

When baby graduates from the bottle

KEEP HIM GROWING ON CARNATION MILK

IF your dimpled darling's a "Carnation baby" you know what's helped make him chunky . . . and rosy . . . with perfect teeth behind that roguish smile.

But because he graduates from the *bottle* is no reason why he should graduate from the *milk*! What better milk can you possibly find?

Carnation is fine whole cow's milk—with only part of its natural water removed and *all* the nourishment left. Remarkably digestible, thanks to its soft curd. Enriched with "sunshine" vitamin D, to help build strong bones and teeth.

A mighty fine drink, diluted half and half, for anybody's cup! A safe, pure, economical milk that it's sensible to switch to—whatever baby's been on.

Cook his cereals in Carnation, then pour more over. Mix Carnation with fruit juices. Cook with it, in dishes, like this Custard, that his tender years permit. That's an extra way to pack in healthful milk solids.

Better stock up on some red and white cans! Send for the helpful free booklet, and start baby off.



SOFT CUSTARD

3 egg yolks 1 cup Carnation Milk
4 tps. sugar 1 cup boiling water
 Few grains salt

Beat egg yolks. Add sugar, salt, milk, then the boiling water. Stirring constantly, cook over hot water until mixture coats spoon. 1/2 tsp. vanilla may be added if desired. Yield: 1 pint custard.



FREE! And full of ideas you'll thank your stars for! "Growing Up With Milk"—a handsome, helpful book of milk-rich recipes. Divided into age groups—from babyhood on up. Address Carnation Company, Dept. 19, Milwaukee, Wisconsin; or Toronto, Ontario, Canada.

IRRADIATED
Carnation Milk
"FROM CONTENTED COWS"



TUNE IN THE CARNATION "CONTENTED HOUR"

MONDAY EVENINGS, NBC NETWORK

6/8/42 p45 LIR