



The Delight of the New in Cookery

NO matter how old a story cooking is to us, no matter how little zest we think we have for it, we need only to have a new recipe, a new ingredient or a new method in cookery held tantalizingly before us to discover that our interest hasn't waned after all. For the quest of the new and better in cookery never loses its allure.

Even Milk has New Secrets to Reveal

Milk, perhaps more than anything else, seems to hold no novelty for us. Yet we recognize in it our most important food, supplying all the elements needed for health and growth. We know that doctors and dietitians insist upon a quart of milk a day for each member of the family. And we know that the simplest way to provide this milk is through its generous use in cooking, thereby supplying it in such a variety of form that no one tires of it.

It is therefore extremely interesting to discover that milk can contribute to our cookery a deliciousness of flavor, a smoothness of texture, a richness, a dependability of result and an economy of other materials that we have never experienced if we have confined our use of milk to ordinary bottled milk.

Only a milk of uniformly high quality and richness can produce such cooking results. To secure this uniformly high quality and richness many thousands of women have turned to a form of milk that adds immeasurably to the success of cookery—Carnation Evaporated Milk.

What Carnation Milk IS

Carnation Milk is simply the purest of rich whole milk, from fine herds, evaporated to double richness, "homogenized," and sterilized for safe keeping. To insure the quality and purity of this milk, the Carnation Company maintains at the famous Carnation Milk Farms two of the largest herds of pure bred Holsteins in the world—among them the world's greatest milk and butter producers—and introduces this high milk producing strain into the many herds of "Contented Cows" from which the milk for the Carnation condenseries is obtained. Carnation field men constantly supervise these herds to insure the proper care and feeding of the cows, and the cleanliness of the surroundings and milking methods.

It is this better milk—rushed to the Carnation condenseries in sterilized cans, tested and retested for purity and richness, evaporated to double richness, "homogenized" to break up the cream globules into minute particles and keep them uniformly distributed all through the milk, sealed in clean, air-tight cans and sterilized—that you get in every can of Carnation.