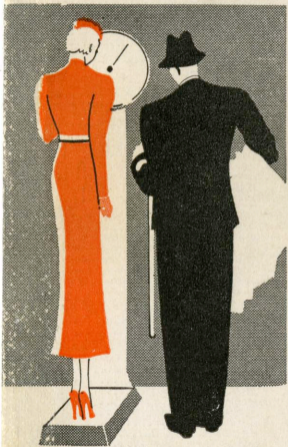


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**CONTROL WEIGHT  
SAFELY WITH  
FRESH MILK**

**DIETS FOR  
REDUCING AND  
GAINING WEIGHT**

**PUBLISHED BY  
MILK FOUNDATION, Inc.  
205 W. Wacker Drive, Chicago**

# FRESH PASTEURIZED MILK PROVIDES VITAMINS, MINERALS AND PROTEINS EVERY ADULT NEEDS TO STAY YOUNG — PROLONG VITALITY

## READ THESE INSTRUCTIONS FIRST.

- 1—If underweight or overweight have doctor make physical examination.
- 2—If healthy, then determine your normal weight from any reliable chart.
- 3—Determine total calories needed daily by multiplying normal weight by \*14 to 16 if you do not exercise, 18 to 20 for moderate exercise, 21 to 23 for muscular labor and 24 to 27 for hard work.

\*indicates calories needed per pound of normal weight.

## 4—TO REDUCE WEIGHT

Subtract 1000 calories per day from result obtained in No. 3. For one taking moderate exercises a 1400-calorie diet will usually cause a  $\frac{1}{4}$  pound per day reduction.

## 5—TO GAIN WEIGHT

Add 1000 calories per day to result obtained in No. 3. A 3400-calorie diet will usually add  $\frac{1}{4}$  pound daily to weight. (Avoid hurried eating and get plenty of rest.)

- 6—A quart of fresh milk, 2 fruits and 2 vegetables *must* form the foundation of *all* reducing and gaining diets.

- 7—Fresh pasteurized milk is nature's foremost food to promote the "characteristics of youth." It provides an abundance of vitamins, minerals and proteins that promote buoyant health.  
**DRINK IT EVERY DAY.**







## REDUCE SAFELY WITH FRESH MILK

Every safe reducing diet must include those foods that safeguard health. Most important of all is fresh pasteurized milk as it is a low-calorie food and yet provides the vitamins, minerals and proteins needed to provide the essential nourishment.

But cutting down the total food intake and building the diet around fresh milk, the reducing regimen is a pleasant one and most important of all, your health is safeguarded.