April 16, 1933



STUDIES IN EXPRESSION—At the right, Eitel Friedrich, son of the former kaiser; above, Hitler with the former crown prince. (Associated Press and International photos.)



The busiest cheese treat ever made!

THERE'S little rest for Borden's Chateau in the homes where it's known and loved.

For this is the world's most versatile cheese treat!

It's unbeatable with pie. It's great by its own good self, in a salad or in appetizers. It glorifies a cracker or a piece of bread, and adds zest to a favorite cooked dish. And it's fine for the

AN ARMY PURSUIT PLANE wheels high over Detroit. (Associated Press photo, from U. S. Army Air Corps.)



AN ANCIENT "QUAD" resurrected for a ride along the beach. (Associated Press photo.)



Try Chateau in your favorite cheese recipes. It will add new zest, new flavor.

.....

Give the children plenty of good, golden Chateau. It's easily digested — and contains valuable body-building elements.



children.

Bring Chateau into your home today...join the rapidly growing army of Chateau fans!

The Borden Sales Company, Inc., 315 North Clark Street Telephone—Whitehall 5330



For that afternoon, or evening snack, there's nothing better than Chateau. Serve it on crackers, in sandwiches, or in salads.



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