature's best and choicest food. It contains all the food elements you need. It is wholesome, beneficial, refreshing, stimulating and delicious, and of all food products, most easily obtained.

Safely sealed, in a glass bottle, it is left at your door every morning. It requires no preparation, means no waste, and is very low in cost.

To get the nourishment contained in a quart of milk—according to Prof. Rosenau of Harvard—you would have to buy and prepare  $\frac{3}{4}$  pound of beef, or 8 eggs, or 2 pounds of chicken, or 2 pounds of codfish. Each of these cost you more, to say nothing of the time, labor and fuel required in preparation.

### Children Grow Best on Milk

The food-contents of milk best satisfy the needs of the growing child. Growing children should drink as much milk, literally, as they can hold; it is absolutely necessary for their growth.

Their rate of growth can be regulated by food—but the *kind* of food they eat is more important than the amount.

Milk alone contains all the elements necessary to sustain life and build the body.

### You Need It, Too

The very qualities that make milk the essential food of childhood recommend it for grown people as well.

Use milk not merely as an addition to an already rich and heavy diet, but in place of some of the slowly digestible dishes which overtax your digestive organs and impair your health.

### Eat for Health

Begin today to drink more milk. Teach your family to know its value. Order it at your downtown lunch. Quit overeating. It's dangerous, particularly on these hot summer days.

Use more Dairy-Products. They are good for you. They mean better health, brighter spirits, happier action.

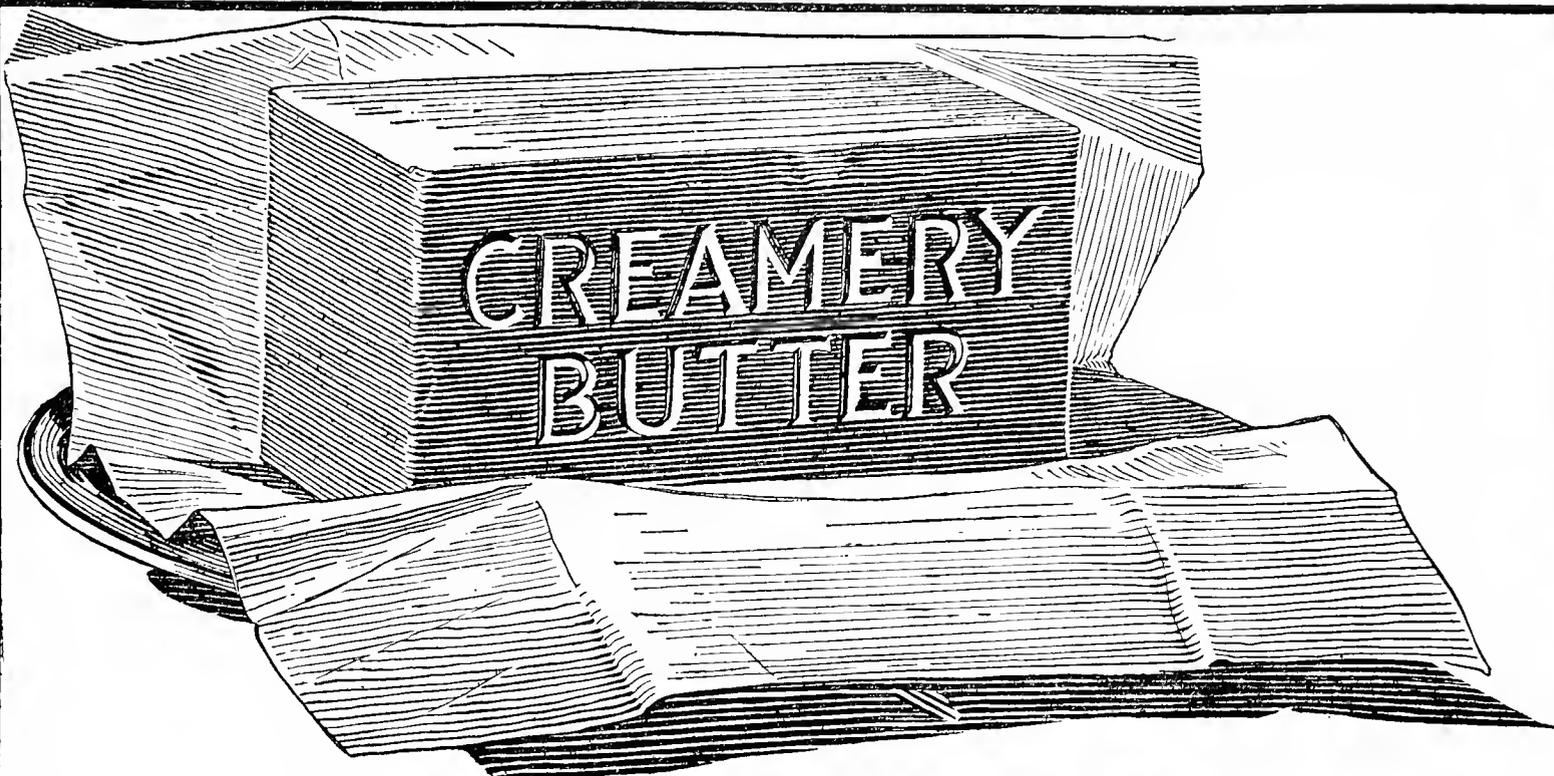
You'll earn more, live better, live longer, spend less and you'll bless the day when you resolved to lead a simpler life.

*Send for our Dairy Menu Book. It's free—postpaid.*

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CREAMERY  
BUTTER

# BUTTER

## Nature's Choicest Food

### What Every Mother Should Know

"There are many mothers who do not realize how much actual food value they get in fresh milk compared with other foods. Milk is considered by food experts to be the best and cheapest food.

"A quart of good fresh milk is equal in nutritive elements to nine ounces of bread, three-quarter dozen of eggs, eleven ounces of steak or eight average-sized potatoes.

"Compared with fruit it equals sixteen oranges, nine bananas or fourteen apples.

"Every mother should know that milk can be used in many ways to reduce her household expenses. Milk-cooked foods are very nourishing and cost less. Any good cook book gives palatable, milk-cooked foods that will make a luncheon or a dinner to satisfy the whole family.

"If mothers would take the time to know more about the value of pure milk, we are satisfied that the grocery and meat bills would not look so large.

"Pure milk should mean much to the woman who cares."

While Dr. W. Peabody Bartlett does not talk about the value of milk in school lunches in the above article, this is a subject which should interest mothers.

School children who eat their lunches away from home should be encouraged to eat dairy products. The Department of Physiology in the University of Pennsylvania has, for a number of years, conducted observation classes of backward children. These classes are designed to prove that under-feeding or improper feeding is altogether too frequently responsible for the unhealthy mental condition of many little ones.

Experiments have been made all over the country by different school authorities. Some schools serve lunches. But the interesting fact is that most school lunches have never been attempted without milk, for the reason that expert dieticians know that it is out of the question to attempt to afford nutrition to growing, studying children *without Nature's best food, pure milk.*

Give the children thickly buttered bread. Cheese-sandwiches are fine for school lunches. Ice cream is a real food as well as a dessert.

Dairy foods—for young and old alike—afford the needed nourishment at the least cost.

**B**UTTER is Nature's choicest and perfect energy-producing food. Butter is churned from cows' milk only. A pound of butter contains all the fat—butter-fat—of eight to ten quarts of pure milk. Since a quart of milk in food value equals eight eggs, three-fourths of a pound of beef, two pounds of codfish, you will see how high in food value and low in price butter is as compared with other things you buy.

### Butter—The Energy Producer

Think of butter as food—as an important part of the day's meals—not as a thin spread for bread. The more butter you use the better the family is fed. The use of plenty of sweet, crisp butter will reduce the need for other things. It reduces labor in preparation of the meal, saves money and besides converts an ordinary meal into a feast. Eat more bread and butter; buy more butter and less of other things and save money.

### The 98% Food

Ninety-eight per cent of the butter you eat is taken into the body. It is the digested portion of your food that counts in body-building, and there is no use in spending money for foods you can't digest. To do so is money thrown away.

Butter is everybody's food—food for the delicate and robust child; for the man who wields the sledge, and also the brain worker; food for the sick and the well; the rich and poor. All to be well-fed must use milk or its products.

Butter is not a luxury to be used as a relish, but a nutritious, palatable food, necessary to the health and economical feeding of young and old alike.

Send for *The Dairy Menu Book*—there's one for you

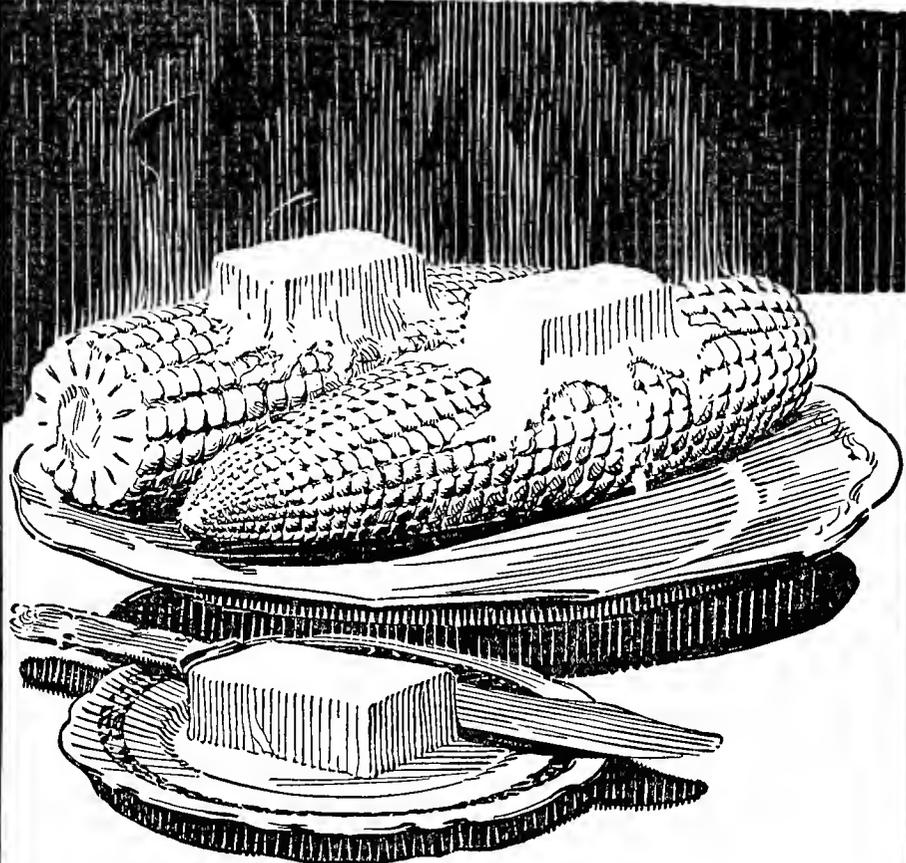
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(4)

Advertisement E. Butter. Half Page. Metropolitan Newspapers.



# BUTTER

## The 98 Per Cent Food

98 per cent of all the butter you eat is taken into the body. There is practically no waste. Butter makes energy—it builds up and repairs the body. Mothers looking for “growing foods” for their children should think about butter and know all about it.

### The Greatest National Problem

The greatest problem confronting American people is neither the Tariff, nor the Trusts, nor International Peace. It's the food we put into our stomachs—the quantity and the kind. What we, as a Nation, waste in over-eating, and in wrong-eating, cannot be measured in dollars and cents.

Some day public schools will teach our children how to live—what to eat, and how much, and inform them on the cost of living.

Then ignorance as to food and food values will be as blameworthy as poor spelling or being poor at figures.

The manufacturer using steam will spend weeks and big money to find the proper coal for his boilers. He wants to know all about the amount of heat he can get out of a ton of coal, and what the particular coal will do to his boilers.

That's wisdom, but, while he is studiously solving his coal problem so that he may get the most for his money and insure the longest possible life for his machinery, he goes along and overloads his stomach, the human boiler, with not a thought as to the food value of the things he puts into it, the wear and tear upon it, and no conception as to whether he is getting the greatest value for himself out of every dollar spent for his food.

Now, it seems that the human boiler should have as much consideration as the factory boiler. When your factory boiler is abused and wears out in half the time it should you throw it out and get another one. That's just a loss of money.

But when your human boiler wears out in half the time you lose half of your life, and must go on with your impaired machinery to the end. Which of the two is the more important problem?

Old-fashioned bread and butter, the butter spread on thick, is *childhood's food stand-by*, and older people need it to create and maintain their energy.

Thin-blooded people should eat lots of butter. It balances the diet and makes good blood. Butter is not a luxury, but a great food, necessary to the health of young and old alike.

### Use Butter in Cooking

Don't ruin your meat or your vegetables for the want of plenty of butter. It is indispensable in real good cooking. The best steak you can buy will fail to please because you have substituted, or been sparing with butter. Fish to be appetizing must swim in butter. Billy, the oysterman, one of New York's famous restaurant men, whose dinners are famous all over the country, uses nothing but butter, and attributes his fame and his success to the liberal use of butter. The more butter you use in cooking, the better your cooking. Meats and vegetables cooked in butter turn out better, taste better, and digest more easily.

Fry your eggs and your potatoes in butter.

The best pie crust is made with one-half butter and one-half lard. A heaping tablespoonful of butter in your batch of bread improves the bread. When you make cake use butter. It cannot be satisfactorily substituted, and a good rich cake, baked with butter, is good, nourishing food.

Butter is never wasted, for every ounce you use in cooking or on the table means practically a full ounce of concentrated nourishment which builds the body, and improves the health of your family.

Send for the Dairy Menu Book—It's Free!

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# CHEESE

## Americans Should Eat More

**J**UST take a look over last week's meat and grocery bill. How much did you spend for cheese? Probably little or nothing—surely not enough.

We Americans overlook cheese as one of the most palatable, nourishing and cheapest foods. From sheer habit we neglect one of our best home-products and sacrifice well-being and good money for foods not nearly as nourishing nor as low in price.

Cheese has been one of the world's staples since the beginning of civilization. Old-World nations know cheese and depend on it as one of their basic foods.

Cheese is a real food—healthy, nourishing and appetizing. It stimulates digestion. That's why it is always included in every well-ordered dinner. But cheese should be eaten not only after other foods but in place of them.

Out of the 15 principal foods which we eat, cheese stands first in food-value per pound, excelling beef, eggs, bread, potatoes, etc.

"So far as its composition is concerned, cheese is entitled to be considered as directly comparable with meat," says Dr. C. F. Langworthy of the U. S. Dept. of Agriculture.

Cheese is ready to be eaten when it comes from the market. It requires no preparation, no cooking, and there is no waste, such as the bone and gristle in meat, or the skins and seeds of vegetables. You can use every ounce you pay for.

### Delicious Cheese Dishes

Your cook-book is full of recipes for delicious cheese dishes. They help you add variety to your family table and to give your family more nourishment at less cost and trouble.

Cheese is made from milk. A quart of milk is equal in food value to  $\frac{3}{4}$  pound of beef, 8 eggs, 2 pounds of chicken, 2 pounds of codfish, etc. Think of the food-value and compare the cost!

And remember then that in a pound of cheese you get the food-value of many quarts of milk.

Find out all about cheese. Eat more.

Telephone your grocer right now to substitute a pound of good cheese for one of the heavy dishes you had planned for tomorrow's dinner. Get the habit. It will grow on you.

You will feel better and spend less.

For your own satisfaction, send a nickel to Washington with this coupon.

#### A Complete Food for the Human Body

"The average person in this country consumes about two-thirds of a pint of milk per day." So says Prof. O. F. Hunziker, Chief of Dairy Department, Purdue University. Prof. Hunziker is one of the leading authorities on dairy products and a great believer in milk, butter, cheese and ice cream as food.

"If the people were really familiar with the true value of milk as a food it is safe to say that the daily consumption of milk would be doubled.

"This increase in the consumption of milk would mean better nourishment, more normal digestion, more vigorous development, larger bony structure, better health, more vitality and energy in the performance of all kinds of work—mental and physical—at a smaller monthly board bill for the family.

"Milk has no equal as a food for man and its equivalent cannot be purchased at as low a price in the form of any other animal food, nor can it combine the beneficial properties to be found in any food which Mother Earth offers to man.

"Milk contains all the necessary food elements, and Nature has placed them there in the proper proportion for old and young. The food elements in milk are present in such forms that they are more digestible and more easily assimilated than the same food elements in other forms of food products.

"Business men and women whose nervous system and mental force are taxed by the daily strain of mental work and worry are learning more to appreciate the advantages of milk in their daily diet.

"Clearness of thought and activity of mind are jeopardized by heavy and rich foods and by over-eating. Too much of people's strength is consumed by digestion of a heavy food. The blood that should nourish the brain is monopolized by the stomach. The adoption of milk and bread as the mid-day meal largely removes this handicap."

Other dairy products such as butter, cheese and ice cream—each of which can be classed as a concentrate of milk—are equally vital to human health.

These gifts of Nature—staples since the dawn of civilization—help you to live better, even though you pay less.

Send this Coupon with 5 cents in coin (NOT stamps) to

Superintendent of Documents  
Washington, D. C.

I enclose, herewith, 5 cents in coin for which please send me Farmers' Bulletin, No. 487, "Cheese and Its Economical Uses in the Diet."

Name.....

Street and Number.....

City..... State.....

This pamphlet tells you all you should know about the many advantages of cheese and contains many excellent recipes.

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# CHEESE

## Helps to Solve the High Cost of Living

### The Value of Dairy Foods for Children and Grown-Ups

"The value of milk as a food has never been *over-estimated*. Unfortunately, it has been and continues to be frequently *under-estimated*. It is safe to say that an astonishingly large per cent of families would be better nourished if they would spend only a part of their money for milk that they now spend for meat.

"Milk is the best single article for daily use in the diet. It contains all the food elements necessary in a complete diet for babies, children and adults, and in forms especially well-adapted to serve as a food for all.

"A few of its qualities include muscle-making properties. There is no waste in milk—it requires no cooking—yet it is an admirable food when cooked. It may be served in an endless variety of forms. It is especially good for the sick."

Marion Harland, in commenting on dairy products, speaks of one of the best known dairy dishes—plain bread and milk. She says:

"One who frequents the popular city restaurants at the luncheon hour, cannot fail to observe how many apparently robust men make their noon-day meal of bread and milk. Inquiry will show that these men are not, as a rule, dyspeptic. They are brain workers who have studied dietetics, finding in the simple refreshment exactly what they require for the maintenance of bodily sanity and the right balance of the nervous system under the strain to which their life-work subjects it."

In using generous quantities of milk, butter, cheese and ice cream in your daily eating and drinking, you are not only relieving the strain of a high-food expense, but you are getting the benefits of real nourishing, muscle and body-building elements, all of which are contained in correct proportions in these well-balanced foods.

Butter is an energy food—needed by all active bodies. Cheese is better and cheaper than meat. Ice cream is a real food—not merely a dessert. Begin now to eat more of these satisfying foods.

Too many people think of cheese as a pie-chaser. *Cheese is a real food.* The people of many nations eat cheese three times a day.

In these days of sky-high prices people are learning the economy of cheese dishes. Economical cheese dishes are taking the place of expensive foods. Cheese contains those fiber-building qualities so needed to offset the wear of the body, together with fuel-fat and bone-building minerals. It is one of the cheapest foods on the market.

### Stands High in Food Values

Out of the 15 principal foods which we eat, cheese stands first in food value per pound, excelling beefsteak, eggs, bread, potatoes, etc. Best of all there is no waste in cheese. You use it as it comes from the market without paying for bone, gristle, skin or seeds.

Cheese is made from milk. A quart of milk is equal in food value to three-quarters pound of beef, eight eggs, two pounds of chicken, two pounds of codfish, etc. Cheese is simply concentrated milk.

### Delicious Cheese Dishes

Use cheese in many ways. Cheese sandwiches of all kinds are wholesome. And cheese in cooking materially reduces the food bill. Cheese and macaroni is a hardy dish, worthy of first place on at least one menu a week.

Get out your cook book today and you will find many delicious recipes for cheese dishes in it—all economical. Also send for our Dairy Menu Book. Commence today on the dairy diet by ordering cheese from your grocer.

Send for our Dairy Menu Book. It's free—postpaid.

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# Eat More Ice Cream

## *It's Good For You*

Know more about the food you eat. Change some of your food habits. Quit overeating and wrong feeding. You'll live better and longer, feel happier and stronger, earn more and spend less. And you will bless the day when you began to study and change your ideas about food.

For example: Make Ice Cream a substantial part of every one of your meals. Eat it at dinner and at lunch in place of some heavier dishes. It's just the thing, too, to eat between meals and before going to bed. Eat it often, and lots of it. It'll make a big improvement in your health and well-being.

### A Real Health Food

Ice Cream is made of Cream and sugar. A quart of it has the full food value of 1½ pounds of round steak, 4 pounds of potatoes, or 18 eggs.

It's easily digested, keeps the stomach in good order, and is so safe that it's often the first food allowed to convalescents.

Get rid of the idea that Ice Cream is just a dessert—a luxury—expensive. It's a real food, and contains more real nourishment than many of the dishes which you think substantial and necessary.

Dr. Woods Hutchinson, one of the world's greatest experts, writing in "Good Housekeeping," says: "Be good to yourself in the matter of food in summertime. Fortunately, there is usually an abundance of wholesome, appetizing food to be had at this time of the year—such things as fruits, fresh vegetables, milk, eggs, butter, ices and ice cream."

#### Ice Cream the Thing

"A high place in the Summer diet should be given to Ice Cream, iced puddings and frozen custards. Their combination of sugar and fat gives them high nutritive value and they are readily digested by a healthy stomach, especially if eaten slowly, with plenty of good cake, home-made cookies or salted crackers."

That's good advice. Remember, you can get good Ice Cream at your nearest drug store. It's as good as it tastes. It's ready to eat, full of nourishment, appetizing, pleasing and one of the few dishes which every one at the family table will like.

Ask the kiddies which they would rather have—the big, heavy, slowly digestible dishes you had planned for dinner, or a light meal with a heaping dish of Ice Cream at the end.

And count the cost, too. You'll find it less expensive.

Begin to think deeply about the value of lighter meals and Dairy Products. Really, they are best for you. And you'll get the enthusiastic approval of all your family if you make the start with that most delicious of all Dairy-Foods—good, wholesome, nourishing, stimulating Ice Cream. Get it from the nearest druggist, confectioner or dealer. Try it today for lunch and see if you need anything else.

Send for our Dairy Menu Book. It's free—postpaid

## NATIONAL DAIRY COUNCIL

GENERAL OFFICES: CHICAGO, ILL.

### What Do You Know About Dairy Products?

Stop and think! Are you one of those who have never given a deep thought to the important problem of feeding yourself and your family properly, effectively, and economically?

Are you one of those who eat in a haphazard way, knowing little whether the food you put into your stomach contains the necessary nourishment, the body-building and repairing qualities which your system requires?

Have you ever considered your meat and grocery bill in the same way in which the wise manufacturer looks at his coal bill? Are you sure that you get the maximum of food value out of every dollar that you spend?

The first discovery you will make in a study of foods is the wonderful and practically unknown value of Dairy Products. These are either Milk or Milk-Products, such as Butter, Cheese and Ice Cream. To know what Dairy Products are worth you need only know what Milk is worth, from which all are derived. Just stop and think! Milk is one of the most wonderful foods of the world. It contains the chief parts of all the different foods commonly found on the table.

It is equal to a meal consisting of meat and eggs, sugar and cereals, oils and fats, with salt and water. The Milk diet, therefore, is like a mixed diet. Milk alone contains all the elements necessary to sustain life.

A glass of milk at home costs you about 2c. The food value of that glass of milk is equal to 2 large eggs, or a large serving of lean meat, or 2 moderate sized potatoes, or 5 tablespoonfuls of cooked cereal, or 3 tablespoonfuls of boiled rice, or 2 slices of bread.

In other words, a meal consisting of but 1 glass of milk and 2 slices of bread gives you as much food value as you would get out of 4 eggs. Consider how you would feel if you ate 4 eggs, and what these 4 eggs would cost compared to the light, nourishing diet of milk and bread.

Butter, Cheese and Ice Cream are concentrated Milk-Products. Each contains the food value of many quarts of milk.

This Council is composed of 250,000 dairymen, dairy cattle-breeders and representatives of all allied dairy interests. Its purposes are to build a greater and better American dairy agriculture—resulting in improved soil-fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products. The Council believes its mission is patriotic. A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper fed nation. Our slogans are: "Drink and use more milk." "Eat and cook with more butter." "Ice cream is not alone an excellent dessert, but a real food." "Cheese is the staff of life of many nations; why not in U. S. A.?" "Dairy products—palatable, nourishing, economical—are Nature's best foods."



# ICE CREAM

## The National Dessert Food

### Growing Children Need Real Butter-Fat

Milk contains a puzzling element. In its fatty portions is contained some substance which exerts a remarkable influence on the growth of the young. This influence is not exerted by fat from other sources so far as our present knowledge goes.

This knowledge was gained from a remarkable experiment conducted by Drs. Hart and McCullom of Wisconsin Experiment Station, in feeding, with a ration of food containing pure fats, such as olive oil, lard, and tallow. This created growth in a normal way for three or four months, but here it stopped.

When Butter-fat (the fat contained in milk) was substituted for olive oil, or lard, or tallow, growth was immediately stimulated and full health resulted.

Mothers anxious about the growth of their children should be careful. They should stop and think before they allow themselves to be persuaded to use vegetable or animal fats in feeding or cooking for a household of growing children.

Vegetable and animal fats are a concentrated source of energy and heat, but are neither as nutritious nor as digestible as Milk or Butter. Nothing is known about the influence on growth, but we do know that Milk contains a hidden substance which exerts a remarkable influence on growth—an influence not exerted by the fat from other sources.

Don't deny your children the essential element necessary for growth and development.

Withholding these by the substitution of animal or vegetable fats is neither wise nor cheap, and may make a serious difference in the well-being, and growth, and the life of your child.

ICE CREAM is both a dessert and a *food*. It's good for you. People have quickly overcome the idea that ice cream is solely a holiday "tid-bit."

Mothers now realize that ice cream is fine for growing children. And as a prominent part of a grown-up's meal, there are unmatched food values in this combination of cream and sugar.

Ice cream satisfies both the palate and the body.

### Easy to Buy and Cheap

Ice cream can now be bought everywhere, in many delicious flavors. There is hardly a drug store in the United States that does not handle ice cream. Every restaurant serves it.

As a nourishing home dessert, ice cream is both economical and handy. It requires no preparation—when bought at a nearby store. There is no waste—your body gets every ounce of nourishment you pay for.

### Astounding Food Value of Ice Cream

A quart of ice cream has the same food value as a whole pound and a half of round steak, or a dozen and a half eggs, or four pounds of potatoes, or a whole gallon of oysters.

So at the lowest cost ice cream gives you one of the highest food values known.

Serve ice cream often at home. Eat it at lunch downtown. Give it to the children. Commence to think of ice cream as an everyday food. Eat it once a day, at least.

Send for our Dairy Menu Book. It's free—postpaid.

## NATIONAL DAIRY COUNCIL

GENERAL OFFICES: CHICAGO, ILL.

This Council is composed of 280,000 dairymen, dairy cattle-breeders and representatives of all allied dairy interests. Its purposes are to build a greater and better American dairy agriculture—resulting in improved soil-fertility and better farm life—to encourage every American consumer to have a keener appreciation (like European nations) of the high food value of dairy products. The Council believes its mission is patriotic. A wider use of dairy products on the tables and in the kitchens of our American homes will mean a healthier and cheaper fed nation. Our slogans are: "Drink and use more milk." "Eat and cook with more butter." "Ice cream is not alone an excellent dessert, but a real food." "Cheese is the staff of life of many nations; why not in U. S. A.?" "Dairy products—palatable, nourishing, economical—are Nature's best foods."

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**E**DITORS of the Trade Press, men prominent in the industry and consumers in every part of the country endorse our plan in earnest and enthusiastic comments.

Limitations of space in this book prevent publication of more than just a few of the editorials and letters received. But these few examples are eloquent

endorsements by the industry at large and by both press and public.

They furnish convincing proof of the accuracy, timeliness and effectiveness of our plan and encourage the belief that the big three years' campaign will be productive of every result reasonably expected of it.

## Read these Editorials and Letters Carefully

### IT WILL REDOUND TO THE DIRECT FINANCIAL BENEFIT OF EVERY PERSON CONNECTED WITH THE DAIRY INDUSTRY TO CONTRIBUTE TO THE FUND

#### EVERYBODY'S DOING IT NOW

Many years have elapsed since a big railroad man uttered the words—if he ever did—"the public be d—d." Many years went by during which unkind things were said of the railroads, and the railroads kept still. For many years the Standard Oil Company was the butt of attack and sarcasm, and anti-trust laws were passed with it in mind as the chief monopoly to be assailed.

Then came a change. The railroads started a publicity bureau. The railroads of the State of Illinois only recently organized one of their own. Even the Standard Oil Company made public statements. The Bethlehem Steel Company is telling in newspaper advertising space that it is not robbing the government in prices for armor plate. The Peoples Gas Company of Chicago is publishing advertising articles to explain why the city council should pass an ordinance allowing it to sell gas by heat units.

Everybody's doing it now.

It is the age of publicity. The fruit growers of California have greatly increased their business by telling the people about it. Other trades have done likewise.

And now the oldest friend of man will do the same. The dairy cow that has stood by man from the days before he had settled abodes, whose product was of such importance to our primitive ancestors that they designated their daughters by a word which meant "the milker," now enters the limelight. She has done her work nobly, patiently, quietly, modestly for thousands of years. But her wondrous story has never been told in the public prints. We took her as a matter of course.

That is to be changed. The American people will be told what the dairy cow is, what she gives us, what she means to us, how she feeds us, how she steps into the breach when mother's milk fails, how she yields the most delicious of table delicacies—golden butter—how she supplies cheese, the food that makes bone and brawn as well as does the flesh of her brother; how, finally, she will save us from failure in agriculture by building up an industry that alone among all productive industries enriches the soil upon which it feeds.

A marvelous story it is, and full of the romance of tradition and history, but also the romance of modern daily life and of industry and of business. Few people as yet realize the remarkable value for health and sustenance and strength that dwells in milk and its products. The cities have grown away from it, the countryside fails to appreciate it because it is too common and familiar.

The National Dairy Council has decided that the time is ripe for an extensive campaign of publicity to inform the American people in regard to all these things. It has made plans covering three years, and means to use the leading publications of the country in this work.

Such a plan calls for large funds. It will redound to the direct financial benefit of every person connected with the

dairy industry, and the Council calls upon all such people to contribute to the fund according to their ability. A total of \$750,000 is required for the three years' campaign. Already \$50,000 has been subscribed.

Let every man figure generously what his means will allow him to subscribe. The benefits will be substantial and permanent. Once win the American people to more extensive use of milk, cheese, butter, buttermilk, skim milk, dried milk, etc., and they will go on using them all the time.

Read the appeal of the National Dairy Council in this issue, and then "take your pen in hand" and subscribe the needful.

—*The Creamery and Milk Plant Monthly.*  
July 1916.

### A SUBSCRIPTION OF \$15,000 SPEAKS FOR ITSELF

A letter from Secretary W. E. Skinner of the National Dairy Council, as we go to press, contains the great, good news that a fund of \$50,000 has been subscribed by men prominent in the dairy industry for the preliminary work of the big national advertising campaign undertaken by the council to increase the production and consumption of dairy products in this country. Advertisements are in preparation and will shortly appear in leading magazines and newspapers. It is proposed to raise a total fund of at least \$750,000 to cover a complete campaign of three years. This is the undertaking toward which the national Holstein-Friesian association, at its recent annual meeting, voted a contribution of \$5,000 each year for three years; and THE REGISTER considers the cause one in every way worthy and entitled to the support of each individual member of the dairy industry.

—*The Holstein-Friesian Register.*  
July 15, 1916.

### THIS CAMPAIGN SHOULD HAVE THE FINANCIAL SUPPORT OF EVERYBODY ENGAGED IN ANY BRANCH OF THE INDUSTRY

#### SHOULD BE SUPPORTED

The National Dairy Council has succeeded in raising \$50,000 for the preliminary fund for the huge advertising campaign on behalf of all dairy products, which it expects to carry on for the next three years. There is no doubt whatever that a campaign of national advertising will increase the consumption of dairy products materially and will strengthen the standing of the dairy industry with the public and the public press to an extent that will be far-reaching in its benefits to everybody in any way connected with it. Hence, this campaign should have the financial support of everybody engaged in any branch of the industry, and the Dairy Record urges all its readers to give this matter their liberal consideration when it is presented to them for action.

—*The Dairy Record.*  
July 19, 1916.

## OFF IN THE FUTURE WE SEE RICHER FARMS BETTER BABIES, A LOWER COST OF LIVING AND A BETTER LIVING

### ADVERTISING THE COW

Former Governor Hoard, of Wisconsin, once made the statement, which has since become famous, that the inside of a dairy cow is the darkest place in the world. But so far as a knowledge of the dairy industry and of the food value of dairy products is concerned the consumer has been groping in darkness just about as dense. To make matters worse, enemies of the dairy industry who have thought to line their own pockets have put stumbling blocks of misinformation in the path of the consumer.

The consumption of milk, butter and cheese per capita in this country has been so small that the average man would hardly credit the figures if he saw them. Cheese, for example, is a cheap and highly nutritious food, yet the average daily consumption for each person is hardly enough to tempt a hungry mouse.

It was on account of these conditions—the low consumption and the lack of knowledge of food values—that a campaign was started, fostered by the National Dairy Council, to stimulate the production and consumption of dairy products.

To advertise efficiently an industry of the magnitude of that based upon the dairy cow is a tremendous undertaking, but it is being done. The plan is to raise \$750,000, to be expended in telling the people of this country the truth about milk and the things that are made from it. Several hundred thousand dollars has been raised and some of it put to work. When the campaign is in full swing \$20,000 will be spent monthly for thirty-six months.

There is nothing better than the straight rays of publicity to put this industry where it belongs. The average quality of the products of the dairy will be improved, no doubt, and they will be protected from unfair competition and unjust criticism, for nowadays advertising campaigns are based upon truth.

Three-quarters of a million dollars is a lot of money, but the results will come at a low price. Off in the future we see richer farms, better babies, a lower cost of living and a better living. A boost for the dairy cow is a lift for the booster and a help to the whole country.

—*The Country Gentleman*,  
August 5, 1916.

## NO ESTIMATE CAN BE PLACED UPON THE BENEFIT THAT WILL ACCRUE TO THE DAIRY INDUSTRY FROM SUCH ADVERTISING

February 14, 1916.

In my judgment no estimate can be placed upon the benefit that will accrue to the dairy industry and the animal industry in particular, from such advertising.

I am clearly convinced that if the public could be advised of the value of the dairy products as food, the consumption would be doubled and it would require a large increase in our productive capacity to meet the demands, and both the consumer and the producer would be benefited.

The dairy products have not been generally considered food products. Milk has been used as a beverage; butter and cheese as an incident, and never any of them considered as a food product, while in truth and in fact they are the most economical of food products, and as the Government has demonstrated, a five-cent lunch of bread and milk has more food value than the best fifteen-cent meat soup lunch that can be produced under the present prices of meats.

What is necessary is that the public should know this. If the mothers of the great cities knew that milk was the most economical food they could give to the children, they would give them little else, because milk means health and vitality. On the contrary the mother feels that milk is but a beverage, is no value as a food, is too expensive for the children to drink, and double the expense is made in the purchase of less suitable foods for the children. I would the mothers of the country generally knew the value of milk as a food for children.

Yours very truly,  
(Signed) D. D. AITKEN, *President*,  
*Holstein-Friesian Cattle Association*.

## THIS ADVERTISING CAMPAIGN WILL WITH- OUT QUESTION INCREASE THE DEMAND FOR DAIRY PRODUCTS

### ADVERTISING DAIRY PRODUCTS

The National Dairy Council has begun its advertising campaign for educating the city consumer as to the food value of dairy products. The advertisement in the Saturday Evening Post, July 29th, sets forth in a striking way not only the delectable qualities of wholesome milk and its products, but argues forcibly the relative food value of dairy products when compared with other foods so commonly used in the household. There could be no better move than to teach the people the nourishing properties of milk, cheese, and butter.

To those leading sedentary lives dairy products are particularly healthful and should be used liberally by them. Milk is not only adapted for the infant and the invalid, but for the strong, vigorous man. Cheese, in many European nations, is one of its chief foods as it furnishes all the food elements for growth and body repairs. It is a concentrated food and is better than meat during hot weather and is a good food for the hard working man at any season of the year. Butterfat not only supplies a large amount of energy, but contains a substance absolutely essential to good health. No vegetable or animal fat can take its place.

In these advertisements which the Council will run in many dailies and magazines, there will be set forth not only the food value of milk and its products, but their dietetic effect will be emphasized and their cheapness as compared to other foods will be clearly shown. This advertising campaign will without question increase the demand for dairy products, and that will favorably affect the whole dairy industry.

While advertising of dairy products will create a desire of the consumer to use more of them, yet we must not lose sight of the fact that the quality of the product will determine to no small degree the amount consumed. It behooves every dairy farmer to do his level best to produce a good quality of milk, for after all is said and done the producer of milk is the biggest factor in the production of good dairy products. Quality and uniformity of dairy products must ultimately determine the amount consumed.

—*Hoard's Dairyman*,  
August 11, 1916.

## THERE IS NO LIMIT TO THE IMPORTANCE OF A NATIONAL CAMPAIGN SUCH AS CONTEMPLATED BY THE NATIONAL DAIRY COUNCIL

February 15, 1916.

There is no limit to the importance of a National campaign such as contemplated by the National Dairy Council and the dairy interests. A forceful, educational propaganda of this character means the awakening of public appreciation to the true hygienic and economic worth of dairy products—hence a largely increased demand for them.

To the Milk Dealer it affords the benefit of intelligent co-operation, which, used in conjunction with strong local publicity, will, if he be modern in equipment and service, bring about the most satisfying results.

(Signed) JOHN LEFEBER, *President*,  
*Gridley Dairy Company*,  
*Milwaukee, Wis.*

## WE MOST HEARTILY ENDORSE THE EDUCA- TIONAL PUBLICITY WORK THE NATIONAL DAIRY COUNCIL PROPOSES TO DO

March 1, 1916.

Believing that never in the history of the dairy business was the product of that industry so adversely advertised and so hard hit by legislators and City Health Boards in and through the press, we do not hesitate to say that the moment we are able to so put before the consumers of milk and the public at large, the real food value of our product, also the real merits of milk as now adopted and set forth by the guardians of our health, the Doctors and Physicians, through a systematic and complete plan of advertising—that moment we have started something which will make it worth while for farmers to keep at and go into the dairy business. Therefore we most heartily endorse the educational publicity work the National Dairy Council proposes to do.

Respectfully,  
W. J. KITTLE, *Secretary*,  
*Milk Producers Association*,  
*Chicago Dairy District*.

**A MOVEMENT THAT SHOULD HAVE THE  
HEARTIEST SUPPORT OF EVERY MAN IN  
ANY WAY INTERESTED IN THE  
MANUFACTURE OR PRODUCTION  
OF DAIRY PRODUCTS**

**ADVERTISING THE FOOD VALUE OF MILK**

Everyone knows that milk is a perfect food for the young. It is nature's food, and that in itself is a sufficient guarantee of its being the best obtainable for the young of all species of animals. In speaking of milk as a source of human food, we are concerned principally with cow's milk, the average composition of which is about as follows: Water, 86.5 per cent; fat, 4 per cent; casein, 3.3 per cent; milk sugar, 5.5 per cent; ash, 7 per cent. This means that 13.5 per cent of milk is solid matter and this solid matter is very digestible, so that there is comparatively little waste.

In spite of the fact that the public recognizes milk as a perfect food for the young, it is not generally looked upon as an economical food for adults, but rather as a beverage. In fact, the majority of housekeepers, especially those in the cities, consider milk as a luxury, while meat is considered a necessity; yet one can buy nutriments cheaper in the form of milk than in the form of sirloin steak, for example.

The National Dairy Council of Chicago, an organization established for the advancement of dairying in America, is starting a national campaign for advertising the food value of milk, and other dairy products—a movement that should have the heartiest support of every man in any way interested in the manufacture or production of dairy products. Wisely conducted, there is no doubt that a vigorous campaign of advertising will greatly increase the consumption of milk, butter, cheese, buttermilk, and other dairy products throughout the United States.

Even at the high price of 10 cents a quart, milk is not an expensive food. One pound of round steak, costing 28 cents, contains no more protein than 27 cents' worth of milk at 10 cents a quart. A pound of sirloin steak, at 35 cents, contains the same amount of protein as 24 cents' worth of milk at 10 cents a quart; a pound of smoked ham, at 30 cents a pound, the same amount of protein as 20 cents' worth of milk at 10 cents a quart; and a pound of chicken, at 35 cents, the same amount of protein as 22 cents' worth of milk at 10 cents a quart. Even a pound of bread, which in Kansas City costs 16 cents, contains no more protein than 14 cents' worth of milk at 10 cents a quart, and bread is generally looked upon as one of our cheap food products.

It is not contended that milk should take the place of meat, but the above figures show that milk is no more expensive, so far as food value is concerned, than the cheaper cuts of beef and pork, and it is less costly than the more expensive cuts. In most cities milk can be bought for 8 cents instead of 10 cents a quart, which makes it that much more economical as a food product. Even skim milk has a very high food value. In fact, it contains a little more protein than whole milk, and can usually be obtained at half the price of whole milk. If the laboring classes in the cities could be made to realize that a quart of skim milk, at 5 cents, will give them twice as much protein as the same amount of money invested in round steak, a demand would surely be created for it. It isn't necessary to drink the milk raw in order to get the food value out of it; it may be used for cooking. Rice cooked in skim milk, for example, becomes a much more nourishing food than when cooked in water. There is no reason why skim milk should not be used for cooking on a large scale in the big cities.

These and other reasons why milk should enter into our daily diet to a much larger extent than is now the case are what the National Dairy Council expects to bring before the public in a huge advertising campaign in national magazines and metropolitan newspapers during the next three years. The present plans provide for spending \$750,000, or about \$20,000 a month for thirty-six months. The per capita consumption of milk as such, in this country is exceedingly small, and we believe that the advertising campaign planned will easily double if not treble it. Should this be even approximately realized, it would give dairying a boost such as it has never before experienced.

—*The Farmer & Stockman.*  
July 20, 1916.

**"RIGHT ABOUT, FACE; FORWARD, MARCH"**

The big educational-advertising campaign of the National Dairy Council is about to open. Backed by a nucleus fund of \$50,000, subscribed by men prominent in the dairy industry, the project will be started in a way that will leave no doubt in the public mind of the importance of the dairy industry. Advertisements are in preparation and will shortly appear in the leading national magazines and prominent newspapers. This will be but the beginning of a three-year campaign for which it is proposed to raise a total fund of at least \$750,000 to expend in advertising, general publicity and organization work, approximating a monthly expenditure of \$20,000.

This plan is no dream, though it may have considerable of that aspect; but the fact that the dairy interests have never worked in banded form heretofore is no reason that they should not do so in the future. The National Dairy Council has proven itself a much needed institution, and as time goes on it will demonstrate its real worth to the great industry it represents in no uncertain manner. The country is awakening to its needs. The dairy cow and all that she represents stand for an industry that must be given greater recognition from now on. Dairy products have generally been considered too common articles of food to have any consideration at all excepting when some danger from them, more or less imagined, was discovered by interests finding it easier to criticize in this direction than any other.

The industry has had enough of knocking—has stood it patiently for years. Now an awakening has come. The slogan is "Right about, face; forward, march!" and every man, from the humblest milker to the most prominent leader in the industry will feel advantageously the effects of the new propaganda.

The writer recently had the pleasure of viewing several of the advertisements which have been prepared for this work. They are eye-compelling and so convincing, that when he went to lunch later with four other men who had also been present, it was worthy of note that five bowls of milk were ordered. The copy is being prepared by an advertising agency in Chicago with the assistance of Manager W. E. Skinner and Mr. Julius Kahn, publicity manager of the National Dairy Council. Mr. Skinner has "fought the good fight" for the dairyman ever since he assumed the management of the National Dairy Show, but his versatility has never been displayed to better advantage than in the preparation of this argument for the use of dairy products.

The results of these arguments should convince even the most skeptical of the crying need of this campaign. But it takes money to do this—and money is the only thing lacking to carry the plan through to a successful termination. The effects will be noticeable to every dairy farmer throughout the land, and each should bear his share of the expense.

—*Jersey Bulletin.*  
July 19, 1916.

**ICE CREAM INTERESTS HAVE EVERY  
REASON TO GET BEHIND YOUR CAMPAIGN  
WITH SUBSTANTIAL SUPPORT**

August 29, 1916.

It gives me pleasure to add my hearty endorsement to your proposed campaign for increasing the consumption of Milk and Milk Products.

Having been in the Ice Cream business for a period of 28 years and lately participant in a local Ice Cream Advertising Campaign, I can from my own experience say that advertising Ice Cream is successful and effective in increasing the demand. Moreover, the effect is cumulative and families once educated through advertising to a more regular and larger consumption of Ice Cream seem to remain permanent users of the goods. That has been our experience in a very limited single campaign of advertising Ice Cream right here in Chicago.

So I have no doubt that a National Campaign of education consistently and persistently carried out will be productive of even greater and more permanent good.

Ice Cream interests have every reason to get behind your campaign with substantial support and I shall be glad to do anything within my power in interesting our people in this sound plan of promoting our business.

Sincerely yours,  
JOHN T. CUNNINGHAM.

**THE WAR CHEST OF THE NATIONAL DAIRY COUNCIL SHOULD BE FILLED TO ITS BRIM. CONTRIBUTION TO IT IS A DUTY AND SHOULD BE A PLEASURE**

**A CALL TO ARMS**

The National Dairy Council has sounded a call to arms. The coming of this champion of the wholesomeness and cleanliness of milk and its products is none too soon. We have witnessed the publication by the Department of Agriculture of an indictment of the creamery industry, which was denounced by the national conference of dairy interests at Washington as "woefully incomplete in its survey and wholly false in its conclusions," and more recently another department of the Federal Government, the Public Health Service, without consultation with the Department of Agriculture, launched another attack, declaring that "milk as ordinarily marketed is unfit for human food."

Our news columns briefly outline the campaign of defense which the National Dairy Council has planned. A large sum has already been raised for this essential work, and more funds must be forthcoming if the end is reached which is comprehended by the carefully worked-out campaign. This is the task of all the members of this great council of dairy forces for defense and the spread of the gospel of milk consumption. The line of effort has been accredited by time and trial. It is proposed to resort to printers' ink, that most convincing and compelling fluid, to free the minds of the misled public as to the wholesomeness of milk and its products, and to clear the manufacturing industry of the unwarranted aspersions which have been cast on it by these two public documents of Government issue. It is a sane and sound plan, of proved efficiency, and has met with hearty approbation on the part of the organized interests represented.

The dairy forces have never before been joined under such aggressive leadership, with so profound and comprehensive a plan of action. It is believed that the results of the opening of the engagement will prove to all interested the success of the effort, and will bring all dairymen, organized and individual, to the financial support of the campaign. It is time to fight back. The industry which will supinely accept the blows recently dealt dairymen from official sources deserves to suffer all the incalculable damage which follows such attacks. The war chest of the National Dairy Council should be filled to its brim. Contribution to it is a duty and should be a pleasure.

—*The Breeders' Gazette.*  
July 13, 1916.

**THE NATIONAL DAIRY COUNCIL'S EDUCATIONAL CAMPAIGN DESERVES SUPPORT**

February 15, 1916.

The National Dairy Council's Educational Campaign deserves support with funds necessary to put it on successfully, because first, the value of dairy products as economical and healthful foods has not been fully appreciated by the consuming public; second, because the manufacturers of substitutes for dairy products have for years been spending annually large sums in exploiting these and have induced many families to use substitutes to the detriment of health; and third, because the production of milk and cream on the dairy farms of this country makes necessary a larger consumptive demand, if the dairy is to be maintained as the foundation of agricultural prosperity; and lastly, because every industry allied to dairying will be benefited through a larger use of dairy products and through such use the maintenance and development of an agriculture largely founded upon the economy and profitability of the dairy cow.

GEO. E. HASKELL, *President,*  
*Beatrice Creamery Co.*

**STOP, LOOK AND LISTEN  
READ, THINK AND ACT**

**DAIRY INTERESTS START SOMETHING**

There is something going on in the dairy world that should make every cow owner in the United States stop, look and listen. And then he should read, think and act.

It is conceded that agriculture is the biggest industry in the world. There are some who contend that the milk cow is the most important animal on the farm. Of all the forces of modern business, certainly advertising is the most potent.

We have stated frequently in these columns that dairy products are not high priced compared with other foods on a basis of nutritive value. The limited consumption is largely due to ignorance of the food value of milk and other cow products.

To advertise dairy products on a nation-wide scale is the most significant thing that ever happened in the annals of rural organization. And that is what is planned by the National Dairy Council—an organization formed to unite all factions and interests.

The National Dairy Council is a clearing house for everything that concerns American dairying. Its object is to advance the cause of dairying in America by promoting the dairy cow and all interests dependent upon her through co-operative and united effort.

To accomplish this aim by increasing the production and consumption of milk, cream, butter, buttermilk, cheese and ice cream, a fund of \$50,000 has been subscribed for the preliminary work of the big campaign by men prominent in the dairy industry. Advertisements will shortly appear in prominent magazines and newspapers. It is proposed to raise a fund of \$750,000 to cover a three-year campaign of advertising, publicity and organization.

If all the dairy interests will unite—and this includes a strong representation and liberal contributions from milk producers—the movement will score a tremendous success. Not only will it benefit the farmer by increasing demand, stiffening prices and combating misrepresentation and other unfavorable influences, but the consuming public will be benefited in health and purse.

—*Farmer and Breeder.*  
July 29, 1916.

**EVERY DAIRYMAN SHOULD ENLIST UNDER THE BANNER OF THE COUNCIL**

March 1, 1916.

There cannot be any question in this day and age, in the mind of any business man, concerning the possibilities to be obtained from advertising. The only consideration the subject of advertising requires is to select the proper specialist to prescribe for your particular case. National advertising having become a highly specialized art, your specialist will diagnose your needs and select the media to obtain results. Products of the Dairy understood as to their food value and honestly presented as to the real sanitary measures in use for their care and treatment must overcome thoughtless and malicious attacks upon them and increase their use. Co-operative advertising of all Dairy Products reduces the cost to the individual and demands greater attention from the consumer; coupled with the underlying patriotic aim to increase the number of improved cows upon the American farms, insuring fertility of the soil, consequently increased agriculture should cause every Dairyman to enlist under the banner of the Council for a forward movement for Dairying.

M. D. MUNN, *President,*  
*American Jersey Cattle Club.*

**FROM A CANADIAN PAPER  
ADVERTISING DAIRY PRODUCTS**

The dairymen of the United States are going to find out what can be done to improve their business by extensive advertising. They have seen what the double page spread has done for the automobile and for chewing gum, and they see no reason why it should not do as much for the dairy cow. Under the direction of the National Dairy Council, which has a membership of 280,000, they have launched an advertising campaign with the object of stimulating the consumption of milk and its products. By the time it has been completed it is hoped that this will more nearly approach the amount that their food value warrants than it does at present.

There is nothing half-hearted about the manner in which the campaign is being undertaken. About \$50,000 has been subscribed to meet the expenses of the preliminary work. It is proposed to spend approximately \$20,000 a month for the next three years, and it is estimated that the complete campaign will cost at least \$750,000. Advertisements are appearing in the national magazines and in many of the large city dailies. The dairy papers are advising dairymen that it is their duty to back up the campaign by producing only products of high quality. Everyone connected with the industry, from the farmer to the ice cream vendor, is being called upon to contribute to the war chest. Enthusiasm and optimism have characterized the opening of the campaign and there appears to be no reason why it should not be carried to a successful conclusion.

Canadian dairymen will watch with interest the progress of this campaign. If the results justify the hopes of the promoters, it will point to the desirability of conducting one of a similar nature on this side of the boundary line. The consumption of dairy products in Canada might be stimulated with advantage to all concerned. We, no less than our cousins of the United States, have failed to realize fully their food value. Should American dairymen succeed in educating the people to increase their consumption of dairy products to such a degree that the expenditures in connection with their advertising scheme will be justified the possibility of conducting a similar campaign to a successful issue in Canada will be strongly indicated.

—*Farm and Dairy.*

Salt Lake City, Utah.

On the eventful Thursday evening when the Saturday Evening Post was received, containing your ad, I started through it in the usual way—from page 1 to the finish—and when I came to your contribution to the weekly literary feast, I read it through and looked at the picture until I could bear it no longer. Calling to my son, I showed him the ad and asked him if he thought it advisable to run down to the corner drug store and get a brick of ice cream.

"Sure" he replied, "gimme a quarter."

As he started for the door with the two-bit piece in his hand, he said: "I read that ad this afternoon and it cost me ten cents, for I had to go out and get a dish of ice cream."

The next day I was telling a friend of the experience. He laughed and said: "Mother read that ad late last night, and it appealed to her so much that she went to the refrigerator and drank two glasses of milk and said she wished she had some cheese!"

If these two experiences are typical, I judge that the cows will soon be working more than eight hours a day to supply the demand. Keep up the advertising.

**Our milkman has had his daily order increased already.**

ROBERT W. SPANGLER.

Kent, Washington.

A meeting of milk producers, dealers and manufacturers of dairy products was held in Seattle, Tuesday evening, the 8th inst, at which it was decided to raise a fund for publicity work to supplement locally the campaign which the National Dairy Council has undertaken.

**A motion was adopted providing that ten per cent of all moneys collected for this purpose should be contributed to the National Dairy Council to assist them in the national campaign. Just what will be the amount of this fund has not been determined, but it will amount to at least \$5,000.00, and possibly \$10,000.00.**

We expect to do considerable advertising and general publicity work leading up to this event, and then to follow it up principally with newspaper advertising for a period of about a year thereafter. We would be very thankful if you will kindly give us your ideas as to the best possible way in which we may be able to co-operate to secure the desired results.

*Dairy Products Publicity Club,*  
W. V. S. ROBB,  
*Temporary Secretary.*

Louisville, Kentucky.

Your favor of the 27th inst, to hand.

We note all you have to say in regard to the advertising campaign that you propose. We have seen the "Ad" in the Saturday Evening Post and we think it is splendid and are sure that it will produce good results.

We would like to know what size contribution you think we should make. We are operating thirty-one wagons.

Thanking you very kindly for any information you may give us along this line, as we are willing to do our duty insofar as we are able, we beg to remain—

D. H. EWING'S SONS.

Woodland, California.

We have noted with a great deal of interest and pleasure, the opening of the advertising campaign in the Saturday Evening Post, and we cannot commend too highly, the splendid copy in this issue.

We believe that the possibilities in this movement are almost unlimited. It is the greatest thing that ever happened for the great dairy industry.

You may rely upon our co-operation wherever possible. We will subscribe as much to the fund as we can and plan to solicit subscriptions through two or three local breeders and dairymen's organizations. In order to encourage the plan we believe it is best to make our subscription in that way.

Wishing you unlimited success in the undertaking, we are—

A. W. MORRIS & SONS CORPORATION.

Tucson, Arizona.

Replying to your advertisement in a recent issue of the Saturday Evening Post, will you kindly send me a copy of the Dairy Menu Book?

We are conducting a campaign for the Tucson Dairymen's Association, and it will be useful in preparing advertising copy. This is in direct line with your educational work.

Thanking you for an early reply, I am—

JOHN HALL, *Managing Editor,*  
*The Tucson Citizen.*

Eau Claire, Wisconsin.

I have been asked by members of the Eau Claire Milk Dealers' Association to write to you for any literature you might have as to the relative food value of milk as compared with other food-stuffs.

Any literature you have along this line will be gratefully received, as we are starting an active campaign for the education of the consumer along this line.

W. S. COMINGS, *Secretary,*  
*Eau Claire Milk Dealers Association.*

Concord, North Carolina.

Noticed your "Ad" in the Saturday Evening Post.

If you will kindly furnish me with facts, tracts, and a system of advertising, I will run same in some local papers and distribute tracts.

I am anxious to have figures to show these people. They have been taught that milk is poison and they train their children to let it alone.

B. L. UMBERGER.

Hawarden, Iowa.

I am desirous of joining your Organization. Please send entrance blank and particulars, and oblige—

S. Q. FRENCH,  
*Superior Quality Farm,*  
*Sanitary Quarters Food.*

Boston, Massachusetts.

Will you kindly send Dairy Menu Book as per your advertisement in the Saturday Evening Post. Also will you kindly advise as to the annual dues for Milk Dealers who are members of the National Dairy Council.

Awaiting your reply, we are—

J. H. KNAPP, *Treasurer,*  
*Elm Farm Milk Company.*

Belle Head, New Jersey.

Kindly send me particulars concerning the aid dairymen can give to the Council. I had thought that the Council consisted only of professional or scientific men, but now I learn through the farm papers that everybody is invited to aid. Being a dairyman by occupation, I presume that I might be included in the largest organization yet formed for the good of the dairy farmer.

IRVING DONGAN MILLER,  
*Scientific Agriculturist,*  
*Cedar Hill Farm.*

Spokane, Washington.

This is to acknowledge receipt of your letter of July 27th, and I might state that prior to that date I had already noticed your valuable advertisement in behalf of Dairy Products.

This is a move in the right direction and you can count on me to boost the proposition further.

E. E. FLOOD, *Assistant to President,*  
*The Exchange National Bank.*

Pontiac, Michigan.

On the 17th of this month this Association will hold its Summer Round-up.

At this time the matter presented in your letter following your initial advertisement will be taken up and we will do what we can for the cause.

The advertisement in the Saturday Evening Post was a very pleasing one. It carried information, and looked tempting.

L. H. BARNUM, *Secretary-Treasurer,*  
*Pontiac-East Michigan Holstein-Friesian Association.*

Oregon City, Oregon.

Please send me a copy of your Dairy Menu Book for my personal use.

Your National educational campaign interests me very much. I would suggest as part of your campaign a direct appeal to physicians. You will find all physicians interested in dietetics, perhaps more especially those of my own profession.

DR. J. A. VAN BRACKLE.

Memphis, Tennessee.

Will you kindly send writer outline of object of the National Dairy Council? There are a great many of the local dairymen who are interested and I believe their interest could be advanced materially by affiliating with the National Dairy Council. Would appreciate it if you would also enclose a copy of your Dairy Menu Book, for which we thank you.

FRANK A. BUTLER,  
*Nashville Dairy Supply Company.*

## WANTS 10,000 DAIRY MENU BOOKS

Memphis, Tennessee.  
I have before me one of your books, the Fifty-One Dairy Recipes, and we are very much interested in getting one of these to each of our customers.

We wish that you would be good enough to write us what would be the cost, if any, of these books. We would need about ten thousand of them in order to have one for each of our customers.

*Clover Dairy Farm,*  
Per L. N. LEARNED.

## WANTS 5,000 COPIES OF ADVERTISEMENT

Ogden, Utah.  
That was a splendid advertisement you placed in the July 29th issue of the Saturday Evening Post. It certainly furnishes much food for thought.

Could arrangements be made, we should like to have five thousand of these sheets, which we would be glad to place with the circular matter we are weekly sending the retail stores throughout this inter-mountain region.

S. J. GRIFFITH, *Secretary,*  
*Blackman & Griffith Company,*  
*Wholesale Produce & Creamery Products.*

Vincennes, Indiana.  
We noted with much interest and pleasure, the page advertisement in the Saturday Evening Post of July 29th. This is surely a step in the right direction, and we hope to see more of the same kind.

We will thank you to send us one of the Dairy Menu Books referred to. We will also thank you to advise if there is any way that we can get a duplicate of the cut used in this advertisement, as we would like to use it in some local work we are doing.

Again assuring you of our utmost appreciation of your efforts, and our desire to co-operate in any way we can, we are

JOHN A. RISCH, *President,*  
*Vincennes Milk & Ice Cream Company.*

Modesto, California.  
Please send me a copy of the Dairy Menu Book. I am running a Milk Dairy and I would be pleased to put a copy of the Dairy Menu Book out to each of my patrons. I can use 100 books.

W. H. CARTER, "*Olivewood.*"

Oglesby, Illinois.  
The little booklet entitled "Fifty-One Dairy Dish Recipes" is certainly neat and attractive. Can these be had in quantity for distribution among individual patrons? If so, on what basis. Will be glad to distribute them among our regular customers if it can be so arranged.

Kindly let us hear from you.

J. R. BENT, *Managing Partner,*  
*Bailey Falls Farm.*

Abilene, Kansas.  
Please send me the Dairy Menu Book. Your Saturday Evening Post "Ad" is a "hummer." Our local dairymen are very much interested in this movement. Would you permit us to have cuts made for our local papers following the same ideas as the cut in the Post "Ad?"

Wishing you success—

E. H. FORNEY,  
*The Belle Springs Creamery Company.*

Barry, Illinois.  
Please send us your "Dairy Menu Book" and we would be glad to distribute them to our milk customers if you care to send that many.

We have about 100.

I saw your ad in the "Saturday Evening Post."

J. J. KABRICK, *Manager,*  
*Hill Crest Dairy Farm.*

Springfield, Ohio.  
Kindly mail "Dairy Menu Book." We wonder if it would be helpful to our customers. We have a mailing list we use every two weeks, sending out advertising matter pertaining to our Lumber Yard and Building Material. Could this be used in any way?

*The Holiston & Wilder Co.,*  
Per N. H. WILDER.

Garnett, Kansas.  
I have just been reading your ad in the Saturday Evening Post. As we are engaged in the Milk and Butter business it appeals to us as being the best we ever saw. We see that you are putting out a Dairy Menu Book. Would you sell 150 of these? We believe that we see in them a chance to increase our business.

I. R. CONGDON, *Manager,*  
*Blue Bell Creamery.*

Mobile, Alabama.

I read with a great deal of interest your advertisement in the "Saturday Evening Post" of July 29th, and commend heartily this publicity and educational work that you are doing. It is bound to result in a wider use of dairy products. For a long time I have been an advocate of "More Milk and Less Meat" on the table, and the use of Butter in cooking and on bread, and Cheese, not to mention Ice Cream, and we have three of the healthiest children you would find in a day's journey. Both my wife and I also enjoy excellent health. Will you please send me a copy of your Dairy Menu Book. I'm sure it will assist my wife in preparing her daily menus.

H. T. MCBROOM.

Springfield, Ohio.

In looking through the July 29th issue of the Saturday Evening Post I noticed those startling facts with regard to the food value of Dairy Products, and having just recovered from a week's siege of indigestion caused by overeating, I am thoroughly convinced that page 51 of the above issue contains nothing but the truth. I certainly will see that the issue before me is read by my neighbors, for I consider it a great benefit to the public, especially the poorer classes.

M. E. MUMMA.

San Diego, California.

Seeing your "Ad" in Saturday Evening Post, I desire Dairy Menu Book. I have great faith in milk.

GEO. H. EWING, M D.

Rochester, New York.

I notice your "Ad" in the Saturday Evening Post of July 29th, page 51. Very fine cut, and the reading matter, all true.

Kindly send me Dairy Menu Book. Will be pleased to receive it as it no doubt contains valuable information, and oblige.

WM. FOULDS.

Philadelphia, Pennsylvania.

Attracted by your display cut on page 51 of the current issue of "The Saturday Evening Post" I read your ad on dairy products as good values. I wish you every success in your effort to introduce sane, wholesome food to the land of the "frying pan."

Please forward a copy of your Dairy Menu Book and oblige.  
EDWARD A. MCKENNA.

Knoxville, Tennessee.

I have before me a Saturday Evening Post containing your full page advertisement—the sound logic of this ad should appeal to every person who sees it.

Will you kindly send me your Dairy Menu Book and oblige.  
JNO. W. CONNOR.

Cincinnati, Ohio.

Noticed yours in Saturday Evening Post under date of July 29th.

Will you kindly mail me a few of your Dairy Menu Books. Can place them to your advantage.

Your Cheese idea, with present cost of meat, strikes me forcibly.

SAM RAGENDORF.

Ontario, California.

Will you kindly send me a copy of the Dairy Menu Book. I have read your advertisement in the Saturday Evening Post and am very much interested in your mission.

MRS. TONY P. S. ABBOTT.

Elma, Washington.

In reply to your striking advertisement in the Saturday Evening Post 7-29-16.

We have one home where your Dairy Menu Book will be appreciated.

Sincerely yours for common sense eats.

H. G. NELSON.

New Orleans, Louisiana.

Kindly send me your Dairy Menu Book; your advertisement in Saturday Evening Post interests me as I have a large family of children.

MRS. F. S. LAMBERT.

Medford, Wisconsin.

Just received your circular today and immediately bought a back number of the Saturday Evening Post (I do not read it regularly) to see the full page "Ad." It sure looks good. The farmer is coming into his own. Let the good work go on.

Kindly send me a copy of the Dairy Menu Book, and oblige.  
R. A. KOLB.























