

Better with... Midland Counties fresh dairy cream / Midland Counties Dairy Ltd.

Contributors

Midland Counties Dairy.

Publication/Creation

Birmingham : Midland Counties Dairy, [between 1950 and 1959]

Persistent URL

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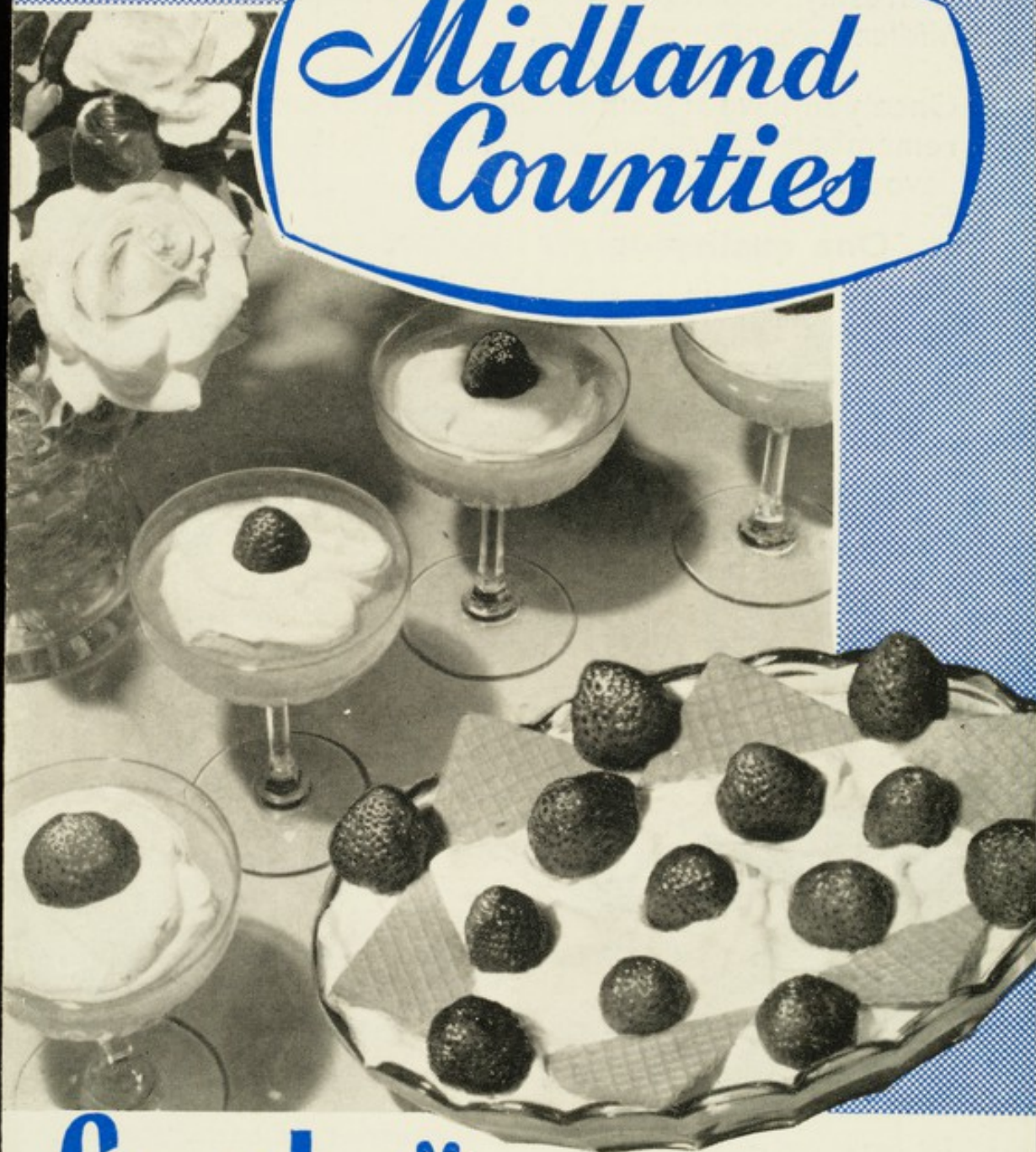
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Better with...

*Midland
Counties*



fresh *
* dairy cream

MIDLAND COUNTIES CREAM ADDS A DELICATE RICHNESS TO FRUIT, CEREALS AND SWEETS

This wonderful cream contains no preservative and is freshly separated from rich and clean milk of *Midland Counties* standard.

Once you have tasted *Midland Counties* cream you will remember its remarkably pure, fresh and delicate flavour.

One quality only . . . but two degrees of richness.



The bottles are sealed with a blue cap.

TABLE CREAM

Delicious when served with cereals, stewed fruits, etc. It is ideal for all general table purposes, but being a lighter cream, it is intended for pouring and not for whipping.

7^D PER BOTTLE

2/9 PER PINT BOTTLE



The bottles are sealed with a gold cap.

WHIPPING CREAM

Fresh, thick cream which can be whipped easily to a perfect consistency, and used for decorating trifles, jellies, etc. Strawberries are better served with this delicious thick cream.

1/2 PER BOTTLE

5/6 PER PINT BOTTLE

Sold in sealed glass bottles with a tamper-proof aluminium cap protecting the pouring lip.

START THE DAY WELL!



There is no better start to a day than a dish of one's favourite cereal with a liberal covering of rich table cream. As a treat for the children serve with the addition of a mashed banana or any fresh or stewed fruit. Makes breakfast a delightful meal — extra nourishing too!

TWO EASY TO PREPARE CREAM RECIPES

BANANA DELIGHT

4 bananas. Diced pineapple or
1 bottle *Midland Counties* Whipping Cream. Caster sugar.
Chopped nuts.

Method: Mash and sieve the bananas. Whip the cream, follow directions overleaf. Mix the sieved bananas with an equal quantity of whipped sweetened cream. Put a tablespoonful of diced tinned pineapple in the bottom of 5 individual dishes and cover with 2 teaspoonsful pineapple juice. Alternatively use stewed apple. Cover with banana cream and sprinkle with chopped nuts.

STRAWBERRY MILK JELLY

1 pint milk (less 2 tablespoonsful). 2 tablespoonsful water.
1 pint packet strawberry jelly. 1 bottle whipping cream.
½ lb. fresh or frozen strawberries.

Method: Melt jelly in the water over heat; *do not boil*. Remove from heat and add cold milk slowly, stirring; this causes the milk to curdle slightly. Add chopped strawberries and pour into individual dishes. Set in a cold place and, when ready to serve, decorate with whipped cream and top with a strawberry.

4 DELICIOUS WAYS OF SERVING Cream



Peaches served with Table Cream.



Sponge Sandwich filled with Whipped Cream and Strawberries.



Freshly made Coffee with Table Cream.



Jellies and Moulds made with Cream.

PLACE YOUR ORDER WITH OUR MILK SALESMAN TO-DAY!

**PLEASE USE THIS
ORDER FORM**

Name

Address

Please supply :
 TABLE CREAM bottles on
 WHIPPING CREAM bottles on

Day Day
 Date
 Day Day

PLEASE TEAR ALONG THE PERFORATION

**HOW TO WHIP CREAM
SUCCESSFULLY-**

**Make sure you are using
'Whipping' Cream and
not 'Table' Cream**



The cream should be really cold when you start to whip, and in addition you must chill the bowl and whipper. If they are warm they will heat the cream above the proper temperature and your whipped cream will turn to butter. Do not attempt to whip too much cream at a time for the size of the bowl. Choose a deep rounded bowl, rather than a shallow one.

Whip the cream lightly and slowly with a cream whisk or fork. When it begins to thicken add a little sugar or a pinch of salt, and a few drops of flavouring such as vanilla essence, and continue whisking until the cream adheres to the fork. Great care should be taken at this point, as one or two extra turns of the fork may result in the cream being over-whipped.



*Fill in the ORDER FORM
attached and hand it to
your Milk SALESMAN,*

The MIDLAND COUNTIES DAIRY Ltd.
CORPORATION STREET
BIRMINGHAM 4
 ASTon Cross 3691

PENN ROAD
WOLVERHAMPTON
 Wolverhampton 22261