



CHICAGO'S DOWNTOWN SKYLINE looms beyond Soldiers' Field and the Field Museum of Natural History.

(Tribune photo.)



THE CHICAGO "WIGWAM," in which Lincoln was nominated for the presidency 73 years ago, reproduced at the Century of Progress exposition.

(Associated Press photo.)

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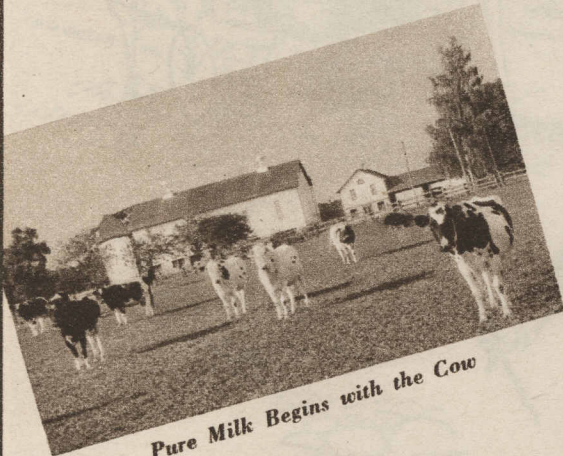
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# The PURE MILK ASSOCIATION



Pure Milk Begins with the Cow

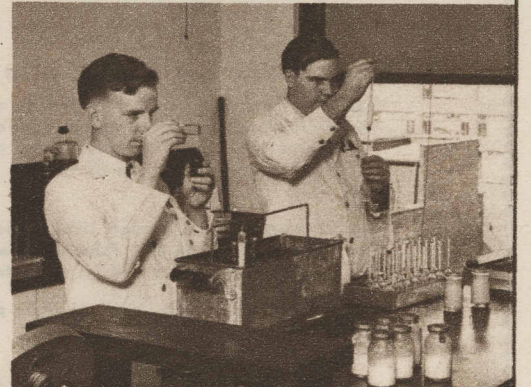
is a bargaining co-operative of 17,841 dairy farmers who furnish Chicago milk distributors with 1 1/2 million quarts of milk every day in the year.

Starting right at the farm—yes, with the cow—step by step every precaution is taken to safeguard this tremendous milk supply at the source.

A large Field Staff, maintained by the Pure Milk Association, constantly checks Chicago's milk supply, thus insuring adherence to the Association's quality standards.

Back of this Field Staff is a modern laboratory, fully equipped for making complete microscopic and butterfat tests.

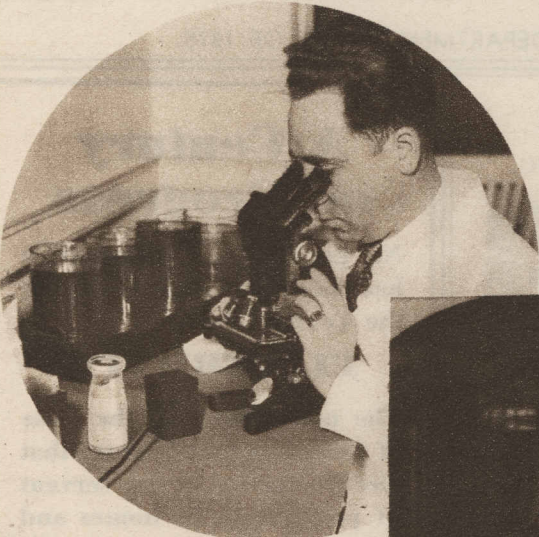
For the full story of the Pure Milk Association's activities, write for free interesting book. Address: Pure Milk Association, 608 S. Dearborn Street, Chicago, Illinois.



Two of the Field Staff Checking Quality.

## CO-OPERATING DEALERS

who receive this milk further maintain its splendid quality, thus assuring a continuous supply of healthful milk for all Chicagoland.



Above—Modern Microscopic Laboratory—One More Reason Why Chicago Has the World's Most Healthful Milk.

Right—This Group of Directors and Officers Is Representative of the Pure Milk Association's Nearly 18,000 Farmer Members.

