

MC2035

Rich Cream That Will Keep Sweet

Keepsweet Milk Good For Children

Keepsweet Milk, like Keepsweet Cream, is the pure, whole, unadulterated product. It keeps sweet, because of its 100% purity and absolute freedom from germ life.

It is a wonderful food for babies, growing children, invalids or the sick. In fact, it is the safest milk that can be recommended.

Keepsweet Milk is delicious in flavor, having none of that smoky unpleasant taste so often experienced in canned milks.

Do not add water or sweetening. Simply punch two holes in the top of the container, empty all the milk into a jug and use. Keepsweet Cream, mixed with Keepsweet Milk produces a delicious light table cream of about 11 per cent butter fat—the "top-of-the-bottle" grade—and cheaper than you can buy raw cream.

All grocers sell Keepsweet Milk.

YOU'LL be simply amazed when you try Keepsweet. It's cream! Rich, pure, sweet, natural cow's cream! Not milk, mind you, but the finest cow's cream and it's put up in sanitary cans. In fact, it is the first and only product in a sanitary can that the Dominion Government permits to be labelled "Cream." It is the sensation of the year.

**It is not Condensed
It is not Evaporated
It is not Medicated**

Keepsweet is whole, natural, liquid cream, just as it comes from the cow, only it's purified to the last degree. The remarkable thing about it is that it will keep sweet all summer long. Without ice, without special care, it will keep sweet and pure and wholesome in its sanitary can for an indefinite period.

No preservatives of any kind are put into Keepsweet Cream. Absolutely nothing is put into it and absolutely nothing is taken from it.

Pour from the Can and Use

You simply punch two holes in the top of the can and empty the cream into a cream jug. Then use it as you would raw cream—on porridge or cereals, in coffee, cocoa or tea,

on puddings or fruit—in fact, any place where you would use ordinary raw cream. Don't add water. It's all ready to use.

Of course, once you've opened the can, Keepsweet requires the same care as ordinary cream.

The Flavor is Delicious

You will be captivated by the delightfully rich flavor of Keepsweet Cream. It has the tang of Devon! It contains a larger percentage of butterfat than the average table cream and it is safer to use, because it contains no germs. They were all killed when the cream was sterilized.

Inexpensive, Too

Compare the price of Keepsweet with ordinary cream and in most localities you will find the prices almost identical.

But the great thing about this really marvelous product is that it will Keep Sweet for months on end. Violent thunderstorms can't affect it—nor can terrific summer heat.

A Godsend in an Emergency

There comes a time almost every day in every home when all the cream is used up, when the ice man fails to call, when the ice melts away and the cream sours—when a jug of cream is badly needed.

That's the time when Keepsweet comes into its own! Rich, pure, delicious in flavor, it is all ready for the table.

Thrifty, efficient housewives from now on will keep half a dozen cans of Keepsweet always handy. Many have already adopted Keepsweet Cream for permanent table use. They enjoy its delightful flavor and richness, and they like to have pure, sweet cream always handy.

How it is Done

At our creameries away out in the quiet country we receive the milk from rigidly inspected dairies. We at once separate the cream from the milk. We first pasteurize the cream, then homogenize it and after canning, sterilize it, container and all. It is thus made literally pure, as all disease germs are killed.

Pasteurizing temporarily prevents fermentation and souring, homogenizing makes the cream more readily digestible, and the final sterilization destroys all germ life. Thus the cream will keep all summer long in all its original freshness and rich flavor.

Order from your grocer. He will supply you. Don't be afraid to order half a dozen tins, because after you've had one sip you'll be glad you ordered a supply.

Grocers—The Dominion Government has ruled that as Keepsweet Cream is "true to its name" and in nowise an evaporated product, being just pure, natural cream, it has always been exempt from the Sales Tax. Your wholesaler will supply you.

DOMINION MILK CORPORATION LIMITED

TORONTO CANADA
Branches: Halifax, St. John, Montreal, North Bay, Port Arthur, Winnipeg, Vancouver.

Keepsweet Table Cream

