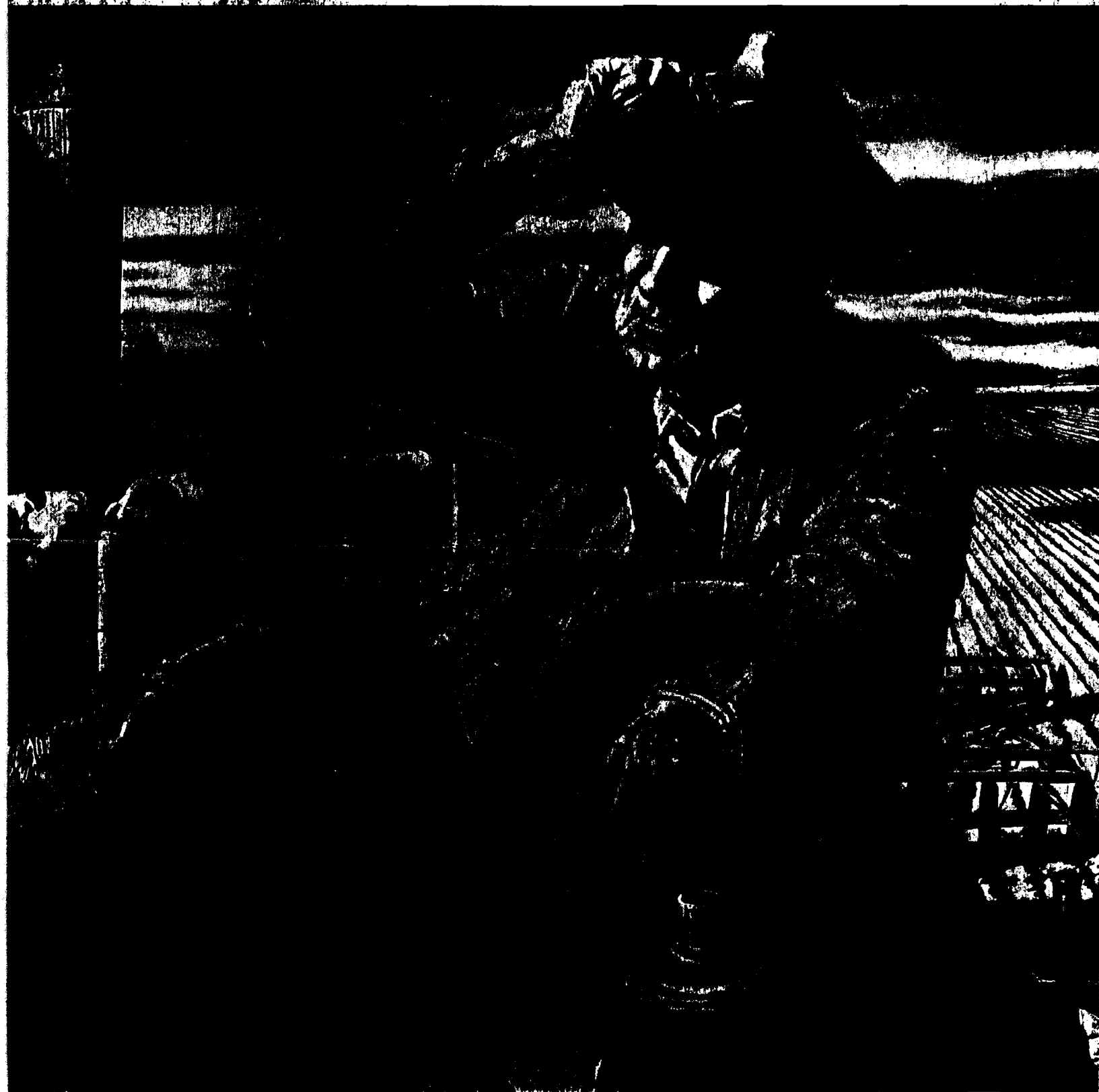


While son Jim helped capture Hill 20

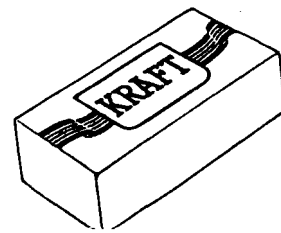


There was a war crisis this Spring on thousands of dairy farms. Months of dry weather killed the fall-planted small grain crops. Re-planting, new planting *had* to be done.

It meant far more than feed for cows. It meant *milk and the products of milk* to meet

overseas and to our fighting allies.) And, for you and other civilians, 500 million *more* pounds of cheese are needed.

You hear about the brilliant actions of our boys on the battle fronts, including the sons of our dairymen. None of us at home can



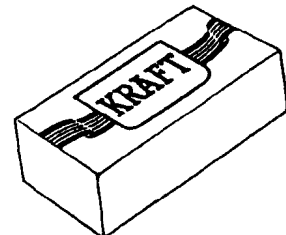
There was a war crisis this Spring on thousands of dairy farms. Months of dry weather killed the fall-planted small grain crops. Re-planting, new planting *had* to be done.

It meant far more than feed for cows. It meant *milk and the products of milk* to meet the nation's vital need.

Of cheese the U. S. Government's requirement alone this year is estimated at nearly 450 million pounds. (Cheese can carry valuable nutrients of milk to our fighting men

overseas and to our fighting allies.) And, for you and other civilians, 500 million more pounds of cheese are needed.

You hear about the brilliant actions of our boys on the battle fronts, including the sons of our dairymen. None of us at home can match what they do for victory. But none of us here works more *days*, more *hours*, more *valiantly* than the people left on America's dairy farms. They're in the front line of the battle for food . . . and they know it.



Because of the tremendous demand, both military and civilian, you may not be able to get as much of your favorite Cheese as you would like, or get your favorite variety. — Kraft American, "Old English", "Philadelphia", "Brand Cream Cheese, Velveeta, and so on. But you may be sure, as always, that any cheese or food which bears the Kraft name represents the highest standard of quality.

KRAFT CHEESE COMPANY

A Division of National Dairy Products Corporation