



From Sunny Spain

WHEN Columbus returned from his first voyage he brought back to Spain proof that he had found the "spicy islands." That proof was a pepper—soft and sweet and pungent—the now world-famed pimento.

It was a cook in sunny Spain who first enriched and softened the flavor by boiling the pimento in oil. It was a Spanish epicure who first used it in cheese. But it remained for the patented Kraft process of blending and sterilizing to bring this toothsome combination to its full, delicious perfection and make it a marketable delicacy. When you open—with the key—a tin of the Pimento style of

ELKHORN CHEESE

IN TINS — 8 VARIETIES

and remove the delicate parchment protection, there before you is a symmetrical round of wholesome goodness, studded, like rubies, with scarlet bits of imported Spanish pimentos—nothing could be more tempting, except the flavor.

Cheese in tins is the new safe and clean way to buy cheese. Old unsanitary methods of marketing this sensitive food are fast going the way of the oatmeal bin and cracker barrel. A more delicious cheese can be sold in tins than you can buy in bulk, for it is possible to tin the delicate varieties—of spreading consistency—which hitherto could be kept neither sanitary nor of uniform quality.

One pound of *Elkhorn Cheese* is equal in nutriment to three pounds of lean beef—the concentrated food of a gallon of milk. Make Friday cheese day. Cheese is a complete alternate for meat—many times more nourishing than fish—and can be prepared in an endless variety of ways. Stock your pantry shelf to be used as needed. Every tin is guaranteed to keep in any climate without ice.

For sale by all dealers carrying strictly quality goods.
On the menus of all leading hotels, restaurants and dining cars.

8 Varieties

The choice of epicures
all over the world.

- Kraft
- Chile
- Swiss
- Pimento
- Rarebit
- Camembert
- Roquefort
- Limburger

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"The first hands to
touch it—are yours"



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