

1930s

Creativity On A Very Reduced Budget



During this decade, Dairy Council continued its work with educators and health care leaders.



Introducing
**HAPPY
GOLDSMITH**

Happy Goldsmith, a national lecturer on children's health, was brought to area schools by Dairy Council. For eight years he spoke continuously in the junior and senior high schools of this country on the simple rules of healthy eating.

feeding a
family of
five

for \$8 per week
and other
low cost
food suggestions

"When money is scarce careful planning, thoughtful marketing, and skill in preparation of meals are necessary if you are to live within a small food income without lowering the resistance of your family to disease."



There were national celebrities, such as Shirley Temple, who endorsed milk as a healthy product, especially for children.

1930s

Communicating Through Song And The Written Word

GIVE A CHEER FOR BREAKFAST!

Now here is the way to start off the day. Begin with a great big break - fast! Cer-e-al and fruit juice make you want to sing. A big glass of milk puts you right in the swing! There's pep in your walk and there's pep in your talk when you start with a great big break - fast. Give a cheer for break - fast, it's a hap-py way to start a hap - py day!



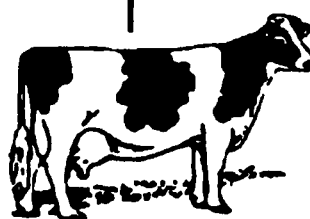
A martial tune based on the bugle call, "Reveille", with an easily-felt beat that makes it ideal for rhythm band use. Have a parade with plenty of drummers, and be sure to let the "buglers" have fun on one chorus by doing the bugle call portions (lines 1 - 2 and 5 - 6) all by themselves!



Because of the surplus of butter in the early 30s, Dairy Council even produced brochures for the farmer's wife, telling her the advantages of using butter with every meal.

During the Depression, the Dairy Council pointed out in their materials not only that dairy foods were nutritional, but also, economical.

"Butter is economical because you get more for your money in butter than in any other food fat--flavor, energy, and liberal amounts of two important vitamins."



In 1930, farmers were receiving \$2.21 per hundred pounds for all milk sold, a drop of 30 percent in 10 years. Delivered to the homes, the consumer was paying 28 cents per half gallon.