

Entwurf Design
A S H L E Y

Agentur Agency
W. S. CRAWFORD Ltd.

Anzeigen für die
 Milchhandels-Behörde
 Advertisements for the
 Milk Marketing Board

Drink
Milk
 daily

THE FOOD OF FOODS

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Oh!
 HOW GLAD I AM I TOOK TO...

Milk

THE *food* OF FOODS!

Do you want to be brighter-eyed, clearer-headed, cheerfuller, more full-of-go? Do you want to carry that grand 'singing-in-the-bath' feeling—right through the day?

Here, then, is the way—which doctors and dietitians are not only advising, but recommending with ever-growing enthusiasm. Start the day, they say, with a light breakfast—a little cereal fruit, if you wish, but making most of your morning meal in milk.

And here is the reason, here why the doctors are so right—

milk is not only the lightest and most easily-digested of all foods (bringing no heavy tired feeling in its train), but it is the one food which contains in almost perfect balance every element your system needs. Proteins—for brain-and-body building. Fat and sugar—for energy. Mineral salts—for healthy blood and bones and teeth. Vita-

mins—to defend you against illness and infection.

Milk is the best food for children and grown-ups at any time. But to feel the benefits of milk in the most striking way—start the day with this food of foods. You will be surprised—and delighted at how much fitter and happier you feel.

Die nahe Zukunft ist voll von Möglichkeiten. Kunst, Industrie und Werbung sind zusammengeschweißt, um etwas zu schaffen, was weiter geht als die bloße Förderung kaufmännischer Interessen und Geldverdienens. Dieses „Etwas“ — diese neue Macht der Erziehung, wenn man