

Proof positive : this chart tells how your most vital food is made safe : read what the figures mean / Co-operative Union Ltd.

Contributors

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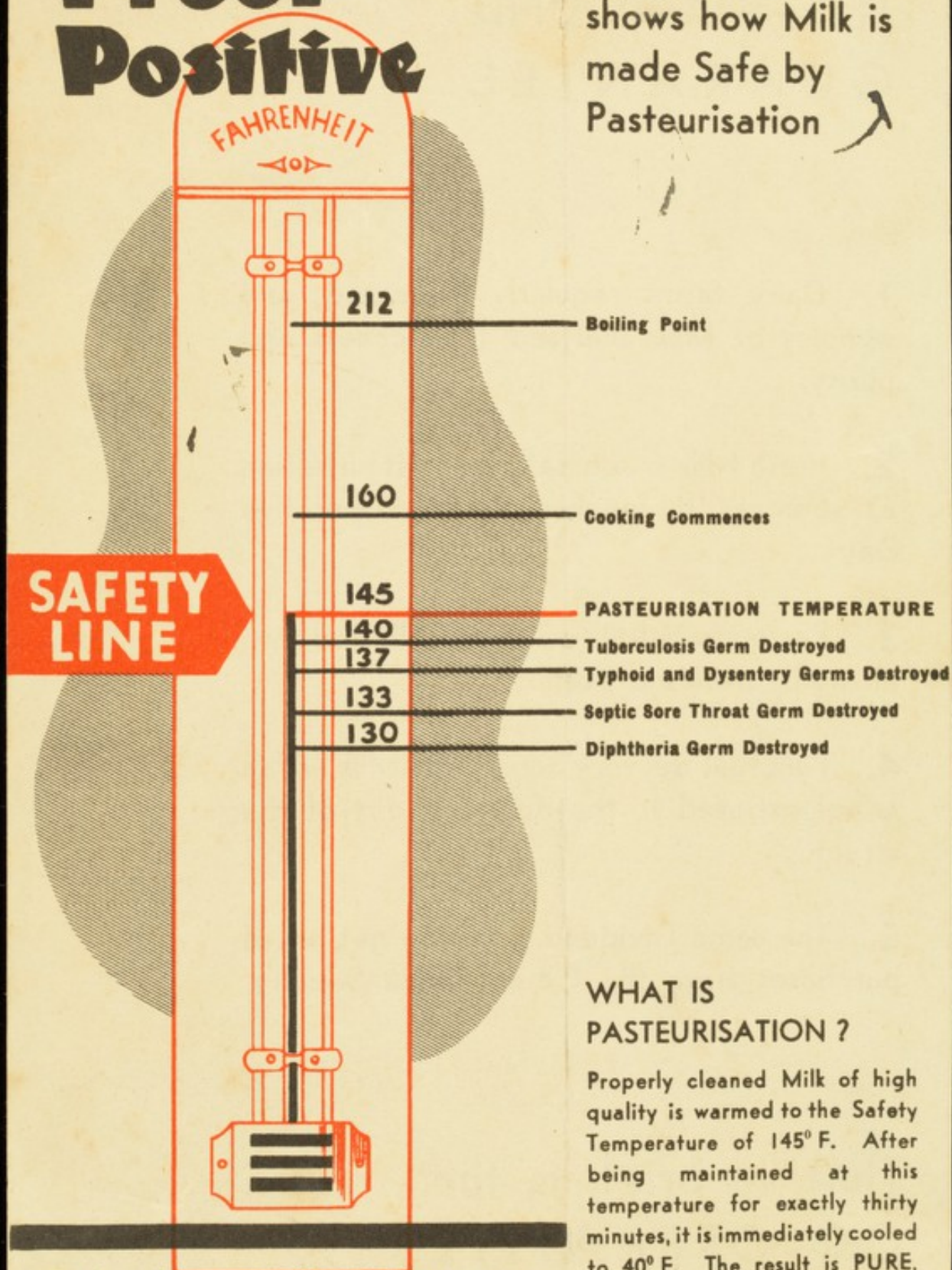
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Proof Positive



The thermometer shows how Milk is made Safe by Pasteurisation

This chart tells how your most vital food is made Safe. Read what the figures mean →

WHAT IS PASTEURISATION ?

Properly cleaned Milk of high quality is warmed to the Safety Temperature of 145° F. After being maintained at this temperature for exactly thirty minutes, it is immediately cooled to 40° F. The result is PURE, SAFE MILK, retaining all its nutritive qualities.

THE ALL-ROUND GUARANTEE

1. Dairy farms regularly inspected, and samples of Milk analysed for richness and purity.
2. Fresh Milk made safe by Pasteurisation as soon as it reaches the Co-operative Dairy.
3. Pasteurised Milk automatically fed into air-tight, sterilised bottles.
4. Punctual delivery service of Milk which is not exposed to the dust and dirt of the street.
5. The same Dividend that you get on all purchases from the Co-operative Society.

That, in brief, is the
CO-OPERATIVE
MILK SERVICE