

Merrill View Dairy Methods Best Devised

There is probably no food product of which the human family partakes, that is more nutritious or more easily affected by contamination, than that of the dairy be it on the farm or in contact with the various methods of procedure by which it is transformed from its natural state into food values. Hence the necessity of accurate knowledge concerning the handling thereof, from the time of its acquirement from its original source until it reaches actual consumption.

This fact in all its phases, has been the study of Mr. J. Nelson, owner and operator of the Merrill View Dairy, for many years.

Coming to this city in the fall of 1931, following a direct participation in this line of endeavor for approximately nine years, during which time he had the experience of operating a bulk milk plant, from which he shipped his products not only to the Milwaukee and Chicago markets, but to various other localities as well, and being during that time under Chicago Board of Health rules of inspection, continues to be the purest family milk with and has since practiced the same, in his production of condensed milk, and the manufacture of butter, cheese, and dairy products, becoming through this experience what might be termed a "milk man," in the truest sense of the word.

Shortly after his arrival in this city, he purchased the Merrill View Dairy, located at 2000 Sixth street, on a prominence, about which circulates freely the purest of air, and at once upon becoming the owner of the plant, set about its modernization, with a view to producing the purest possible manufactured product, from the purest possible procurable raw product, in which he has long since been convinced that he has attained the sought success, through the safeguarding avenues of the raw product, facilities, equipment, unfailing tubercular tests, and analysis, in keeping with the requirements of the most rigid specifications.

The pasteurization of milk, under the most modern plan, which precludes the touch of the human hand at any point, and produces a positively pure product, with no loss of flavor is a Merrill View product which Mr. Nelson advocates to his patrons in search of continuous good health, and enjoyment.

And along the same line of healthfulness, Mr. Nelson, who is as strong an advocate of "Good Health" as he is of pure dairy products, emphasizes not only his pasteurized milk and cream, but also his by-products of "chocolate nut" cottage cheese, and the Merrill View cultured buttermilk, which has become widely known as "Golden Flake Cultured Butter-

milk," which has met with a hearty response.

In conclusion, Mr. Nelson's wish for Merrill people is: "Pure milk; good health; a long, happy and prosperous life."

Plautz Started Creamery With Zastrow, 1912

With new and attractive ways being discovered every year, milk products are coming to be more used by the people of the nation. And with this the function of the creamery is becoming vastly more important.

Ice cream and butter, two of the most tasty and healthful products of the nation's diet, are gradually taking the place of other foods as the appetites of the nation change.

Gradually the people are beginning to eat lighter foods. Not such a large percentage of the people have to do hard physical labor, due to the machine age, and consequently they have changed their diet.

Now more than ever, foods which are easy to digest and which at the same time contain much energy, are being eaten.

No foods all these requirements better than do butter and cheese. Although both of them are a luxury to many people at the present time, it may be possible in the near future that advancement in agriculture, and better and more economical ways of making these products will make them available for more people at every meal.

Backed by nearly a quarter of a century of experience, the Plautz Creamery company produces one of the best ice creams in northern Wisconsin, through its new direct expansion freezer. Until a short time ago this type of freezer was to be found nowhere else in this section of Wisconsin. With this type of freezer 15 gallons of superior ice cream may be frozen in seven minutes.

Starting the creamery in 1912, in partnership with Waldo Zastrow, George Plautz continued with this partnership until he assumed sole ownership in 1915. Operating four trucks, Mr. Plautz sells most of his products to dealers in Lincoln county.

The creamery produces 1,500 pounds of butter per week, and about 100 gallons of ice cream daily. Mr. Plautz purchases his cream direct from farmers. Previous to ownership under the Plautz-Zastrow partnership the creamery was owned by the Jahnke Creamery concern, which operated the same four years.

All of the products produced are expertly weighed to insure uniform goods. The plant has a hardening room which will hold about 1000 gallons of ice cream, as well as a large ice box. Mr. Plautz also conducts a retail store in connection with his wholesale business.

Bade Builds Up Guernsey Herd For Own Dairy

Twenty years ago William Bade left the grocery department of Theilman's department store and bought a farm with the determination to develop the finest herd of cows in Lincoln county.

Today he has a herd of thirty Guernseys, all home born and bred, that have won more blue ribbons than any Guernsey herd in the county, that has included the Grand Champion aged cow, for the past three years, and that has won prizes not only in Lincoln county but at Marathon and Taylor county fairs as well.

Mr. Bade began breeding Guernseys as soon as he took over his farm. Even at that time his idea was to produce a high grade, pure raw milk for distribution to the consumers in the city of Merrill. As manager of Theilman's grocery department, he had learned of the value of such a product and the need of every person for it.

Guernsey milk is known as rich and wholesome, just about the fanciest article in the dairy diet. All of Bade's cows are tested for abortion and tuberculosis and he has kept them continually on the accredited list. He has never had an infected cow or one that reacted to the tests.

This fall Mr. Bade is remodeling his barns, installing all steel equipment and concrete floors. When he has finished he

will have one of the finest dairy places in the county, a real model show-place.

He delivers his Golden Guernsey milk to every part of the city, enjoying a nice trade.

Mr. Bade has been a successful pioneer in another agricultural field—that of the home raising of alfalfa for eight years. He was one of the first to experiment on this crop here.

THE HOME OF Golden Guernsey MILK and CREAM

We will guarantee our milk to be the richest in Butter Fat content obtainable in the City of Merrill.

Our cows are tested at regular intervals for contagious diseases and we never had a reactor in the herd, which assures you Healthy Milk at all times.

Drink GOLDEN GUERNSEY MILK for your HEALTH.

ADVANCE DAIRY

WILLIAM BADE & SONS

.....OUR SPECIALTY



An All-Electric Robbins Incubator hatches more and better chicks from the same number of eggs set. Bring in your custom hatching.

We specialize in White Leghorn Baby Chicks. Bred from selected flocks and guaranteed strong, healthy, and of good stock when delivered.

MERRILL HATCHERY



OUR POLICY... Clean Milk - Pasteurized

Our Heartiest Congratulations to the Merrill Daily Herald on its 25th Anniversary. May it carry on and prosper more with each year.

It is the privilege of Merrill View Dairy to serve more families . . . More Children . . . Than any other Milk Company in Merrill . . . And it is the pledge of Merrill View Dairy to always deliver milk that is always rich, pure, fresh and safe. It isn't just chance . . . there must be a reason . . . And there is a reason. We are not satisfied with just living up to standards set by the state. Merrill View Dairy has standards of its own over and above those regulatory requirements . . . and that is why this milk has a margin of safety, or an extra measure found in no other milk.

MERRILL VIEW DAIRY

THE WHOLE FAMILY GOES FOR DELICIOUS PLAUTZ PURITY ICE CREAM



Full of flavor because it is wholesome; because it is made from the finest ingredients the market offers.

ASK FOR PLAUTZ "DEERHEAD BUTTER," BY NAME.

PLAUTZ CREAMERY