

ROTOGRAVURE
SECTION

Chicago Sunday Tribune.

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NOBLESSE OBLIGE!—An officer of the British royal medical corps has given a wounded Turk a cigaret and is lighting it for him. The picture was snapped in Mesopotamia.

(Official British photograph, issued by Associated Illustrated Agencies, London.)

2008.46.61

America's Gift to the Eastern World



The Uniform Flavor
For A Universal Taste

"UNIVERSAL" because it is popular all over the world.
"Uniform" because no matter where you get it, Elkhorn
Cheese is always good.

In far off India, in China, in South Africa, in Peru—every-
where—the people demand the always delicious

ELKHORN CHEESE KRAFT

No matter when you stock the pantry with Elkhorn Cheese in tins, you can
open a can with perfect confidence. This is because of the exclusive Kraft
process by which the cheese is guaranteed always good—just right in flavor,
color and consistency.

Here you have all the best of man's most nutritive food—milk. Twice the
nourishment you get in meat for the same price. And you know it's clean and
pure. No hands touch it until you open the tin with the key and unwind the
ribbon of parchment paper.

One of the staple "standbys" with which every pantry should be stocked is the
Yellow American Kraft Cheese—delicious for sandwiches and excellent in cook-
ing. Order a tin or two today.

8 Varieties in Tins

Elkhorn	{	Kraft Cheese Kraft Pimento Kraft Chile Rarebit	Elkhorn	{	Swiss Camembert Limburger Roquefort
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Also 23 Varieties in Packages and Jars

J. L. Kraft & Bros. Co., Chicago, New York

If your grocer should happen to be out of Elkhorn Cheese, send us his name and address

Save Sugar, Wheat, Meat and Fats.
Any waste will prolong the war.

JOHNNY APPETITE SAYS:

"They certainly do take me on some
long trips! The last was away off
into India. We went clear to the end
of the railroad and 500 miles be-
yond on camel-back.

"The cheese and I arrived in fine
condition and everybody is crazy
about us—just as they are back in
the good old U. S. A."

—Johnny Appetite.

