



RED RYDER

By Fred Harman



RIVETS

By George Ficht



SUPERMAN



Dairyman Scores Diet Of Teenagers



Millions of teen-age girls in America can be rated as having very poor diets, even verging on a malnutrition, said Armin Truttman, Marin County dairyman, president of the American Dairy Assn., of California.

In a year-end marketing message to dairy farmers of California, he indicated that the teen-age diet of girls is particularly poor because they do not consume the needed amounts of milk or milk products each day.

STUDIES of teen-age diets, made by colleges and universities throughout the country, show that a large percentage of adolescents have food intakes with less than the recommended allowances for such essential nutrients as protein and calcium, and many more. Getting enough dairy foods, and other foods into these teenagers, says Truttman, is one of the major challenges facing the dairymen in 1961.

The dairy leader went on to say that competition for consumer attention and dollars is growing at an amazing speed. Food stores now offer 10 times as many items as

they did prior to World War II, and successful marketing of milk does not end when the tank truck hauls the milk off the farm.

TRUTTMAN SAID there has to be a consumer demand for that milk or the truck will stop coming for it one of these days.

He urged every dairy producer in California to support the market development program of the American Dairy Assn., the only nationwide producer-financed and controlled organization for promoting use and consumption of dairy foods, on a non-brand basis.

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