

# A Secret Gift

For Women—See What You Get



## A Surprise For You

A beautiful gift, which every woman wants

This is to offer every housewife in this city a gift which will delight her. It is an exquisite article—the latest of its kind. It is something every woman wants but which few women buy.

Best of all, it is as useful as it is beautiful—the whole family can enjoy it.

We do not tell you what it is, because we want this original gift to come to you as a surprise.

### Our purpose is this:

We have worked for 20 years to produce the ideal Evaporated Milk. Many American experts have worked with us, and two famous experts from abroad.

We have built model condenseries in a number of the finest dairying districts. They are surrounded by sanitary dairies filled with high-bred cows, which are regularly inspected.

The milk is brought fresh from the dairies and placed in a vacuum. There, by low heat, more than half the water is evaporated.

Nothing whatever is added, nothing subtracted save water. You get that rich milk made doubly rich by slow evaporation.

### It is Pasteurized milk

The dairies are sanitary, the cows are inspected. So Van Camp's Milk is protected in all scientific ways.

Then it is sterilized in the can after sealing. Thus it insures you a germ-free milk, a safe milk for the children.

It brings you the finest milk from the famous dairying districts of the Middle West. It brings you the milk of high-bred, healthy cows. So it is a highly vitalized milk, rich in vitamins.

### Cheaper—Richer—Safer

Van Camp's Milk is as thick as thick cream. It is more than twice as rich as bottled milk in butter fat and solids.

Use it as it comes to you as a cream for cereals, coffee or ice cream. Dilute it with an equal part of water when you want a rich milk for drinking. For cooking, dilute it further.

Thus Van Camp's Milk costs less than bottled milk. And it saves you much by saving waste.

There are small cans and large cans to be opened as you wish. There is never a shortage, never a waste. You have milk and cream in plenty, always on the pantry shelf. You have sterilized milk for drinking. You have full-cream milk, instead of skimmed milk, for your cooking.

### Only for 1 home in 20

The production of such milk is limited. All we can offer will never supply more than one home in twenty. So Van Camp's Milk is not sold everywhere. We supply certain cities and sections.

This city is now supplied, and will be kept supplied. So we want every home to know it. We are making this offer to induce you to try it. If you accept it you'll get the finest milk known, and a gift to surprise and delight you.

## Free To women only

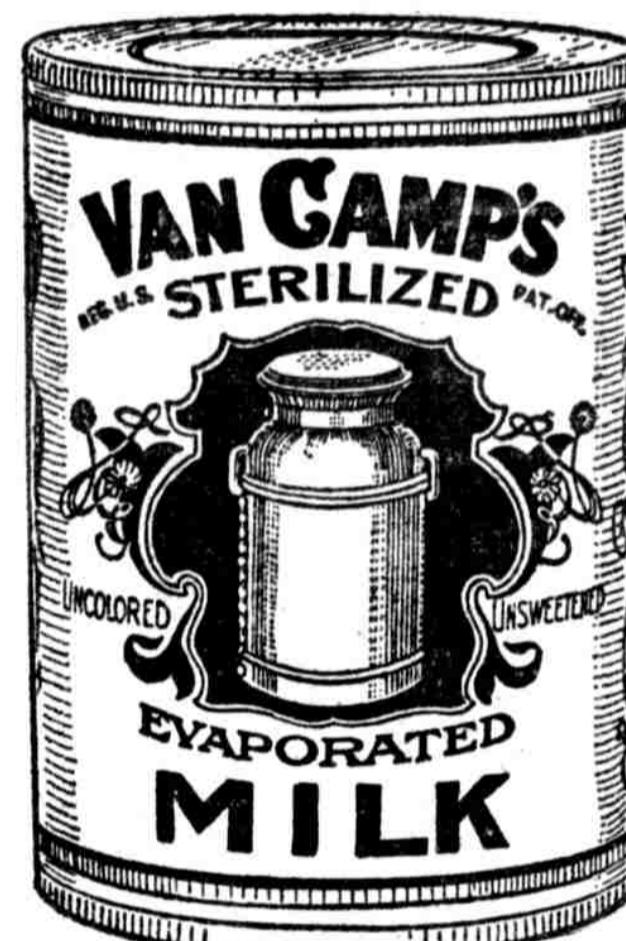
An exquisite gift which will surprise you. You'll be amazed at such liberality.

It is the latest article of its kind and made by famous makers.

It is something most women never enjoy because it is rather expensive.

We do not announce it because we want to surprise you. We promise that you will be delighted.

Accept the offer made below and see what your grocer gives you.



"The Cow in the Pantry"

## Why Van Camp's Is Better

It is produced in the finest dairying sections of the Middle West. It comes from sanitary dairies, from high-bred cows which are regularly inspected.

It is more than twice as rich as ordinary milk in butter fat and solids. It is reduced in a vacuum, soon after milking, by low heat evaporation. More than one-half the water is removed.

It is absolutely free from germs. It comes to you as thick as thick cream. When you dilute it with an equal amount of water it is still a very rich milk.

Every detail of production is conducted in a scientific way.

Over 20 years have been spent, under able experts, to make Van Camp's the finest milk produced in America.

Compare it with any other milk—with bottled milk or evaporated. You will realize at once that Van Camp's is a super-grade of milk.

Yet it costs you less than bottled milk. And it costs no more than other evaporated milks.

We intend to make lasting friends for Van Camp's Milk. We are going to make Van

Camp's milk doubly delightful by letting it bring you this thing you much desire.

## Our Offer of the Secret Gift

Buy Van Camp's milk from your grocer. Cut out from each front label the picture of the milk-can shown above. When you have a dozen of these trade-marks, give them to him and he will present

you with the surprise gift. Buy the 12 cans at once or as you need them. Save the trade-marks until you have twelve and see what you get. You will be delighted.

This offer is good only until March 1, 1922

# Van Camp's Milk

EVAPORATED

The richer milk—the finest that is produced in America.

From sanitary dairies—from high-bred cows—regularly inspected.

STERILIZED

The final result of 20 years of effort to produce a super-grade.

Produced in the heart of the best dairying districts.

The Van Camp Products Co., Indianapolis, Ind.

## Cut Out This Coupon

As a reminder. Present it to your grocer with 12 trademarks cut from 12 cans of Van Camp's Milk. Insert your name and address, and your grocer will present the secret gift to you.

Name \_\_\_\_\_

Address \_\_\_\_\_