

PRINCE ALBERT

the national joy smoke



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By
R. J. Reynolds
Tobacco Co.

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PASTEURIZATION GREATEST NEED

(By DR. A. A. FOULKE)

In the last article we noted that decency demands that milk be clean and that cleanliness has a market value.

Mr. French, one of our milk dealers came to me and said that he stood ready to do his best for pure milk. I believe that Klamath Falls has conscientious milk dealers and I am not condemning our milk supply. I save our milk in pure and cleaner than most small cities. Reports are not unfavorable.

I will give reports from the State laboratory on the analysis of our milk. A simple test for dirt is to strain milk through a thin layer of cotton and note discoloration. Of course visible sediment in milk which has stood for two hours is sufficient reason to justify condemnation.

I told Mr. French that this fight for pure milk was for the producer as well as the consumer. When the public knows that they can buy milk that will not give them or their children consumption, septic sore throat, typhoid fever, scarlet fever, diphtheria and other diseases, then they will certainly pay 2 or 5 cents per quart more for such milk. Two years ago we had an epidemic of typhoid fever more from the milk supply as many of you recall. What if you were to lose your boy or your girl from tuberculosis or typhoid

fever contracted from some dirty milk? It is high time that you protect the health and life of your child and not jeopardize your boy or girl further by feeding them dirty raw milk.

Milk is the cheapest food you can buy when you recall that a quart of it is equal to 8 eggs or two pounds of chicken. Don't buy cheap milk. Market price should be based not only on richness in butter fat but first of all on cleanliness.

Cleanliness distinguishes humans from hogs. Cleanliness adds pleasure and appetite to food.

I must digress enough to ask you to remember clean-up day. The common council of your town has set Nov. 7th for a general fall clean up of your homes and premises. We had one last spring, but you know the price of health is eternal vigilance. It would be well if we had a junk dealer to buy everything that had value to it. It would help us to clean-up.

Note well, Mr. Reader, in returning to our subject that milk is the most dangerous food that you consume. Annually, thousands of babies are ushered to premature graves because of impure milk. Others journey through life maimed and injured from its actions. Tragedies which many of us in our ignorant bliss took upon without concern.

I have left at the Herald office a number of pamphlets from the U.S. public health service on "Safe Milk" call and get a copy.

By centrifuging milk, dirt can be thrown down. About a pound of dirt can be obtained from 6,000 quarts. This equals in New York's city supply 333 pounds daily; or one ton of dirt a week. This dirt consists of dust, hay, cow feed, cow bedding, cow manure, hairs, mud, insects, bacteria, udder waste, blood, pus, etc. etc.

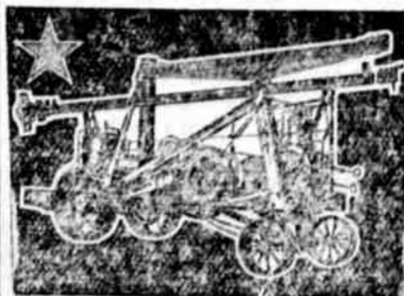
Now I have come to the most important part of the whole matter. The part that has prompted me to take up this pure milk question.

The one thing that I wanted to say, and that is this: Pasteurization is the only guarantee.

First milk should be clean, for it adds to the decency of all milk, raw or pasteurized. Pasteurizing even dirty milk would make it safe but it would be indecent because it is filthy.

Pasteurization consists in heating milk to such a temperature for such a length of time as will destroy the most bacteria with the least damage to the milk itself. There are a number of good temperatures and periods for pasteurizing milk without affecting its food value and with a guarantee that the bacteria of disease will be destroyed. In practice 145 degrees F. for 30 minutes has been agreed upon as best.

Next article will take up why milk should be pasteurized and will answer all the old objections that have been made against pasteurization. A town this size should have three grades of milk. Ordinary raw milk which is not safe, certified raw milk which is better, but not safe, and pasteurized milk which is safe and the best milk to buy.



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UKRAINE RISINGS REPORTED SERIOUS

LONDON, Oct. 29.—A wireless dispatch from Moscow reports that risings have occurred throughout Ukraine against the forces of Denikine. Large bodies of troops under Gen. Petulra are joining the "red" forces.



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