Dear Mrs. Housewife:

You are faced with an emergency that requires your instant attention for the sake of your family. A bill has been introduced in the Illinois General Assembly which would permit the milk companies to remove the date for milk cartons and bottles and thus make it impossible for you to know whether or not you are getting fresh milk for your children.

This is the most important attack against your family's health and welfare in a score of years and can only be defeated if you will let your milk company know promptly you resent their attempt to prevent you from knowing exactly how fresh the milk is which they are delivering. You should also write Governor Otto Kerner at Springfield and your state representative to let them know how important to your family it is that dated milk be preserved so that you can protect your loved ones.

This demands immediate attention. Otherwise the bill will be passed and the protection you have been afforded since 1905 will be wiped out.