

Published by Extension Service, Oregon State Agricultural College,
Corvallis Paul V. Maris, Director

USE MORE MILK

USE BUTTER USE CHEESE



PROGRAM MATERIAL FOR ORGANIZATIONS
ARRANGED BY ZELTA RODENWOLD

THIS Home Economics Extension Bulletin recognizes the vital relationship of the dairy industry to the health and prosperity of the commonwealth of Oregon.

Recent studies of family expenditures show that the day's meals of the average family include considerably less than an optimum amount of milk. Oregon families may well use more milk. It is fitting therefore that from time to time the attention of the citizens of our state be focused on the nutritive value of dairy products; how they affect growth and physical well-being.

Granges, chambers of commerce, parent-teacher associations, women's clubs, and other similar organizations are constantly looking for timely, concrete material in program form. To meet such requests this bulletin is presented to the organizations of the state.

AVA B. MILAM,

Dean of the School
of Home Economics.

CLARIBEL NYE,

State Leader of Home
Economics Extension.

Use More Milk

Use Butter Use Cheese

This program on milk consumption is given first in brief outline form for the use of program chairmen. In the pages that follow each division is supported by detailed suggestions numbered to correspond with the numbers in the outline.

1. **Roll call.** An effective way to secure interest at the beginning is by use of facts for roll-call response. See suggestion No. 1, page 4.

2. **Rhymes.** An excellent method of giving variety to the program is to introduce rhymes. See suggestion No. 2, page 7.

3. **Brief talk.** The outline, titled "The Dairy Outlook in Oregon" furnishes material for a twenty-minute talk. This timely information should be given a member in advance of the meeting. See suggestion No. 3, page 9.

4. **Exhibit.** Milk contains lime. No exhibit is more convincing than one showing the quantities of other common foods needed to supply the amount of lime furnished in one quart of milk. See suggestion No. 4, page 13.

5. **Announcement of poster contest.** Should the organization include children of school age a poster contest is worth while. See suggestion No. 5, page 15.

6. **Demonstration.** Milk for every one is the central theme of the meeting. A demonstration of milk drinks closes the program in an acceptable manner. Club boys or girls or even adults may give this feature. See suggestion No. 6, page 18.

7. **Refreshments.** An opportunity to practice what is preached will be given if an adequate supply of milk shakes has been prepared to serve at the close of the meeting. See large-quantity recipe, page 23. Cookies or sandwiches brought by members may be served with the drinks. Refreshments should be ready to serve immediately after the close of the milk-shake demonstration.

SUGGESTION NO. 1

Roll Call Material

Instructions—Clip facts and hand to members before meeting opens. Give out statements 1-10 and 40-50; use all if possible. Call roll by name or number.

FIFTY FACTS ABOUT MILK AND ITS USES

1. Milk is a particularly valuable food because it contains (1) materials that children need for growth, (2) materials that young and old alike need for the repair of their body machinery, (3) materials that regulate the body functions and protect against disease, and (4) materials that all need for fuel to provide them with heat and energy necessary for work.

2. Child specialists declare that each child should take at least a pint of milk each day, and most such authorities recommend a quart a day after the first year.

3. During the world war when Mr. Herbert Hoover took charge of the feeding of 10,000,000 foreign children, whose vitality was lowered by poor rations and starvation, he said, "The white race cannot long survive without dairy products." He said further, "Those children who for a period of a year or two were without these products have sad and careworn expressions and are shorter in stature than is normal for their nationality."

4. "No family has the right to purchase any meat until each member has at least a pint of milk daily. Milk is just as necessary in the diet of the adult as in that of the growing child. Milk is our greatest protective food and its use must be increased." Dr. E. V. McCollum.

5. Milk is used to the best advantage when combined with other foods such as eggs, whole cereals, fruits and vegetables.

6. Milk is much richer in lime, the chief constituent of bones and teeth, than are most other foods, and this is one of the reasons why it is an excellent food for children.

7. That something, called Vitamin A, which is vital to life and necessary for normal health and growth, is found abundantly in whole milk, especially in milk from cows on pasture.

8. Cow's milk contains more protein, less sugar, and slightly more fat than human milk, and its fat globules are larger. It is said to form a tougher curd in the stomach. Boiled milk is more easily digested than raw milk.

9. Milk fat has a low melting point and divides into particles that pass readily through the walls of the intestines, hence is easily digested. This is one of the reasons milk fat is considered suitable for invalids and children.

10. Overweight children, as well as those underweight, require milk because it contains minerals, vitamins and proteins. Fat in particular, and starches and sugars to some extent, should be limited in the diet of an overweight child but *not the milk*.

11. Milk supplies in particularly convenient and usable form materials that children need if they are to develop strong, normal bodies that resist disease.

12. On the average, milk contains 87 percent water and 13 percent solids. These solids are proteins, fat, sugar, and a variety of mineral substances.

13. Milk contains the kind of protein needed to build or repair the muscles and tissues of the body.

14. From the commercial standpoint fat is the most important substance in milk, since it is the source of butter and is an important constituent of many kinds of cheese.

15. Milk sugar is less sweet than cane sugar and most of it remains in the whey when the curd is removed in cheesemaking. Milk sugar is more easily digested than cane sugar.

16. Mineral constituents of milk that are especially important to the body are lime, phosphorus, and iron.

17. Vitamin A is largely associated with the fat of the milk. Whole milk, cream, and butter are therefore richer in this respect than are skim milk, buttermilk, and other milk products containing little fat.

18. When milk reaches the stomach the rennin of the gastric juice converts the casein into a curd in much the same way that milk is separated into curds and whey in cheesemaking. Most of this curd is digested in the small intestine.

19. A glass of milk will help to balance every meal.

20. Many adults who have digestive difficulties receive more benefit from milk than from any other single food.

21. Most healthy babies thrive on good cow's milk. For the very young child it should be modified. By the end of the first year babies may safely take whole milk.

22. Milk for babies must be pure. Only pasteurized or certified milk is recommended.

23. Tuberculosis, typhoid fever, and diphtheria may be transmitted through food infected by bacteria-laden flies, by unclean utensils, or by persons who carry such bacteria in their bodies or on their clothing. Special care should be taken to prevent milk from contamination.

24. New milk should never be mixed with old unless it is to be used at once; the old milk is likely to sour the new.

25. Skim milk may greatly increase the nutritive value of the diet if freely used in cooking or as a beverage in case the supply of whole milk is limited. If much skim milk is used, add butter to the menu. Skim milk plus butter is the same as whole milk.

26. Cream is butter fat containing largely Vitamin A. Whole milk is cream plus protein, milk sugar, minerals and Vitamin B.

27. Cream is often added to a soup, sauce, or dessert, chiefly to improve flavor and texture; it should be remembered that the food value of the dish is increased as well.

28. If freely used in the preparation of other foods, milk adds greatly to the food value of meals.

29. A dish is richer if whole rather than skim milk is used, but the value of skim milk should not be overlooked, for it contains not only the protein but practically all the other nutrients of whole milk except the fat and Vitamin A.

30. Milk soups are an excellent way not only of serving milk but of utilizing left-over portions of vegetables and other foods such as tomatoes, peas, beans, carrots, or onions.

31. "Allow as much money for milk, vegetables and fruits as for meats, fish and eggs." Dr. Henry C. Sherman.

32. Shaking or beating milk drinks until they are frothy when served adds to their attractiveness.

33. Are you overweight and do you want to reduce? Drink skim milk.

34. The food substance called protein is used in building new tissues and repairing old ones. Of all the protein foods whole milk is most highly recommended for boys and girls. Here in America we have this slogan: "A quart of milk a day for every boy and girl."

35. The milk-fed calf, the milk-fed pig, and the milk-fed chicken are famous for the high prices they bring. Children, like other young animals, need milk.

36. Include milk in the school lunch, along with fruit and sandwiches. Any youngster will enjoy a cup custard at noon.

37. Taking milk through a straw makes drinking milk a pleasure to many children.

38. Many persons find milk much more agreeable to the taste when it is cold. Milk should be kept clean, cold, and covered.

39. Bread made with milk is a nutritious form of the staff of life.

40. Often children who do not like milk to drink will relish it when it is combined with a favorite vegetable as a soup.

41. Other ways of using milk are soups, creamed vegetables, scalloped dishes, cocoa, malted milk, and egg-nogs.

42. Milk may be used as the basis of a great variety of hot and cold beverages that are at least equal to milk itself in food value and more pleasing in flavor to persons who do not like to drink plain milk.

43. Egg-nog, made by beating together a glass of milk, one egg, one teaspoon of sugar, and a drop or two of vanilla, is a particularly nutritious drink. It combines two foods high in energy, rich in minerals and muscle- and bone-building material, and essential in building up resistance to disease.

44. Delicious desserts are made from milk. Junkets, milk sherbets, frozen custards and ice-creams are ways of serving milk and cream in a form that most persons find attractive. What individual does not relish chocolate cream pie?

45. Drinking milk fresh from the cow is one way of making sure that the children get whole milk. Better let the children have their share before the cream is separated.

46. Men in the harvest fields enjoy their lunch particularly well if they have milk to drink. Milk is satisfying, refreshing, and healthful.

47. Many college athletic directors recommend the use of milk by athletes; it is an excellent muscle builder.

48. Milk may be used to add food value and good flavor in baking cakes, muffins, and the like. Grandmother's sour-milk recipes can be recommended in the interest of both economy and healthfulness.

49. A popular and nutritious drink is the milk shake. Make it this way: Mix one glass cold milk with grape, loganberry, raspberry, or strawberry sirup. Use not less than four tablespoons of one of the juices from canned fruits, adding more sugar and flavoring to taste. For a chocolate milk shake use chocolate sirup.

50. Milk formulas for the babies; menus for the pre-school child; recipes for breakfast, luncheon and dinner dishes may be obtained by writing to the Oregon State School of Home Economics at Corvallis.

SUGGESTION NO. 2

Rhymes

The Milky Way

The rose is red, the violet blue;
 Wise scouts drink milk, and so should you.
 Of all mean words to say of Minnie,
 The meanest are: "She's awful skinny."
 But milk has vitamins and fats
 To put the plumpness on her slats.
 Josephus Spriggs, though lank and lean,
 Built like a Stringless Greenpod bean,
 By drinking milk would soon appear
 As chunky as a roasting ear;
 Not thin and pale and phantomlike,
 But plump and Golden Bantamlike.
 Consider Cassius, Brutus' chum,
 Who stabbed J. Caesar in the tum.
 He had a lean and hungry look,
 And see the wicked course he took.
 'Twas lack of brindle cows, I think,
 That put the ancients on the blink.
 Had they drunk milk so fresh and snappy,
 They might have been much less unhappy,
 Not half so mean nor half so scrappy.

**Eating for Health, by Bob Adams.*

The Cow

The friendly cow all red and white,
 I love with all my heart:
 She gives me cream with all her might,
 To eat with apple-tart.

She wanders lowing here and there,
 And yet she cannot stray,
 All in the pleasant open air,
 The pleasant light of day;

And blown by all the winds that pass
 And wet with all the showers,
 She walks among the meadow grass
 And eats the meadow flowers.

†*A Child's Garden of Verses* by
 Robert Louis Stevenson.

*Used by permission of March Brothers, publishers.

†Used by permission of the publisher, Charles Scribners & Sons.

My Strong White Teeth

My teeth are strong and pearly white;
 How did they grow to be just right?
 I asked my mother this today,
 As I was coming in from play.
 Her answer then she put in rhyme
 And said, "'Twas with the help of lime.
 And where's the lime, what do you think?
 In every glass of milk you drink;
 In grains like rye and oats,
 The lime is in the overcoats;
 And as for carrots, rosy red,
 Just eat them mashed, or creamed," she said.

"And even onions have some lime,
 But do not eat them all the time;
 Then phosphorus is needed, too;
 It helps the lime its work to do;
 Now celery, spinach, fruits and cheese,
 Will give you some of each of these.
 Nor are these all the foods, you see,
 That make our teeth as they should be.
 The rest I'll tell another day,
 So brush your teeth and run away."

**The Children's Book of Food Verse,*
 by Winifred Stuart Gibbs.

A Thought

It is very nice to think
 The world is full of meat and drink,
 With little children saying grace
 In every Christian kind of place.

†*A Child's Garden of Verses* by
 Robert Louis Stevenson.

Among sad facts the tongue can state
 A sad one is, "He's under weight."
 And that is why we sing and say,
 Give kids a quart of milk each day.

‡*Eating for Health*, by Bob Adams.

There was a crooked man
 And he walked a crooked mile,
 When he might have walked a straight one
 In very perfect style.
 But his mother forgot the greens and milk
 The cod-liver oil and sun, you know,
 So the rickets came and got him
 And just never would let go.

*Used by permission of M. Barrows & Co.

†Used by permission of the publisher, Charles Scribners & Sons.

‡Used by permission of March Brothers, publishers.

SUGGESTION NO. 3

Twenty-minute Talk

THE DAIRY OUTLOOK IN OREGON

1. Status of dairy industry has changed:

(a) The United States production of dairy products is greater than consumption. "The total number of milk cows in the United States increased 700,000 head, or 3 percent, in 1929. This rate of increase is at least three times too fast under normal demand conditions.

(b) Oregon dairymen face a period of keener competition than during recent years.

"The markets for Oregon dairy products are almost entirely in Oregon and California. (Small export trade with Japan, China, and South America.) They are good markets, but competition with dairy products from other western states and eastern specialized dairy districts may be expected to become keener."

Reference: The 1930 Agricultural Outlook for Oregon. February, 1930.

2. Oregon dairymen must place their dairy operations more nearly on a purely business basis.

(a) Eliminate side-line dairying.

"If the side-line dairymen who milk but a few cows would calculate all labor and overhead charges, they would find it difficult to show any profit under present conditions, and only those absolutely dependent upon the product of their cows for the necessities of life would likely continue to milk them."

(b) Eliminate unprofitable cows.

"It would take but a short time to correct the present difficulties if the industry were organized on a purely business basis so that unprofitable cows would be quickly taken out of production when prices fall to an unsatisfactorily low level."

(c) Eliminate ineffective dairy manufacturing plants.

"Trend is toward larger manufacturing units, conveniently located and equipped to produce a larger variety and a better quality of products."

Reference: The Dairy Situation. February, 1930. By P. M. Brandt and N. C. Jamison.

3. Oregon dairymen must actively stimulate the consumption of dairy products by education and advertising.

"Farmers should set the example by using dairy products in their own homes and should encourage the increased consumption of all dairy products in every possible way."

Reference: The Dairy Situation. February, 1930. By P. M. Brandt and N. C. Jamison.

THE DAIRY SITUATION

A Statement of Conditions February, 1930

By P. M. Brandt and N. C. Jamison

During the past year the status of the dairy industry in the United States has materially changed. We apparently will no longer have to import products to meet our demands but rather have produced and accumulated more than our requirements. The national surplus on December 31, 1929, was about equal to our national deficiency in production for the year ending December 31, 1928. This condition has apparently been brought about by a decreased demand and a somewhat increased production.

As was indicated in last year's outlook report, the situation in Oregon is governed almost wholly by conditions in the United States with the slight exception that there has been a better market for dairy cattle on the Coast and a slightly higher level of prices for products in the western region. The general price level in Oregon, however, will of necessity rise or fall with the price level in the United States. Relief can be expected in Oregon when it is experienced by the rest of the country.

In some details the effect of the present price situation on Oregon agriculture and business may be somewhat different from that in other sections of the country, and attention is therefore directed to certain facts which may be pertinent.

Side-line dairying prevails in Oregon. To a great extent side-line dairying is the prevailing type in the Willamette Valley section of Oregon. This tendency is not so marked in Southern Oregon and does not exist to any great extent in Central and Eastern Oregon or in the Coast Section. The farmer who milks a few cows generally does so for two purposes: (1) his living may depend upon this product, or (2) he may produce some milk without interference with his major lines of activity and finds that he can in this way meet his current expenses with little additional burden. In either case he is not actually engaged in the dairy business as a major enterprise. On the contrary, dairymen in the Coast Section and in the dairy sections of Central, Southern, and Eastern Oregon, are to a great extent in the business to produce the major part of their income. Their herds are larger and as a rule much better managed. The owners more closely calculate the cost of production.

It is apparent that the present status of the industry can only be changed by adjusting supply and demand. This means (a) the increase of consumption, (b) the curtailment of production, or (c) both. General economic conditions will probably determine which of these will be of greatest influence in correcting the present situation. It is certain, however, that if all men milking cows were doing so to produce the main part of their farm income the volume of product going to manufacturing plants under present conditions would be materially decreased by the drying up of low-producing cows or by using their product to feed other livestock. If the side-line dairymen who milk but a few cows would calculate all labor and overhead charges, they would find it difficult to show any profit under present conditions, and only those absolutely dependent upon the product of their cows

for the necessities of life would likely continue to milk them. *The present condition, therefore, may result in the elimination of many small herds as well as unprofitable cows and the actual stimulation of the industry by bringing about a condition whereby most of the production will come from the larger herds operated on a purely business basis.* From the standpoint of the industry, this is a condition much to be desired. It would take but a short time to correct the present difficulties if the industry were organized on a purely business basis so that unprofitable cows would be quickly taken out of production when prices fall to an unsatisfactorily low level.

Size of business in manufacturing plants. For a long time it has been known that there are more manufacturing plants, especially for butter, in Oregon than the volume of production justifies. The main effort of practically all creamery operators is to get more raw product in order to lower their manufacturing and sales costs, rather than improve quality and broaden their markets. Lower prices, and the losses necessarily taken as the market price declines, will likely cause many creameries to face serious financial difficulties. It will not be surprising if this will result in the consolidation of some plants and perhaps receivership for others.

Any development that will help put the manufacturing enterprises on a more satisfactory basis is greatly to be desired. Local pride is often a detrimental influence in developing the dairy industry. A manufacturing plant should be located for convenience to the farmers and for economy in transportation and marketing, rather than to satisfy pride in a local community. There could be a considerable reduction in the number of dairy manufacturing plants without depriving producers of a satisfactory market for their raw product. The trend in the dairy industry has been in the direction of larger manufacturing units equipped to produce a variety of products because of greater operating efficiency and a broader and more diversified market being made available. There should be no particular concern about the effect upon the industry if the operation of some of the dairy manufacturing plants should be discontinued. The organization of new plants to take the place of those that may discontinue operation should be discouraged unless there is some clear-cut economic reason for their organization, or unless a number of small single-product plants are to be closed and their raw product turned to one equipped to handle a variety of products.

Increasing consumption. There were almost as many increased pounds of butter substitutes consumed last year as there was surplus of butter on December 31, 1929. Industrial conditions have no doubt contributed greatly to the tendency of people to buy a cheaper product. Dairy products have not been advertised in Oregon as have dairy-product substitutes. The dairy industry must actively stimulate the consumption of dairy products by education and advertising. Farmers should set the example by using dairy products in their own homes and should encourage the increased consumption of all dairy products in every possible way.

Quality. A noticeable feature during this whole period of price reduction has been the relative strength of the higher-scoring grades as compared to the medium- or lower-scoring grades. Increasing emphasis must be placed on the production of high-quality dairy products, particularly of butter.

Dairy cattle market. The dairy cattle market has been slow during the past several months. Grade-cattle prices are not strong, although the prices of pure-breds have been maintained at a fairly satisfactory level. It is reasonable to expect that the price for grade cattle will decrease during the next several months. If the depression continues a very great length of time this condition will be carried over into the pure-bred business. This offers an opportunity for the reorganization of the larger herds operated on a business basis, the elimination of diseased animals, and a general clearing up of the whole situation so far as cattle are concerned. It is apparent that some losses in valuation will have to be taken by the producers who have too much money invested in grade cattle. It is not likely that the breeders of pure-breds will suffer greatly even in a prolonged depression except in inventory value of their stock and through a slowing up of sales. There is no apparent inflation in the pure-bred dairy cattle business in Oregon at this time.

Summary. The present situation appears to indicate that Oregon dairymen must do what the dairymen throughout the country will be compelled to do; namely, place their dairy operations more nearly on a purely business basis, have the dairy herd a self-supporting and self-contained unit on the farm, operated with sufficient economy to withstand all normal and even some abnormal price fluctuations. Competitive conditions will probably take care of the manufacturing situation. Inefficient plants poorly located and poorly operated, with the management giving no particular attention to quality production, cannot hope to survive indefinitely.

SUGGESTION NO. 4

Exhibit Material

MILK CONTAINS LIME

1. Facts for exhibit

1 quart of milk contains as much lime as:

- 18 pounds potatoes or approximately 36 large or 72 small potatoes;
- 36 pounds apples or approximately 144 medium apples;
- 5½ pounds graham bread or approximately 3½ loaves;
- 21½ pounds of beef or approximately 10 quart jars of beef;
- 8 boxes shredded wheat biscuits or 6½ pounds or 96 biscuits;
- 9½ pounds white bread or approximately 6¼ loaves;
- 4½ pounds prunes or approximately 216 prunes;
- 7½ pounds onions or approximately 98 small onions;
- 32 medium eggs or 2¼ pounds eggs;
- 4½ pounds carrots or approximately 16 large carrots.

2. Ways to present exhibit

- (a) by actual materials assembled
- (b) by posters (these may be colored)
- (c) by actual materials and posters combined

Exhibit may be on display during entire meeting or may be brought in as a feature of the program.

3. Explanation of exhibit

To be given by some appointed member.

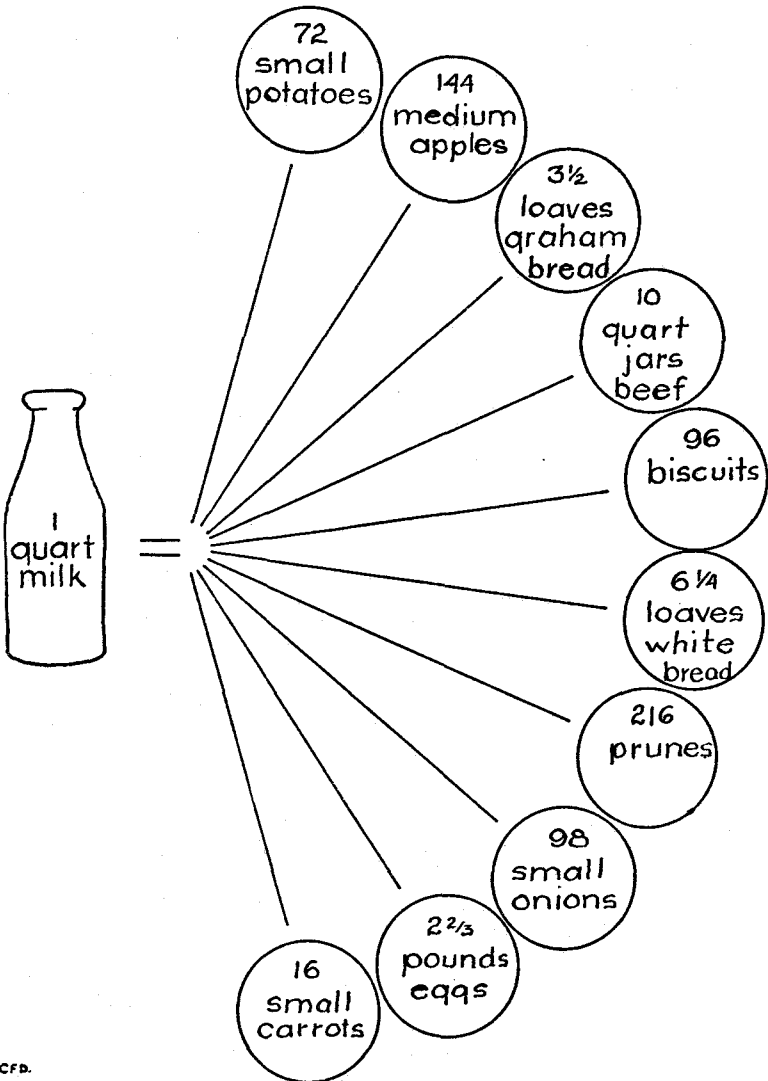
May include following facts and ideas:

- (a) Lime is essential to the body because:
 - It is needed to make bones and teeth
 - It is needed in the blood and muscles
 - It is needed to make the heart beat normally
- (b) The recommendation of a quart of milk a day for children is not the result of fancy nor the desire of the dairy industries to advertise, but the result of scientific experiments, perhaps the most striking of which was performed by Dr. H. C. Sherman of Columbia University. Dr. Sherman is one of the leading men in the field of nutrition today. He found that optimum storage of calcium (lime) was obtained when children took a quart of milk a day and that the calcium storage was not as good when half the milk was replaced by a quantity of vegetables supplying the same amount of calcium as the milk. This does not mean, of course, that liberal amounts of vegetables should not be used, but that they should be used *in addition to the milk* and not in place of it.
- (c) Milk is a cheap source of lime.
- (d) Point out the high lime content of milk as compared with other foods in the exhibit.
- (e) How to benefit by the exhibit:
 - Drink milk
 - Use whole milk on your cereal
 - Eat cream soups and custards
 - Remember and practice the slogan:

*"A quart of milk a day for each child:
A pint of milk a day for each adult."*

POSTER IDEAS

THESE FOOD QUANTITIES ARE
EQUAL IN LIME CONTENT

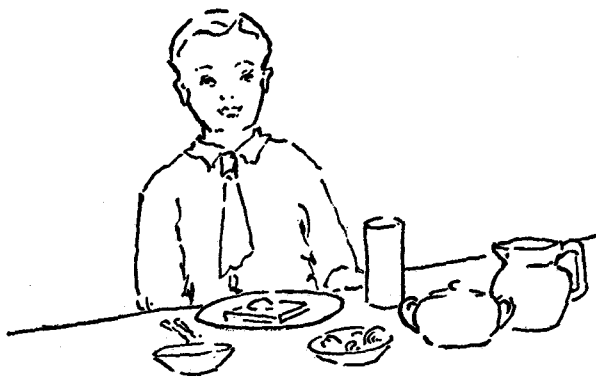


SUGGESTION NO. 5

Poster Contest

1. **Purpose of contest.** To make people want to use more milk.
2. **Rules of contest.**
 1. Poster may be any size or color, made on cardboard, wrapping paper, or any other paper.
 2. Poster may be made with any desired material (paint, crayon, charcoal, pencil, cut-outs of pictures or drawings).
 3. Poster should tell only one idea. Do not divide interest by telling more than one story.

A GOOD BREAKFAST FOR A CHILD



MILK
FRUIT
EGGS ON TOAST
CEREAL AND MILK

MILK FURNISHES MORE THAN TWO THIRDS
OF THE LIME CONTENT OF THIS MEAL

4. Poster idea should be based on facts. Do not overstate facts or make unfair comparisons.

5. Poster must be simple and interesting and as beautiful as possible.

6. Poster objects and letters should be drawn with the idea of being seen at as great a distance as possible.

7. Poster should be made up by contestant.

8. Name and address of owner should be written on back of poster.

9. Poster awards will be announced and made at the next regular meeting.

3. Judges of contest.

Select three judges—one who has a knowledge of artistic values, one versed in advertising, and one especially interested in milk for health. These three individuals might be a teacher, a farmer, a mother.

Judges will base their decisions on the following points:

- (a) truth of the message
- (b) workmanship
- (c) originality

4. Prizes for contest.

When prizes are offered there is more widespread interest if in addition to the first and second prizes several smaller ones are offered. The prizes may be money, ribbons, or honorable mention for each of the three or five prize-winning posters.

SUGGESTED LEGENDS FOR POSTERS

He says, "Drink milk, it makes better citizens." (Uncle Sam.)

Get a sure grip on your health; drink milk. (Picture of a fist.)

Yum! Yum! It's good!

A quart a day keeps the children at play.

Milk makes kids husky.

Say, why don't you drink milk?

I gained 5 pounds in one month. I drink milk. (Girl on scales.)

Milk is as good as it was then. (Girl in hoop skirts.)

Growing children need milk. (Boy with baseball bat.)

Health in every drop. (Bottle of milk.)

The army of health. Join now by drinking milk.

Guard your health. (Bottle of milk.)

The fountain of health is milk.

Forget me not. A quart of milk a day!

Get wise—use milk.

Milk, the health of a nation.
Flowers need water. Children need milk.
Milk—Better health at less cost.
A cargo of health.
Stepping stones to health.
Be ye drinkers of milk, not hearers only.
Day by day take the milky way, and you'll grow better and better.
Milk, the life saver.
Milk wins.
Milk is a winner for every dinner.
Fresh milk for the rising son.
The health dance.
Health for your city. Drink milk.
The way to health.
I'm your friend. Drink milk. (Cow.)
Milk makes muscle.
Just from the milky way.
Fountain of youth.
Healthland harbor.
You can tell I drink milk.
Milk is health insurance.
Why a cat has nine lives.
A nation's power.
The power behind the bat.
Station M—I—L—K broadcasting health.
Health deliverer.
Here's to health.
Milk, beacon light to health.
It's built on milk. (World.)
Try milk, master of health.
Milk for health.
Delivering health.
From sun up to sun down, your best friend.
Be true to your teeth or your teeth will be false to you.
Good teeth make food taste better.

SUGGESTION NO. 6

Milk-Shake Demonstration

MILK DRINKS FOR EVERY ONE

Demonstrators and costumes

Two 4-H club boys wearing clean white coats or butcher-type aprons. Caps may be made of a band of cardboard or cloth pinned around head and a cardboard milk bottle attached to center front.

Demonstrators may be 4-H club girls, or women of the organization.

Equipment and supplies

Work table covered with oilcloth or brown paper thumbtacked on.
 3 quart jars with lids and rubbers
 2 measuring cups
 2 tablespoons
 1 teaspoon
 8 or 9 glasses
 16 or 18 straws
 Milk shake recipe slips
 Posters
 1½ quarts milk in bottles or pitcher
 Vanilla in bottle
 Sugar in glass jar
 Salt in shaker
 Cocoa in glass jar
 Water in pitcher

Demonstration—*First Boy*

States why we should use milk:

Milk is the most all-around food we have. It makes us grow. It builds strong bones and good white teeth. It helps regulate our body functions. It develops in our bodies a resistance to disease. It supplies us with energy to work and play and enjoy life.

Second Boy

Stands by, erect and at ease, facing audience.

States ways of using milk:

Not only is milk a delicious and efficient food as judged by its use in the body; it is a food that lends itself to many uses in every meal.

First Boy

Exhibits posters (made from magazine cut-outs)

Poster: Bowl of cereal with cream on it or cream pitcher close by.

Poster: Steaming bowl of soup.

Poster: Dish of creamed or scalloped vegetables.

Poster: A good looking cake or cream pie.

Poster: Glass of milk with child or grown up drinking it through a straw.

Explains milk-shake making:

And now, we want to show you just how simple it is to make a delicious milk shake. We will start out with that old standby "vanilla milk shake." Every home will have all the necessary ingredients. They are: milk, vanilla, sugar and salt.

First take a clean quart fruit jar, rubber (the rubber is important; it keeps the milk shake in the jar until wanted), and the lid.

Measure out 2 cups (a pint) of milk. Whole milk contains the whole supply of wholesome materials — lime, vitamins, protein, phosphorus, fat, milk sugar. Use cold milk, ice-cold if possible, for the colder the drink the better you'll like it.

Second Boy

Explains various ways of using milk:

First, serve milk on cereals each morning for breakfast.

Second, use milk in soups—tomato, corn soup, spinach soup, onion soup, peanut soup, oyster soup, vegetable chowder, and many others.

Then use it in creamed dishes or scalloped dishes of every sort—ham and potatoes, peas and carrots, eggs, corn pudding, peas and potatoes, and on down the list.

Milk used in baking adds greatly to the nutritive value of bread, cakes, muffins, puddings, custards and cream pies. By writing to your State School of Home Economics at Corvallis you may obtain helpful menu suggestions, as well as recipes.

Our slogan today is: "Milk drinks for every one"—cocoa, egg-nog, malted milks, milk shakes.

(All ingredients should be assembled in convenient order.)

Points to each ingredient as it is mentioned.

Shows jar, rubber, lid.

If milk is used from a bottle, wipes off bottle with a clean cloth.

Measures out 1 pint of milk.

First Boy

Add to the pint of milk in the jar one teaspoon of vanilla. Some of you may not like that much vanilla: some may like more. The point is to have this milk shake flavored to suit the consumer's taste. A trial or two will tell you whether it should be one teaspoon of vanilla, or more or less.

Next is sugar. We add one tablespoon of it. Here again, tastes vary, but one tablespoon to each pint of milk has been found to suit many appetites.

And now one of the secrets of a successful milk shake—salt! Add just a *few grains* of salt. And a "few grains" means a "few grains," not enough to leave a salty taste. Make it 10 or 12 grains. Sounds like a very small amount but you'll be surprised at the way that pinch of salt will bring out the flavor in your milk shake.

Well, there it is. That's all there is to it—milk, vanilla, sugar, salt.

That's all except the shake! The "shake" is the other secret of the successful milk drink I am telling you about.

Place the rubber on the jar if you haven't already done so, screw on the lid, and shake. Shake it as if you mean it. Shake it until all the ingredients are thoroughly combined. Shake it until there's a foam on the top.

Then pour it into clean glasses—and you have ready to serve a delicious drink that will make you strong and healthy.

Stands at ease.

Second Boy

Measures vanilla and adds to milk.

Measures sugar and adds to milk.

Shakes out salt in spoon and shows how small amount it is.

Places jar rubber and lid.
Shakes jar contents.

Pours drinks into two glasses and places on convenient table with two straws beside each.

Another drink, probably the most popular of all drinks, is chocolate milk shake.

To make this we must first have a sirup. While this sirup should be prepared in advance of the time you wish to use it so that it will be cold when used, we want to show you just how simple it is to mix.

First Boy

Measures sugar and places in sauce pan.

Measures cocoa and adds it to sugar.

Shows prepared chocolate mixture.

Measures milk and puts it into jar.

Measures chocolate sirup and adds to milk.

Measures sugar and adds to milk.

Second Boy

Measure out 2 tablespoons of sugar—*level* tablespoons. All recipe measurements are meant to be level ones, you know.

Then measure out $1\frac{1}{2}$ tablespoons of cocoa in the same manner, and add to the sugar in the sauce pan.

Mix these two ingredients and add $\frac{1}{2}$ cup water. Place the mixture on the stove and boil for 5 minutes. Boiling this mixture will reduce the amount to about 2 tablespoons, or just the amount needed for a pint of chocolate milk shake. We won't demonstrate the cooking of this mixture. Instead, we will use this chocolate mixture which has been prepared in advance. Of course, you may have a large *quantity* of chocolate sirup prepared. It will keep for a long while.

Now let's start at the beginning of a chocolate milk shake. First measure out the one pint of milk. As mentioned a while ago, we drink milk because it makes us grow. Do you know, a baby will double and sometimes treble its weight in six months with no other food besides milk? Well, it's true.

Add to the pint of milk two tablespoons of the cooled chocolate sirup.

Another reason for our drinking milk is to make our teeth hard and white and strong, you know.

Besides the milk and chocolate sirup add two teaspoons sugar. This is not quite as much sugar as was used in the vanilla shake because we used sugar in making the chocolate sirup. If you happen to make the chocolate sirup a little sweeter than we have done, you may not want to add any sugar at all. Let your taste be your guide. A few trials will tell you just how sweet to make your shake.

First Boy

Measures salt and adds to milk.

Pours milk shake into two glasses and places on table beside the others with two straws by each.

The last thing we want to show you is how to make a fruit milk shake. It's the simplest thing there is. First the milk, of course. Measure out a pint of it and put it in a clean quart jar.

Add to it one-half cup of strawberry juice from a can of strawberries. In most instances this juice will be sweet enough, and you won't need to add any more sugar.

You want to remember about the salt, that flavor developer! Add a few grains of salt—just enough but not too much.

Screw on the jar lid and shake well.

"Shake well before taking" is a very good motto in this instance.

This is a good time to tell you that we have here a quantity of these recipe slips for these milk shakes we have just demonstrated.

As recommended before, shake these ingredients until they foam.

Unscrew the lid and pour out into clean glasses, and serve.

Takes one glass of strawberry milk shake. Puts a couple of straws in the glass and hands to an officer of the organization or some prominent guest.

Both boys hand out remaining four milk shakes to officers or guests, then return to demonstration table—and yell emphatically:

ZIP, ZIP,
HIP, HIP,
S-s-s-i-p, S-s-s-i-p,
MILK!

Second Boy

Again add the few grains of salt to bring out the flavor—not enough to leave a salty taste.

And—finally—shake!

All the time you are mixing this favorite American drink, remember that more than any other it contains a property that will make you "feel like a million" and give you such a strong body that it will be very hard for "old man disease" to get you.

Measures milk into jar.

Measures strawberry juice and adds to milk.

Measures salt and adds to milk.

Shakes jar contents.

Pours shakes into clean glasses.

Puts a couple of straws in glass and hands to chairman of the meeting.

SUGGESTION NO. 7

Refreshments

Refreshments committee should be ready to serve milk shakes and cookies or sandwiches at the close of their demonstration.

Both boys hand out recipe slips while refreshments are being served or hand out one with each glass of milk shake.

Holstein highball (recipe for sixty servings)—

2½ gallons milk	6 tablespoons vanilla
2½ cups chocolate sirup	½ teaspoon salt
1 cup sugar	

Stir until thoroughly mixed. Use a long-handled dipper to stir drinks again just before serving.

To make chocolate sirup, boil together for five minutes $\frac{3}{4}$ cup sugar, 2 cups cocoa and 5 pints water. Cool before adding to milk drink.

