



The Housewife *can* solve the milk problem

# KRYSTALAK

*Better for cooking than fluid milk*

NO need to worry now about failing milk deliveries—about mounting milk costs. For, to-day, at your grocer's you can buy Krystalak—pure, clean milk minus the cream, in dry, white crystal form. The most nourishing and strengthening elements of cow's milk are retained in Krystalak. It is especially recommended for bread, rolls, cake, custards, creamed soups, creamed sauces, cocoa and chocolate, etc. Then, too, in view of present market conditions and milk costs, how much more economical Krystalak really is. You do not have to plan ahead for the quality of milk you may need for cooking, cake making or baking. Krystalak—the cow in the blue striped package—on your pantry shelf for immediate use.

## What It Is

Krystalak is not a substitute for milk—nor is it a condensed milk. It is milk—pure, sweet, separated milk in dry crystal form.

Did you know that all fluid milk is about 87 per cent. water? It is—that is the reason why fluid milk is so expensive.

The public has to pay for shipping tons and tons of water to New York every day—for having it hauled around in milk wagons to our doors. With labor, with shipping costs what they are to-day, no wonder fluid milk is costly. Krystalak, you see, removes all that expense.

Our factories are located in the richest dairy districts. Daily the sweet, fresh milk—untouched by human hands—is separated and by a special process dried into white sparkling crystals. The great weight, the useless expense—water—is removed.

## Use It Just as You Would Fluid Milk

4 level tablespoons of Krystalak in a cup of water and you have a cup of separated milk, or a cup full of Krystalak in a quart of water—no beating—no lumping—and for 10c you have a quart—ready for any cooking purpose.

No special recipe is needed—no untried cooking methods must be mastered. In all recipes use Krystalak just as you have always used fluid milk. It is always uniform—always pure, kept safe for us all in its sanitary paraffined package.

And then—it is far more convenient. It needs no ice box. It removes all the worry and bother of planning ahead for each day's milk supply. Containing no adulterants, no preservatives—no foreign matter of any kind, it can be used with absolute confidence wherever milk is needed for cooking.

What Dr. Wiley of Good Housekeeping thinks of dry milk.

Dr. Harvey W. Wiley, Director of Good Housekeeping Bureau of Foods, Sanitation and Health, endorses Krystalak and further says of dry milk: "The milk powder . . . apparently has lost none of its nutritive value and but little of its vitamin value."

A 50c package of Krystalak makes five quarts—10c a quart

Surely it is economical—and so convenient

*Buy it at your grocer's today*

15 PARK ROW

THE DRY MILK COMPANY

NEW YORK



Krystalak does not come in bulk—it is sold only in the blue striped package. Accept no substitute. Dry milk in any other form is not Krystalak.