

YES!

Is it pure?
Is it safe?
Is it sweet?
Is it clean?
Is it rich?
Is it practical?
Is it economical?

Is it Made in Canada?—YES!



The Story of Carnation Milk

By HELENE MOORE

Milk is a necessity. It is a universal food from infancy to old age. It forms part of the sustenance of human beings.

In the good old days, practically every family "kept a cow." Towns and cities were not crowding people out of their own pastures and gardens.

With the growth of the country industrially, the milk problem became different. People began buying milk of the neighbors, or of some one who kept cows.

Life became more complex, cities were built more closely. It became impossible to know from where the milk came and often it was just as impossible to know what kind of milk it was.

Milk is a fundamental in cooking. Flour, eggs, butter, milk, sugar—these are among the articles consumed in the greatest volume in the home. Naturally, the milk supply has the most opportunity to deteriorate in quality or to become contaminated. Raw milk, as every housewife knows, seems to absorb odor and contaminating influences from everything about it, hence it is a delicate article of commerce, and the greatest care and precaution often fails to protect it while in the raw state.

The Trade-Marked Milk

Out of this situation, together with the desire to have milk of uniform high quality, grew the industry which offers a most convenient, economical, and satisfactory milk supply—a trade-mark milk, quality guaranteed—Carnation Milk.

In introducing Carnation Milk to those who have not already used it, we ask that Carnation (brand) evaporated, Sterilized Milk be not confused with the so-called condensed or sweetened milks. Carnation Milk is rich cows' milk, reduced to the consistency of cream by evaporation in vacuum (part of the water taken out), and then hermetically sealed in cans and sterilized to preserve its wholesomeness. In sterilizing, a higher degree of heat is applied than is necessary in ordinary pasteurization—and all the original content of butter fat and other milk solids is retained.

Each morning the farmers send in the fresh milk, pure and rich. Every can of milk they bring in is tested. The richer the milk, the more the farmers are paid for it. This is an incentive for them to keep

well-bred stock and to exercise the greatest care in feeding and in otherwise complying with our rigid requirements for keeping the milk up to a high standard. The dairies which produce milk for us are inspected by careful, experienced men, who also instruct the dairy owners how to handle and keep the milk in a sanitary condition from the time it is milked until we receive it.

Glass-Lined Tanks Sterilized

Although the Carnation process is a very simple one, years of experience, utmost care, and most sanitary methods, have made it complete and exact. The milk which is brought in each morning, is evaporated, hermetically sealed and sterilized promptly, and is handled in the cleanest manner possible. The receivers for the fresh milk are glass lined, and are thoroughly washed and scientifically sterilized every day. The great vacuum pans in which the milk is evaporated are of copper, polished inside and out every day until they shine with the brightness of perfect cleanliness and purity.

The cans in which the farmers bring the milk are cleaned and sterilized at our own condensers, where we know the work is properly done. The most particular housewife would be delighted with the sweetness of every milk can and every utensil used in connection with the preparing of Carnation Milk.

Carnation "Stays Sweet"

You may open a can of Carnation Milk in summer or in winter, and you will find the milk just as it was when it was put into the cans—as sweet and wholesome as when fresh from the cow. This is accomplished absolutely without the aid of preservatives.

Carnation Milk may be poured into an earthen pitcher and used in the same manner as cream and milk, or it may be used from the can as needed, and when kept properly covered, in a cool, dry place, will keep for several days after opening.

Do not expect Carnation Milk to taste like ordinary raw milk. It is better milk, and it will taste differently to you. Most people like the taste at once; others find that they must acquire the liking by using three or four cans.

For Everyday Cooking

Once you serve it regularly on your table and use it in your cooking, once you realize its cleanliness, its richness, its convenience, and its economy, you will never go back to the old-fashioned supply. Used in creaming vegetables, in making pastry, in most recipes where milk is called for, it is found to impart a more delicate and appetizing flavor than ordinary milk.

For Whipping

That Carnation Milk can be whipped like "whipping cream" is a surprise to many. Yet this is also true—and is a truth that spells great economy.

Carnation Milk should be used in coffee, tea, or cocoa in place of cream. For this purpose, it should not be diluted. The recipes given in our special recipe booklet tell how it is to be used for ice cream, cakes, mayonnaise, and dozens of every-day uses.

For Infants and Children

For infants and growing children, Carnation Milk is most healthful. All that is needed to prepare it for infants' use is a proper dilution with sterilized or pure water. A physician should be consulted, however, as physical conditions of children differ.

Uniform High Quality

The secret of all this is summed up in one word—quality. Quality is the watchword in every department of the Carnation Milk Products Company, Ltd. Wherever there is a Carnation Milk condensery you will find that same insistent demand for quality—quality in equipment of the condensery, quality in the methods of handling the milk, quality in the care and housing of the cows—the "contented cows" which are known the country over—and first, last and all the time, quality in the milk itself.

Nothing but the quality can possibly give you the cleanness, sweetness, richness, and purity you find in Carnation Milk.

FREE RECIPE BOOK

Free practical recipe book sent you on request. Carnation Milk Products Co., Ltd., Box 40, Aylmer, Ont.

Get Acquainted With Carnation Milk's Quality

ASK YOUR GROCER—THE CARNATION MILK-MAN