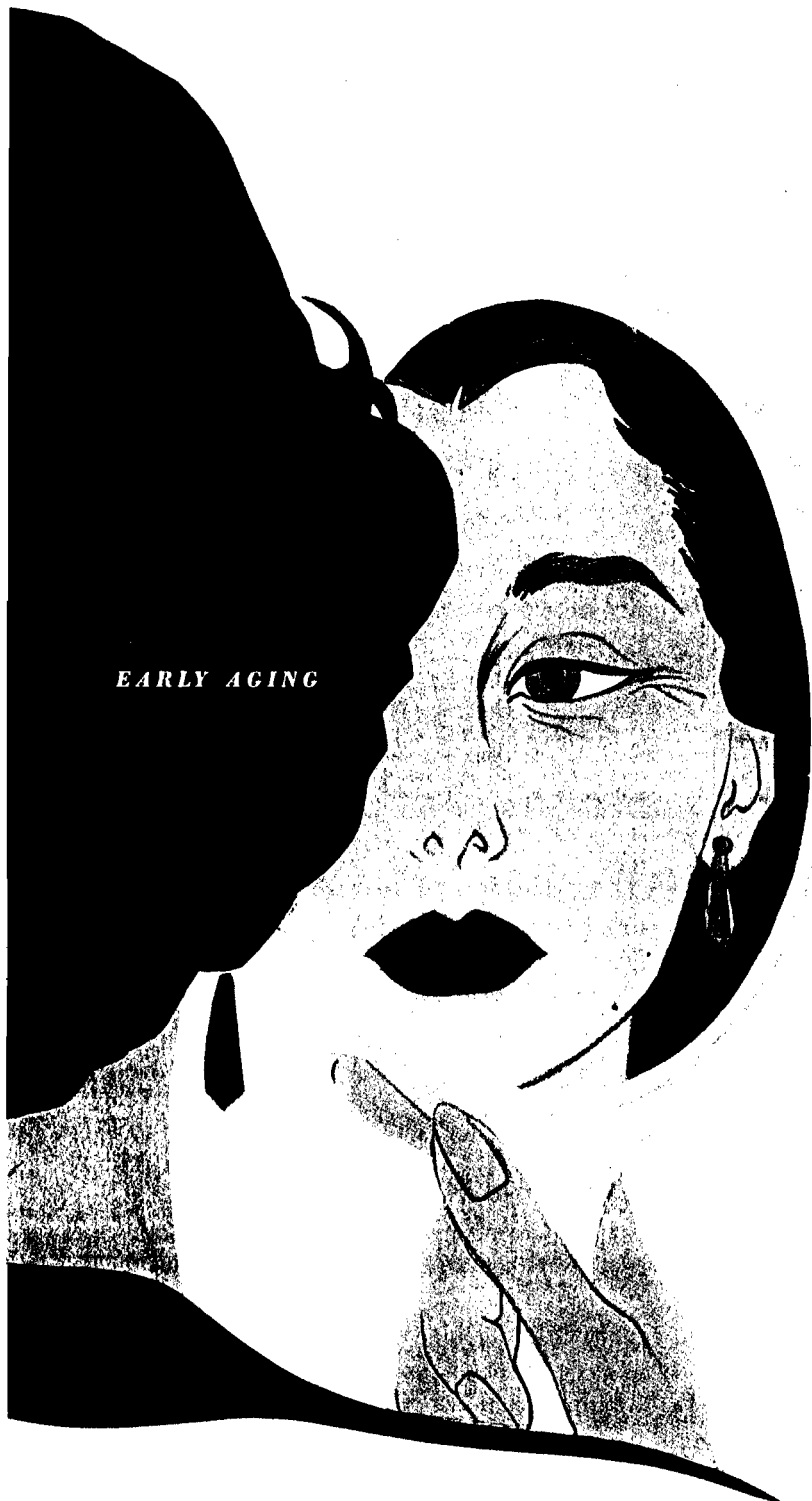


# Without your knowing it, YOUR FAMILY MAY BE CALCIUM STARVED!



EARLY AGING

U. S. Department of Agriculture studies reveal that regardless of family income, millions of American families are not getting enough calcium in their diet.

What does calcium starvation mean to your family? Calcium is indispensable to the proper function of nerves and muscles, including the heart. Liberal calcium means a longer "period of prime," extending your active, vigorous years. Lack of calcium can cause bones to become brittle, which may explain the number of broken hips and bones in older people.



The results of calcium starvation — because of slow degenerating effects — may be hidden for years.

How much calcium do you need? The National Research Council recommends 800 milligrams of calcium daily for adults, and from 1,000 to 1,400 milligrams of calcium daily for children, depending on age. This is the amount of calcium provided by three to five glasses of milk.



... Whether you are young or old, it's a good thing for diet to be calcium-rich ...

The outstanding food for calcium is milk," according to United States Department of Agriculture bulletin "Nutrition—Up to Date, Up to You."



TO GET THE CALCIUM YOU NEED!

MILK IS THE MOST PRACTICAL SOURCE OF CALCIUM

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