

Briefs on Milk

Milk provides essential protein, vitamins and minerals to the daily diet. Daily use of milk fills the body's need for the maintenance and replacement of body tissues.

CEREAL-MILK TEAM

Cereal and milk teamed together

make a complementary dish providing nine important nutrients — protein, carbohydrate, thiamine, riboflavin, niacin, iron, phosphorus, calcium and vitamin A. A bowl of cereal and milk is such an easy, efficient way of bringing more milk into the diet, so as to build and maintain your body in good

condition. From the budget angle, cereal and milk make a worthy team considering that in an average serving the breakfast cereal costs about a cent and a half and the milk around three cents.

NUTRITIVE MILK

Milk is a natural food substance necessary throughout life from infancy to old age. Calcium and

riboflavin, the two nutrients in which most American diets need improvement, are both supplied in large measure in milk. Fragile bones which are easily broken may result from too little calcium in the diet throughout life. Besides riboflavin, milk contains all of the other vitamins known to be required by man.

DIETER'S DELIGHT

Milk is a boon to anyone who counts calories. That's because milk is a food that does double duty. It not only provides fuel value for needed energy, but also essential protein, vitamins and minerals. Dieters who want to keep their vigor and stamina while

losing weight should stress milk in their diet.

MILK IS CHEAP

Milk is a bargain-priced food. It is said that 15 cents of the food dollar is spent for dairy products and in return, about 25 per cent of our food is obtained, according to the American Dairy Association.

tion. Any failure to recognize milk as a bargain food stems from a lack of understanding of its remarkable food value. For milk is not only a refreshing drink served as a snack and mealtime beverage, but it is rightfully referred to as the ideal food and most nearly perfect food.

Used Records

SOUTHERN OREGON
MUSIC COMPANY
1330 Klamath Ave.

LaPointe's PRESENTS the new ROSE MARIE REIDS

- A. "Highland Fling" . . . the prettiest lass — one piece bloomer. Combed cotton plaid. **11⁹⁵**
- B. "Simplicity" . . . the swimmer's suit — smooth, slim torso, smart and slim. **12⁹⁵**
- C. "Ming Princess" . . . simplicity sheath-figure trimmed, elasticized Chinese Brocade. **17⁹⁵**
- D. "Fancy Free" . . . the hourglass-controlled contour. **19⁹⁵**
- E. "Leading Lady" . . . one piece figure flattery — elasticized bengaline. **19⁹⁵**
- F. "String Of Pearls" . . . the princess — one piece hourglass bone bra. **25⁰⁰**

AND . . . the new JANTZENS

- A. "Plaid Fad" . . . gathered all over to gather compliments for you. Sanforized cotton. Black or Navy with white **8⁹⁵**
- B. "Shirr Wonder" . . . gay, glimmering and pleasing. Sun and water tested. **12⁹⁵**
- C. "Bewitching Stitching" . . . lustrous faille — bewitching to look at. **15⁹⁵**
- D. "Wonder Girl" . . . design strategy for lovely curves. **15⁹⁵**
- E. "Bib 'n tucker" . . . gathered for glamour — dyed for lasting colors. **14⁹⁵**



LaPointe's
IT'S A WONDERFUL STORE