

Furlough till milking time (5 a.m.)



1944 E

Saturday night. He is tired from a week of 14-16 hour days. But, stepping lively, he's got the chores all done and now he can take time off . . . till 5 a.m. tomorrow.

Fellows in war plants work shorter hours, get more money. That makes no difference to the thoughtful man on a dairy farm. He's in the thick of the food fight, the fight our nation must win if the Allies are to win this war.

pounds of cheese. Over 500 million more pounds will be consumed by you and other civilians.

America needs now *more than twice as much* of this nutritious food as the nation could produce when the last war ended in 1918!

* * *

We'd like to shake the hand of that farmer on furlough till 5 a.m. . . .



Because of the tremendous demand, both civilian, you may not be able to get as much Cheese as you would like, or get your favorite—Kraft American, "Old English", "P" Brand Cream Cheese, Velveeta, and so

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Milk, the most precious of foods, is vitally needed. And products of milk. *Cheese*—why, the U. S. Government's requirements alone this year have been estimated at *nearly 400 million*

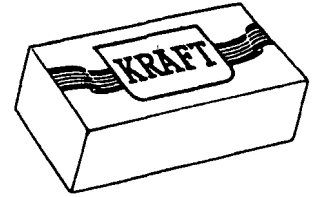
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. . . or *somehow* make him understand that people appreciate what *he* is doing, he and all the men and women and boys and girls on the nation's dairy farms.



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—Kraft American, "Old English", "Philaa
Brand Cream Cheese, Velveeta, and so on.
may be sure, as always, that any cheese o
food which bears the Kraft name represents
highest standard of quality.*

KRAFT CHEESE COMPANY

A Division of National Dairy Pro Corporation

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