

Entwurf

A S H L E Y

Design

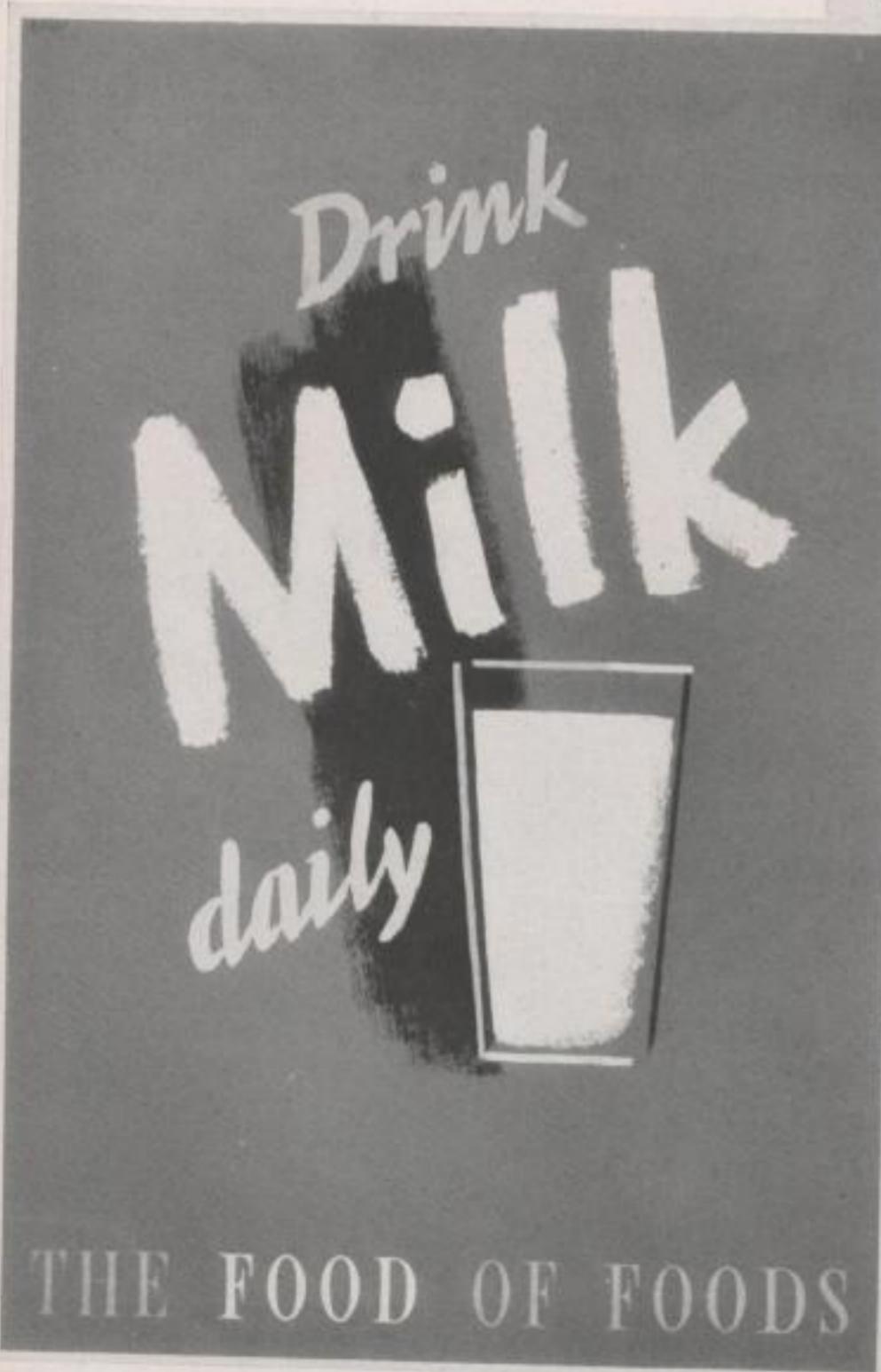
Agentur

W. S. CRAWFORD Ltd.

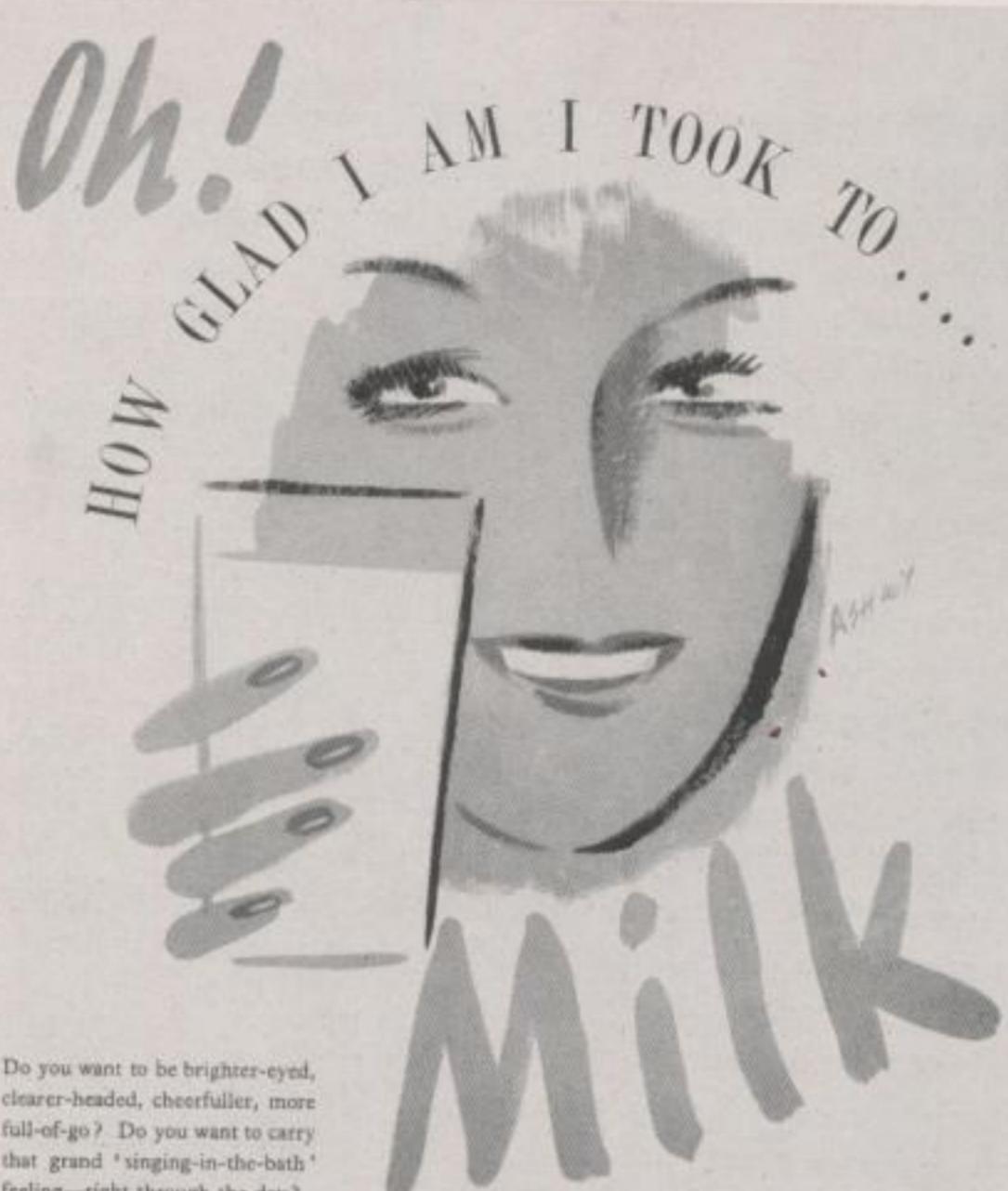
Agency

Anzeigen für die  
Milchhandels-Behörde

Advertisements for the  
Milk Marketing Board



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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  
tors and dietitians are not  
only advising, but recommending  
in ever-growing enthusiasm.  
It the day, they say, with  
ight 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 doctores 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. Vitamins—

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.

'HE food OF FOODS !

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