

# The colas battle it out. But one beverage quietly outsells them both!

Believe it or not, Americans buy more milk than Coke and Pepsi—combined.

No other beverage tastes quite like icy cold milk. Think about it. Milk is uniquely satisfying.

And besides being a great-tasting beverage, milk also happens to be nature's most nearly perfect food.

Just look at this comparison:

	Milk % RDA *	Coke or Pepsi % RDA
Protein	27%	0%
Vitamin A	18%	0%
Vitamin B <sub>1</sub>	15%	0%
Vitamin B <sub>2</sub>	50%	0%
Vitamin B <sub>12</sub>	44%	0%
Vitamin D	76%	0%
Calcium	55%	0%

If these numbers don't surprise you, look at the prices.

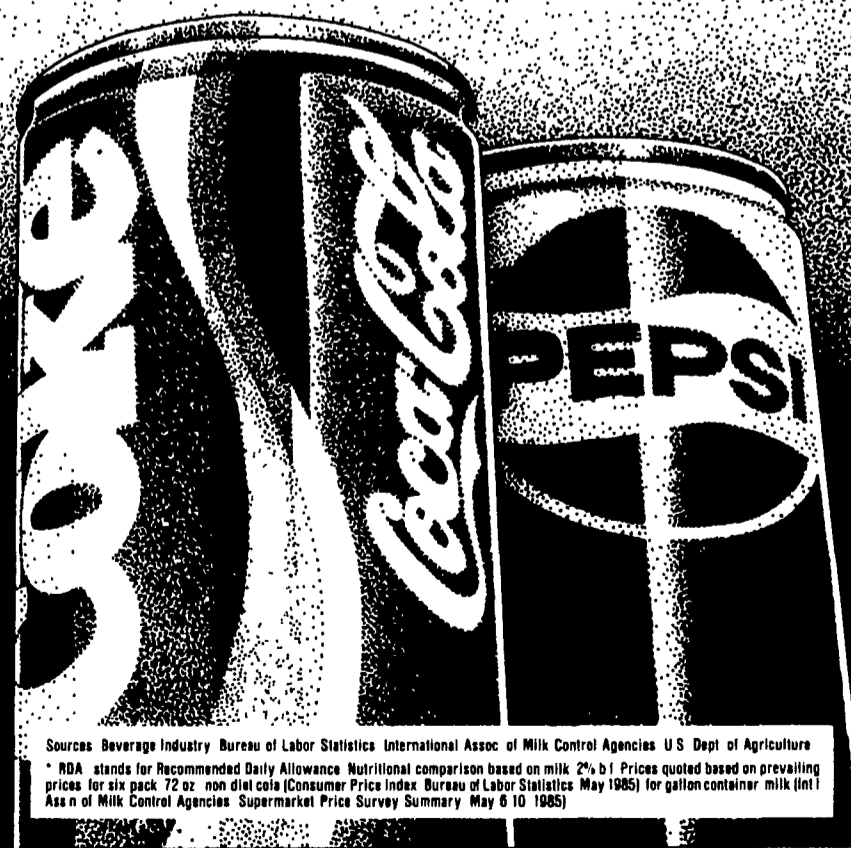
	Milk	Coke/Pepsi
Price	18.3c per 12 oz.*	40.2c per 12 oz.*

Milk can cost less than half as much as the leading colas.

Any way you look at it, milk gives you a whole lot more. And you can even buy it for less.

So the next time you want a smooth, ice cold beverage, go for the original...the best-seller...

*make it Milk* <sup>SM</sup>



This message brought to you by  
The Pennsylvania Dairy Promotion Program

Sources: Beverage Industry Bureau of Labor Statistics International Assoc of Milk Control Agencies U.S. Dept of Agriculture  
\* RDA stands for Recommended Daily Allowance. Nutritional comparison based on milk 2% b1 Prices quoted based on prevailing prices for six pack 72 oz. non diet cola (Consumer Price Index Bureau of Labor Statistics May 1985) for gallon container milk (Int'l Ass'n of Milk Control Agencies Supermarket Price Survey Summary May 6-10 1985)