

## THE MILKY WAY

THE MILK FOUNDATION

PRESENTS

THE MILKY WAY

NORTHERN ELECTRIC

WIDE RANGE

RECORDING

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AN ASSOCIATED SCREEN PICTURE

*Thousands of dairy farms lie scattered across Canada from the Maritimes in the East to the blue Pacific. To the shores of the new world came sturdy pioneers from England, Scotland, and the other countries of Europe. With them, they brought their cattle: the breeds best-known in their own land. Now, just as Canada has been settled by a man of many nationalities, so are the dairy farms stocked with different breeds of cattle. Each breed has its own outstanding characteristics and quality.*

*From the Channel Islands, comes the famous Jersey and the equally well-known Guernsey. These imports are known the world over for their rich and creamy milk. The Ayrshire from the banks and braes of Scotland, and the Holstein from the lowlands of Holland are the mass producers of the dairy industry. The Shorthorn, champion of the beef cattle world, also contributes its share to the Milky Way. The French Canadian, a hardy native of Quebec, is a truly Canadian breed.*

*The cows browse in green pastures by quiet streams. Rich grasses and grains and cool spring water form the essential diet to produce rich milk. Dairy men with a selective market that required rich creamy milk imported and raised Jerseys. These graceful little animals came from the Isle of Jersey. The sable coat and keen eye make them a picture of beauty: truly the dainty debutantes of the cow family.*

*From another of the Channel Islands comes the Guernsey to grace the meadows of Canadian dairy farms. In quality of milk, the Guernsey is indeed a worthy neighbor to the Jersey.*

*The calves are the future producers of the breed and as such, they're carefully raised. These early days in the pasture may be the making of future champions of the show ring or great milk producers supplying the needs of man. World champions are bred under the dairy business to make profitable returns for their owner.*

*And here is the daddy of them all. Dairy men feed their cows scientifically to provide them with the food elements needed to produce a rich, full flow of milk. Red clover, rich in vitamins and nitrates is highly important. Fields of green alfalfa fall under the knife of the mowing machine. This is dried and stored away for winter months when the fields are white with snow. The dairy farmer has studied the diet of his herd. He has discovered that the elements of their food must come from the soil. Rich grasses and grains draw the essential minerals and other elements from the earth. When eaten and digested by the cows, these are compounded into milk. Containing all the elements necessary to sustain man or beast, milk can truly be called: "nature's most perfect food."*

*The hay is drawn away and stored in barns. All the flavor and the taste are saved up for the wintry days to come.*

*The golden grain is harvested with binders. In the prairie provinces, tractors and combines cut and thresh the grain in one operation. On the larger ranches, threshing is done by huge threshing machines.*

*The various grains are mixed to give a balanced diet ensuring the quality and quantity of milk production. Tall rows of corn stretching for acres provide a rich and a juicy winter food. Both the stalk and the ear are harvested. The entire crop is put through a mechanical corn cutter which chops the stalk and ears into small pieces. These are blown into the silo.*

*The Ayrshire is a bonny Scot and a breed popular with Canadian dairy men. Thrifty harvesters of nature, they graze in grassy fields as their ancestors did in Scotland.*

*In the late afternoon, nature tells the dairy cow it is time for milking. It is time for her to give bounteously to Man. The milk which she has that day stored, will help to build up health and bodies. Milking time comes every morning and evening. The joy of every boy on the farm is to bring the cattle home from the pastures for milking. To old Dobbin it means the end of the day's work. His day in the field is over.*

*Waiting at the gate, the cows are placid and patient. Their lives run like clockwork. They know they must wait their turn to be taken into the airy, sanitary, well-lighted barns. In cement stalls, each with its individual drinking cup and fresh bedding on the floor, the cows are fed their grains and concentrates.*

*Before milking, the cows are brushed down. The udder and the teats are thoroughly cleaned with a mild disinfectant. Most dairy herds are milked by hand. A skillful milker can milk from 8 to 10 cows an hour. He washes and dries his hands before milking, and wears a washable suit.*

*All utensils used in milking are thoroughly sterilized and precautions are constantly taken to ensure cleanliness. The pails are covered as much as is practical.*

*The milk from each cow is weighed separately. Individual records are kept and these tell the yearly story of the herd. In one year, an average dairy cow produces from 4 to 6 times her body weight in milk: this is more than enough to supply 10 people with milk every day of the year.*

## END OF PART I

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*More than half the total dairy cattle in Canada are the familiar black and white Holsteins. Originally imported from Holland, they have been developed into a very hardy breed. Individual cows producing more milk than those of any other type. The Holstein is truly a star in the Milky Way to health and beauty.*

*Quantity production means more milk, but it also means more milkers, so the inventive mind of man has devised an almost human machine to do the milking. Cheap electricity for the farmer supplies the power. As always, the dairy men wash the flanks and clean the teats and udders of the cows before milking starts. Cleanliness is the watchword of all dairy men.*

*Standing in their clean, dry stalls, the cows contentedly munch a balanced feed of concentrates. The diet is specially designed to keep them healthy and give them more of the essential elements necessary for good milk. The milking machine is strapped around the cow's body. A rubber cap is slipped over each teat. Then, by means of vacuum suction, the cow is milked with an action very similar to that of hand milking. One great advantage of this machine is that the milk flows into a completely sealed container.*

*When each cow is finished, the milk is filtered into large cans and taken at once to the milk house. This is usually a separate building with concrete floors, smooth walls that can be cleaned easily, and lots of light and air. All doors and windows are screened. At the cooler, the milk trickles over a series of pipes. Cold water is circulating inside the pipes and brings the temperature of the milk down under 50 degrees Fahrenheit. The milk runs into eight-gallon cans which have been returned from the city milk plant thoroughly sterilized. As each can is filled, it is sealed. The sealed cans are placed in a refrigerator awaiting shipment to the city plant. Milk must be properly cooled to maintain its quality and delicate flavor.*

*When milking is finished, the cow's job is done, but not the dairy man's. He still has a real chore ahead of him for all utensils must be washed and sterilized. The milking machine is taken completely apart. Each separate part is washed in disinfectant solution and scrubbed*

*thoroughly. After rinsing in water, the parts are hung on racks to dry and air. Everything is left ready for the next milking.*

*From the dairy farms, the Milky Way flows on to the distributing centers. Huge refrigerator trucks pick up the individual farmers' milk.*

## BINKLEY BROS. LIMITED REFRIGERATOR LINE

*Each night and morning, the highways of the dairy districts rumble with the passing of trucks carrying milk to the cities. At the city dairies, long lines of trucks unload their precious cargoes of milk. The cans are rolled into the dairy, the seals are broken, and the cans pass along to the dumping vats. The cans are dumped by trained men who can detect any foul odor by smelling the lid of the can. The odor of milk is important because it indicates flavor. Fresh sweet milk of fine flavor has an odor easily recognized. Each shipment is weighed and sampled. From the sample, the butterfat content is obtained by laboratory tests. At the end of each month, the daily weights are added and from this total a farmer's paycheck is determined.*

*The milk is cooled again in huge continuous coolers to 45 degrees. It then goes to glass-lined storage tanks, ready for the pasteurizer. Pasteurization is the first major process in the milk plant. The milk is first pre-heated and filtered. It is then heated in the pasteurizer: sanitary tanks where the milk is agitated gently during the process of heating. A temperature of 142 degrees is reached and held for half an hour. Pasteurization kills any harmful bacteria which might happen to be present, but the process does not affect the food value or the flavor of the milk.*

*From the pasteurizer, the milk flows through a cooler where the temperature is lowered very quickly to about 34 degrees. A continuous stream of sterilized bottles comes from the bottle washing machine. At the automatic bottling machine, the bottles are quickly filled and sealed. As each bottle leaves the machine, it is inspected to make sure it is properly filled and capped. A moving conveyor takes cases of filled bottles direct to the refrigerator room.*

*Every step of the way, your milk supply is safeguarded. Samples undergo keen laboratory examination by trained technicians. There are tests for bacterial count to ensure the upmost in dairy sanitation. Tests to indicate the keeping qualities. Tests to determine butterfat content, and other solids contained in the milk. Strict inspection of all dairies and farms by federal, provincial and city health departments makes milk safe for all.*

*The milkman picks up his load at the refrigerators every morning and through fair weather or foul in the wee small hours of the morning, his spotless wagon and well-groomed horse maintain the daily supply of milk.*

*Milk is the foundation of champions. Champions of the racetracks where speed and endurance are essential. Champions eager to win with straight, strong limbs, fine bones and keen alert brains. As colts, these champions were raised on milk: nature's own bodybuilder. The builder of champions.*

*Athletes of track and field, champions of international meets, highly trained for stamina and speed derive rich benefits from milk. Strong men, idols of the human race train on the milk which contains all the bricks to build a tower of strength. The grace and rhythm of beautiful bodies as they cut through the water bears another tribute to the unequalled health-building qualities of milk.*

*The pursuit of happiness and the joy of living are natural adjuncts to perfect health. The man of steel with steady nerve, keen eye and well-coordinated mind and muscle developed from the boy who received from milk the essentials to these accomplishments. With a swift march of progress, there has developed a new race of young men who have conquered the elements, men of daring and keen precision, of young women with nerve, while looking forward as the young boy with ambition preparing for his future. Timing and skill and a performance that doesn't allow for mistakes makes a proper diet essential. The body of any man or woman of action must be built on a strong foundation, on milk. The vitamins, proteins, and other properties in milk will stimulate vitality and build up body resistance to all forms of disease. Fathers and mothers who want their boys and girls to be strong men and lovely women will see that the little folk have all the milk and dairy products they can use. Follow the Milky Way to beauty and health.*

THE MILKY WAY

THE END

A MILK FOUNDATION PRESENTATION

AN ASSOCIATED SCREEN PICTURE

Transcript: Thibault Riegert