

**M**ILK is Nature's most nearly perfect food. It contains in well balanced proportions, virtually all the elements essential to the sustaining of human life and the promotion of growth from infancy to old age.

In milk there is protein for muscle-building, carbohydrates and fat for the production of energy and heat, the mineral salts that play such an important part in the digestive and other functions of the body, and about eighty-five per cent. of water.

Milk—besides serving as a most necessary item in our daily diet—plays a very important part in modern cookery. A large number of recipes nowadays call for milk as an important ingredient. Every experienced cook knows, however, that there is a big difference in milks. Quality and richness vary greatly.

If you have experienced the disappointment of having one of your favorite recipes go wrong for no apparent reason whatever, you may be reasonably sure, assuming you followed directions carefully, that the milk used was not up to standard.

Thousands of expert cooks use nothing but Carnation Milk in their kitchens because they have found that Carnation is always uniform. It never varies in quality and richness and therefore is always dependable.

Carnation is just pure, fresh milk brought to double richness by the evaporation of approximately sixty per cent. of its natural water content and kept safe by sterilization in hermetically sealed containers. It contains no sugar or other preservatives. It stays fresh and sweet in the can indefinitely until opened—and for several days after the can is opened if kept in a cool, clean place.

The contents of a tall size can of Carnation when diluted with a little more than an equal part of water gives milk of about the proper consistency for use in all recipes that call for milk. For “creaming” coffee and desserts, use Carnation just as it comes from the container. For cereals, fruits, etc., use Carnation in its full richness or dilute it if you prefer.

Carnation Condenseries are located in the richest and most productive dairying centers. From the surrounding countryside, the farmers bring the milk, delivering it in sterilized cans which are kept cool to the proper temperature the year round.

When received at the plant, the milk is tested and retested. If the quality is up to standard it is then poured into clean, glass-lined receiving tanks, afterwards passing to the copper