KLIM

The Wonderful Story of Powdered Milk
WE GUARANTEE

To the purchasers of the articles of food described herein that they comply with all National and State Food Laws.

KLIM Powdered Whole Milk (Full Cream) is made from pure, fresh, liquid pasteurized cows’ milk.

KLIM Powdered Skimmed Milk is pure, fresh, liquid pasteurized skimmed cows’ milk reduced to powder by the Merrell-Soule patented process. No adulterants or preservatives are used in either of these products.

We will accept back, without question, for refund any packages of KLIM which do not measure up to this statement or prove to be unsatisfactory in any way.

MERRELL-SOULE CO.

By

President

“LET UNCLE SAM BE YOUR MILKMAN”
WHAT IS KLIM POWDERED MILK?

It is a rich, pure milk, reduced to powder by a process in which none of the nourishing properties of milk has been affected.

It is a form of milk in which bacteria cannot multiply.

It is the cleanest and purest form in which milk can be handled.

It is a product that enables every home in the United States to have pure, fresh milk, day or night, Winter or Summer, that when restored is equal to the best grades of liquid milk a few hours fresh from the cow.

It is a product that contains certain dietary properties that make it an indispensable constituent of the human dietary.

MILK—M-I-L-K with the water removed is KLIM.

KLIM—K-L-I-M with the water replaced is MILK.

"KLIM is equal in every respect to the best milk delivered in Washington and superior in the respect that it comes to us without having been man-handled, and it is always fresh."

—O. H. S., Washington, D. C.

It has been in the Best Ice Cream for years.
A TRIP THROUGH A MERRELL-SOULE KLIM FACTORY

PICTURE to yourself a large, light, clean room with a wide doorway at one side, where cans of milk, fresh, cold and sweet, are being unloaded from big drays. There you have
the first step in the manufacture of KLIM Powdered Milk. Not quite the first, however, because every farm which sends milk to a Merrell-Soule factory is visited as often as may be necessary, by our inspectors, who see that the highest sanitary standards are maintained at all times.

Unloaded at the factory, each can of milk passes first to a man who removes the cover and lifts it to his face, so as to catch the odor which has risen from the milk into the cover. Just a whiff is sufficient for this expert. If the odor indicates any condition which he knows should not be present in fresh, sweet milk, that can is set aside. Not only is it rejected, but an investigation is made to ascertain the cause of its condition, and steps are at once taken to correct the wrong conditions at the farm from which it came.

Not often does this occur, because of the vigilant inspection at all farms. Most of the cans, passing rapidly on an automatic conveyor before an expert tester, are accepted, the milk is weighed and emptied into receiving tanks.

Now comes the operation which is both interesting to watch and most important in making KLIM Brand Powdered Milk absolutely different from, and superior to, powdered milk made by any other process. This is the spraying process, covered by the Merrell-Soule patents.
Moisture Laden Air

“I am very much pleased with KLIM, it gives great results. I shall always use it.”
—Mrs. M. P., New York City.

The process by which milk becomes KLIM is simple, and knowing the process anyone can understand why KLIM is milk.

The original milk is put into a cylinder and forced out through a tiny pinhole by great pressure, so that it comes out in the form of a cloud or mist, just exactly as from a
huge atomizer. This milk spray enters a chamber or room through which are blowing strong currents of filtered warm air. The milk mist is whirled about the chamber just as you have seen the wind blow clouds of snow or fog.

This warm wind immediately absorbs the moisture in the milk and the solid portion falls like snow in drifts of powdered milk. This moisture-laden air passes out through muslin screens which prevent any of the powdered milk from escaping.

That is all—it was milk when it entered the room of the winds—it was milk during the milk snowstorm—and it is milk when it settles in the powdery white drifts.

Nothing has touched it but air. Nothing has been removed but water. Nothing is changed. When the water is replaced you have milk as you have always known it—milk of milk flavor—milk you can drink and enjoy.

The name KLIM is milk spelled backwards, because the fresh milk is restored by reversing the process which made KLIM out of milk. It was given a name simply for identification, but it really should be called MILK, because that is exactly what it is.
### Percentage Composition of KLIM Whole Milk—Average Analysis

<table>
<thead>
<tr>
<th></th>
<th>Butterfat</th>
<th>Casein</th>
<th>Albumen</th>
<th>Milk Sugar</th>
<th>Ash (Salts)</th>
<th>Moisture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Klim Powder</td>
<td>28.00</td>
<td>21.28</td>
<td>5.46</td>
<td>38.00</td>
<td>5.76</td>
<td>1.50</td>
</tr>
<tr>
<td>Klim Powder Restored</td>
<td>3.50</td>
<td>2.66</td>
<td>.68</td>
<td>4.75</td>
<td>.72</td>
<td>87.69</td>
</tr>
</tbody>
</table>

(One part powder to 7 parts water by weight). This restored milk has the same composition and nutritive value as high grade pasteurized milk of 3.5% butterfat content.
The importance of laboratory work in connection with milk must not be overlooked. Samples of every day's make of milk powder are sent to the laboratories for bacteriological examination. Liquid Milk and Cream samples are also taken. The samples are examined for flavor, moisture, butterfat and solubility. Between fifteen and twenty thousand tests a year are made. The advantages of this laboratory work are very apparent.

**BACTERIA IN KLIM**

The average count of all KLIM samples examined during the past year averaged less than 6,000 per cubic centimeter. Compare this with your present milk supply. New York City permits a count of 10,000 in Certified Milk, while ordinary milk runs into the tens and hundreds of thousands.

First, Merrell-Soule Co. have confidence in sending out KLIM that it will be absolutely pure and wholesome; that it always will be uniform; that it complies in every way with Federal and State requirements; and, best of all, that KLIM will please you. All of which enables us to give a broad and liberal guarantee of KLIM as on the inside cover page of this booklet.

“I want to tell you that KLIM is better than the milk we get here for all purposes.”
—W. A. J., Knoxville, Tenn.

KLIM enables ocean liners to serve fresh milk weeks from port.
President of Merrell-Soule Co., has devoted his entire business career to developing the industry of which his father was one of the founders.

Is as great a discovery to America as the invention of the telephone or telegraph.

THE MERRELL-SOULE GENERAL OFFICES AND MAIN FACTORIES AT SYRACUSE
KLIM is used in this home on the table and in the kitchen. Sooner or later you are going to recognize the great value of KLIM. Why not today?

KLIM with the water added is MILK.

“The Butterfat” in KLIM will not rise to the top when left standing because of the breaking up of the Butterfat Globules in the drying process. Because of that fact, it is much easier digested.
KLIM should take the place of liquid milk for just four reasons—Economy, Convenience, Cleanliness, and Supply.

KLIM is economical because the best is cheapest. KLIM is as good, as pure and as wholesome as the best grades of certified milk sold. You need no ice in Summer and it will not freeze in Winter. KLIM is absolutely uniform.

As to convenience: Your pantry becomes your dairy. Small amounts may be dissolved as wanted, and each will be as fresh when used as when it left the factory. There is no waste.

Clean, because of the high standards maintained in our dairies and at our drying stations. From that point on KLIM is never man-handled.

KLIM Whole Milk (Full Cream) may be used for any purpose where a high grade milk is required. By doubling the portion, KLIM Whole Milk is wonderful for cereals and coffee.

KLIM Powdered Skimmed Milk is admirable for all cooking purposes. Most good housewives pour off the top of the bottle before using liquid milk for cooking and KLIM Powdered Skimmed Milk is just that when restored to liquid. KLIM, when reconstituted and allowed to stand, will clabber and sour and be very suitable for baking purposes wherever sour milk is required.

Use the Coupon on the inside cover page.
Recognized and endorsed by the highest authorities on milk and human nutrition in this country.

KLIM Powdered Milk has been tested and approved by Good Housekeeping Bureau of Foods, Sanitation and Health, Dr. Harvey W. Wiley, Director.

KLIM FOR THE CHILDREN

NUTRITION authorities agree that most people do not appreciate the food value of milk and that a large fraction of the children of the United States are suffering from malnutrition, or from lack of sufficient milk of good quality from the bacteriological standpoint.

A great many enthusiastically endorse KLIM because it means "Milk within the home, more wholesome than is much of the milk now being delivered."

KLIM has a great future.

Ask your Doctor.
KLIM FOR INFANT FEEDING

BABIES from one to ten months of age, unless breast fed, are given modified milk in one form or another.

KLIM Powdered Whole Milk is ideal for home modification. It can be mixed at the time of each feeding and therefore requires no ice. KLIM is made in country districts, where the air is clean and pure and from milk fresh from the cows. All Merrell-Soule Powdered Milk Plants are under the inspection of the New York City Board of Health.

KLIM is always uniform in quality, freshness and flavor. You can continue to use KLIM for your children until grown to manhood or womanhood.

KLIM cannot sour on account of the almost total absence of moisture and for the same reason no growth of bacteria can take place. The milk fat contained is somewhat more easily digested than the fat of liquid milk owing to a breaking up of the fat globules during the manufacturing process.

KLIM is the ideal milk food from Babyhood up. Ask your physician to analyze or write us about KLIM.

"After placing my little baby girl, age seven months, on KLIM Brand Whole Milk, the results were remarkable. A week from her first feeding she gained 21 ounces, while a week prior to that time while using other foods, she lost seven ounces." —H. P. W., New Bern, N. C.
**KLIM RECIPES**

In giving these few recipes, we do so from our knowledge of KLIM. Do not hesitate to use your own recipes. Either the Whole or the Skimmed Milk may be used in them.

Always restore KLIM to liquid (see directions on can) before mixing with other ingredients.

KLIM, when reconstituted, permitted to stand and sour, may be used in all your recipes calling for sour milk.

### PLAIN VANILLA ICE CREAM

Using KLIM Powdered Whole Milk (Full Cream)

will make 1½ quarts

8 ozs. KLIM Brand Powdered Whole Milk (Full Cream)

1½ pints water

Dissolve and heat up in double boiler. Cool and add 6 ozs. sugar and one teaspoon vanilla. Let ripen overnight or freeze at once.

### COCOA

- 2 level teaspoonfuls of cornstarch
- 5 tablespoonfuls of cocoa
- 5 tablespoonfuls of granulated sugar
- 1 quart liquid KLIM Skimmed Milk
- 1 teaspoonful of vanilla

Sift the dry ingredients together; add the liquid KLIM Skimmed Milk gradually, stirring constantly until smooth. Place over boiling water until mixture thickens. Beat until smooth and flavor. Serve with whipped cream and sugar.

### CUSTARD PIE

3 eggs

1½ cup sugar

2 cups of liquid KLIM Skimmed Milk

1 teaspoonful salt

A little grated nutmeg

1 teaspoonful vanilla

Add the slightly beaten eggs to the liquid KLIM Skimmed Milk, in which has been dissolved the sugar, add the salt and nutmeg. Line a pie tin with crust, fill with the above mixture. Bake in hot oven for a few minutes, then allow oven to cool down in order to prevent the custard from boiling. When set, remove from the oven.
MILK BREAD

3 pints of sifted flour
3 pints of lukewarm liquid KLIM Skimmed Milk
1 compressed yeast cake and 2 tablespoonfuls of sugar dissolved in 1/4 cup of lukewarm water
1 tablespoonful lard

Sift the flour thoroughly, add to the liquid and beat until smooth; add the dissolved yeast cake and thoroughly mix, cover, and when this batter is light add two tablespoonfuls of salt and enough sifted bread flour to make a dough that can be kneaded. When the mixture has absorbed all the water, work in gradually the tablespoonful of shortening. Knead until smooth and elastic. Cover and when double in bulk shape into loaves; place in greased pans, having pans half full, cover and let rise again to double its bulk and bake in a hot oven from 45 to 60 minutes. Do not have the oven too hot for the first ten minutes. When bread is baked, brush the top crust with butter and place in paper bags to cool. This insures a soft crust and keeps the bread moist.

CORNSTARCH PUDDING

4 tablespoonfuls of cornstarch
1/2 cup granulated sugar
3 eggs
3 1/2 cups of liquid KLIM Skimmed Milk
1 teaspoonful vanilla (or any other desired flavoring)

Sift the dry ingredients; add the slightly beaten yolks of eggs, stir until smooth; add the liquid KLIM Skimmed Milk and flavoring (a little salt may be used if desired) beat until well blended. Cook over boiling water until thick, stirring constantly; add the well beaten whites of the three eggs; turn into pudding dish that has been rinsed in cold water. Chill and serve with cream and sugar or currant jelly.

CHOCOLATE FUDGE

4 cups of sugar
4 teaspoonfuls butter
1/2 cup water
1 cup liquid KLIM
2 squares chocolate
1 teaspoonful vanilla

Put the sugar, butter and one-half cup of water in a clean kettle and let come to a boil, gradually add the liquid KLIM Whole Milk and stir constantly. Cook until a spoonful dropped in cold water will form a soft ball. Take from the fire and add chocolate which has been cut fine; stir until it thickens, then pour into greased pans. When it begins to cool, mark off in squares. Nut meats, coconut or fruit may be used in the above recipe.

“I am very glad to have KLIM. It is going to be of great advantage in warm weather especially; it is great for baking.” —Miss A. R. N., Lansing, Mich.
As palatable a garnishment as Whipped Cream at a fraction of the cost made with KLIM Brand Powdered Whole Milk as follows:

Make ½ pint milk in the usual manner. Soak 1½ level teaspoons of plain gelatine (not phosphated) in a few tablespoons of cold milk. Place the remainder in a double boiler and heat almost to the scalding point. Add the softened gelatine and stir until dissolved. Cool, add flavoring, pour into a dish set in cracked ice and whip with egg beater. Sweeten to taste. If the cream becomes too stiff, add milk to the desired consistency.

If ice is not available, let the mixture stand in a cool place overnight. In the morning it will be set, but upon being thoroughly whipped a satisfactory cream will be obtained.

THICK WHITE SAUCE

3 level tablespoonfuls of sifted flour
1½ teaspoonful salt
½ teaspoonful pepper
1½ cups of liquid KLIM Skimmed Milk
1 tablespoonful butter

Put butter in saucepan; place over fire and stir until butter is thoroughly melted and begins to bubble; add two tablespoonfuls of sifted flour and stir until the flour is cooked; gradually add the 1½ cups of liquid KLIM Skimmed Milk, stirring constantly until it thickens. Add salt and pepper and beat until smooth.

This sauce may be used for creamed potatoes, codfish, dried beef. If used for croquettes or chops, allow two cups of cooked meat or fish cut in small pieces, then add the slightly beaten yolk of one egg, chill and form, cover with the white of the egg, slightly beaten, and dilute with one tablespoonful of water.

OYSTER STEW

1 quart of oysters
4 cups of scalded liquid KLIM Skimmed Milk
1½ cup butter
1½ tablespoonful salt
½ teaspoonful pepper

Take the oysters from the liquor and place them in a colander. Pour over them three-quarters cup of cold water. Carefully pick over oysters. Let the liquor come to boiling point, strain through double cheesecloth; add oysters to this and cook until oysters are plump and edges begin to curl, then remove oysters with the skimmer and place in tureen with butter, salt and pepper; add oyster liquor strained a second time, then add the scalded liquid KLIM Skimmed Milk. Serve with oyster crackers.

"KLIM'S quality is excellent. I have the reputation of being an excellent cook and the maids I train are taken up quickly. Everyone who has tried KLIM likes it."

Mrs. F. J., Jefferson City, Mo.
The Wonderful Story of Powdered Milk