



If You Could See What This Army of
Physicians Saw Yesterday at This Great Laboratory
and Creamery, You Would Forever After Insist on Getting

WHITE CROSS MILK



YESTERDAY'S excursion to the home of WHITE CROSS MILK was the second that has been made to this plant this year by Washington's most representative physicians. Each time the number in the party taxed the capacity of an entire special train. That these physicians first determined to inspect the WHITE CROSS MILK Company's plant demonstrated the extent of their interest in the question of pure milk. This second visit demonstrates their interest in WHITE CROSS MILK. These physicians are interested in the question of pure milk because they realize the part milk plays in their patient's daily diet and the precautions that should be taken to insure its absolute purity. They are interested in WHITE CROSS MILK BECAUSE OF ITS PURITY. Hence this visit.

WHAT THESE PHYSICIANS SAW

Briefly, they saw a mammoth, two-story building constructed entirely of brick, cement, and steel, extending eighty-eight feet on its own branch line of the B. & O. Railroad, and one hundred and thirty-two feet deep. The entire building is divided into various departments, each separated from the others by concrete walls, each department containing equipment for carrying out an integral part of the White Cross Method of Pasteurization and Concentration.

The visitors found something of interest in every department, the Receiving Room, Filtration Room, Concentrating Room, Automatic Filling and Capping Room, Bottle Washing and Sterilizing Room, Laboratory, Ice Plant (with a 17-ton daily capacity), and even the Engine and Boiler Rooms with their fire and dustproof doors that entirely separate them from the rest of the plant, eliminating all question of dust or dirt.

Human hands do not come in contact with any of the milk used in the WHITE CROSS process from the time it reaches the plant until it is delivered to the purchaser. All the filling, capping, and handling the bottles is done by machinery. Even the transferring of the cases of filled bottles from the Filling Department to the refrigerator cars is effected by means of gravity conveyors.

What Our Country Bottled Milk Means to You. (The Seven Essentials of a Pure Milk Supply)

- First. Milk from inspected and approved sanitary dairies.
- Second. Milk cooled to a low temperature immediately after production.
- Third. Milk bottled by machinery while perfectly fresh, in sterilized bottles, in a modern germ free plant, and under the supervision of the company's bacteriologist.
- Fourth. Milk shipped to the city in refrigerator cars.
- Fifth. Milk maintained at a low temperature until delivered.
- Sixth. Milk delivered to your door direct from the cars.
- Seventh. Fresh, pure, clean milk every day in the year.

If you are buying milk shipped from the country in ordinary cars, hauled to some local dairy and bottled in impure and dust laden city air, you are probably having some sour and some infected milk this hot weather. We can furnish you complete relief from this annoyance and danger.

While the WHITE CROSS MILK company particularly recommends WHITE CROSS MILK to all its customers, it supplies both pasteurized and unheated milk as well as the concentrated WHITE CROSS kind.

A great advantage of the pasteurized kind over all other pasteurized milk sold in Washington is the fact that it is pasteurized IN THE COUNTRY where produced, while perfectly fresh, and not after hours of deterioration, as is the case with milk pasteurized in the city.

Our Milk Is Sold at the Prevailing Price of Milk—8 Cents.

White Cross Milk Company

9th and N Sts. N. W.

PHONES: { North 1112
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