

**BROOKHILL... at the FAIR**

*and in* **YOUR HOME**



CERTIFIED MILK

VITAMIN D CERTIFIED MILK

BULGARIAN STYLE BUTTERMILK

ACIDOPHILUS MILK

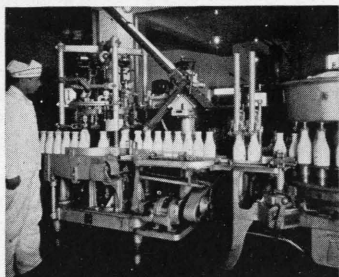
**C A M S**

## List of Active Brook Hill Dealers and Products Distributed

CITY	DEALER	PROD- UCTS	CITY	DEALER	PROD- UCTS
Chicago & Suburbs	All milk dealers	All	Springfield, Ohio	Springfield-Purity Dairy Co. Inc.	Ac.
Cincinnati, Ohio	Pine Hill Farms, Dr. C. C. Jones	Ac.	South Bend, Indiana	Reliable Dairy Company	Ac.
Columbus, Ohio	Moore & Ross, Inc.	Ac.	Waukegan, Illinois	Bowman & Wieland	All
Davenport, Iowa	Superior Dairy Co.	Ac.	<b>WISCONSIN</b>		
Dayton, Ohio	Dairy Products, Inc.	Ac.	Appleton	Appleton Pure Milk Co.	VD & Ac.
DeKalb, Illinois	DeKalb Dairy Company	Ac.	Beloit	Merrick Dairy Co.	VD & Ac.
East Moline, Illinois	Superior Dairy Co.	Ac.	Burlington	Bazal Creamery	All
Evansville, Indiana	Ideal Pure Milk Company	Ac.	Fond du Lac	Fountain City Dairy Co.	VD & Ac.
Ft. Wayne, Indiana	Eskay Dairy Co.	Ac.	Janesville	Merrick Dairy Co.	VD & Ac.
Gary, Indiana	Borden, Cloverleaf & Dixie	All	Kenosha	Milk Producers Ass'n	All
Hinsdale, Illinois	Natoma Farms	All	Madison	Kennedy-Mansfield Dairy Co.	All
Indianapolis, Indiana	Polk Sanitary Milk Co.	Ac.	Manitowoc	Manitowoc Dairy Products Co.	VD & Ac.
Louisville, Kentucky	Ewing-VonAllmen Dairy Co. Inc.	Ac.	Gridley Dairy Co. & Luick	Dairy Co.	All
Mansfield, Ohio	Axtell Dairy Co.	Ac.	Appleton Pure Milk Co.		VD & Ac.
Minneapolis, Minn.	Franklin & Northland	Ac.	Carver Ice Cream Co.		Ac.
Moline, Illinois	Superior Dairy Co.	Ac.	Progressive Dairy Products Co.		All
Muncie, Indiana	Rea Riggins, Inc.	Ac.	Sheboygan Dairy Products Co.		VD & Ac.
Peoria, Illinois	J. D. Roszell Co.	Ac.	Waukesha Dairy Co.		All
Rockford, Illinois	Rockford Dairies, Inc.	Ac.	Kleinheinz Dairy Co.		All
Rock Island, Illinois	Superior Dairy Co.	Ac.	Consumers Milk & Ice Cream Co.		VD & Ac.
Silvis, Illinois	Superior Dairy Co.	Ac.			
St. Paul, Minn.	Minnesota Milk Co., St. Paul				
	Milk Co., Sanitary Farm	Ac.			
	Dairies, Inc.				

Ac stands for Acidophilus Milk  
VD stands for Vitamin D Certified Milk

## Sunlight for You and Your Family



The Brook Hill Bottling Room

Every drop of milk you have seen produced at the Brook Hill Century of Progress Exhibit is Vitamin D Certified Milk. That is because Brook Hill believes this product is very important to everyone.

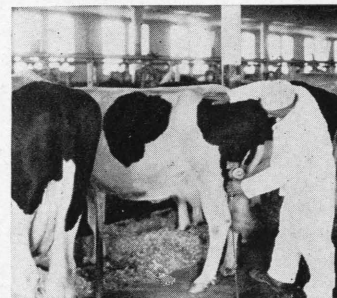
But important as Vitamin D Certified Milk is, the fundamental principles of **Certified Milk** are even more momentous. Of course, each cow must be perfectly healthy and Brook Hill Certified Milk must be scrupulously clean.

The technique of dairying is so well understood that nothing more need be said on this point. Brook Hill Certified Milk is **more** than the fine, wholesome food that all milk is. Brook Hill Milk has greater nutritional value!

Here is why. For example, consider the Brook Hill hay-drier.

This is a machine which takes green, moist hay, freshly cut from the fields, and in a very few seconds, completely "cures" it. Field-cured hay, lying

Every Cow is Kept Groomed



CERTIFIED MILK

VITAMIN D CERTIFIED MILK

BULGARIAN STYLE BUTTERMILK

ACIDOPHILUS MILK

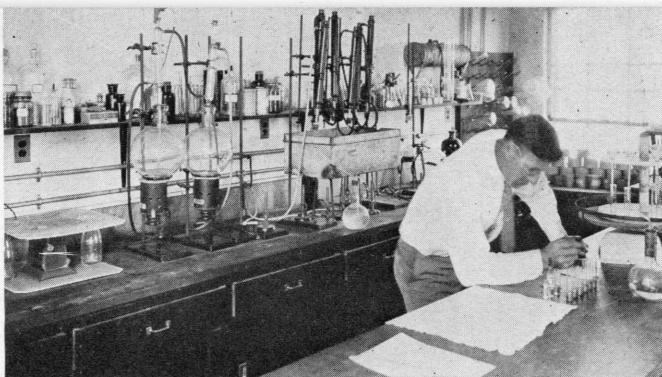
C A M S



as it does for days exposed to the wind and the air, loses, through oxidation, most of its Vitamin A content. When artificially dried in the Brook Hill hay-drier, the Vitamin A content is retained. So, when Brook Hill hay is fed the cows, they in turn, transmit more Vitamin A to their milk.

This is just one thing that Brook Hill does to make Brook Hill Milk of greater food value. There's a most interesting booklet which tells of more methods to increase other nutrients. It's yours for the asking. Just write to Brook Hill Farm at Genesee Depot, Wisconsin, and it will be sent to you.

Brook Hill Vitamin D Certified Milk contains 160 Steenbock units (432 new U. S. P.) per quart. The irradiated yeast feeding method of production was chosen by Brook Hill because it is a perfectly natural



The Brook Hill Chemical Laboratory

method giving much greater clinical effectiveness per quart than any other Vitamin D milk.

And what is more—the taste is delicious!

You can get Brook Hill Vitamin D Certified Milk and Brook Hill Certified Milk in any of the cities shown in the

list of distributors on page two. Other cities have other good Certified milks. Order Certified milk from your dealer when you get home.

### ***The Most Delicious Buttermilk***

The Brook Hill Bacteriological Laboratory worked and experimented for years to develop the most perfect cultured buttermilk that anyone could make. Brook Hill scientists found the answer in Brook Hill Bulgarian Style Buttermilk. Hundreds of users have

told us that we have found the most delicious flavor they have ever known. Contains 2% Butterfat.

Cool, invigorating, delicious, Brook Hill Bulgarian Style Buttermilk is a marvelous thirst-quencher and a most healthful beverage. Call your milk dealer and have him deliver it to your home.

### ***Yours For a Better Digestion***

Did you know that medical research workers have found that many of the common digestive and intestinal troubles are caused by one type of germ? It's true,—and what is more, many of the rarer and more serious digestive illnesses come from this same source. The name

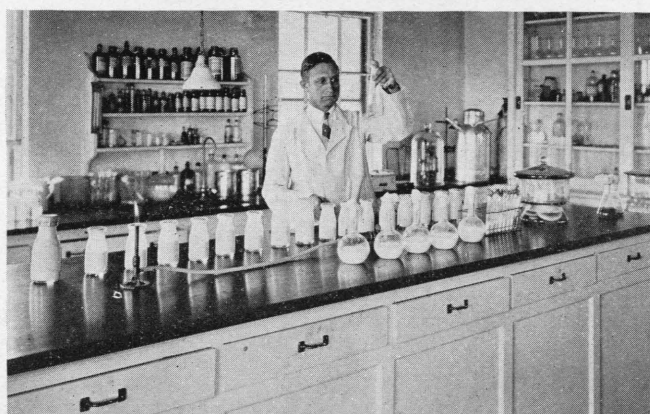
of this germ is "b. coli." Among the commoner troubles, let us consider constipation as an example. Here is how it often starts:

B. coli is always found in great numbers in the intestinal tract. These germs attack the food in its passage through the tract. They cause the decay of food, rather than permitting normal digestion. The products of decay are poisonous. They slow down the nerves that control intestinal action. The result is constipation.

Many other afflictions arise from this source. Colitis, arthritis, intestinal stasis, diarrhea, high blood pressure,—all may be caused by intestinal poisoning.

But the research workers found another fact. Also in the intestinal tract there sometimes

The Brook Hill Bacteriological Laboratory



**BULGARIAN STYLE BUTTERMILK**

**ACIDOPHILUS MILK**

**C A M S**

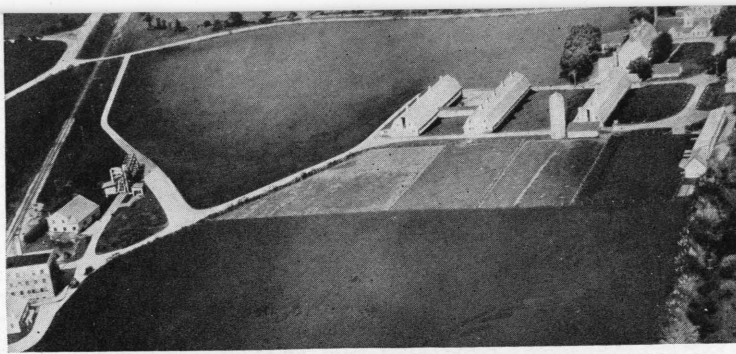
grows a friendly organism. This is called *b. acidophilus*. Nature intended that it should always be there, for it offsets the destroying action of *b. coli*. But unfortunately, poor dietary habits and improper foods

diminish the number of acidophilus organisms until, in most cases, none remain. Then poisoning begins.

The friendly *Acidophilus* health-agent can be grown in milk if it is done under careful laboratory supervision. Literally billions of them will be found in a quart of *Acidophilus* Milk. When this milk is consumed, the acidophilus organisms re-enter the intestinal tract and the putrefactive germs are driven out. Thus the poisoning stops. Health returns. *Acidophilus* again holds sway as Nature intended it should.

Brook Hill *Acidophilus* Milk has a taste very much like a delicious buttermilk. It also contains 2% Butterfat. You can get it through your milk dealer.

If you plan to use it to correct a digestive trouble of seriousness, be sure to consult with your physi-



The Main Brook Hill Plant at Genesee Depot, Wis.

cian. He is qualified through training and experience to direct its usage in the best way for you. Brook Hill was the first commercial producer of *Acidophilus* Milk in 1923. Distribution thru the leading milk

dealers in the larger cities of six states has been continuously maintained through fresh daily shipments.

### ***What CAMS Are . . . . What They Do***

CAMS are a concentrated form of *Acidophilus* Milk. They are put up as a chocolate covered candy. They give the user all the benefits of the *Acidophilus* health-agents, in a compact, convenient and delicious form. An average week's supply comes in each box.

A candy? Yes! And as delightful as any found in the most expensive box of chocolates, and yet, as scientific a product and as carefully prepared as the most delicately balanced prescription.

Rigid cleanliness prevails in every step of manufacture. Experienced bacteriologists control the

most minute phases of production. CAMS are wholesomely fresh and clean, as are all Brook Hill products.

For those who live outside of the channels of the Brook Hill distribution system CAMS are recommended, for they can be sent to the user by mail. For those who are traveling, or for those to whom the buttermilk flavor of *Acidophilus* Milk does not appeal, CAMS will be found especially valuable.

Cams are given Wisconsin statewide wholesale distribution by The Roemer Drug Co., Milwaukee.

### ***Brook Hill At the Fair***

The foresight and energy of a young Wisconsin dairy farmer, Howard T. Greene, has resulted in the Brook Hill Certified Milk exhibit at the 1934 Century of Progress.

Located at 34 St. and Lief Erickson Drive, this modern model of a complete Certified Milk plant has been brought to the Fair so that you may see the effort and investment necessary to provide the finest dairy products for daily delivery by your milkman. This demonstration

shows the value of using more dairy products. Be sure to have your lunch at the Brook Hill Milk Bar and Luncheonette.

Some of the leading manufacturers who have helped make the Brook Hill exhibit a reality are: Starline Stables, DeLaval Milking Parlor, Cherry-Burrell Dairy Equipment, Portland Cement, General Electric Sunlamps, Arcady Wonder Ration, Standard Cap and Seal, Liquid Carbonic Milk Bar, Standard Brands Inc. Irradiated Yeasts and Wacho Strip Cap.

### ***For Further Information***

Space does not permit a complete description of any of the Brook Hill products. Complete booklets about each product are waiting to be sent to you. Just fill in the attached post card with your name and address and indicate the Brook Hill product you would like to know more about. Drop it in the mail (there is no stamp needed) and your booklet will be sent to you immediately. Why not fill in the card now while you are thinking of it?

Cams are Attractively Packaged



**CAMS**



