

The story of milk in pictures / from Express dairy.

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the story of



in pictures

.....*from EXPRESS DAIRY*.....

At the dairy farm-your **Milk** from field to churn

1

Your morning milk was once grass! After eating a good quantity, the cows lie down and slowly 'chew the cud' so it can be easily digested.

2

Milk production is protected by law. Officials visit the farm regularly to inspect the cows, the dairy buildings and the quality of the milk.

3

In the cowshed automatic milking machines quickly draw off the milk into closed buckets, keeping it pure and clean.

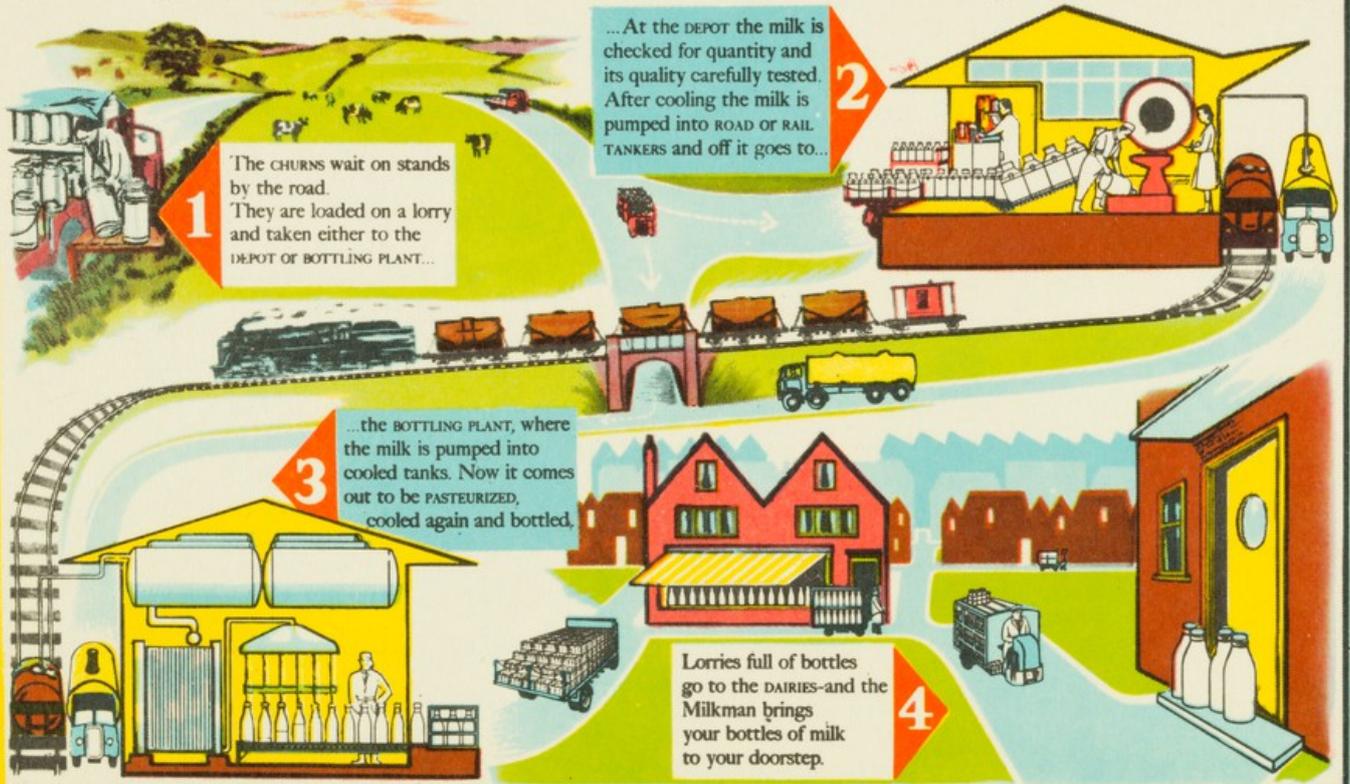
4

In the farm dairy the warm new milk is strained, cooled and run into churns...

5

...which are taken to a roadside platform near the farm. Here they wait for the collecting lorry to take them to the depot or bottling plant.

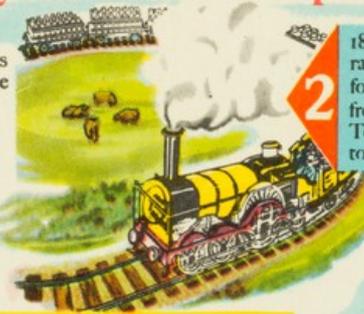
How your *Milk* comes from the farm to your doorstep



How *Milk* has become your cleanest, purest food



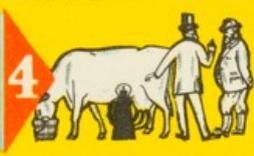
1 1850 In big towns milk was carried in pails through the dusty streets. Cows were kept in the backs of milk shops; some were even milked in the street!



2 1860-1870 The new railways made it possible for fresh milk to come from country farms. Town herds began to disappear.



3 1870-1890 The first milk purity laws were passed. Milking machines were invented. Large wholesale dairy firms were founded.



5 Milk was delivered by hand or horse-drawn carts from mid-Victorian times until only a few years ago. The milkman filled your jug from the churn or hand can.



6 1920 Bottled milk was generally introduced. And in 1923 pasteurization was first recognized by law.



7 1920 to today. Milk production becomes a science. Milk is now the purest, cleanest food to come to your home.



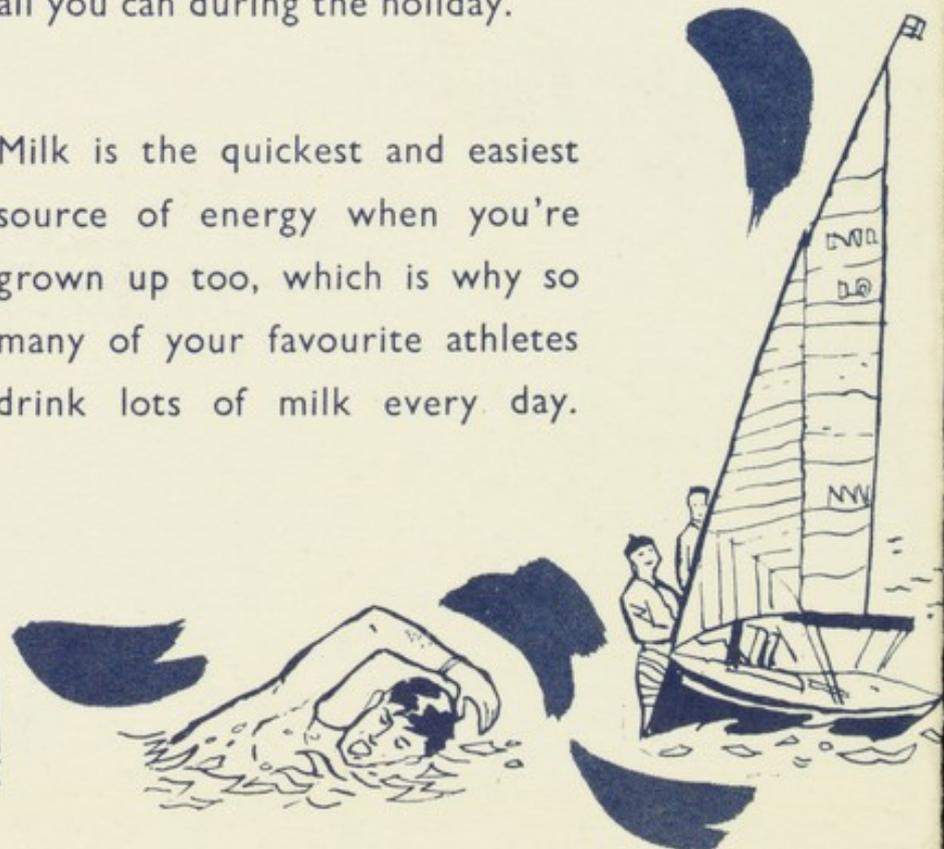


MILK FOR HEALTH

Whilst you are growing up you must have all the foods you need for building your lengthening bones. From about 13 years onwards you need more calcium than a grown-up and the best way to get it is to drink at least a pint of milk a day. During term time part of this is supplied by school milk, but see you drink all you can during the holiday.



Milk is the quickest and easiest source of energy when you're grown up too, which is why so many of your favourite athletes drink lots of milk every day.



EXPRESS DAIRY

*producers and distributors of milk
and dairy products
since 1864*

FARMS

COLLEGE FARM, FINCHLEY
FRITH MANOR FARM, FINCHLEY
PETERSHAM FARM, RICHMOND

COUNTRY DEPOTS

| | |
|------------|---------------------|
| APPLEBY | MILBORNE ST. ANDREW |
| BIDEFORD | MINSTERLEY |
| BRAILSFORD | ROWSLEY |
| CREDITON | RUYTON |
| FARINGDON | SANQUHAR |
| FROME | SEATON JUNCTION |
| LEYBURN | SWINDON |
| LOCKERBIE | WHITTINGTON |

LONDON BOTTLING DAIRIES

| | |
|-------------|--------------|
| BOLLO LANE | NINE ELMS |
| BROMLEY | RUISLIP |
| CRICKLEWOOD | SOUTH MORDEN |

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