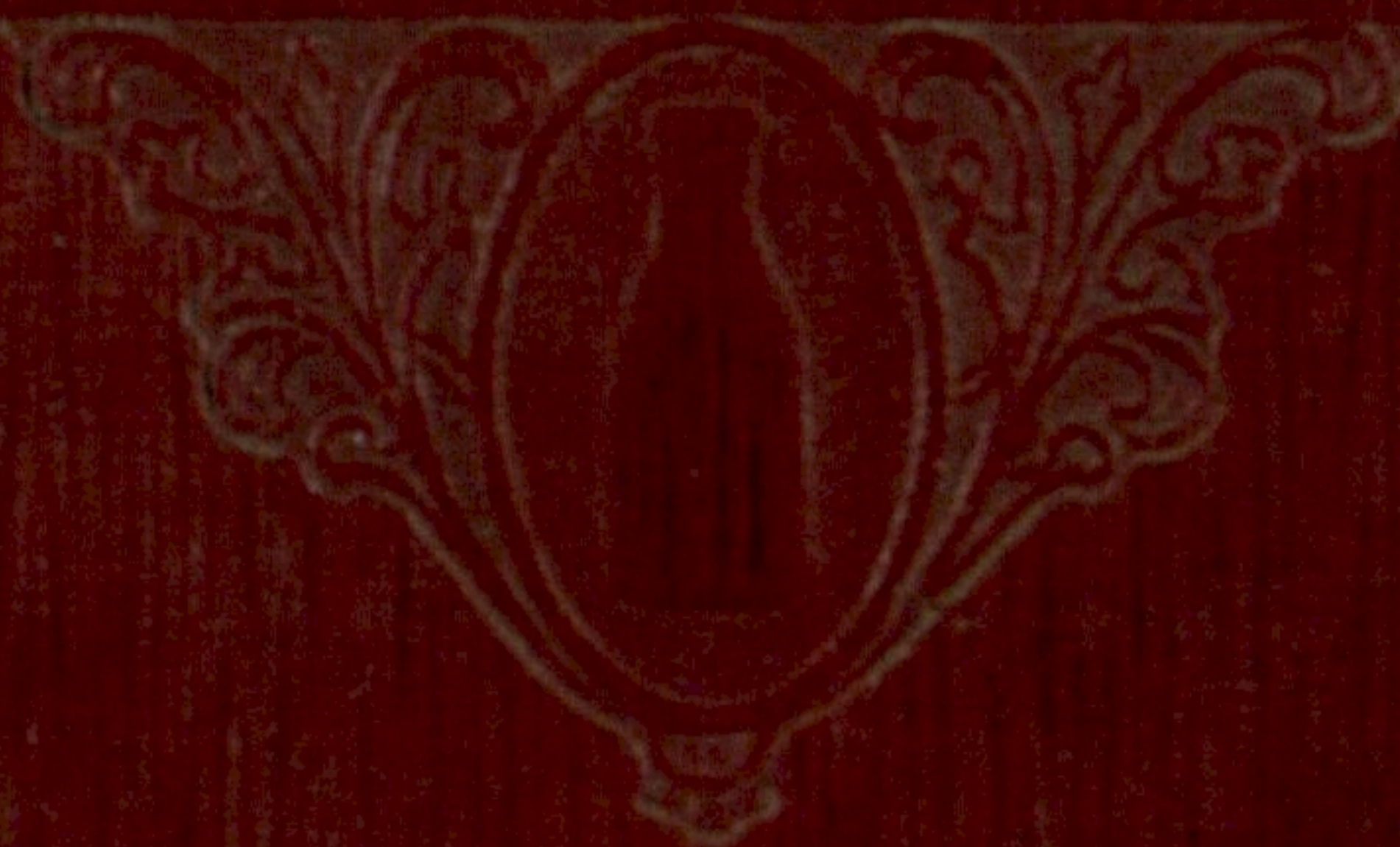


MILK  
AND  
HOW TO SELL IT



PROPERTY OF  
THE POLK SANITARY  
MILK CO.



# Milk and how to sell it

By  
M. O. Maughan, B. S.; M. A.  
Secretary  
National Dairy Council  
Chicago

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Milwaukee, Wis.

What Milk Is  
What Milk  
Will Do  
Production  
of Milk  
From Farm  
to Table  
Commercial  
Uses of Milk  
How to  
Succeed in  
the Dairy  
Business  
and Answer  
Winning  
Stand



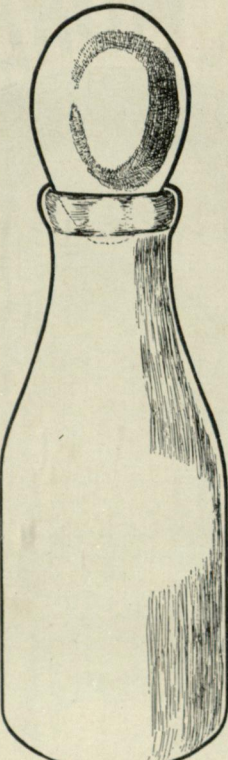
*Dedicated to*  
**THE MILK SALESMEN**  
*of America*

who so loyally and willingly serve humanity with the  
most healthful and economical food available

Second Edition  
Copyrighted 1926  
by  
M. O. MAUGHAN  
Chicago, Ill.





<p>1</p> <p>Can you put an egg into a milk bottle without touching or breaking the egg?</p>	<p>IT CAN BE DONE</p>  <p>The Milk Man's Magic</p>	<p>4</p> <p>You and every person can become A SALESMAN just as surely as you can put the egg into the bottle. All you need do is apply certain principles, and you can make a sale.</p>
<p>2</p> <p>After the egg is in the bottle, can you get it out without touching or breaking it?</p>		<p>5</p> <p>The principles of SALESMANSHIP are simple. — Read on! — Be a 'Milk Salesman.</p>
<p>3</p> <p>All it takes is the application of two simple little principles or laws that you observe every day.</p>		<p>6</p> <p>It pays big to be a SALESMAN.</p>

## foreword

This book has been prepared especially for the man who delivers milk. Its use will make him a better Milk Salesman.

It is also highly valuable for all others connected with the milk plant, including the telephone operators, and other office employees, the inside men, field men, and even the Managers.

Learn the important facts about your business, as set forth here, and you will become:

1. More efficient in your work
2. You'll enjoy it better
3. The public will be better served, and
4. Profits will be increased.

A prominent University President has well said: "Knowledge of production alone may make a man a slave, knowledge of distribution alone may make a man a plutocrat, knowledge of consumption alone may make a man a parasite, knowledge of all three makes a man an effective citizen of democracy."

To know the milk business is to become highly enthusiastic over it, and nothing great has ever been done without enthusiasm.

**Know your business thoroughly; it pays.**



## Loyalty

"If you work for a man, in Heaven's name work for him. If he pays wages that supply your bread and butter, work for him; think well of him; stand by him, and stand by the institution he represents.

"If you must vilify, condemn and eternally disparage, resign your position, and when you are outside damn to your heart's content. But, I pray you, so long as you are part of an institution do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself."

—Elbert Hubbard.



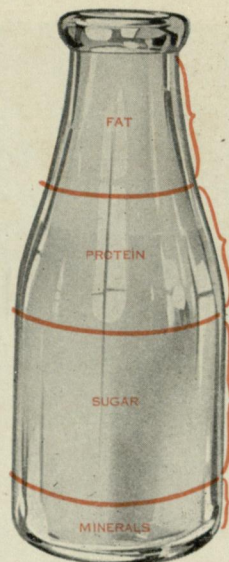
*What  
Milk Is*



## COMPOSITION OF MILK

AVERAGE  
COMPOSITION  
OF MILK

FAT	3.6%
PROTEIN	3.5%
SUGAR	4.8%
MINERALS	.7%
WATER	87.4%
	100.0%



Produces Heat and Energy

(Albumin and Casein)  
Builds and Repairs  
Muscle and  
Tissue

Produces Heat and Energy

Builds Bone and  
Teeth

In addition all the Vitamins are found in milk—A, B, C, D, E.

**VITAMINS**—Stimulate Bodily Functions and Promote Growth and Health.

**VITAMIN "A"**  
prevents ophthalmia, of dietary origin (a disease of the eyes).

**VITAMIN "B"**  
prevents beri-beri, a disease of the nerves.

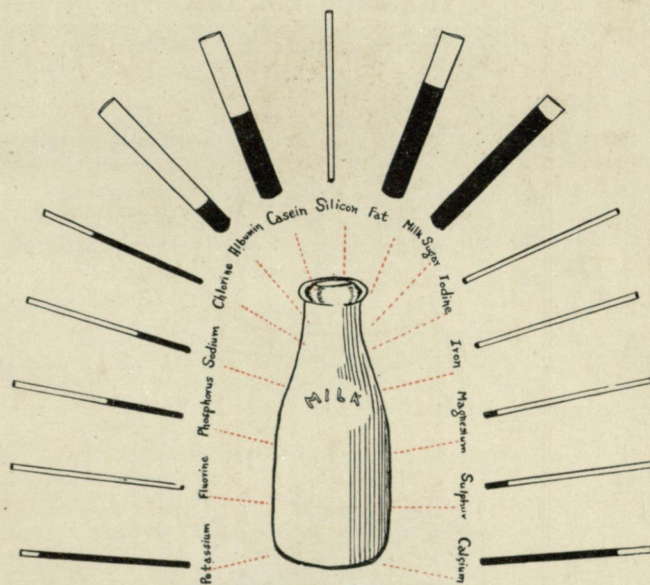
**VITAMIN "C"**  
prevents scurvy, a disease of the

skin; and constitutional disturbances, such as sore and bleeding gums, rheumatic pains, etc.

**VITAMIN "D"**  
prevents rickets, a disease of the bones.

**VITAMIN "E"**  
stimulates reproduction.

## COMPOSITION OF MILK.



In Addition  
Vitamins A—B—C—D—E.

Milk is the fresh, clean lacteal secretion obtained by the complete milking of one or more cows, properly fed and kept, excluding that obtained 15 days before and 10 days after calving, and contains not less than 8.5% of solids, not fat, and not less than 3.25% of milk fat.



# THE MILK FAIRIES.



These Fairies portray, in an interesting manner, the **Ingredients of Milk**

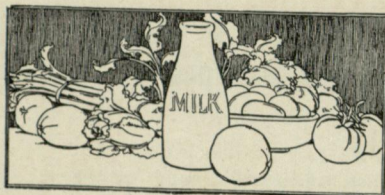
## MILK IS THE BEST FOOD

### TEN REASONS WHY

1. Milk strengthens the body to resist disease.
2. Milk contains lime which helps build healthy teeth.
3. Milk helps keep the digestive tract in a proper condition.
4. Milk contains the vitamins needed for growth and health.
5. Milk supplies the fuel the body needs to perform its work.
6. Milk helps repair the wear and tear of the body.
7. Milk builds strong bones.
8. Milk prevents malnutrition among children.
9. Milk gives proper balance to a diet and insures the greatest efficiency.
10. Milk gives more food value for less cost than any other food.



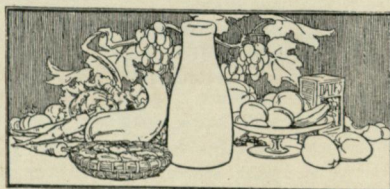




Milk is a Food Rich in Vitamins.

FOODS RICH IN VITAMINS PROMOTE GROWTH AND HEALTH.

FOODS RICH IN MINERAL MATTER HELP TO BUILD TEETH AND BONES.



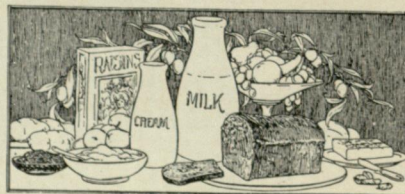
Milk is a Food Rich in Mineral Matter.



Milk is a Food Rich in Protein.

FOODS RICH IN PROTEIN BUILD MUSCLE AND BODY TISSUE.

FOODS RICH IN SUGAR AND STARCHES FURNISH HEAT AND ENERGY.



Milk is a Food Rich in Sugar.

## MILK IS OUR NATIONAL DRINK

Just as Ice Cream is our National Dessert, so milk is our national drink. Not always is it taken as straight milk. There are a great many delicious, and invigorating drinks made with milk as the basis, to which various flavorings and extracts are often added. Malted milks especially are rapidly gaining in popularity, also the various flavored milk shakes, made from milk, ice cream, and syrup—quite often chocolate syrup. Milk drinks are discussed in more detail on page 81.

## MILK IS A REAL FOOD—HEALTHFUL AND ECONOMICAL

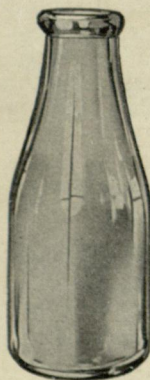
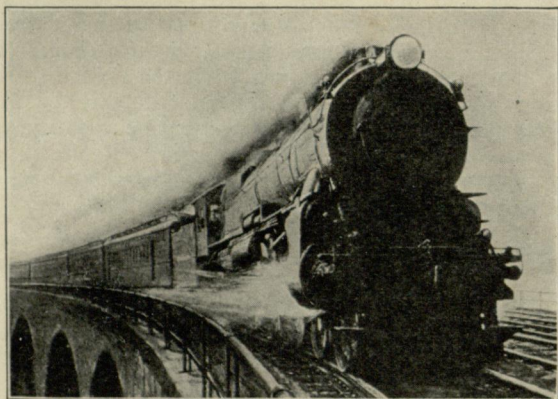
Milk is the most healthful and most economical food known. It contains all the vitamins. It is rich in mineral salts. One glass of milk contains more lime than one glass of lime water. Milk contains protein of most wonderful quality, and also milk sugar, and butterfat. These ingredients are well proportioned so as to make milk the perfect food. A great national awakening is taking place regarding the superior value of milk as a food. It should be in everybody's daily diet. It is a great protective food. Use it freely and be protected from many of the nutritional disturbances which now affect you, or which might affect you in later years. **Remember—A Bottle of Milk is a Bottle of Health.**

If your customers will use more milk they will live better for less money, for milk gives more nourishment for the money than any other food.

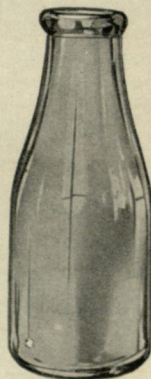
**Dr. Milton J. Rosenau**, an eminent food authority of Harvard University, says:

*"Milk contains more nourishment to the pound than many foods that are solid. A glass of milk, for instance, gives you as much energy as two eggs, or a potato, or an average serving of steak. It is, therefore, an economical food."*



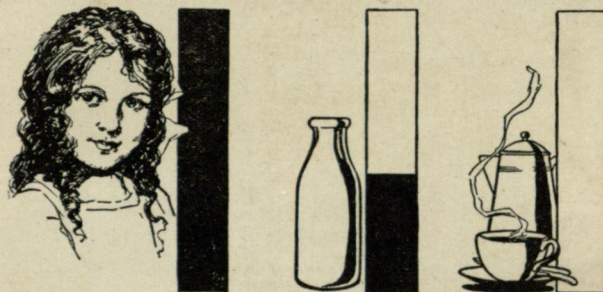


Milk is to your body what coal is to a locomotive. In fact, milk dried can actually be used to run a locomotive.



## FOOD VALUE OF MILK

### Milk as Compared with Tea or Coffee as Food



A girl, 8 years old, needs each day an amount of food represented by the heavy black line.

If she drinks the proper amount of milk, namely a quart a day, she gets nearly one-half of all the food needed.

If she drinks tea or coffee she gets no food whatsoever, unless cream and sugar are added.

What Milk Will Do

Production of Milk

From Farm to Table

Commercial Uses of Milk

How to Sell Milk

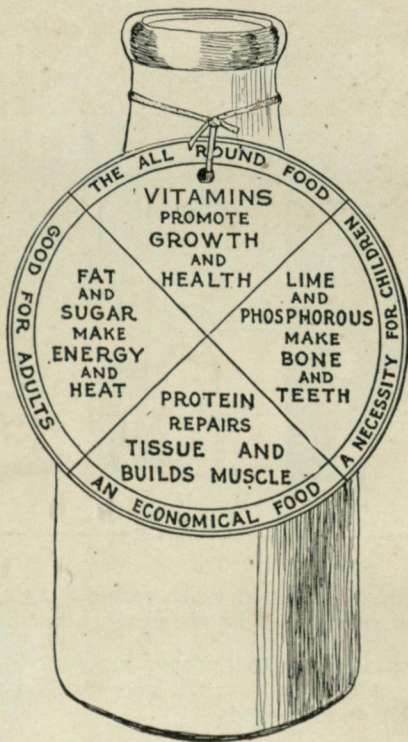
How to Handle Milk

How to Store Milk

How to Transport Milk



**MILK—THE ALL-AROUND FOOD**



*What Milk  
Will Do*

What Milk  
Will Do

Production  
of Milk

From Farm  
to Table

Commercial  
Branst Milk

How to  
Secure a  
New Salesman

How to  
Reduce etc

and Answers  
to Questions

What Milk  
Will Do



### THE HEALTHIEST GIRL AND BOY IN AMERICA IN 1925.



An Indiana farm boy and an Iowa farm girl were selected as the healthiest boy and girl in America in a contest in which more than 600,000 boys and girls competed from all parts of the United States.

The young boy is George Cuskaden, and the young girl is Alice Burkardt.

Some of the outstanding facts about each of these champions are the following:

1. Both of them drink milk liberally
2. Both include large portions of fruit in their daily diet
3. Both are liberal users of vegetables especially leafy vegetables
4. Each of them believe strongly in regular hours and proper sleep

George claims that he has never touched tea or coffee in his life, always preferring milk or cocoa as a beverage. He eats fruits every day of the year, apples being his mainstay.

Alice's food habits are very similar to those of George's, except that she places greater emphasis on cereals and cream for breakfast.

### HEALTHIEST GIRL IN 1924 GIVES RULES FOR PHYSICAL WELFARE



Two don'ts and three Do's comprise the health program laid down by the healthiest girl in America in 1924: Miss Inez Hardin, aged 16, of Marigold, Miss.

Miss Hardin was adjudged the healthiest girl in a competition financed by the Rockefeller Foundation under the auspices of the National Boys' and Girls' Club, conducted at the International Livestock Exposition, held in Chicago, Illinois, on December 4th, 1924. She scored 99.4% perfect. She had 350,000 competitors.

She submitted the following health mandates:

1. Sleep 10 hours a night
2. Drink a Quart of Milk a Day
3. Eat Plenty of Vegetables
  1. Don't wear high heels
  2. Don't use face powder or rouge

**These do's and don'ts are her secrets of health.**



## MILK FOR BEAUTY

### MISS AMERICA

Fay Lamphir of San Francisco is the National Bathing Beauty Champion of 1925.

Her Beauty Secrets are:

1. Don't keep late hours.
2. Have plenty of exercise.
3. Eat heartily but not between meals.
4. Abstain from liquor and cigarettes.
5. Work hard and entertain high ideals.



## MILK AND THE MOVIES



LAURA LA PLANTE  
Actress

"Picture Stars know that milk is good for them," says Laura La Plante, "because, on the screen, health, pretty teeth and figure mean everything. There have been many fanciful stories told of the means taken by stars of both screen and stage to revive jaded nerves and all kinds of tales of how they recuperate from strenuous roles and intensive study

and long hours. Good health is the only answer. Imagine ill-health on the screen. **And the most efficient tonic and the best builder-up of the system, used by many and many a star but seldom mentioned because it has no publicity possibilities—is just milk.** This is one of the first things I learned when I embarked on a screen career. I remember that first long night on a big scene. I observed that milk bottles appeared on the set after strenuous work. An old actor said to me, 'Nothing brings you back after a tough series of pictures as does a bottle of milk.' I have remembered this ever since and have always put it into practice."



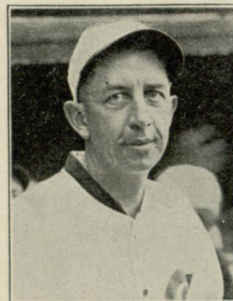
## MILK AND THE MOVIES.



MARY PHILBIN  
Actress

Mary Philbin says: "Milk is not only one of Nature's ideal foods, it is actually the most valuable of tonics. Personally I make milk a large part of my diet. I have it with luncheon, late in the afternoon. Especially when on a strenuous location a glass of milk proves a wonderful restorative. When we make pictures at night, which means working from daylight to daylight, I take a glass of milk every hour. It was a year ago that I learned this. Since then I have been in better health than I was in the first year of my picture experience. During the first year the work pulled me down, and I did not know what to do about it. Perhaps when some one advises a person to drink milk as a tonic the person will not believe it. It sounds too simple. People associate tonics with medicine. But after all, **Nature has made the best tonic and one of the best foods in Milk.**"

## MILK FOR BASEBALL ACHIEVEMENT

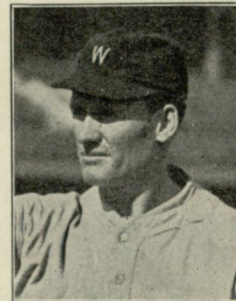


**Eddie Collins**, Manager and second baseman of the famous Chicago White Sox, says:

"A pint of pure, sweet milk every day constitutes my entire mid-day meal and with it alone I feel much better prepared to play a game of ball than with any other kind of nourishment."

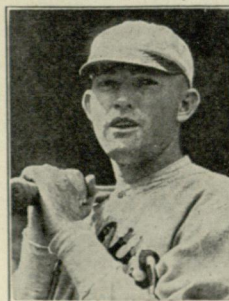
**Walter Johnson**, the great pitcher of the Washington Baseball Team, says:

"I was born and brought up on a Kansas farm and had plenty of good milk, eggs and green vegetables. I have always enjoyed good health and I feel that those simple food habits established as a boy are directly responsible."



**Rogers Hornsby**, Manager of the St. Louis National League Baseball Team, St. Louis, Mo., says:

"Boys, if you like athletics and if you hope to reach the top in your favorite sport, start working that way now. The biggest thing you can do is to learn the right kind of health habits and follow them. Be regular in your actions and keep up your enthusiasm—show me an athlete that is non-enthusiastic and I'll show you one that is ready to quit. Learn to play the game hard—play to win, but play clean."







## MILK AND FOOTBALL

**"Red" Grange**, the famous and sensational "All American" half-back of 1925, drinks milk every day.

### Mooseheart, Ill., Eleven, National High School Football Claimants.

During this season they won 8 games and lost none. They scored a total of 356 points. In eight years the team won 50 out of 55 games, tied one and lost four. The team is 150 pounds average. There are only 90 students in the school and out of the 90, 25 came out for the team.



**ALL GREAT ATHLETES USE MILK LIBERALLY**

## OTHER CHAMPIONS.



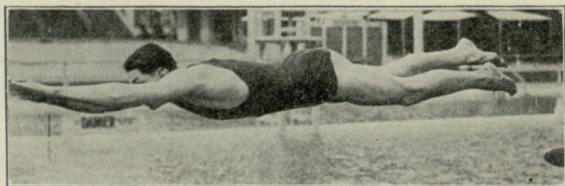
**Helen Wills**



**"Big Bill" Tilden**

These, and other great Tennis Players, drink milk liberally every day.

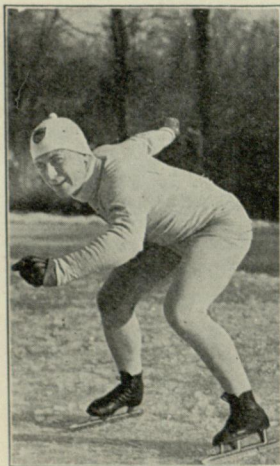




**Johnny Weismueller, the world's greatest swimmer, says:**

"I drink more than a quart of milk a day. The coaches, doctors and athletes that I know are strong for milk. I think it a great food."

### KING OF SKATERS



Valentine Bialis of Utica, New York, the International Speed Skating Champion, says: "I drink anywhere from one to four quarts of milk a day. My average is about 2 quarts daily. I do not drink coffee or tea, but drink about 4 glasses of water every day and eat lots of vegetables every day."

"Milk is about the greatest body builder there is; at least it is to me."

—CHUCK—

Nurmi, the marvelous long distance runner from Finland, who startled the athletic world by breaking numerous world's records on the track, is a great milk drinker. His diet consists almost exclusively of whole wheat bread, milk, fruits, vegetables and fish.

### MILK FOR ECONOMY

**Milk is the most economical food you can buy.**

Because milk is a liquid, many people think it has little food value. But this is not so. Milk is rich in *all* the food essentials; it is rich in mineral salts, it is rich in proteins, it is rich in carbohydrates, and it is rich in vitamins.

No food is so well balanced as milk. It is called the perfect food, the all-around food, and the complete food.

**Use more milk and you will automatically reduce the cost of living.** There is no question about it. Try it and be convinced. Order a quart a day for each child and a pint for each adult in your household and try it for exactly one month. Then add the amount of your milk bill and the amount of your grocery bill, and your meat bill, and compare their total with other months when less milk was used, and you will be surprised at the result—your food bill will be lowered.

Then in addition to reducing the total cost of food, more milk means reduced doctor bills, and a greater earning power because it makes you feel better, and when you feel good, you do more and better work. When you are in good health you can go to work regularly.

**Save on Other Things if you must,  
but not on Milk.**



## MILK FOR EFFICIENCY



"Milk Builds Steel Nerves."

The Vice President of the Fleischman Yeast Company (Mr. Wilshur) said, "As a result of serving a glass of milk and a cookie each afternoon at 3:30, the efficiency of our office workers increased 25% during the afternoon period."

School teachers in many sections of the country report improved school work as a result of the children drinking the proper amount of milk each day. One teacher made a careful study and reported the efficiency of the students increased approximately 10% as a result of using a quart of milk a day as against the average of 1 or 2 glasses only.

Factory workers are rapidly learning the value of milk. It keeps them fit, they do their work with greater ease, and they find they are able to work more regularly, and consequently their pay check is a little larger.

## MILK FOR PEARLY WHITE TEETH

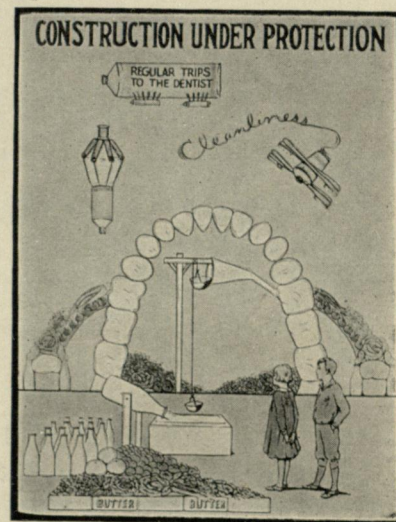
Everybody wants good teeth. It's no fun to have tooth ache and it's a big expense to go to the dentist for extractions and fillings every two or three months.

"Preventive Dentistry" is the watchword today. Prevent your teeth from rapid decay. Build them strong and sound.

Feed them right, then treat them right. Brush them regularly at least once a day. Go to the dentist at least once each six months for an examination and if a little cavity is starting, he can fix it. "A stitch in time saves nine."

But be sure to build good strong teeth and this is best done by using milk every day (a quart a day, or its equivalent for young and old), together with plenty of leafy vegetables.

**Your teeth are largely made of lime, and a glass of milk furnishes more lime than a glass of lime water.** One quart of milk furnishes as much lime as 10 large oranges, 32 eggs, or 20 pounds of beef. For good teeth use milk liberally right from the start.





## MILK FOR HAPPINESS

It's lots of fun to be happy. You make friends, you do more business, and you really enjoy life.

But you can't be happy unless you feel right. If you have "stomach trouble," if you have that "tired feeling," if you feel "grouchy," you can't be happy.

But if you eat right, it is almost certain you will feel right.

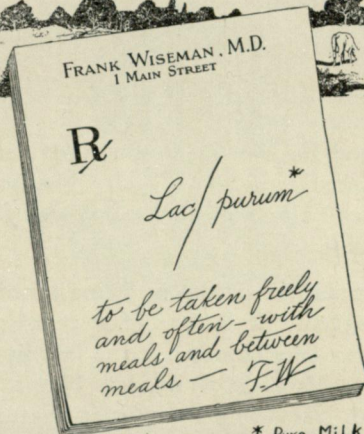
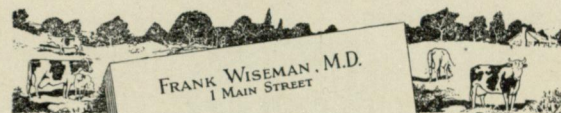
**For better health eat better food.**

Eat leafy vegetables liberally, fruits, and dairy products and you will be surprised how different you will feel. Drink milk for your lunch and for breakfast and dinner too. It will take only a short time for you to acquire this "happy" habit. If you just can't drink milk, then take it in creamed soups, in custards, in ice cream, and so on. But get it, and drink it if you can.

Eat good food and you will feel good. Then you can't help but be happy, with good health.

## MILK vs. MEDICINE

The Following is a Statement Issued in 1925 by the Metropolitan Life Insurance Company.



\* Pure Milk

Here is a prescription that is worth \$19,000,000 many times over. It has built more strong bodies than all the medicines invented or compounded by man from the begu ring of time.

"More than \$219,000,000 a year for patent medicines in the United States! This is the astounding figure quoted by the latest Government Census of Manufactures. And this figure, startling as it is, represents only the wholesale cost of these medicines, not the retail price paid by the public in its frantic search for health.

"If we maintain the right mental attitude, if we eat, sleep and exercise properly, the chances are we will seldom feel the need of medicines. There are times, now and



then, when we all feel a little below par. If, instead of rushing off for a bottle of Dr. Bunkum's Tonic to brace us up, we would go to Nature herself for the greatest of all food tonics—milk—we would be a different lot of men and women.

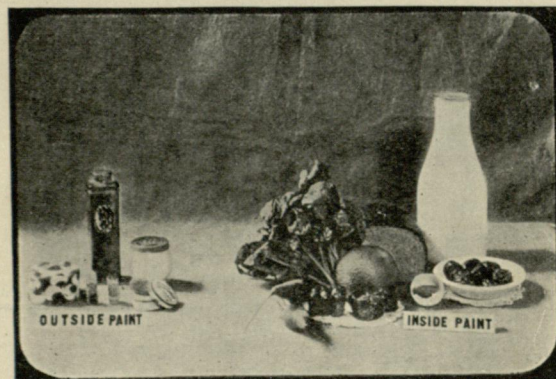
### "MILK IS NATURE'S PATENT"

—the only food she ever made solely for food. It cannot be reproduced artificially. Only Nature herself can so perfectly blend all the elements of a well-balanced diet as she has in milk.

"Milk sounds like patent medicine when all its virtues are catalogued. It is the oldest prescription in the world—Nature's prescription for the building of strong, healthy bodies, Nature's revitalizer, Nature's maker of rich, red blood, Nature's nerve quietener, Nature's antidote for that "tired feeling."

"If milk were put up in bottles of a different shape and size, if it were given a fanciful name and announced for what it really is as 'the greatest body builder and health restorative in the world,' people would flock to buy it at fancy prices. But because it costs so little and is delivered every morning at your doorstep, we seldom give its virtues a thought. We are apt to disregard the value of familiar things."

### PAINT YOUR CHEEKS FROM THE INSIDE OUT.







Milk builds strong bones and sound teeth—pearly and white.



Milk will make you more Healthy.



Milk will help make you more athletic.



Milk in your diet, with other good foods will increase your Efficiency



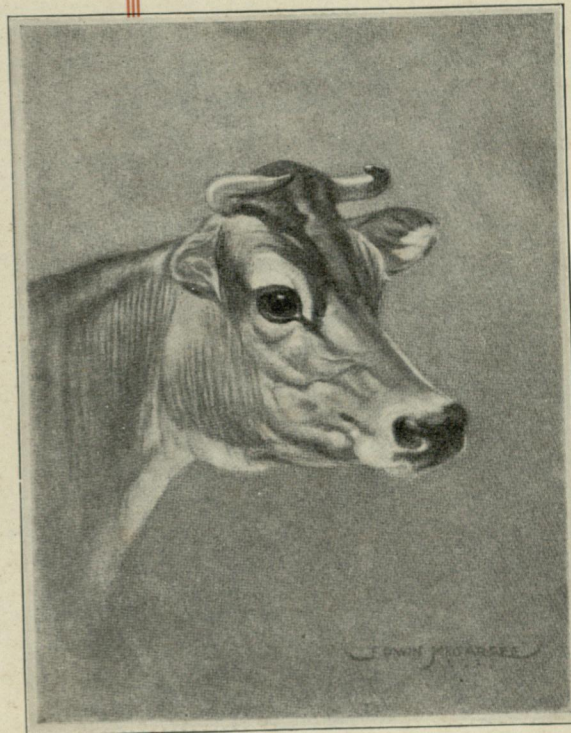
Milk will make you more beautiful.



Using More Milk Means Feeding the Family better for less. Milk is the cheapest food available.



Milk in your diet will make you feel better. Therefore, you will be Happier.



*The  
Production  
of Milk*

Production  
of Milk

From Farm  
to Table

Commercial  
Uses of Milk

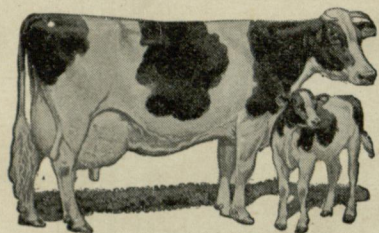
How to  
Become a  
Salesman

How to  
Succeed etc

and Agency

Milk and  
Butter  
Stand



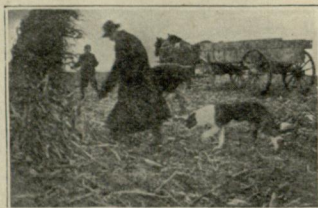


### THE PRODUCTION OF MILK.

In order to manufacture milk, the cow should be given a liberal supply of Hay, Grain and Succulence, together with plenty of good, fresh water. In addition to GOOD FOOD, she should be well housed and cared for.

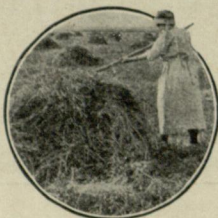


A grain mixture of ground oats, ground barley, linseed meal and wheat bran makes a good dairy feed.

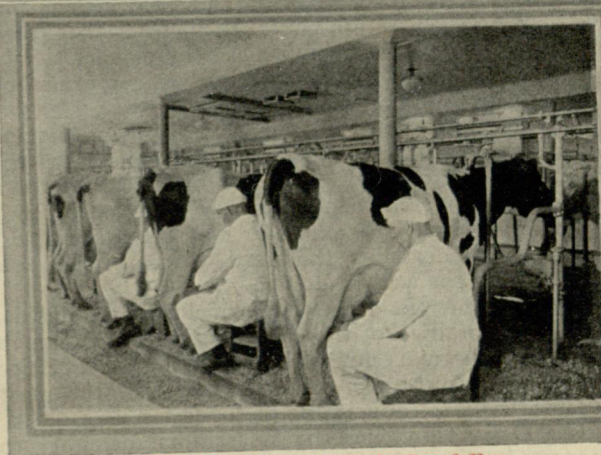
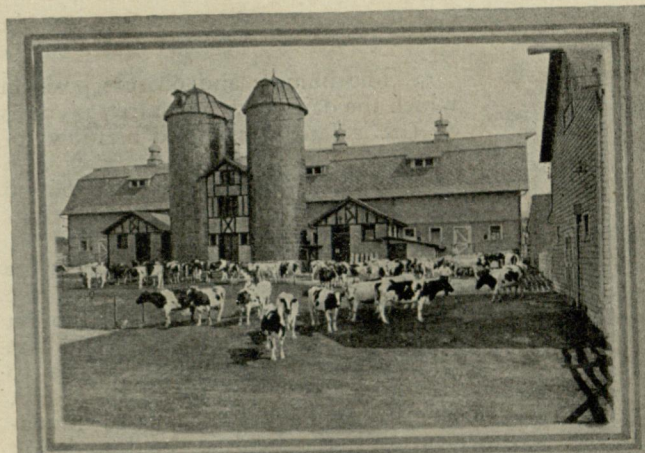


Corn makes an excellent succulent feed in the form of silage. Roots can be used instead of silage, or with it, if desired.

Alfalfa hay is the best forage crop for dairy cows.



In the summer, cows are generally placed in the pasture to get green grass, which takes the place of hay and silage to a large extent. Cows producing large quantities of milk, however, are generally given silage in addition to the pasture and grain. Cows are fed according to the amount and quality of milk produced.

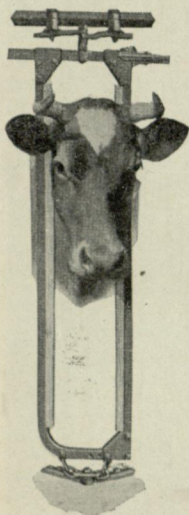


Healthy Cows—Properly Cared For.



## THE DAIRY COW.

### The Foster Mother of the Human Race.



"The humble and obscure position which the dairy cow necessarily occupies on the isolated farms and meadows of the world hides from the eyes of men the great role the dairy cow has played and still plays in the progress of civilization.

"Starting with neolithic man in the dim vistas of the far-distant past, she has been man's friend and companion adown all the ages. Her effigy and that of her brother, the ox, were used to adorn the earliest coinage of the world, because 'omnis pecuniae pecus fundamentum'—the herd is the foundation of all wealth; and in such esteem and veneration were they held that they were worshipped as symbols of Deity in the dawning religious consciousness of humanity.

"The cow has accompanied man in all his migrations and wanderings as he has multiplied and replenished the earth, nursing her own offspring and his also. In times of famine she has been man's preserver, his comfort and aid in times of prosperity, the bearer of his burdens and the cultivator of his fields, the bread-winner of the poor and the pride of the well-to-do.

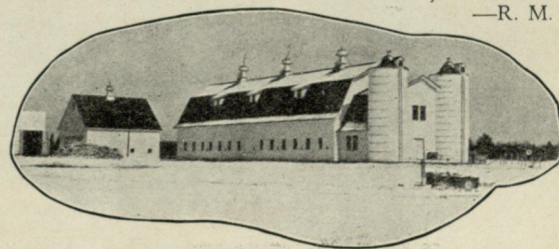
"She consumes the vegetation of field, mountainside, meadow and prairie, otherwise unavailable as human food, and in the marvelous laboratory of her digestive structure converts it into the most essential, the most assimilable, the most nourishing of foods.

"The Dairy Cow was the first animal necessary to the pioneers in the settlement of new regions of the earth:

and in the complex civilization of the present day she is a vital factor in human welfare as the producer of an indispensable and the only perfect food.

"From the dawn of history she has been associated with the conquering and dominant peoples; she is the most ancient, the most universal, the most used and the most useful of all animals domesticated by man."

—R. M. Gow.



The Cow, the foster-mother of mankind, eats nature's foods—the grasses and the grains—and converts them into human food. Her product is well called "the perfect food."

The Dairy Cow is a wonderful animal. Poorly as she is sometimes fed, she generally makes a profit and gives her owner more than he gives her.

Poorly as she is sometimes bred, she generally produces milk and fat enough to be acquitted before a jury, and poorly as she is sometimes housed and cared for, she quietly responds twice each day with the best and cheapest of all food—that food which is absolutely indispensable to human life and human progress.

She is the most economical producer of human food of all domesticated animals because she—

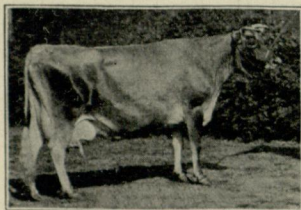
Dairy Cow	will return 18.1 pounds of edible food solids while the
Hog	will return 15.6 pounds of edible food solids.
Calf	will return 8.1 pounds of edible food solids.
Steer	will return 2.8 pounds of edible food solids.
Sheep	will return 2.6 pounds of edible food solids.

in return for each 100 pounds of digestible nutrients.

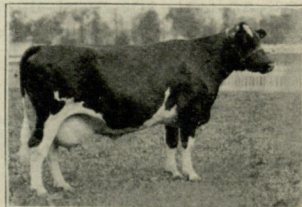


**PRIZE WINNERS  
AT 1925 NATIONAL DAIRY SHOW**

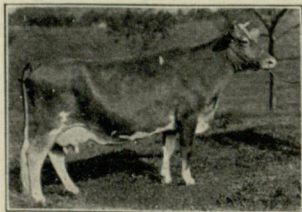
**Based on Type.**



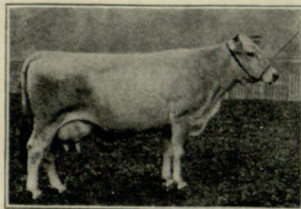
Raleigh's Oxford Thistle (407305)  
Grand Champion Jersey Cow



Belle Calamity Wayne (73514)  
Grand Champion Holstein Cow



Admiration of the Prairie (117699)  
Grand Champion Guernsey Cow

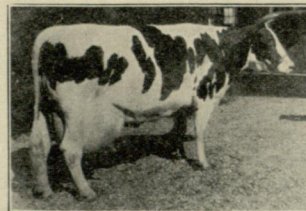


Cinnamon's Maiden (12764)  
Grand Champion Brown Swiss

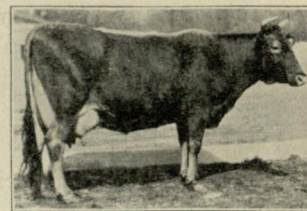


Imp. Holehouse Buttercup (63432)  
Grand Champion Ayrshire Cow

**WORLD'S CHAMPION COWS  
Based on Milk Production**



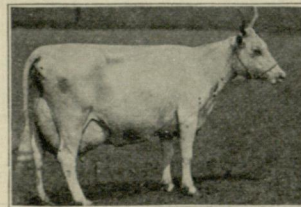
Segis Pietertje Prospect (221846).  
At age of 6 years—Milk, 37,381 lbs.  
in 365 days.



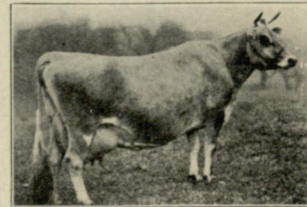
Murne Cowan (19597).  
Record—Milk, 24,008 lbs. in 365 days.

The average Cow in the United States  
gives 4,000 pounds of milk and 160  
pounds of B. F. (200 pounds of butter)

Holstein Butterfat Record ..... 1349 lbs.  
Guernsey Butterfat Record..... 1112 lbs.  
Jersey Butterfat Record..... 1141 lbs.



Garclaugh May Mischief.  
Record—Milk, 25,329 lbs. in 365 days.



Madeline of Hillside (389336).  
Record—Milk, 20,624 lbs. in 365 days.



## HOW TO JUDGE A DAIRY COW

The ability to judge dairy cattle and select the good ones from the standpoint of type and production requires skill and training. A good dairy cow has:

1. A good mammary development
2. Dairy temperament
3. A good constitution
4. Capacity
5. Type

Each of the breed associations has developed a score card for its particular breed. The following is the standard for the Holstein cattle:

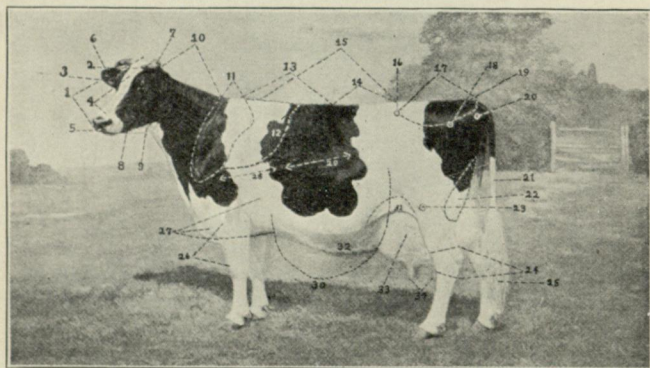


Diagram Showing Parts of the Holstein-Friesian Cow.

1—Head; 2—Forehead; 3—Eye; 4—Face; 5—Muzzle; 6—Ear; 7—Horn; 8—Jaw; 9—Throat; 10—Neck; 11—Shoulder; 12—Crops; 13—Chine; 14—Loin; 15—Back; 16—Hip or Hipbone; 17—Rump; 18—Thurl; 19—Tail Head; 20—Pin Bone; 21—Tail; 22—Thigh; 23—Stifle Point; 24—Hock; 25—Switch; 26—Forearm; 27—Chest; 28—Fore Ribs; 29—Back Ribs; 30—Barrel; 31—Flank; 32—Mammary Veins; 33—Udder; 34—Teats.

## SCALE OF POINTS FOR MATURE HOLSTEIN-FRIESIAN COW

PARTS	DESCRIPTION	SCORE
<b>Forehead</b> .....	Broad between the eyes; dishing .....	2
<b>Face</b> .....	Of medium length; clean cut; feminine; the bridge of the nose straight .....	1
<b>Muzzle</b> .....	Broad, with strong lips; nostrils large and open; jaws strong .....	3
<b>Ears</b> .....	Of medium size; of fine texture; well carried .....	1
<b>Eyes</b> .....	Large; full; mild; bright .....	2
<b>Horns</b> .....	Small; tapering finely towards the tips; set moderately narrow at base; inclining forward; well curved inward .....	1
<b>Neck</b> .....	Long; fine and clean at junction with the head; evenly and smoothly joined to shoulders .....	3
<b>Shoulders</b> .....	Slightly lower than the hips; smooth and rounding over tops; moderately broad and full at sides .....	3
<b>Crops</b> .....	Full; level with the shoulders .....	5
<b>Chine</b> .....	Straight; strong; broadly developed, with open vertebrae .....	4
<b>Loin and Hips</b> .....	Broad; level or nearly level between the hipbones; level and strong laterally; spreading from chine broadly and nearly level; hipbones fairly prominent .....	6
<b>Rump</b> .....	Long; broad with roomy pelvis; nearly level laterally; full above the thurls; carried out straight to tail head .....	6
<b>Pin Bones</b> .....	Wide between; nearly level with hips .....	2
<b>Thurls</b> .....	High; broad through .....	2
<b>Tail Head &amp; Tail</b> .....	Strong at base without coarseness; the setting well back; tail long, tapering finely to a full switch .....	2
<b>Chest</b> .....	Deep; wide; well filled and smooth in the brisket; broad between the forearms; full in the foreflanks .....	6
<b>Barrel</b> .....	Long; deep; well rounded; strongly and trimly held up .....	9
<b>Flanks</b> .....	Deep; full .....	2
<b>Thighs</b> .....	Wide; deep; straight behind; wide and moderately full at the outsides; twist well cut out and filled with development of udder; with escutcheon well defined .....	2
<b>Mammary Veins</b> .....	Large; tortuous; entering large orifices or double extension; with additional developments, such as branches and connections entering numerous orifices .....	8
<b>Udder</b> .....	Capacious; flexible; quarters even and of uniform texture; filling the space in the rear below the twist; extending well forward; broad and well attached .....	14
<b>Teats</b> .....	Well formed; plumb; of convenient size; properly placed .....	4
<b>Legs</b> .....	Medium length; clean; nearly straight; wide apart; firmly and squarely set under the body; arms wide, strong and tapering .....	4
<b>Hair and Hide</b> .....	Hair healthful in appearance; fine and soft; hide of medium thickness; mellow and loose .....	8

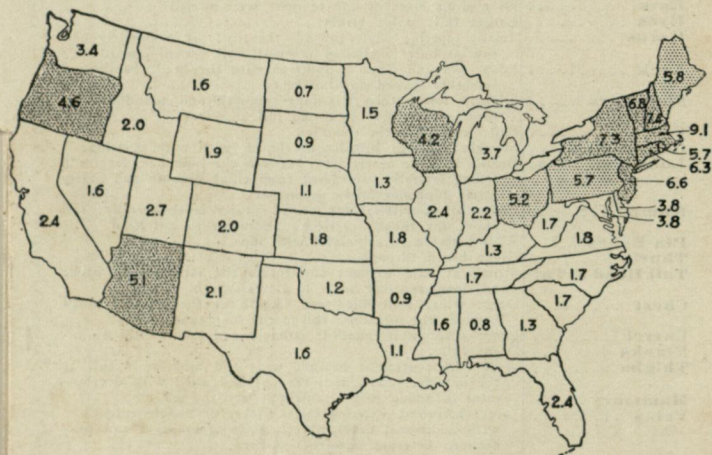
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## BREEDS OF DAIRY CATTLE

PURE BRED DAIRY CATTLE.  
Percentage of All Dairy Cattle, 1920.

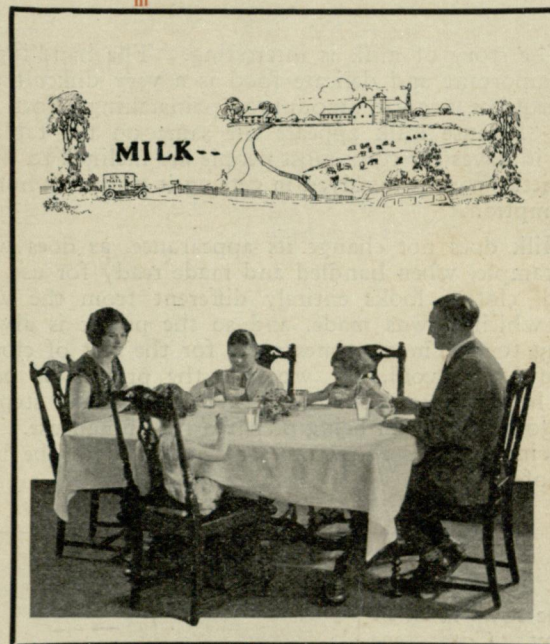


The pure bred dairy cattle in the U. S. are divided approximately as follows (1920 census)

Holsteins	58 %	( 528,446 )
Jerseys	25 %	( 231,824 )
Guernseys	9 %	( 79,445 )
Ayrshires	3 %	( 30,456 )

There are approximately 25,000,000 dairy cows in the U. S. and less than 4% are pure bred.

One of the greatest needs of the dairy industry, and one of the best solutions to the problem of increased production at lower costs, lies in a greater use of Pure Bred Bulls from high record-cows. In some states the percentage of pure bred bulls is as low as 8%, the other 92% being "scrub" or "grade" bulls.



*From Farm  
to Table*

From Farm  
to Table

Commercial  
Uses of Milk

How to  
Become a  
Milk Salesman

How to  
Increase  
Milk Production

Milk on  
the Farm  
and in the  
City



**MILK.****From the Farm to the Table.**

The story of milk is interesting. The handling of this important and delicate food is a very difficult task and requires a great amount of painstaking effort and skill. Because milk appears the same on the table as when it leaves the cow, most people are inclined to think very little work is involved in getting it ready for human consumption.

Milk does not change its appearance, as does wool for example, when handled and made ready for use. A suit of clothes looks entirely different from the wool from which it was made, and so the public is always willing to pay many times more for the suit of clothes than for the wool, yet wool in the process of being made into clothes does not go through as many steps as milk goes through in being prepared for human use. The following pictures show the steps involved in the handling of milk:

**1st Step**

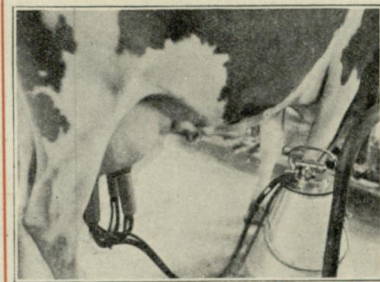
The cows must be healthy. Competent veterinary doctors must be kept active constantly to see that all herds of cattle are inspected and tested regularly.



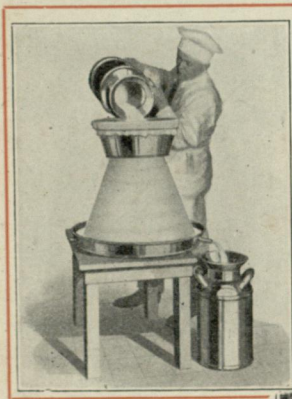
INSPECTION OF THE COWS ON  
THE FARM.

**2nd Step**

The cows must be milked regularly twice each day. Some farmers use milking machines, others milk by hand. The average cow produces milk  $10\frac{1}{2}$  months each year. Her annual vacation is approximately six weeks.



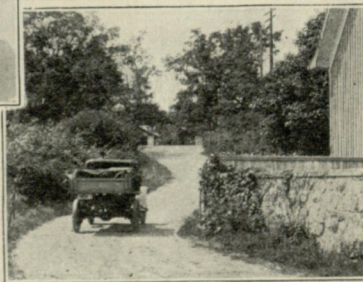
MILKING.

**3rd Step**

COOLING.

Immediately after milking, the milk is cooled on the farm.

The milk is then hauled to the receiving station.

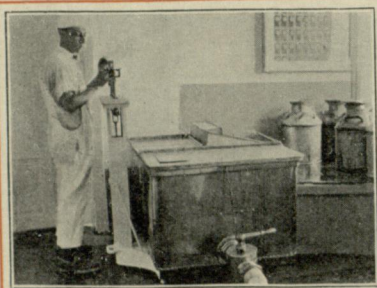
**4th Step**

HAULING TO THE RECEIVING STATION



## MILK AND HOW TO SELL IT

### 5th Step



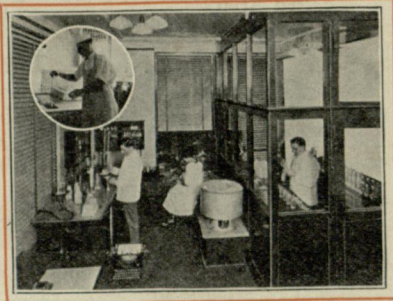
WEIGHING.

A quart of milk weighs 2.15 lbs.

For ordinary figuring:

"A pint's a pound  
The world around."

### 6th Step



SAMPLING AND TESTING.

The milk is then carefully weighed.

Then samples are taken and tested.

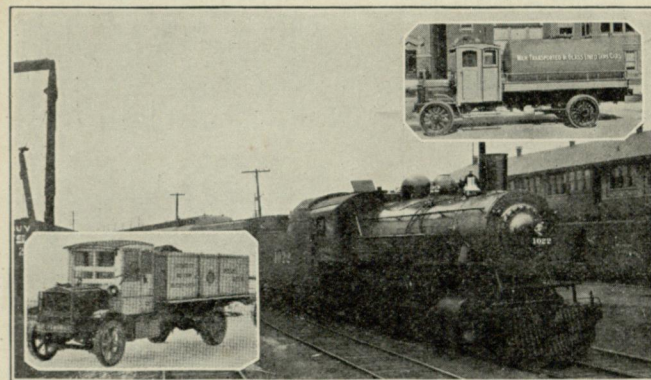
The milk is then loaded into glass lined refrigeration tank cars, or into ordinary refrigeration cars, and rushed to the city milk plant.

A few years ago it was impossible to ship milk any great distance. Now, with improved methods and proper refrigeration milk can safely be shipped hundreds of miles.

Recently a carload of milk was shipped from Wisconsin to Miami, Florida, a distance of 1800 miles, and arrived in 100% condition. It left Wisconsin at 35 degrees F. and arrived at 36 degrees F.

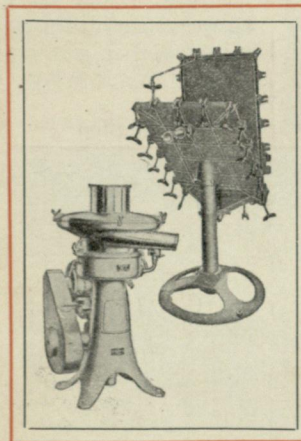
## MILK AND HOW TO SELL IT

### 7th Step



SHIPPING TO THE CITY.

### 8th Step



CLARIFYING OR FILTERING.

The milk is then run through clarifiers or filters to remove any foreign material.

*The milk business is an all-year-round job. Milk must be properly handled and cared for each day.*

*If your customers or prospects have not already visited your milk plant arrange for them to do so. Every step will be wonderfully interesting.*

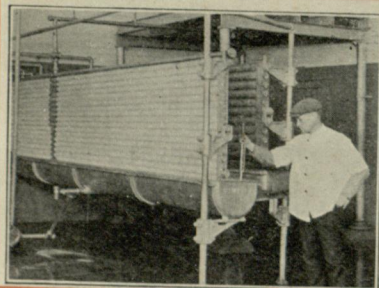


# MILK AND HOW TO SELL IT

Pasteurization is an important process in handling market milk, and was discovered and perfected by the French scientist, Louis Pasteur.

Pasteurization consists of heating milk in bulk to a tempera-

10th Step

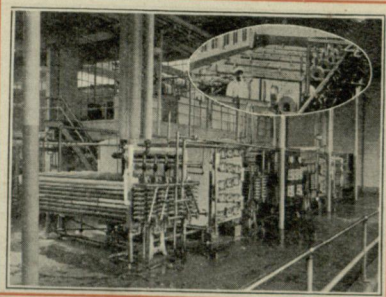


COOLING.

Pasteurization, in addition to being a safety measure, prolongs the keeping qualities of milk and improves its flavor.

The cooling is a very important item. This is done rapidly, immediately after heating the milk.

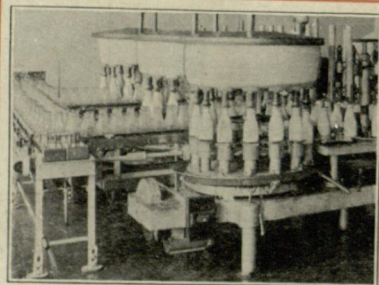
9th Step



PASTEURIZATION.

ture of not less than 142 degrees and not more than 145 degrees Fahrenheit and holding it at this temperature for thirty minutes, then cooling rapidly to a low temperature.

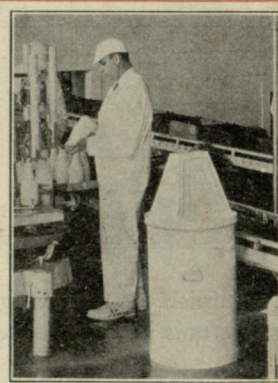
11th Step



BOTTLING.

# MILK AND HOW TO SELL IT

12th Step

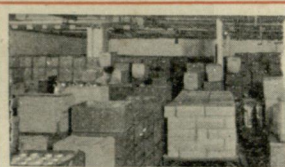


CAPPING.

Milk is then bottled into bottles which have been carefully washed and sterilized with live steam.

The bottles are then automatically capped with sanitary new caps.

13th Step



Immediately after the milk is bottled and capped, it is carried into the refrigerating room where it

14th Step



DISTRIBUTION TO THE HOMES.

REFRIGERATING.

is held at a low temperature, before being loaded into the delivery wagon.

The milk is then carried to the homes—every day—rain or shine. A wonderful service and a wonderful product.

Commercial Uses of Milk  
How to Become a Salesman  
How to Reduce etc  
Questions and Answers  
Milk and its Uses  
Milk and its Uses





### CARE OF MILK IN THE HOME

Recommendation of Dr. Herman Bundesen,  
Health Commissioner of Chicago

There are three important rules for the care of milk in the home:

1. Wash the top of the milk bottle carefully as soon as you bring it in; then dry it with a clean cloth.
2. Keep the milk in an ice chest.
3. Keep the milk covered.

Establish the following unvarying customs in your household:

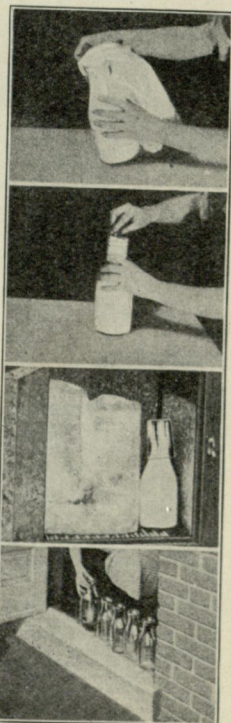
As soon as you bring in the milk, hold the neck of the bottle under the faucet; then wash the top carefully with a moist cloth, including the crevices; finally, dry with a clean cloth and carry the milk to the ice chest.

Milk should always be kept cold. Do not keep milk on the window ledge, for there it cannot be as cold as in the ice chest. Keep the milk bottle next to the ice, and do not try to save too much on ice. Remember that ice is cheaper than milk.

When you have opened the bottle, invert a clean tumbler over it as a protection.

When returning milk to the ice chest, do not add old milk to the fresh; otherwise the fresh milk will not keep as well.

After the milk bottle is drained, it should always be washed carefully and returned promptly. It was reported by one City Department of Health alone that 32,000,000 bottles were broken or went astray in one year.



### EFFICIENCY OF THE MILK DISTRIBUTOR

Milk is handled from producer to consumer even at a less cost and with better care and in shorter time than the United States Government handles a parcel post package of equal weight the same distance.

For example, if you wished to have a package sent to you by parcel post from any point in the first zone and weighing the same as a quart of milk, it would cost eight cents for postage. The article could not be as perishable as milk or it would not be accepted.

The sender would have to pay postage in advance; wrap and tie the package and take it to the nearest postoffice. The next day the person to whom the package was sent would receive it, provided the day was not Sunday or a holiday.

Let us see what the dairy industry does for a cost less than the United States postoffice gets for handling a parcel of the same weight as a quart of milk. For less than eight cents, a quart of milk is transported to the city with refrigeration, it is hauled from the station to the dairy; it is weighed and tested, clarified, pasteurized, cooled, bottled, kept cool and delivered to the doorstep regularly each morning—never failing.

It is delivered each day and every day, Sundays and holidays included. In the summer it is delivered in the cool hours of the morning so it will be on hand for breakfast. In the winter it is delivered after the family is up for the day so it will not freeze. The bottle is furnished



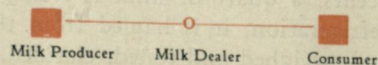
to the customer; credit is often extended for a limited time; extra products are carried so that the housewife may make purchases at the last minute.

There is no investment in buildings charged against the postoffice. Elaborate machinery is not required by the parcel post system as is the case in the handling of milk.

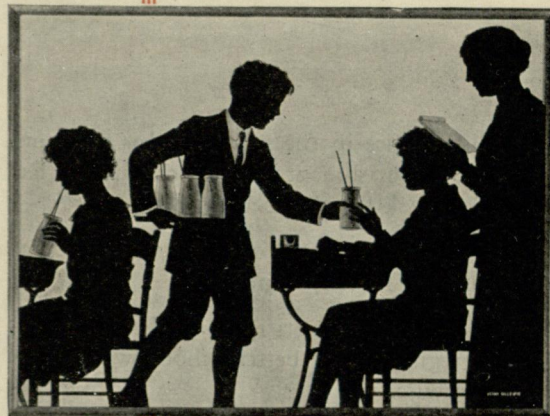
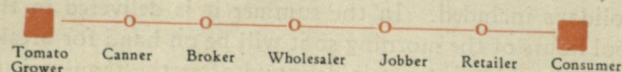
The post office operates at a deficit every year while the dairy must meet its fixed charges; expand to meet growing needs; comply with strict sanitary regulations and still earn enough to stay in business.

The milk business IS handled efficiently.

In handling **MILK** there is only one person between the producer and the consumer.



In handling practically all **OTHER FOOD PRODUCTS** there are from 3 to 10 middle men.



*Serving  
Milk in  
Schools,  
Offices,  
Factories*

Commercial  
Uses of Milk

How to  
become a  
Salesman

How to  
achieve etc

Questions  
and Answers

Milk on  
the Stand



### REASONS FOR MILK SERVICE IN SCHOOLS

1. Milk service in the schools helps overcome under-nourishment among children. Results speak for themselves.
2. It helps to keep the children who are normal in a healthy condition.
3. Children who participate in the milk service regularly do better school work than otherwise.
4. Milk service affords a splendid opportunity for a tie-up between teacher and parent.
5. A bottle of milk at school helps make up the proper and standard amount, namely, a quart a day.
6. A bottle of milk at the morning recess serves to prevent the children from getting over-hungry before lunch time and thus prevents eating to excess and causing sluggishness during the afternoon.

### SCHOOL MILK SERVICE

#### Suggestions

Interest and co-operation of principals, parents and pupils must be secured. Parents are often reached through correspondence.

Extreme cleanliness in every detail is essential.

Opportunities for washing the hands before eating should be given.

All milk should be ordered and paid for in advance.

The price of milk should be kept as low as possible but should cover all expenses.

The best time for a milk lunch is at 10 A. M. so that it may not interfere with the appetite for the mid-day meal.

Time should be allowed to take the milk slowly.

It is better to serve crackers with the milk.

The milk accounts can be kept by the children and correlated with arithmetic.

Educational authorities today recognize that it is as necessary to build strong bodies as to develop fine minds.

The serving of a mid-morning milk lunch has been found to be of great value in building strong bodies.

The serving of milk in school teaches many children to like this simple health building food. A milk lunch makes up the deficiencies of a too scanty and too early breakfast.

The several plans presented here have been found effective in school milk service.

THE THREE FOLLOWING PLANS FOR SERVING MILK IN SCHOOL ARE RECOMMENDED BY THE UNITED STATES GOVERNMENT IN THEIR CIRCULAR NO. 3 HEALTH SERIES, UNITED STATES BUREAU OF EDUCATION:



## SCHOOL MILK SERVICE—PLAN I

**Payments:** Pupils pay one week in advance for their milk. The money is collected by one pupil in each class who places the order with the principal's secretary in the office. This pupil gives out milk tickets each day before recess.

**Handling the Milk:** Before school begins Squad I brings milk into corridor where bottles are rinsed, dried and arranged in trays (containing ice in hot weather) and served at recess. Two minutes before recess one of this squad goes to the office for milk bottle openers and paper napkins. Squad I then removes caps and covers opened bottles with clean paper napkins ready for serving. At recess they serve the milk, collect tickets and give out straws. At the close of recess they remove empty bottles and leave table and floor clean. Tickets are returned to office.

**Handling the Crackers:** Five minutes before recess Squad III gets the crackers and receptacles for money from office. They arrange crackers for sale on clean papers on tables in the corridor near milk service tables. At recess time they sell crackers, collecting pennies (without handling) in deep bowl. At the close of recess they return equipment to the office, make a record of sales and money collected, leave tables and floor clean.

**Handling Money for Crackers:** To avoid handling money by Squad III—Squad II had a supply of pennies to give in exchange for other small money denominations.

**Financial Management:** Children are trained for all the handling of money, bills, etc., as well as the serving of milk and crackers. It is the children's enterprise. Financial management is carried on by seventh and eighth grade pupils.

The whole method of this school milk service and the discussions aroused in establishing sound business principles brings the children in touch with the common everyday practices of hygiene, nutrition, arithmetic and business methods.

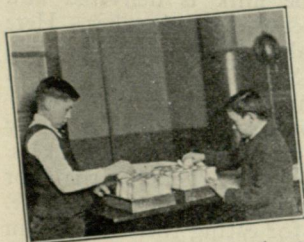
There are two boys in Squad I; one girl in Squad II; four girls in Squad III. The boys and girls are able to handle and serve, during recess period, 150 to 200 children.

## PLAN I—IN CORRIDORS

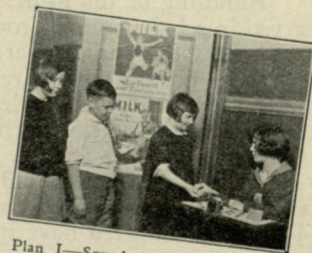
## Serving Milk in School



Plan I—Mid-morning lunch, milk and crackers.



Plan I—Squad 1—Cleans bottles, sells milk, removes caps, cleans up.



Plan I—Squad 2—Makes change.



Plan I—Squad 3—Prepares crackers for sale, sells crackers, responsible for money collected.

Commercial  
Use of Milk  
How to  
Manage a  
Saleman  
How to  
Reduce etc  
Questions  
and Answers  
Milk on  
Wholes  
Shared



**SCHOOL MILK SERVICE—PLAN II**

**Payments:** A pupil may pay his room teacher for one or more days in advance for milk and crackers.

The teacher gives to each pupil making such payments a ticket on each day before recess.

Each morning an appointed pupil of an upper grade goes from room to room making a record of the milk sales and giving to each teacher the necessary tickets.

After the milk and crackers are served, she must balance the checks received by Squad 3 with her books.

Once each week a child from an upper grade collects the money, balances the money received with the checks, and takes the money to the bank.

**Handling of the Milk:** The milk is delivered and served in a bright sunny room set aside for lunches. Here is a sink with running water, tables and chairs.

Ten minutes before recess Squad 1 washes the milk bottle tops, dries the bottles, and removes the caps.

Squad 2 places at each table space an oilcloth doily (which is easily washed), the milk, straws and crackers.

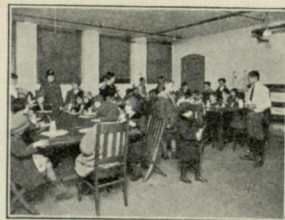
At recess time, Squad 3 collects the checks at the door and also gives straws to those bringing milk from home. Those few children have space for eating their lunches in an adjoining room.

The children come from only one or two rooms at a time so that there are chairs for all and plenty of time is allowed for a pleasant, happy gathering with careful observance of table manners by the teacher in charge.

Each child places his empty bottles and straws in receptacles provided for this purpose.

Squad 2 resets as many places as are necessary until all are served. The pupils then leave the room in order, washing out the dish towels (used in cleaning bottles).

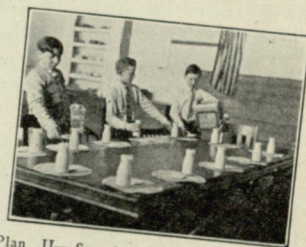
There are four boys in Squad 1; three boys in Squad 2 and four boys (two at entrance) in Squad 3. The Squads are able to handle and serve during recess period 80 to 100 children.

**PLAN II—AT TABLES**  
**Serving Milk in School**

Plan II—Mid-morning lunch, milk and crackers.



Plan II—Squad 1—Washes and dries bottle tops, removes caps.



Plan II—Squad 2—Sets table, places milk, straws and crackers for each pupil.



Plan II—Squad 3—Gives straws to those bringing milk from home, collects checks.



## SCHOOL MILK SERVICE

## PLAN III

**Payments:** One teacher is held responsible for final collection of money, placing order and payment of bills.

Each room teacher is responsible for the weekly order and collection for her individual room.

On Thursday afternoon a child appointed and trained by the supervising teacher goes from room to room, placing the order for the coming week on her chart and collecting the money.

This she gives to the supervising teacher who in turn pays the milk bills weekly, places the orders and does the necessary bookkeeping.

**Crackers** are served with the milk, and the supervising teacher is also responsible for these.

**Handling the Milk:** Before school a squad of boys, appointed about every two weeks, follows the weekly order chart and carries to each room the number of milk bottles previously ordered.

In each room children are trained to serve the milk in the room. A change of children is made about every two weeks.

At the beginning of recess the pupil in charge wipes clean the tops of the milk bottles, places this with the crackers and straws on a clean paper napkin on each desk.

Each pupil taking the milk lunch removes the milk bottle cap. After his lunch he returns the empty bottle to the rack and places the soiled napkins, milk bottle tops and crumbs in proper receptacles provided in each room.

At the close of the recess period boys trained for this purpose, remove receptacles, give proper disposal to empty bottles and the room is ready for class work.

## PLAN III—AT DESKS

## Serving Milk in School



Kindergarten children make doilies, pass milk, straws and crackers and clean up. The teacher cleans bottles and removes caps.



A pupil is responsible for placing ordered milk in class before beginning of school.

At recess he cleans bottle top, places milk, crackers and straw at each desk.

Each pupil removes own milk bottle cap. After lunch removes empty bottles, straws and napkins to proper receptacles.

One pupil removes receptacles at end of recess period and room is ready for class work.



## SERVING MILK IN OFFICES

Office workers are finding the milk service to be of great value. Some offices distribute milk in the mid-forenoon, others about 3:30 in the afternoon.



The office workers find that it renews them, it removes that tired feeling and helps them do their work with greater ease. They also do more work as a result of this bottle of milk.

Furthermore, according to office managers, it is found that the sick list is very materially reduced. This one item alone is sufficient to warrant the milk service in offices.

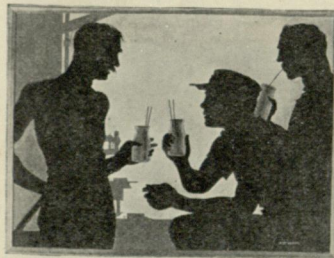
A good many of the insurance concerns, employing many hundreds of clerks under a single roof, put milk service under the direction of the matron or nurse and each day those employees who wish milk may secure it. Another form of industrial business open to the milk dealer in the cities is the daily supply of milk to the rest-rooms of large office buildings where the clerks and stenographers congregate and which often take on the character of a girls' club.

Doubtless a little effort on the part of any interested milk dealer would greatly broaden this source of business, especially where his contracts permit and where he has the machinery to make prompt deliveries in a wholesale way. Those milk dealers who are specializing in institutional business, who do a large hotel, club and restaurant business, find that this welfare milk service fits in very nicely.

No doubt the field for milk service like this can be greatly broadened as time goes on and the milk dealer finds new outlets desirable for his supply.

## SERVING MILK IN FACTORIES

Hundreds of factories are now serving milk with great success.



1. **The American Woolen Company**, the largest producers of woolen and worsted cloth in the world, serve milk to several thousand employees daily.
2. **The Franklin Manufacturing Company**, manufacturers of automobiles, serve milk daily. The production manager, Mr. Dunk, says, "We have found it a complete success in every way."
3. **The National Blank Book Company**, of Holyoke, Mass., serve milk. They believe efficiency is increased as a result.
4. **The Viscose Company**, Marcus Hook, Pa., serve milk with splendid results.
5. **Westinghouse Air Brake Company**, Wilmerding, Pa., serve milk.
6. **The American Thread Company** of Holyoke, Mass., serve milk.
7. **The A. G. Spalding & Company**, Chicopee, Mass., serve milk.
8. **Chase Metal Works**, Waterbury, Conn., serve milk.



9. **The Stanley Works**, New Britain, Conn., serve milk.
10. **The American Foundry & Furnace Co.**, Bloomington, Ill., serve milk also. The Vice President, Mr. H. A. Soper, says, "We are very enthusiastic about the milk service."

The value of milk is being rapidly recognized by people of all ages, whether they are doing hard manual labor, or office work. Builders are now great users of milk. It is now customary on most buildings in Chicago, and other cities as well, for a milk man to "go the rounds" during mid-forenoon and again in mid-afternoon and sell milk to the men as they go about their work. And at noon nearly all large buildings are favored by having at least one milk wagon there.



Drinking Milk at Seaman Body Corporation's Plant, the largest organization of its kind in the world. This company makes automobile bodies, employing 5,800 men.

### ADVANTAGES OF FACTORY MILK SERVICE.

1. Helps the employees do their work with **greater ease**.
2. Helps the employees do a **greater amount of work each day**, thereby increasing their earning power.
3. Helps them work more regularly, resulting in **larger pay checks** throughout the year.
4. Helps the employees do their work with **greater accuracy and efficiency**.
5. Helps build up those who are undernourished and who should take added nourishment in order to **continue their work**.
6. **Reduces doctor bills**, because of improved health.
7. Helps **build factory morale**, thereby developing a better attitude toward their work, with less desire to watch the clock and to slow up and neglect their work when fatigued in mid-morning and mid-afternoon.
8. Serves as a **partial protection against poisoning** to those whose work involves handling paints, chemicals, etc.
9. **Reduces number of accidents**, because milk steadies the nerves and reduces fatigue.
10. Results in the men feeling better at the end of the day's work so that they can **better enjoy their evenings in recreation** with their families.
11. Results in an **increased consumption in the home** and thereby **improved health** because the message of the goodness of milk is carried home from the factory.



## METHODS OF SERVING.

Some factories give milk free to their employees but most of them charge for it.

Usually one of the following three plans of milk service is followed:

## Factory Employee Distribution (Plan I)

Here the factory buys the milk direct from the milk dealer, paying the milk dealer in one check for the entire amount. The factory then distributes the milk to the employees by running a milk cart, or lunch wagon, on a definite schedule through the plant and serving each man at his post of duty, generally collecting the money for the milk as it is passed out, or taking a coupon from the coupon book which the employee previously purchased. Sometimes a punch ticket system is the method of payment. Ofttimes this milk service is handled as a part of the plant cafeteria.

## Milk Dealer Distribution (Plan II)

The factory gives its consent to the milk dealer, allowing the milk dealer to come into the factory at stated periods, and visit each worker, offering him milk (and generally a straw). Generally the milk dealer collects direct from each person taking the milk, but sometimes the management considers it advisable for the milk dealer to only keep a record of those taking milk and to hand this report to the management, who deducts the cost of the milk from the employee's pay check. The milk dealer distributing the milk and collecting direct from the employee seems to be the best plan of all.

## Milk Station Plan (Plan III)

Milk stations are established throughout the factory and workers are permitted to go to these stations for milk, either once or twice a day. Quite generally straws are furnished so as to eliminate the necessity of using glasses or paper cups.

## TO SELL THE FACTORY MANAGER.

One of the biggest problems in approaching factory managers is to prove to them that the milk service will be conducted on a strictly business-like basis; that it will not be handled in a "hit and miss" fashion, but that **quality, service and courtesy** will be strictly observed, that bottles will be collected promptly and not allowed to accumulate and get broken and become dangerous to the workers, as well as detract from the appearance of the factory.

Also, it is advisable to assure the factory manager that no salesmanship methods requiring the time of the factory worker will be used, but that the service will be developed on its own merits.

The factory manager must be convinced that the plan is simple, that it requires a negligible amount of time, and that it will result in increased efficiency on the part of the workers.

After it is given a fair trial, both employers and employees become highly enthusiastic over it.

In nearly all cases it has been found advisable to sell the milk to the employees and not supply it free of charge.

A little educational work will put milk in nearly 100% of the factories throughout the country.





## WHAT THEY SAY

The Chicago & Alton Railroad Company,  
Bloomington, Ill.

"With a total force of 2,000 employees working at this plant, 70 per cent of these drink either cold milk or chocolate each day.

"We have had this system in effect for a period of two years, and during that time the number of employees laying off account of sickness has gradually reduced to 5 per cent at the present time as compared with 12 per cent before this system was put into effect. We are thoroughly convinced that the use of good wholesome milk by our employees has made it possible to have more men working steadily and has made our employees more healthy and has increased our shop efficiency, and there is no comparison between the steady milk drinker and the non-user of milk."

## Seaman Body Corporation, Milwaukee.

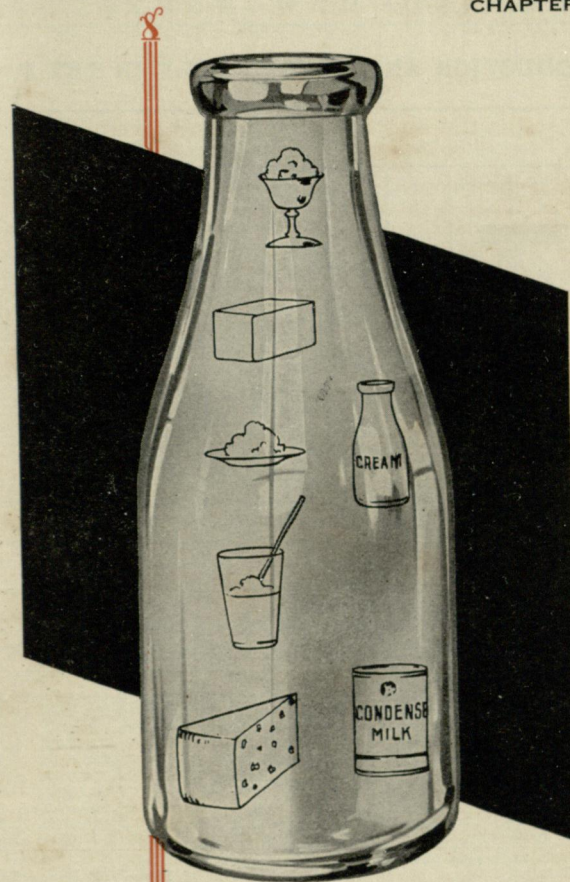
"We believe in milk in this organization," declares Mr. Tufts. "We have ample evidence that it is the finest thing in the world; it picks up the men during those parts of the day when fatigue wears most heavily upon them. At such times ordinarily the boys would have that droopy feeling, that sinking sensation that would make them eagerly look at the clock and wish for soft spots. That's where milk comes in. Along about 9 o'clock, mid-way between breakfast and lunch, the boys get tired but after a long swig of milk they are ready to fight it out without a let-up until lunch. At 4 o'clock there would be another general let-down period, but milk averts it. In many cases the boys go to their bottles of milk several times a day. This tonic never fails them."

## Caswell Runyan Co., Huntington, Ind.

"About three years ago we started serving milk to our employees. We were rather skeptical as to the advisability of the idea, feeling employees would not care to purchase and, further, it would mean a loss of a great deal of time in distributing through the factory.

"Today, if we were to attempt to discontinue this plan, there would be a general protest throughout the factory. As near as we can figure, 75% of the employees are regular patrons and we have discovered that in place of losing time it has increased the efficiency of the employees.

"Milk is served during the morning and to the entire plant, including the office, and we cheerfully recommend this plan to any manufacturer."



*Commercial  
Uses of Milk*

Commercial  
Uses of Milk

How to  
Secure a  
Salesman

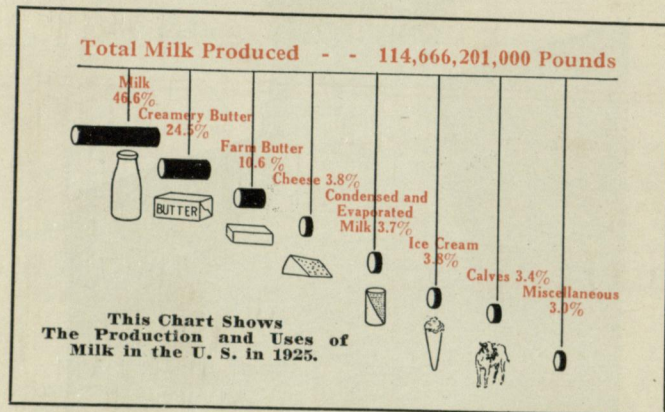
How to  
Reduce etc

Questions  
and Answers

Milk on  
Wholesale  
Stand

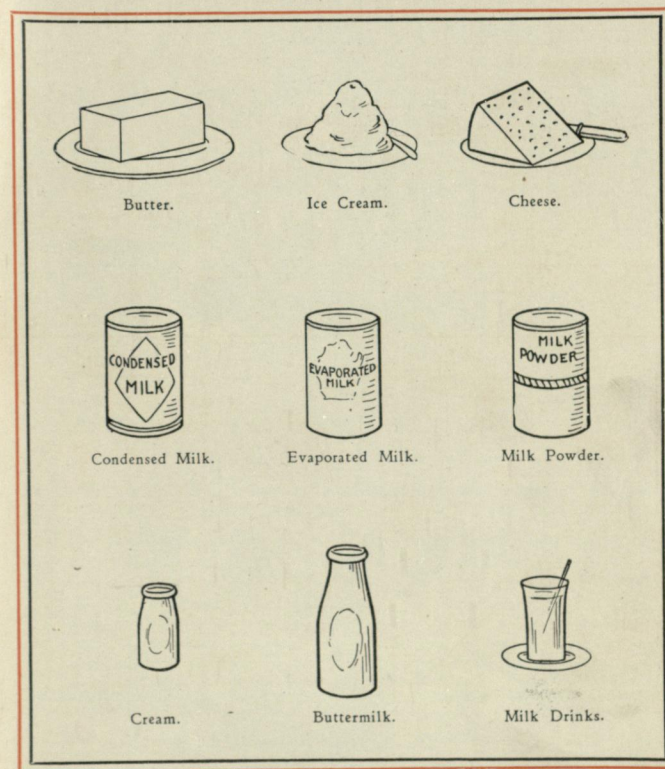


# PRODUCTION AND USES OF MILK IN THE U. S.



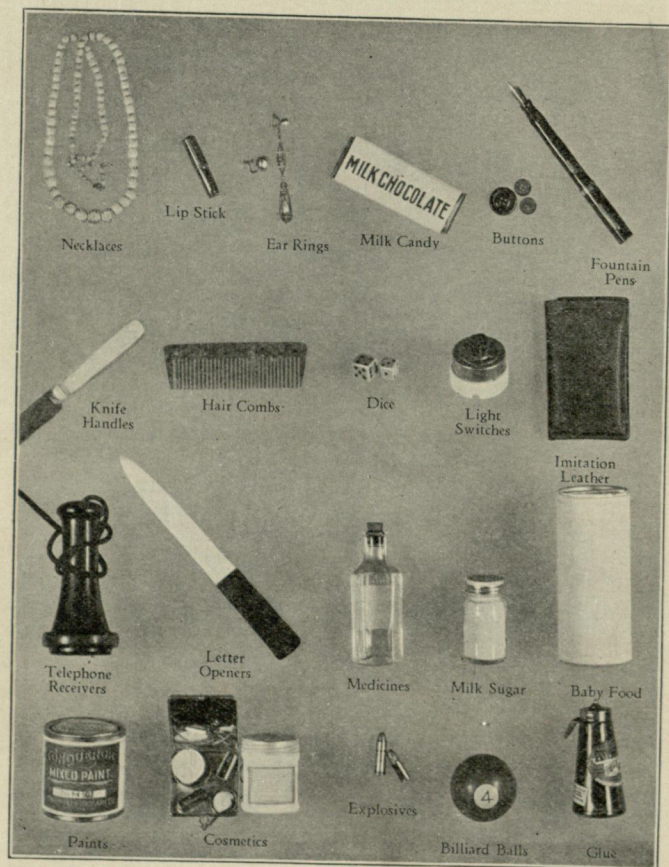
PRODUCT	Milk used per unit of product	1925		
		Quantity of product manufactured	Whole milk used	Per cent of total milk
		Lbs.	Lbs.	
Creamery butter .....	21.00	1,361,500,000	28,592,100,000	24.541
Farm butter .....	21.00	590,000,000	12,390,000,000	10.635
Cheese (all kinds) .....	10.00	447,500,000	4,475,100,000	3.841
Condensed and evaporated milk .....	2.5	1,757,900,000	4,394,600,000	3.772
Powdered milk .....	8.00	8,900,000	71,500,000	.061
Malted milk .....	2.2	18,000,000	39,700,000	.034
Sterilized milk (canned) .....	1.00	1,600,000	1,600,000	.002
Milk chocolate .....	19.00	300,000	228,800,000	.196
Powdered cream .....	13.75	322,700,000	4,437,500,000	.006
Ice cream (gallons) .....				3.809
Total whole milk used in manufacturing .....			54,637,300,000	46.897
Milk: For household purposes .....			54,325,800,000	46.629
Fed to calves .....			4,047,100,000	3.474
Wasted (estimated) .....			3,495,200,000	3.000
GRAND TOTAL .....			116,505,400,000	100.000

# MILK PRODUCTS





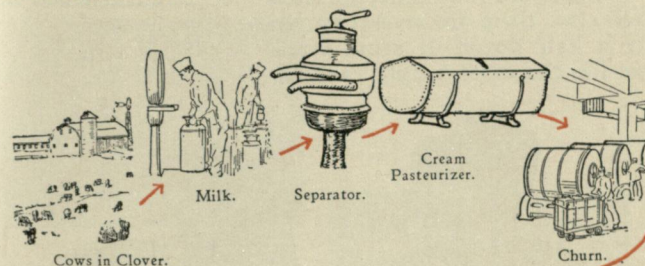
# ADDITIONAL USES OF MILK.



Each of these items, and many more, are made from milk.

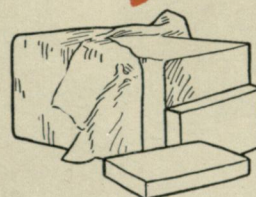
# BUTTER.

How it is made:



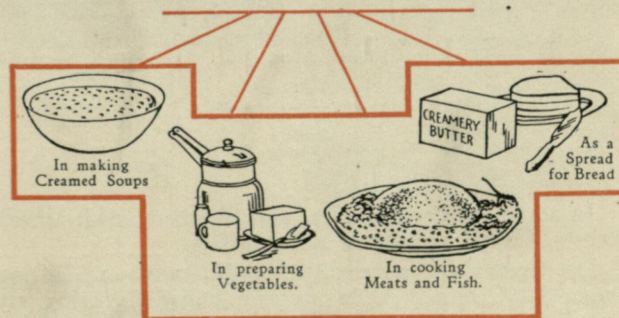
## COMPOSITION

Butterfat	80 %
Moisture	16 %
Salt	3 %
Curd (Protein of Milk)	1 %
	100 %



Butter is the richest and best food source of Vitamin "A" — the health and growth promoting vitamin.

USE BUTTER FREELY FOR HEALTH'S SAKE.





## MILK AND HOW TO SELL IT

### ICE CREAM

There are nine different classes of Ice Cream, and in each class there are several varieties. For example, there are a half dozen or more kinds of plain Ice Cream—vanilla, chocolate, maple, caramel, coffee, mint and others.



1. Plain Ice Cream, Vanilla, Chocolate, Etc.
2. Nut Ice Cream, Walnut, Pistachio, Etc.
3. Bisque Ice Cream, Macaroon, Marshmallow, Etc.
4. Parfait, Filbert, Walnut, Etc.
5. Fruit Ice Cream, Strawberry, Pineapple, Etc.
6. Mousse, Cranberry Mousse, Etc.
7. Pudding, Nesselrode, Manhattan, Etc.
8. Aufait, Fig Aufait, Etc.
9. Lactos, Cherry Lactos, Etc.

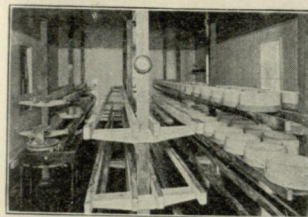
In addition, there are Ices and Sherbets; such as milk sherbets, frappes, punches, and souffles.

Ice Cream is concentrated milk, with a delicious flavor. Ice Cream is made of cream, sugar, flavoring, and sometimes nuts or fruits, or both, are added.

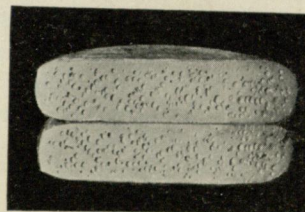
## MILK AND HOW TO SELL IT

### CHEESE.

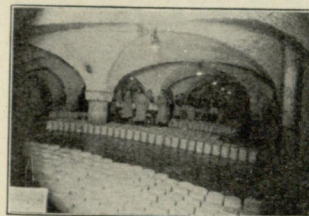
A Nutritious Dairy Food in Many Varieties.



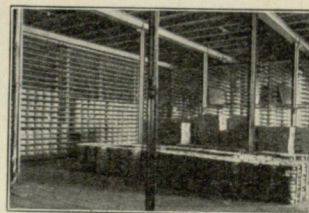
American Cheddar.  
Originated in England.



Swiss.  
A Swiss Variety.



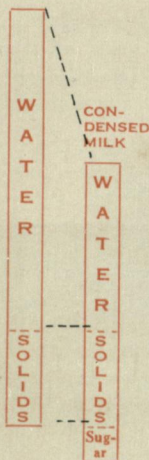
Roquefort.  
A French Variety.



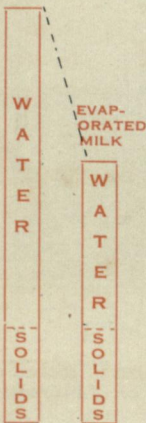
Gouda.  
A Danish Variety.

There are hundreds of varieties of Cheese, including Camembert, Neufchatel, Stilton, Brick, Munster, Limburger, Liederkrantz, Cottage, Edam, DeBrie.



WHOLE  
MILK**CONDENSED MILK**

Condensed Milk (Sweetened) is milk from which a considerable portion of water has been evaporated, to which sugar has been added, and which contains not less than twenty-eight per cent (28%) of milk solids and not less than eight per cent (8%) milk fat.

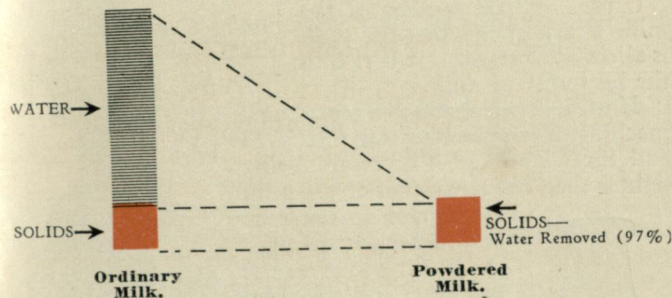
**EVAPORATED MILK**

Evaporated milk is whole milk with part of the water removed.

Evaporated milk differs from condensed milk in that no sugar is added.

**Composition**

Fat	7.8 to 8.2%
Sugar (Lactose)	9.5 to 10%
Proteins	7.5 to 8.2%
Minerals	1.4 to 1.6%

**POWDERED MILK.**

**Milk Powder** is milk from which substantially all of the water has been removed, and which contains not less than 26% of milk fat and not more than 5% of moisture. **Powdered Skimmed Milk** is skimmed milk from which substantially all of the water has been removed, and which contains not more than 5% of moisture.

**USES FOR MILK POWDER.****Bread****Ice Cream****Sausage**

In Bread Making.

In Ice Cream Making.

In Sausage Making.

And Numerous Miscellaneous Uses.

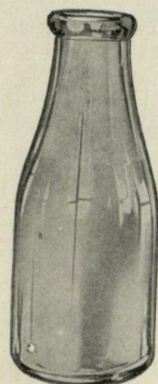
**SKIM MILK POWDER + SWEET (unsalted) BUTTER**  
+ **WATER = CREAM.**



**CREAM.**

**Cream** is that portion of the milk which rises when the milk is allowed to stand. It is rich in the butterfat of milk.

If milk is run through a centrifugal machine, it is separated into CREAM and SKIM milk. The cream being lighter than the remainder of the milk



is whirled to the top, and comes out through the upper spout on the machine, and the skim milk in the lower spout.

Cream differs in its richness. Some cream tests 15% and some 50%. In buying, insist upon knowing its test. In some cities coffee cream tests 20%, and whipping cream 30%, while in other cities it is quite different.

**BUTTERMILK.**

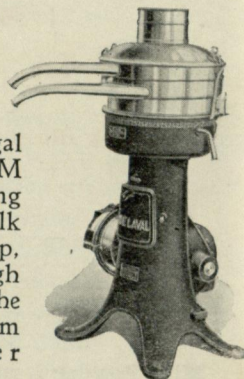
There are three kinds of buttermilk on the market today.

I. **Ordinary Lactic Buttermilk**, ordinarily made by adding a "lactic" starter to skim milk or whole milk, and allowing it to ferment. This buttermilk is also made by churning cream into butter, leaving buttermilk.

II. **Bulgarian Buttermilk** is made by adding a starter called "Bulgaricus" to skim or whole milk and allowing it to ferment.

III. **Acidophilous Buttermilk** is made by adding a starter called "Acidophilous" to skim or whole milk and allowing it to ferment.

**Buttermilk is Good for You — Use More of It.**

**MILK DRINKS**

There are a good many fountain drinks and home drinks made with milk as the basis. Get acquainted with them. They are "great."

I. **Milk Blossoms** — These are made by adding a syrup to milk (or vice versa) and mixing thoroughly. At some fountains charged water is also added. Chocolate milk blossoms are prominent in this group. Among other syrups which can be used in Milk Blossoms and other milk drinks are—strawberry, pineapple, root beer, cherry, green river and peppermint. Use 1 to 1½ ounces of syrup.

II. **Milk Juleps** — Made by mixing together a syrup, ice cream and milk thoroughly. Chocolate milk shake is a popular example.

**III. Miscellaneous Milk Drinks**

1. **Malted Milk** — One ounce syrup (chocolate most common), ice cream, 2 teaspoonfuls malted milk and whole milk. Stir thoroughly. Add whipped cream and a little nutmeg if desired.
2. **Buttermilk Lemonade** — Buttermilk and Lemon flavor and charged water.
3. **Cocoa** — Two teaspoonfuls powdered cocoa, add small amount of hot milk, stir so as to make paste, then finish filling cup with hot milk. Add whipped cream if desired.
4. **Milk Sparkle** — Milk, one egg, sugar, charged water.

If you specialize on milk from a particular breed, feature:

Jersey Julep  
Ayrshire Ale

Guernsey Gin, or  
Holstein Highball



## WAYS TO USE MILK

There are numerous ways to use milk. The food value is increased and the food tastes better when milk is added.

1. **DRINK MILK**— Plain Milk Shakes  
Cocoa Egg Nogs  
Buttermilk
2. **EAT MILK**— Bread and Milk  
Cereal and Milk  
Crackers and Milk
3. **USE MILK IN YOUR COOKING**—

Milk Soups	Chowders	Stews	Sauces
Asparagus			
Celery	Fish	Oyster	Milk Gravy
Cauliflower	Clam	Lobster	Cheese Sauce
Tomato			
Spinach	Vegetable	Clam	White Sauce
Potato	Corn	Scallop	Salad Dressing
Bean			
Rice			

Souffles	Creamed and Escalloped Dishes	Puddings	Pies
Cheese	Macaroni	Rice	Custard
Spinach	Rice	Tapioca	Pumpkin
	Vegetables	Blanc Mange	Chocolate
Fish	Eggs	Chocolate	Squash
	Spaghetti	Custards	Lemon
	Vermicelli		
	Meat		
	Fish		

Bread, Rolls, Muffins, Cakes and Cookies

4. **FREEZE MILK**— Ice Creams  
Milk Sherbets



*How to  
Become a  
Milk  
Salesman*

How to  
become a  
Salesman

How to  
Reduce etc.

Questions  
and Answers

Milk on  
Wholes  
Stand



## Chapter I

## HOW TO BECOME A SALESMAN

Salesmanship brings action and stimulates business. People in all walks of life are recognizing the necessity of knowing the fundamentals of salesmanship. It is one of the biggest professions in the world.

Salesmanship can be used advantageously by all people—the school teacher, the doctor, the lawyer, the grocer and even the school child. The principles of salesmanship should be used by all people in their conversations, and in all other capacities.

Salesmanship is needed just as much in the dairy industry as in any other business. Possibly, it is needed more because our product and our methods are so very poorly understood by the public.

To Become a Milk Salesman, you should—

**First** —Become thoroly acquainted with your product—Milk (know your merchandise.)

**Second** —Develop Sales Qualities. (Know yourself and develop personality.)

**Third** —Learn how to adjust yourself, so as to appeal to each customer. (Know your Customer.)

**Fourth** —Apply these principles in making the sale. (The selling process.)

**FIRST**—Become thoroughly acquainted with your product—Milk. The man attempting to sell milk has the greatest food product in the world as his merchandise. It is the most fundamental food known to man. It is the most healthful food product available and it is also the most economical food on the market. Because of these, and other things, it should be easy to sell more

milk. Chapters 1 to 6, inclusive, cover this important phase of salesmanship.

**SECOND**—Develop Sales Qualities. The most important factor connected with any proposition is the man behind it. To be a good salesman you should be:

1. **Healthy.** Everybody likes to talk to a man who appears healthy, attractive, wide-awake and prosperous. Diet is a big factor in securing health. Watch it carefully.

- |                           |                                       |
|---------------------------|---------------------------------------|
| a. Eat leafy vegetables   | Also recognize the need and value of— |
| b. Eat fruits             | e. Daily exercise in the open air     |
| c. Use milk—a quart a day | f. Proper sleep with windows open     |
| d. Drink water freely—    | g. Bathing often                      |
|                           | h. Brushing teeth                     |

2. See that your **Personal Appearance** is good. Be clean, dress tidily, stand erect—cultivate a pleasant expression—smile.
3. Learn to **talk intelligently**. Speak good English and talk in a convincing and pleasant manner.
4. **Be Enthusiastic.** "Nothing great has ever been done without enthusiasm."
5. **Be Ambitious.** Ambition is the desire to win.
6. **Be Sincere.** Don't camouflage.
7. **Be Patient.** It is patience that makes a man stick to his work at times when others give up.
8. **Develop Determination.** The determination to succeed in spite of the lack of advantages is at the root of every true success. The stuttering Demosthenes became the world's greatest orator.
9. **Develop Perseverance.** Real success comes slowly. Education (real practical education) is not to be secured in a single day, but only in the course of a long and studious life.



10. **Be Tactful.** In ordinary language, tact is the ability to "rub the fur the right way." It is tact that enables the salesman to say exactly the right thing at the right time.
11. **Be Cheerful and Courteous.** Be optimistic and happy. Talk about good things—health, happiness and prosperity.
12. **Be Responsible.** Keep your appointments—attend strictly to business.
13. **Develop Confidence in Yourself.** Believe in yourself. Get "sold" on yourself, on your job, and your product, then you can sell others. Recognize your good qualities and use them. You must first sell yourself before you can sell others.
14. **Develop Vision.** Vision is more than hope. It is looking clearly into the future, with faith and hope and imagination, and crystalizing all these into action.
15. **Be Honest.** Honesty is the best policy—ALWAYS. Be honest with yourself, your employer and your customer.
16. **Cultivate Good Will.** Learn the art of making and keeping friends. Cultivate an agreeable disposition. Learn to like people. Never become angry—it doesn't pay.
17. **Develop Good Moral Qualities.** High moral character is one of the best assets of a salesman. Develop a character above reproach.



18. **Be Loyal.** Resign if you can't support the company you represent and its employees.
19. **Cultivate Constructive Thought.** Think up—not down.
20. **Put Your Heart in Your Work.** Believe 100% in your product—your job—your company—your associates—your customers. Learn to like your job. Work hard.

### THIRD—Learn How to Adjust Yourself so as to Appeal to Different Customers.

First of all, let us recognize that people are different. You cannot successfully treat them all alike; one is slow and has to be approached in a certain way, while another is dynamic and excitable, and calls for an entirely different approach, and still others are of other types.



It is necessary for you, as a salesman, to study your customer just as you study a book. Study her actions and reactions. Watch her expressions and see what pleases, and what does not seem to please. Note her voice and her manner. Study her habits and temperament. Keep your eyes and your ears open and learn her characteristics. Don't try to judge her by the color of her eyes, or the shape of her nose, or the color of her hair. These theories have very little weight.

There are several common types of customers. Here they are. Study your customer and see in which class she belongs:

#### 1. Impulsive or Nervous Type.



This type is quick, sharp, matter-of-fact, slightly discourteous at first. You must handle such people quickly. Facts should be handled 1-2-3 fashion, quick and to the point. This customer makes up her mind in a hurry. She is often quite vain.

## 2. Deliberate Type.

Just the opposite to No. 1. Handle her slowly. Ideas make an effective appeal to this type, only when they are advanced slowly and in logical order. This person is slow in her movements and speech.

## 3. Vacillating or Indecisive Type.

This person thinks one thing one minute and something else another minute. She doesn't have a mind of her own. She does not have a viewpoint. Try and carry the deal through while you are with her because next time she will, in all probability, be on the "other side of the fence."

This type has great difficulty in making decisions. The salesman sometimes has to do the deciding, but in doing so it must be done carefully.

## 4. Positive, Confident or Decisive Type.

This type is the opposite of type No. 3. This person has very definite views and sometimes is not slow in stating them. This person must be carefully studied. She wants you to know she is important. She wants a little praise, and she does not want you to tell her anything that you think she does not know. You may say, "Yes, Mrs. Jones, as you were saying - -" which makes her feel her importance and you are making her feel good and comfortable. She will like you for doing it and then she may buy.



## 5. Talkative or Friendly Type.

This person will try to dominate the conversation and will lead you away from the subject unless you are very careful. You must let her talk at least a little but she must be kept on the subject.

Her conversation must be directed. You will have to bring her continually back to the question. You might say, "By the way, I forgot to tell you, etc." This person must not be curbed too much in her talking. She cannot stop entirely any more than the deliberate type can be rushed. Close with her as soon as possible.



Milk for Happiness

## 6. Silent or Indifferent Type.

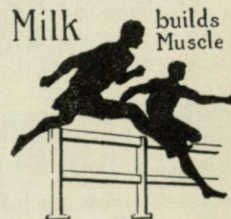
This type is the reverse to No. 5. It is hard to get her to talk. You will have to study her facial expressions and you will have to watch her movements carefully.

After your sales talk to this type then it is often wise to be silent for a time and then to ask a question to get her talking. This type is oftentimes of few words and she does not like you to talk very long in presenting your proposition.

## 7. Distrustful or Suspicious Type.

This type thinks that most salesmen are dishonest. Your first step here is to get the customer to have confidence in you. One of the things you must do is to agree with her and make friends, and establish a bond of confidence as soon as possible.

Practically all people fall into one of the above classifications. However, while people are different in their reactions to various things,





there are a few traits common to all people. For example:

### 1. **Vanity.**

Everybody is vain to some extent. Women and girls want to be good looking; men want to be good appearing. Appeal to your customers to use more milk because it will make the girls and women more beautiful and the boys and men more athletic and efficient. Learn the name of each customer and call her by her name when you have an opportunity. Every person likes to hear his own name properly pronounced and emphasized.

### 2. **Self-preservation.**

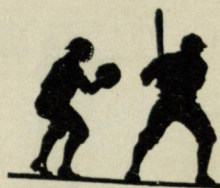
This instinct is one of the most decided of all. If you can make the appeal to your customer that her health and the health of the family will not be preserved, that the efficiency will not be up to standard, etc., unless they all use milk, you will have made a most powerful appeal.

Let the housewife, or whoever you are trying to sell, see that unhappiness, loss of money, loss of standing among friends, will be brought about by the loss of health which can be maintained and strengthened by the use of milk and other good foods.

### 3. **Parental.**

Mothers and fathers instinctively prize their children above all else in the world. Let the parents know that their children cannot become strong, efficient, successful men and women without the liberal use of milk. Let them know that—

First in Mother Nature's Plan  
Comes good Milk as food for Man



Milk for the Athlete



Milk for Health

### 4. **Companionship.**

Most people enjoy the companionship of others. If you can assure your customer that more milk means better health and greater efficiency in games as well as in work, and these in turn mean more companions and more attention paid her, she will be interested in placing a regular daily order for more milk.

### 5. **Economy.**

Nearly everybody wants to save money. Appeal to the housewife to use more milk for economy's sake. Let her know and realize that milk is the most economical food she can buy. By using more milk, she can live better for less.

## **FOURTH—The Actual Sale.**

There are four steps to go through in making a sale. But before trying to make a sale, **preparation** is necessary and after making a sale, **service** should be recognized. These steps are:

#### *Preparation*

1. Attention
2. Interest
3. Desire
4. Action

#### *Service*



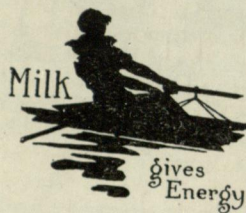
builds strong Teeth

The discussion, so far, has been devoted to a study of how to prepare for the sale. Beside this general preparation, however, there is a special preparation that should be made for every sale that is attempted.





This special preparation sometimes means the collection of a "thousand and one" figures, or it may mean merely checking up on yourself to see if you have the person's name in mind. Getting a "hearing" or an "audience" is, of course, necessary before a sale can be made. There are many ways of getting an audience. Maybe your best opportunity is when you are collecting, yet many milk salesmen do not wait until collection day; they knock at the door and interview the housewife on various occasions, and they always take advantage to talk with her when they accidentally meet her on the back porch at the time of milk delivery.



Maybe you will have to use some unique methods to gain a hearing. Maybe you could advantageously leave a note with the milk saying you would deliver milk the next morning at about 9 o'clock and that you would bring her something special, and would appreciate a personal interview. Learn the name of every customer and prospect.

**Step No. 1 Securing Attention**—after gaining an audience, proceed to say or show something which you believe will gain her undivided attention. Say or show something which will please, and which will get her to agree with you. Make your first impression a good one.

**Step No. 2 Awakening Interest**—Show the value of your product and how it applies to her and her family.

**Step No. 3 Developing Desire**—Remember there are certain buying motives which stimulate the prospect to buy milk. Some of these buying motives are:

Economy  
Health  
Beauty  
Athletic Ability

Efficiency  
Long Life  
Pride

Explain clearly how economy can be practiced by buying more milk, how she and the family will be more healthy with a greater use of milk—the greatest health food known—and so on.

Have a clear picture, yourself, of the things you are describing.

Appeal to her through as many ways and senses as you can. When you talk you appeal to her sense of hearing, when you show her pictures, etc., you appeal to another sense. When you let her hold the cream or butter (or whatever you are urging her to buy) you are appealing to another sense—that of touch or feeling. This always pays.

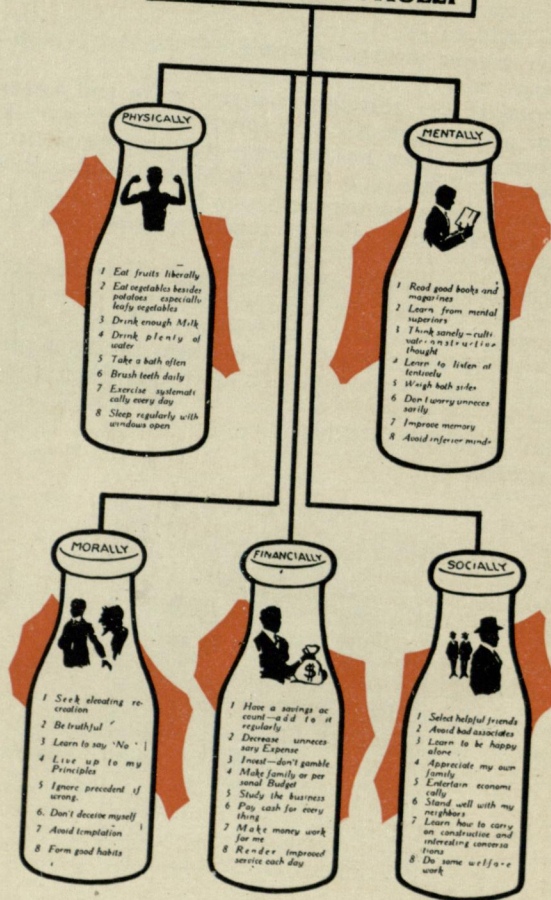
Remember, do not argue with her. Keep her feeling good. And you will be surprised how well you will get along, and how readily she will say "Yes, I will try more," or "I will try it." This, then, is the important step. It is the **favorable action** (Step No. 4) which you wanted.

But remember SERVICE must follow. You have only started.





# 40 WAYS I CAN IMPROVE MYSELF



## 40 WAYS I CAN IMPROVE MYSELF.

### Physically

1. Eat fruits liberally.
2. Eat vegetables besides potatoes, especially leafy vegetables.
3. Drink enough Milk.
4. Drink plenty of water.
5. Take a bath often.
6. Brush teeth daily.
7. Exercise systematically every day.
8. Sleep regularly with windows open.

### Mentally

1. Read good books and magazines.
2. Learn from mental superiors.
3. Think sanely—cultivate constructive thought.
4. Learn to listen attentively.
5. Weigh both sides.
6. Don't worry unnecessarily.
7. Improve memory.
8. Avoid inferior minds.

### Morally

1. Seek elevating recreation.
2. Be truthful.
3. Learn to say No.
4. Live up to my Principles.
5. Ignore precedent if wrong.
6. Don't deceive myself.
7. Avoid temptation.
8. Form good habits.

### Financially

1. Have a savings account—add to it regularly.
2. Decrease unnecessary Expense.
3. Invest—don't gamble.
4. Make family or personal Budget.
5. Study the business.
6. Pay cash for everything.
7. Make money work for me.
8. Render improved service each day.

### Socially

1. Select helpful friends.
2. Avoid bad associates.
3. Learn to be happy alone.
4. Appreciate my own family.
5. Entertain economically.
6. Stand well with my neighbors.
7. Learn how to carry on constructive and interesting conversations
8. Do some welfare work.



**Why Some Milk Salesmen Fail:**

A salesman may fail because—

1. He does not have a wholehearted belief in his company, his goods and himself.
2. He does not study human nature and apply what he learns in making sales.
3. He is gruff and grouchy, always looking on the dark side.
4. He gets into arguments with the prospect instead of overcoming objections with suitable answers.
5. He does not take proper care of his health.
6. He does not use advertising and educational literature to advantage.
7. He does not study and keep up on new developments and new sales arguments.
8. He is careless about his personal appearance.
9. He lacks knowledge of the business, lacks good judgment and enthusiasm.
10. He wastes time criticising the company and their methods.

**A Few Things Which Constitute Poor Service.**

1. Irregular time of delivery.
2. Not delivering milk where the customer wants it.
3. Making mistakes in amount delivered.
4. Picking up boys to help deliver who do not know places of delivery, and who do not care.
5. Not being careful to set milk where it is protected from the sun in summer and extreme cold in winter.
6. Running across lawns and destroying grass.
7. Carelessness in removing empty bottles.
8. Loud talking, whistling and unnecessary noise in the early morning hours.

**Some Important Do's.**

1. Recognize the importance of keeping physically fit.
2. Recognize the importance of keeping mentally fit. Have the proper attitude of mind toward your job, yourself and your company.
3. Save a definite part of your money each pay day, no matter how small.
4. Maintain a high standard of morality.
5. Have good social connections.

**PROMISE YOURSELF.**

1. To be so strong that nothing can disturb your peace of mind.
2. To talk health, happiness and prosperity to every person you meet.
3. To make your friends feel that there is something in them.
4. To look on the sunny side of everything and make your optimism come true.
5. To think of the best, to work only for the best and to expect only the best.
6. To be just as enthusiastic about the success of others as you are about your own.
7. To forget the mistakes of the past and press on to the greater achievements of the future.
8. To give so much time to the improvement of yourself that you have no time to criticise others.
9. To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.
10. To think well of yourself and to proclaim this fact to the world—not in loud words, but in great deeds.
11. To live in the faith that the world is on your side so long as you are true to the best that is in you.



# MILK AND HOW TO SELL IT

## IN SELLING MILK.

### Things to Talk About.

1. The Goodness of Milk
2. The Health Value of Milk
3. The Economy of Milk
4. Milk for Increased Efficiency
5. Milk for Beauty
6. Milk for Athletes
7. Milk for Long Life
8. Milk for Endurance

### Things NOT to Talk About.

1. Germs
2. Your Competitor (unless it is something good about him)
3. Sediment Tests, slime, etc.
4. Tuberculosis, and other diseases of cattle, and such diseases as are carried in milk
5. All negative things, which result in the housewife questioning milk in general

## PEDDLE SUNSHINE.

*The man who deals in sunshine  
Is the one who gets the crowds;  
He does a lot more business  
Than the one who peddles clouds.*

*For the salesman who's a frowner  
Will be beaten by a mile,  
If the man who follows after  
Meets the buyer with a smile.*

Today, salesmanship is best sold with service, smiles, attention, understanding, reading people, courtesy, alertness, putting your best foot forward.



## Appendix

How to  
Reduce etc

Questions  
and Answers

Milk our  
Witness  
Stand





## HOW TO REDUCE.

### Take Exercise. Regulate Your Diet.

DR. E. V. McCOLLUM of Johns Hopkins University, who is one of the foremost nutrition and health authorities in the world, gives the following instructions for reducing:



1. Do not attempt to reduce at too rapid a rate.
2. It is not necessary to take violent exercise. Exercise should not be over strenuous, but should be prolonged to the point of fatigue.
3. Eat an average of 1200 to 1500 calories each day. If the food is carefully chosen, this amount is sufficient.
4. Do not take fake reducing remedies, or drugs for reducing unless prescribed by a physician.
5. There are two ways of detecting fatness—weighing and looking in the mirror. The best time to begin to reduce is by the first sign of fatness.
6. Avoid rich salad dressings, sugar, custards, candies, rich cakes, rich pies, rich gravies, fat fish, fat meats, chocolate milk shakes, marmalades, nuts, cream, fried foods, cream soups and gravies.

Dr. McCollum recommends the following  
**foods for reducing.**

1. **Vegetables:** Asparagus, cauliflower, cabbage, carrot, celery, cucumber, Brussels sprouts, beet greens, lettuce, spinach, squash, radishes, sauer kraut, tomatoes, onions, turnips, potatoes (sparingly), water cress, string beans, kale sprouts.
2. **Fruits:** Apples, apricots, blueberries, grape fruit, peaches, pears, pineapples, oranges, raspberries, strawberries, cantaloupe, grapes, watermelon.
3. **Meats:** Beef, lean (boiled, broiled or roasted); chicken, lean; turkey, lamb, hamburger steak, ham, lean; or bacon, lean.
4. **Fish:** Cod, cusk, flounder, haddock, clams, pollack and lobster.
5. **Eggs** prepared in any way except fried.
6. **Cottage Cheese** prepared from skim milk. A liberal consumption of skim milk is to be recommended to those on a reducing diet. This assists in maintaining a proper calcium content in the diet.
7. **Drinks:** Buttermilk, skim milk, orange juice, lemonade, (little or no sugar), tea or black coffee.

## Menu Suggestions for a Reducing Diet.

By Dr. E. V. McCollum.

### Breakfast.

Orange, poached egg, two slices of lean, crisp bacon, one slice of toast, coffee with a small amount of milk or a dash of cream, but no sugar.

Stewed prunes, without sugar; small dish of oatmeal with skim milk; one slice of toast; coffee with small amount of milk or a dash of cream.

Grape fruit, plain omelet, two slices of crisp, lean bacon, one slice of toast, coffee with milk or a dash of cream.

### Lunch.

Vegetable soup, two soda crackers, lettuce and tomato salad with a small amount of French dressing containing but a small amount of oil; or salt, pepper and vinegar; one roll with butter (but one cube of butter allowed per day); buttermilk.

Chicken soup, two soda crackers, lettuce and cottage cheese salad, one muffin, buttermilk or skim milk.

Fruit salad, one roll, skim milk.

### Dinner.

One small lamb chop, small baked potato, Brussels sprouts, celery and cabbage slaw, one roll, skim milk, grape fruit.

Small steak with onions, small serving of mashed potatoes, string beans, lettuce salad, one roll, baked apple.

Broiled halibut with lemon, mashed potatoes (small serving), spinach with hard boiled egg, tomato salad, one roll, fruit jello.

## Table Showing 100 Calorie Portions.

To reduce—eat 1,200 to 1,500 calories daily.

1 large apple.	2 large heads (1½ lbs.) lettuce.
10 apricots.	1¼ cups skim milk.
20 medium tips of asparagus.	¾ cup whole milk (1 quart contains about 700 calories).
3 strips lean bacon.	4 tablespoonfuls uncooked oatmeal.
2½ oz. uncooked lean beef.	1 large juicy orange.
2½ cups (1 inch pieces) string beans.	12 to 14 oysters.
1½ cups blackberries.	2 large halves plus 3 tablespoonfuls of juice (canned peaches).
1½ oz. white bread.	3 medium sized fresh peaches.
1 tablespoonful butter.	1½ pears.
1½ oz. whole wheat bread.	1 slice canned pineapple plus 3 tablespoonfuls of juice.
1½ cups buttermilk.	2 slices 1 in. thick fresh pineapple.
¾ lb. cabbage (5 cups shredded).	4 oz. raw potatoes.
1 medium sized cantaloupe.	37 raisins.
3 to 4 medium carrots.	1½ cups raspberries.
Half a medium head cauliflower.	4 cups rhubarb in 1 in. pieces.
4 cups ¾ in. pieces celery (about 1 lb.).	2½ cups cooked spinach.
2½ oz. cooked lean chicken.	1½ oz. round steak (2.5x1x1 in.).
2 tablespoonfuls cocoa.	1½ cups strawberries.
5 oz. uncooked codfish.	2 tablespoonfuls sugar.
5-6 tablespoonfuls cottage cheese.	1½ cups cooked tomatoes (1 large or 2 medium sized).
5 to 6 soda crackers.	Half a pound raw turnips (2 cup ½ in. cubes).
3 small cucumbers (1½ lbs.).	1 lb. watermelon.
1½ small or 1 large egg.	
2 medium sized figs.	
5 level tablespoonfuls white flour.	
1 bunch grapes (about 4 oz.).	
3x2x2 in. (small serving) halibut.	

The values given in the above table are only approximate.

**CELEBRATE YOUR BIRTHDAY BY HAVING A HEALTH EXAMINATION**



## HOW TO GAIN WEIGHT.

People who are underweight, according to Dr. E. V. McCollum, usually need three things:



1. A better state of nutrition, which means more fat on their bodies, good digestion and increased strength.
2. The ability to rest a sufficient amount so that they can recover from the effects of accumulated fatigue.
3. Re-education of their minds to healthy and wholesome habits of thought. These will improve the outlook on life and increase the capacity for enjoyment.



**Importance of Rest**—Certain people have reached the state where it is necessary to take a complete rest as one of the measures by which an increase in weight may be achieved. In the average case, however, an increased amount of rest is all that is necessary. This must be supplemented by a nutritional program suited to the individual.

**Focal Infections**—Under-weight is not infrequently a result of some infection such as may result from infected tonsils, infected teeth, etc. It is obvious that in such cases the first thing to do is to get rid of the source of the infection. For this purpose it is necessary to have a good diagnosis by a physician, often with the co-operation of a dentist. Where under-weight exists and no other cause for it known it is always well to suspect some hidden source of infection and to seek medical aid at the outset.

**Observe Regular Habits**—It is occasionally true that malnourished people do not eat enough. This may be due to faulty habits of life. They retire late and sleep late, eat a late breakfast and have no desire for lunch. They eat between meals to allay hunger and so spoil the appetite for meals at regular hours. Some are always nibbling at food. In the aggregate they secure relatively little food

during the day. Mincing habits of eating are bad. One should strive to have a well organized life and to have the appetite and the emotions under control. "Be master of yourself" is a good rule. The daily life should be so planned that eating is done at regular times and with suitable rest of the digestive apparatus between meals.

When one wants to increase in weight, it is wise to plan the menus so that both salads and leafy vegetables find a prominent place in them.

**Extra Nourishment**—Take extra nourishment after lunch and again before retiring in the evening. This latter could consist of a pint of milk, a gill of cream, a well beaten egg, two teaspoonfuls of sugar and a little vanilla shaken well together. The sugar and vanilla could be omitted and a few teaspoonfuls of a chocolate syrup added in order to change the flavor. One who can take this much nourishment and rest well at the same time should gain in weight fairly rapidly.

## TABLE SHOWING 100 CALORIE PORTIONS.

To gain weight take 3000 to 3500 calories daily.

- 1 1/2 small, or 1 large egg
- 5/8 cup of milk
- 2 medium sized figs
- 1 tablespoonful bacon fat
- 1 tablespoonful butter
- 3/4 cup (18% fat) thin cream
- 1 1/2 tablespoonful (40% fat) thick cream
- 2 tablespoonfuls whipped cream
- 1 tablespoonful olive oil
- 1 1/6 inch cube American Cheese
- 2 tablespoonfuls white sugar
- 2 tablespoonfuls brown sugar
- 1 3/4 tablespoonfuls corn syrup
- 1 3/4 tablespoonfuls maple syrup

**CELEBRATE YOUR BIRTHDAY BY HAVING A HEALTH EXAMINATION.**





### HOW TO REMAIN NORMAL.

Dr. E. V. McCollum says that the right kind of a diet is the most important single factor in promoting health.



"The results of scientific investigation support the view that if one will obey the following **three precepts regarding the selection of food**, a diet will be secured which will be highly satisfactory for the preservation of vitality and health.

1. "Everybody should take daily throughout life approximately the equivalent of a quart of milk. Some of this may be taken as a beverage, or as ice cream, cream soups, creamed vegetables, custards, buttermilk, etc. As a nation we are taking about half this amount.

2. "Once a day take a liberal serving of greens or pot-herbs. These should be cooked. These include such leafy vegetables as cabbage, spinach, etc.

3. "Twice each day a salad should be eaten. A salad, according to definition, is a preparation of **herbs, vegetables, or fruits**, as lettuce, celery, water cress, etc., usually dressed with salt, vinegar and pepper—or a dish of chopped meat or fish mixed with vegetables and seasoned with oil, vinegar, and other condiments. Salads may be simple or complex according to choice."

Salads encourage the consumption of raw foods, especially fruits, cabbage, celery, tomatoes, etc.

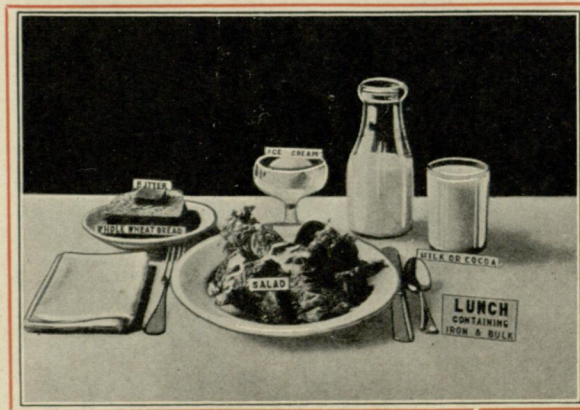
Dr. McCollum suggests the slogan "**Eat what you want after you have eaten what you should.**"

### CELEBRATE YOUR BIRTHDAY BY HAVING A HEALTH EXAMINATION.

Is this a good dinner from the standpoint of nutrition?

Broiled Steak	Clear Soup	French Fried Potatoes
Horse Radish	Olives	Buttered Peas
Fried Egg Plant	Butter	Hot Rolls
Apple Pie	Cheese	Coffee

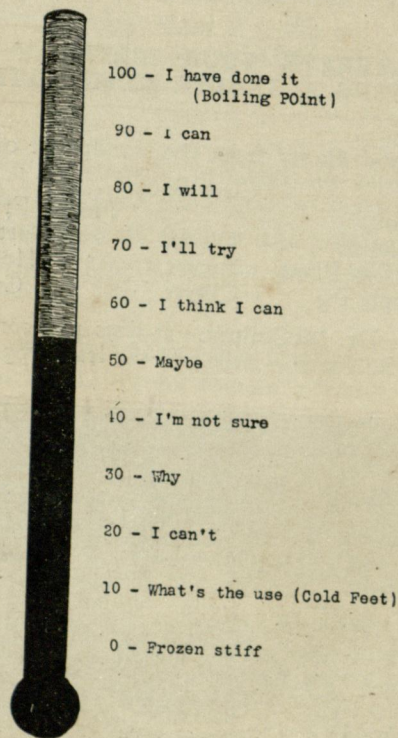
"No," says Dr. McCollum, "it does not contain any of the protective foods—milk and the leafy vegetables."



A Good Lunch.



## EFFICIENCY THERMOMETER.



How efficient are you?  
What do you score?

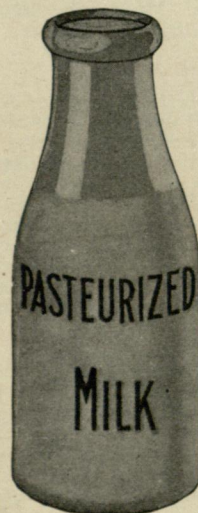
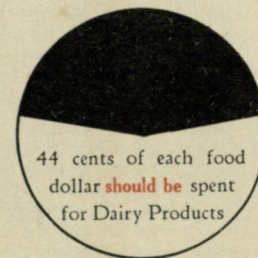
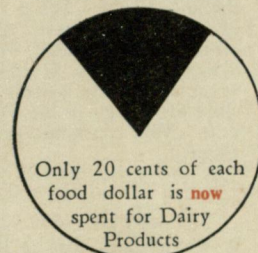
## IMPORTANT QUESTIONS AND ANSWERS.

### I.—How Should Food Money Be Spent for Best Results?

Dr. Henry C. Sherman of Columbia University, says: "In every dollar you spend for food, use 44 cents in the purchase of dairy products—Milk, Butter, Ice Cream and Cheese. Use more milk and its products, more vegetables and fruit and less meat and fish, and you will have better health and greater happiness in living."

Dr. Sherman gives the following food expenditure division of the average American

### ONE DOLLAR



family, as it is, and as it should be:

	Now Is—	Should Be
Meat and Fish . . .	35 %	12 %
Milk and its Products . . . . .	20	44
Bread and Cereals . .	15	13
Vegetables and Fruit . . . . .	13	17
Eggs . . . . .	6	6
Sugar . . . . .	5	3
Miscellaneous . . . .	6	5



## 2. Why Should All Milk Be Sold in Bottles in the Restaurants and Other Eating Places Rather Than in Bulk?

There is a growing demand on the part of the public for milk to be sold in the restaurants in the original container, namely, the milk bottle. When served this way, the customer is assured of getting milk which comes direct from the dairy and which cannot be adulterated by the restaurant owner, in case he so desires. Milk in bottles is more sanitary. This is a great advantage. The general public desires more and more to purchase food items in the original containers, and milk is no exception. Milk consumption is increased when milk bottle service is adopted.

## 3. Should There Be a Law Requiring All Milk Served in Eating Houses to be Sold in Bottles?

It would seem that it is very important that such a law be enacted in every city and every state in the United States. For example, the states of California, Oregon and Pennsylvania require all milk to be sold in bottles. Many cities throughout the country have also started this, including Baltimore.

## 4. What is the Lifetime of a Milk Bottle?

Approximately 18 trips. In some cities it is more and in some cities it is less. When it is considered that the cost of the milk bottle is approximately 6c, this means that 1/3 of a cent of the amount you pay for each quart of milk is charged against milk bottle loss. If everybody would be more careful with milk bottles, and extend the lifetime of the milk bottle to 50 trips, which is not unreasonable, it would in time reflect in improved service in some way, or in a better quality of milk, or in a reduction in the price of milk. It would be to the public's advantage, and also to the milk dealers' advantage, as well as that of the farmer, if people would be more careful with milk bottles.

## 5. Is Milk Fattening?

Milk is not considered a fattening food. Oftentimes people stop using milk because they become a little stout, thinking milk is the cause. These people, however, generally eat potatoes, white bread, rice, and even sweets including candies, pies and various pastries, and other fattening foods. If they would continue using milk and cut down on the foods here named, they would find that milk is NOT fattening. Milk is Nature's per-

## READ THE PICTURE OF PASTEURIZATION.

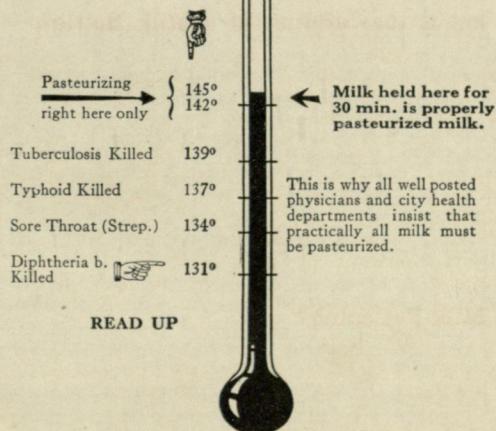
START AT BOTTOM

Boiling Temperature 212°  
is way up here.

READ UP

Properly Pasteurized Milk  
is **never** boiled.

Pasteurized Milk  
**IS**  
Safe Milk



From findings of U. S. Dept. of Agriculture and from  
Toronto Board of Health.



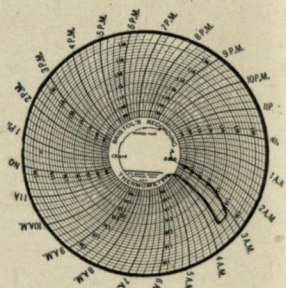
fect food, designed to make people normal. Milk has a tendency to increase the weight of undernourished people and to reduce the weight of people who are overweight, when used along with other proper foods.

## 6. What is Pasteurized Milk?

Pasteurized milk is milk which has been heated up to a temperature of 142 to 145 degrees Fahrenheit, and held at this temperature for a period of thirty minutes, after which it is rapidly cooled to 50 degrees or less.

A good pasteurization record chart in your health department might look like the one here:

This shows that the temperature was practically perfect, 145 degrees for thirty minutes, and that the milk was properly pasteurized.



## 7. Is Pasteurized Milk to be Recommended?

Yes, most emphatically. It should be used because—

1. Pasteurized milk is safe milk.
2. Pasteurized milk has all the food value of raw milk, with the exception of Vitamin C, which is affected by pasteurization, but Vitamin C is found in rich abundance in the average diet, so its partial or total absence in pasteurized milk is of little or no concern.
3. Pasteurized milk is milk of an improved flavor. It is always uniform in flavor.
4. Hundreds of serious epidemics have been caused by RAW milk, but never a single epidemic by pasteurized milk.
5. Pasteurized milk keeps longer. The process of pasteurization kills about 98% of all the bacteria which cause the souring of milk.
6. All progressive cities which have made studies of milk problems demand that all milk be pasteurized, with the possible exception of certified milk.
7. All authorities now insist on pasteurized milk.

## 8. What Do the Authorities Say About Pasteurized Milk?

The following world-wide authorities have made a careful study of pasteurization, with the following comments:

**Dr. Joseph Brennemann, Chicago:** Pasteurization in no way alters the nutritive properties of milk, except that it lowers the available amount of Vitamin C, which is at best poorly and inadequately furnished even in raw certified milk and which should always in artificial feeding be reinforced by the use of orange juice.

**Dr. H. C. Sherman, Chemistry Department, Columbia University:** Regarding the advantage of pasteurization, I share the view which I think is now prevalent—that, as a safeguard against the possibility of milk-bone infection, it is better that all milk below the grade of certified, be pasteurized.

**Dr. Wallace Seccombe, Royal College of Dental Surgeons, Toronto, Ontario:** My opinion regarding the pasteurization of milk is that pasteurization results in the greatest good to the greatest number, and that, without essential injury to the milk, an element of safety is added that is quite necessary from the standpoint of public health in all larger communities.

**Dr. Herman N. Bundesen, Health Commissioner of Chicago:** Properly pasteurized milk is safer than any supply however well guarded, that is not pasteurized.

**Dr. Milton J. Rosenau of Harvard University says:** Pasteurization saves lives and prevents sickness. It does not injure the quality of milk in any way and does not diminish its nutritive value. Pasteurization is the cheapest form of life insurance that the customer can take out.

**Dr. Charles E. North, world-renowned milk expert, New York City, says:** Pasteurization is positively necessary for all milk for the sake of safety. It is the only guarantee.

**Nathan Straus, the great national authority on milk for children, says:** Don't be misled by "pure milk" signs, or statements of raw milk peddlers. Be sure your milk supply is properly pasteurized. There has never been a milk borne epidemic on record where the milk was pasteurized. The supply of milk everywhere should be pasteurized.

**Dr. Abraham Jacobi, formerly of Columbia University, says:** The most important thing in the case of infants is just this—Use no raw milk.



**Royal S. Copeland, former Health Commissioner of New York City, says:** In my opinion, pasteurization is absolutely essential for the milk supply of any city.

**U. S. Government says:** If you live in the city, buy it pasteurized from a clean dairy.

**Dr. H. A. Harding, University of Illinois, internationally recognized authority on milk, says:** The only known way of producing a safe city milk supply is to properly pasteurize it.

**Dr. John D. Robertson, former Health Officer of Chicago, says:** Complete pasteurization of Chicago's milk supply has effected a saving of the lives of three hundred thousand babies each year.

**Dr. Walter R. Ramsey of St. Paul, Minn., states:** I have never seen a contagious disease which could be traced directly to milk, if it had been properly pasteurized. \* \* \* The pasteurization of milk, does not, according to all reliable authorities, appreciably detract from its nutritive value. \* \* \* The tremendous lowering of the death rate in infants in the great cities is directly traceable to the pasteurization of milk, and has conclusively demonstrated its utility.

**Dr. Lafayette B. Mendel, Yale University:** "Clean" milk is not necessarily "safe" milk, nor are all milk bacteria essentially harmful. I have become convinced that at the present time the greater safety lies in the exclusion of dangerous micro organisms by effective pasteurization, and that pasteurized milk can be employed under conditions that are in no respect detrimental but rather advantageous to public health.

**Dr. Frank J. Monaghan, Commissioner of Health, New York City, says:** Insofar as the milk supply as a whole is concerned, I would recommend that compulsory pasteurization be required.

#### 9. Should All Milk Be Pasteurized?

All milk, with the possible exception of certified milk, and many authorities recommend even the pasteurization of certified milk, should be pasteurized. Pasteurization is an added safety measure in safe-guarding the city milk supply. It has no effect upon the milk other than giving it added safety, except it reduces the potency of, or destroys, Vitamin "C." This is not important because the average diet is very rich in Vitamin "C." However, if a person wishes to let this point worry him, all that is necessary is to eat an orange occasionally or take some tomato juice, and one will secure an abundance of Vitamin "C."

#### 10. What is Certified Milk?

Certified milk is special raw milk produced under the supervision of a Medical Milk Association. The requirements for production of certified milk are very exacting. Ninety-seven rules and regulations are laid down by the American Association of Medical Milk Commissioners, relating to bacterial count of certified milk, tuberculin testing of the cows, etc. This milk is, of necessity, considerably higher in price.

#### 11. Are All the Vitamins in Milk?

Yes, all the vitamins are found in milk. Quoting from Dr. McCollum in his new book entitled "Food, Nutrition and Health," he says: "Milk contains all the known vitamins." (Another article of diet which contains all the vitamins is the egg.)

#### 12. How Many Vitamins Are There and What is Their Function?

It is now recognized that there are five vitamins—A, B, C, D, E, and the function of these vitamins is to promote growth and health, to serve as safe-guards against various deficiency diseases, and to stimulate bodily functions.

#### 13. Where Are the Vitamins Found?

The following table shows the sources of the five vitamins:

A	B	C	D	E
BUTTER CREAM MILK Egg yolk Leafy vegetables such as spinach, water cress, lettuce, beet tops, etc.	Eggs Leafy vegetables such as spinach, lettuce, water cress, etc. MILK Fruits, such as oranges, apples, grape fruits, etc. Root vegetables and tubers (carrots, beets, etc.) Cereals (wheat, oats, corn, etc.)	Fresh fruits (raw oranges, tomatoes, lemons, grape fruit) Fresh raw vegetables, such as cabbage, carrots, lettuce, onions, etc. MILK (raw)	BUTTER Eggs Fish Cod Liver Oil MILK	Whole wheat Lettuce Sprouted oats



14. **How Much Milk Should a Person Use?**

Every person for the maintenance of the best of health should consume a quart of milk a day. Children especially should follow this rule very closely. Dr. Sherman says:

"Carefully controlled experiments \* \* \* lead to the conclusion that one quart of milk per child per day is the amount required \* \* \* for optimum development of bones and teeth. \* \* \* However good the dietary in other respects, each child should receive a quart of milk in some form each day; and this standard of consumption should be maintained at least up to the age of fourteen years."

Dr. E. V. McCollum of Johns Hopkins University, says:

"Milk is the one food for which there is no effective substitute. Everyone should take daily throughout life approximately the equivalent of a quart of milk."

15. **Why Do Not the Farmers Get More for Their Milk?**

This is an old question, yet one which has been asked many times, and which will continue to be asked for some time. Naturally the farmer wants to get as much money as he can for his product. The average farmer in the United States gets 44% of the consumer's dollar spent for milk, whereas he gets approximately 25% of the consumer's dollar spent for potatoes, and other vegetables, apples, and other fruits, and his other commodities. The farmer gets a larger percentage of the housewife's dollar spent for milk than when spent for any other food product except butter.

16. **How Can the Cream Be Made to Whip Easier?**

To get good results, the temperature of the cream to be whipped should not be over 45 degrees F. Room temperature is approximately 70 degrees F. The whipper and the bowl in which the cream is to be whipped must be COLD, and be sure that the Cream is COLD.

17. **How Can Milk Be Made to Agree with One?**

A great number of people feel that milk will not agree with them. In a few cases this is true. In most cases, if people would begin to drink milk in small quantities, increasing the amount gradually, they would be able to create an appetite for this wonderful food. Dr. McCollum states that if people say that milk does not agree with them, the best answer is to tell them to change their attitude because it is claimed by practically



We Serve You in the Factory, May We Serve You in the Home?  
An advertisement by Trapp Bros. Co. in the Seaman Body Lines, house organ of the Seaman Body Corporation.

all scientists and doctors that almost everybody has a natural liking for milk. To those few who cannot develop a taste for milk, they can take it in other forms, such as milk soups, creamed vegetables, etc. In fact, this is a good way for everybody to take a certain amount of milk.

18. **What Is Chocolate Milk?**

Chocolate milk is milk to which chocolate syrup has been added. Some chocolate milk is made with skim milk, other chocolate milk is made with whole milk, and still other kinds of chocolate milk is made of milk which has a richness somewhere between skim and whole milk.

19. **What Is the Leading Dairy State in the United States?**

Wisconsin is now recognized as the leading dairy state, with New York second. There are approximately 25 million dairy cows in the United States,  $2\frac{1}{4}$  millions of which are found in Wisconsin.

20. **What State Produces the Most Butter?**

The leading butter state is Minnesota. Out of a total of approximately 1400 million pounds of creamery butter (1,356,-



080,000 lbs. in 1924), Minnesota manufactured 229,480,000 pounds in 1924, 87% of which was shipped out of the state into other markets.

21. **What State Produces the Most Cheese?**

Wisconsin produces the greatest amount of cheese. Wisconsin produces more cheese than all the other states combined.

22. **What State Produces the Most Milk?**

Here again Wisconsin leads in the production of milk. Not only because Wisconsin has the greatest number of cows, but also because she has a large percentage of Holstein cows which produce a larger amount of milk than cows of any other breed.

23. **What Costs More to Serve in the Home—Coffee or Milk?**

It is truly surprising the facts that are sometimes brought to light when a careful check is made. In the case of Coffee versus Milk costs in the home, it is found that a cup of coffee costs just as much, if not a trifle more, than a glass of milk to serve in the home. When one considers the cost of coffee, plus the cost of the average amount of cream used in a cup of coffee, and also the cost of sugar used, the cost of coffee is high. The average amount of cream used in a cup of coffee in the home is approximately one ounce. It is estimated that the cream tests 17½% butterfat (three-fourths of the homes using cream from the top of the bottle testing approximately 16% and one-fourth using special cream testing approximately 18%). This comparison does not take in consideration the cost of the extra labor involved in making coffee nor the cost of gas in preparing it.

In addition to costing slightly less, milk is decidedly more healthful and therefore should be used more liberally.

24. **Which costs More to Serve in the Restaurant—Coffee or Milk?**

Here again some very interesting things are brought out when a careful comparison is made. The author studied 55 restaurants in various parts of the country and also secured the help of a good many health department officials in making a careful comparison, with the result that it was found that it cost the restaurants just as much to serve a cup of coffee as a glass of milk. In fact it cost a trifle more to serve coffee. That being the case, if milk and coffee were sold for the same price, the restaurant owner would make a trifle more in serving milk than

in serving coffee. The restaurant owner should feature milk more than he does. The waitresses and waiters should at least say, "What will you have to drink—Milk or Coffee?" rather than, "What will you have to drink—Coffee?"

25. **What Is the Composition of the Various Dairy Products?**

According to the United States Government in Farmers' Bulletin No. 1359, the composition is as shown in table at the bottom of this page.

26. **What Is Malted Milk?**

Malted milk powder is a wholesome food prepared from milk, barley and wheat, by a special process. A small amount of this powder is used in the preparation of the so-called "malted" milk drinks which are served at the various drug stores and fountains throughout the country. In the preparation of the malted milk drinks, Ice Cream is used, also a flavoring (generally chocolate), also milk and malted milk powder. Malted milk drinks are rapidly on the increase in this country.

Average Composition of Milk and Milk Products.

Product	Water	Protein	Fat	Carbohydrates	Mineral matter	Fuel value per pound
	Per cent.	Per cent.	Per cent.	Per cent.	Per cent.	Calories
Whole milk .....	87.0	3.3	4.0	5.0	0.7	315
Skim milk .....	90.5	3.4	.1	5.1	.7	165
Cream .....	74.0	2.5	18.5	4.5	.5	880
Buttermilk .....	91.0	3.5	.5	4.2	.8	160
Whey .....	93.4	.8	.3	4.8	.7	115
Condensed milk, sweetened ..	28.0	7.8	9.0	53.5	1.7	1,480
Evaporated milk, unsweetened ..	73.0	7.0	8.0	10.5	1.5	645
Skim-milk powder .....	4.0	35.0	2.0	51.0	8.0	1,640
Whole-milk powder .....	4.0	25.5	29.0	36.0	5.5	2,300
Butter .....	13.0	1.0	83.0	.....	3.0	3,410
Cheese (American, cheddar) ..	33.5	26.0	35.5	1.5	3.5	1,950
Cheese (Swiss) .....	31.4	27.6	34.9	1.3	4.8	1,950
Cottage cheese (skim milk) ..	69.8	23.3	1.0	4.0	1.9	535

27. **What Is the Difference Between Butterfat and Butter?**

Butterfat is pure fat without anything mixed with it. Butter is pure fat (butterfat) plus a certain amount of salt and moisture. Butter is 80% butterfat.



## 28. What Should a Person Eat to be Healthy?

A person should eat liberally of fruits, leafy vegetables, and milk. Leafy vegetables and milk are called the "protective" foods and milk is known as the one food for which there is no effective substitute.

## 29. What Is the Average Production of Milk of the Four Leading Dairy Breeds?

Figures collected by the U. S. Government and published in Farmers' Bulletin No. 893, show the following:

Holstein average production.....	14,622 lbs. milk
Ayrshire average production.....	9,555 lbs. milk
Guernsey average production.....	8,934 lbs. milk
Jersey average production.....	7,792 lbs. milk

## 30. What Is the Average Test (Richness) of Milk of the Four Leading Dairy Breeds?

Holstein 3.42% butterfat.	Guernsey 4.99% butterfat.
Ayrshire 3.95% butterfat.	Jersey 5.35% butterfat.

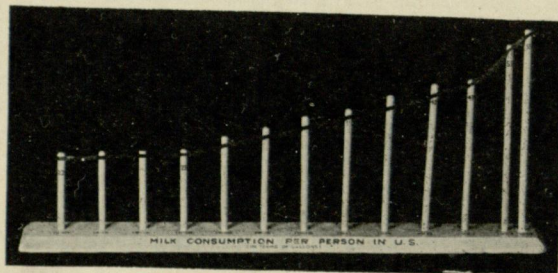
The total amount of butterfat produced by each of the four leading breeds is as follows:

Holstein 500 pounds.	Ayrshire 337 pounds.
Guernsey 446 pounds.	Jersey 417 pounds.

(Farmers' Bulletin No. 893)

## 31. Is Milk Consumption Increasing in the United States?

Yes, most decidedly. The following chart shows this clearly:



Between the years 1920 and 1924 (four years) milk consumption increased nearly 12 gallons per person. This rate of gain is **thirty** times greater than in the 90s.

1890—22 gallons per person	1921—49 gallons per person
1899—23 gallons per person	1922—50 gallons per person
1917—42 gallons per person	1923—53 gallons per person
1918—43 gallons per person	1924—54¾ gallons per person

## 32. Is Butter Consumption Increasing in the United States?

Yes. Statistics show the following:

1918—14 pounds per person	1922—16.5 pounds per person
1919—14.8 pounds per person	1923—17.0 pounds per person
1920—14.7 pounds per person	1924—17.25 pounds per person
1921—16.1 pounds per person	

## 33. Is Cheese Consumption Increasing in the United States?

Yes.

1918—3.0 pounds per person	1922—3.7 pounds per person
1919—3.5 pounds per person	1923—3.9 pounds per person
1920—3.5 pounds per person	1924—4.2 pounds per person
1921—3.5 pounds per person	

## 34. Is Ice Cream Consumption Increasing in the United States?

Yes.

1918—2.14 gallons per person	1922—2.43 gallons per person
1919—2.49 gallons per person	1923—2.68 gallons per person
1920—2.46 gallons per person	1924—2.5 gallons per person
1921—2.28 gallons per person	1925—2.8 gallons per person

## 35. Is Milk Service in the Schools Increasing?

Yes, at rather an enormous rate.

## 36. Why Should Children Drink Milk Instead of Coffee?

Because milk is the most important food available, and because it furnishes the food essentials for growth and health. Milk is the one food for which there is no effective substitute. See page 15 for chart showing milk compared with coffee on a food value basis.



### 37. If Children Say That They Do Not Like Milk, What Should Be Done?

Children who do not drink milk are generally weak and undernourished. They are generally slow in their school work and do not even enjoy play like other children do. Remind the mother that she naturally wants her children to be strong and healthy and milk is needed to make this possible. Tell her that there are many forms in which milk can be used as a food if the children do not want to drink it. For instance, with cereal and other breakfast foods, in cream soups, and in the preparation of vegetables, in custards, and also in cocoa and in other ways.

Many children do not like milk because the cream is often poured off for coffee, etc., and the children get only the skim milk. If they are given the whole milk they would be, in all probability, large milk drinkers. Sometimes by furnishing each of the children with a straw through which they can drink milk, they will create a liking for it. Some people recommend the use of a "graduated" glass. Furthermore, if milk is nice and cold, the children will like it better, and sometimes by giving each child a small glass from which he can drink his milk, he will oftentimes drink more and acquire the habit. Many things otherwise impossible, can be accomplished in "small doses."

### 38. Why Should Children Drink a Quart of Milk a Day?

Because they cannot develop properly either physically or mentally without proper food and in order to get a proper diet, it is necessary for children to include milk in the diet—a quart a day in some form.

### 39. What Is the Average Per Capita Consumption of Dairy Products in Various Countries?

#### Milk (per year).

Sweden (1914) .....	69.7 gals.	Switzerland (1914) .....	67.4 gals.
Denmark (1914) .....	68.5 gals.	United States (1924) .....	54¾ gals.

#### Butter (per year).

Canada (1911) .....	27.7 lbs.	United Kingdom (1914) .....	17.0 lbs.
Australia (1913) .....	25.6 lbs.	Netherlands (1917) .....	16.8 lbs.
New Zealand (1914) .....	21.7 lbs.	Sweden (1917) .....	16.5 lbs.
Denmark (1914) .....	19.0 lbs.	United States (1924) .....	17.2 lbs.

#### Cheese (per year).

Switzerland .....	26.4 lbs.	France .....	8.1 lbs.
Netherlands .....	13.3 lbs.	Norway .....	7.4 lbs.
Denmark .....	12.3 lbs.	Italy .....	4.8 lbs.
United Kingdom .....	11.2 lbs.	Australia .....	4.8 lbs.
Germany .....	9.5 lbs.	United States .....	4.2 lbs.

## APPENDIX C.

### MILK ON THE WITNESS STAND.

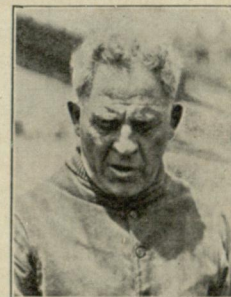
I wish that everyone who reads this would, for just a few minutes, assume that you are in a courtroom and that there is a very important case before the jury.

I am asking this in order to make the presentation of the facts more interesting. Please let your minds revert to a courtroom where the serious old judge is seated on his platform and where the jury is seated to his right.

Let us also assume that the authorities, whose statements are absolutely authentic and from whom we wish to secure testimony, are also present in this courtroom.

With such a stage setting, the assumed Judge now arises, in a dignified manner, and with his gavel pounds the desk and announces that the next eight minutes will be devoted to the giving of testimony.

"First of all," says the Judge, "I am going to call on Coach Stagg, the famous Coach of the University of Chicago, to the witness stand to give us expert testimony as to what he thinks of the white fluid called milk. Coach Stagg has prescribed the diets for more athletes than possibly any other man in the United States. I realize he is a very busy man, so will hold him for only a minute."



### Coach Stagg takes the witness stand.

"All right, Mr. Stagg, proceed."

"I believe that every boy and girl should drink a good deal of milk because it is a 100% food, that is to say, it contains all the elements necessary to the nourishment and building up of the body."



After giving this testimony, Coach Stagg leaves the stand and the old Judge calls for testimony from Eddie Collins, the great second baseman of the White Sox and now Manager of the team.

**Eddie Collins says:**

"A pint of pure sweet milk constitutes my entire midday meal every day, and with it alone, I feel much better prepared to play a game of ball than with any other kind of nourishment."

"Now then," says the Judge, "I want to hear something regarding the value of milk for swimmers. Is Johnny Weismueller, the world's champion Swimmer, here?"

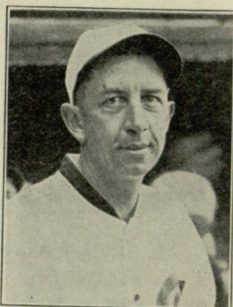
**Johnny Weismueller takes the stand, stating:**

"I drink more than a quart of milk a day. The coaches, doctors, and athletes that I know are strong for milk."

The Judge arises and says, "Now that we have heard expert testimony from a great Coach of Athletes and from a Baseball Player, and from a Swimmer, I want to hear testimony from a great Football Player. Is there anyone here who can give me such testimony?"

**Whereupon Robert Pildius,** Captain of the 1924 Football team of the College of New York City, takes the stand and gives the following statement:

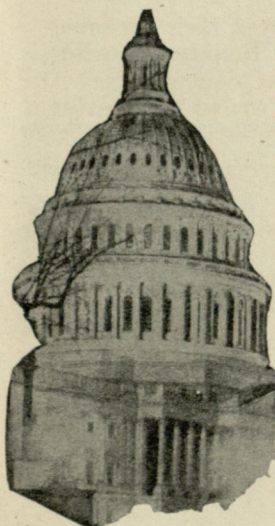
"Health is without doubt the keynote of our whole life, and we are in most cases responsible for these conditions ourselves. Proper attention to diet is one of the most important things to practice. There is one suggestion I would like to make which I firmly believe will be beneficial to the user in every case, and that is, MILK. I have used milk all my life with what I am sure have always been good results. I am now twenty years of age and Milk still forms a goodly part of my days' rations. If I have attained any success in the athletic field, I am convinced that it is due solely to my good health, the result of proper diet."



"Now," says the Judge, "let us receive testimony on the value of milk from the Movie Industry. The Moving Picture stars have to pay careful attention to their health, and I believe that Mary Philbin, with the Universal Film Company, who is a great star and a wonderfully beautiful girl, is well qualified to speak.

**"Miss Philbin, proceed, please:"**

"Milk is not only one of Nature's ideal foods, it is actually the most valuable of tonics. Personally I make milk a large part of my diet. I have it with luncheon, late in the afternoon—especially when on a strenuous location a glass of milk proves a wonderful restorative. When we make pictures at night, which means working from daylight to daylight, I take a glass of milk every hour. It was a year ago that I learned this. Since then I have been in better health than I was in the first year of my picture experience. During the first year the work pulled me down—and I did not know what to do about it."



The Judge again arises—"Now let us turn to the Scientific authorities and hear their testimony. Will **Dr. E. V. McCollum of the Johns Hopkins University** give testimony as to the view of the scientists?"

Dr. McCollum, who is one of the greatest food authorities in the entire world, steps forward and says:

"The people who have used milk and its products liberally are the people who have achieved, who have become large, strong, vigorous people, who have reduced their infant mortality, who have the best trades in the world, who have an appreciation for art, literature and music, who are progressive in science, and in every activity of the human intellect."



"Now then," says the Judge, "I want to hear testimony from **the United States Government**. Mr. Jones, will you give us the views of the Government, inasmuch as you are an employee of Uncle Sam?"



Mr. Jones steps forward and reads as follows from the United States Food Leaflet number eleven:

"Give your children milk. Use milk yourselves. A quart a day for every child, if possible. Plenty of milk will help give all your children, big and little, the chance for health they ought to have. Buy more milk and your family will be better fed."

Mr. Jones states that he is also in possession of statements from **President Coolidge** and **Herbert Hoover**.

"All right," says the Judge, "read their testimony."

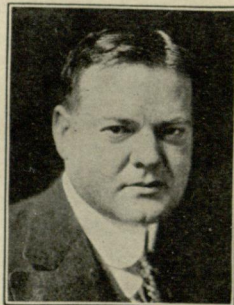
Mr. Jones proceeds, saying: "President Coolidge's statement is as follows:

"As a food product there is nothing that can take the place of that which comes from the dairy. It contributes an important element to the growth and the development, both of the body and mind, for which there has never been discovered any adequate substitute."

"Now," continues Mr. Jones, "I will read a statement from Mr. Hoover, who was Food Administrator during the late war. He says:

"The White Race cannot survive without milk and dairy products."

The Judge arises at this point and declares that sufficient evidence has been given in this case. He turns to the Jury and says:



"Gentlemen of the Jury, you are instructed that if you believe from the evidence presented that milk is of the alleged value, then you shall return your verdict accordingly. Retire and bring in your verdict."

The Jury retires and in a very short time returns with the following statement:

**"From all the evidence at hand, we believe that milk is a fundamental food. We strongly recommend that every child use a quart a day and every adult at least a pint. Remember—A Bottle of Milk is a Bottle of Health."**

Thus ends the courtroom scene.

*Please remember, dear reader, that all the statements here given are authentic and if you desire copies of them, or further information on milk, write the National Dairy Council, Chicago, Illinois. Please do not overlook the importance of also using, liberally, leafy vegetables and fruits each day. Using these important foods and following other health habits will keep you on the Health Highway.*

#### FOUR THINGS EVERY MAN WANTS.

1. Health
2. Money
3. Self-Respect
4. Respect of Others

How do you Stand?



### VALUABLE PAMPHLETS FOR YOUR CUSTOMERS.



**Good pamphlets** are especially valuable in building business among your present customers and your prospective customers.

When you present a pamphlet to the housewife try to talk to her, calling some of the main points in the pamphlet to her attention, thereby creating a **desire** on her part to read it, and then, also, at a later date talk with her again about the pamphlet. See that she reads it.

Follow it up with other pamphlets and conversations.

It takes time to educate your customer to a greater use of milk but it **can** be done by sticking with it, and it pays big profits.

### TEN TESTS OF SALESMANSHIP.

1. Do you make a favorable first impression?
2. Do you establish a point of contact quickly?
3. Do you give her a chance to talk and to sell herself (Do you direct the conversation)?
4. Do you know the article thoroughly which you are trying to sell?
5. Do you talk in a pleasing and convincing manner?
6. Is your talk well organized—is it well balanced? Do you have sufficient proof for what you say?
7. Do you make her **want** your article?
8. Do you use good tactics at the close?
9. Do you handle the interview so that you will be welcome when you call again?
10. Do you create a really friendly feeling toward her and do you think that she does toward you?







