

CARE OF DAIRY UTENSILS

By John M. Scott, Florida Agri. Experiment Station

Cleanliness should be the motto of everyone who handles dairy products. One of the main sources of greatest contamination is the pail or other vessel in which the milk is received. This is due to the lack of proper cleaning. If the dairy utensils are properly washed and thoroughly cleaned twice each day, it will add greatly to the keeping quality of the milk and butter. Perhaps the point in which we most frequently fail is in the washing of the cans, strainers, and bottles used in the dairy. One has often heard it said that it is hard to wash vessels that have contained milk. So it is, but only if it is not done in the right way.

Clean Water

The water used for washing must be uncontaminated. This precaution no dairyman can afford to neglect. In many instances where typhoid fever has appeared, the source of the disease has been traced through the milk to the water used in cleaning the dairy utensils. The milk was only the distributing agent, but the typhoid germs multiplied rapidly in it. Other germs, besides those of typhoid, may be carried in the same way. Hence the necessity of using pure water for cleaning all vessels.

Washing Dairy Vessels

All vessels should first be thoroughly rinsed with cold or warm—not hot—water, to remove all traces of milk; and then scalded with boiling water, which destroys the germs. Sterilizing with live steam is the best method of destroying germs. Although this is not practicable on all farms, yet every dairyman can do the next best thing, and that is to boil all the vessels for a few minutes. This requires a boiler large enough to receive the largest vessels. When removed from the boiling water, the vessels should be set upside down, in a place which is free from dust, and quite clean. The vessels are placed upside down so that they may drain thoroughly.

If vessels are first washed with hot water, the heat causes the albumin in the milk to coagulate and stick to the sides. As a result the vessels will be greasy and sticky, and when in this condition they are certainly hard to clean.

Frequently, on removing the vessels from the boiling water, they are wiped with a cloth that is teeming with millions of germs. When vessels are wiped with such a cloth, more germs are usually left in the vessels than are removed. The boiling of the vessels is not for the purpose of removing dirt, but to destroy germ life. Hence, after boiling, the vessels should not be wiped, but set to drain dry.

The glassware used in the dairy should be washed in the same way. However, the glass vessels may be thoroughly dried outside and inside with a clean cloth, after being removed from the hot water. This must be done while the vessels are still warm, and will give the glass a bright and clear appearance, otherwise it would appear dull and cloudy. These vessels can then be sterilized by heating in the oven. This wiping is not necessary if a steam sterilizer is used.

Keeping the Vessels Clean

The vessels are often set down in a haphazard way and without any thought of keeping them clean. They must not be kept in the barn or cow lot where dirt is being blown about, and where the animals may get at them. Neither should they be kept in a room that is used for a general storeroom. Their proper place is in a room used for dairy utensils and for nothing else, where they can be protected from dust and other impurities. They should always be covered or inverted, after cleaning and drying, so that no dust can get in.

Sunning Dairy Vessels

If the vessels are cleaned as directed, and sterilized by boiling, there is no need to sun them. But half-cleaned greasy vessels breed bacteria in the dirt, and their condition can be improved somewhat by sunning them. Sunlight destroys many of the organisms which cause the souring of milk. An exposure of an hour and a half each day would not be too much. A room with a southern aspect is best for this, if it has a large double window admitting plenty of sunlight. It is not uncommon to see the dairy utensils set out on the wood pile to sun. This method is usually worse than no sunning at all, as the vessels catch dust laden with germs. The vessels are sometimes turned upside down when sunning. When placed thus little benefit is derived, as it is the inside of the vessels that needs the sunlight and not the outside.

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ABOUT ADVERTISING—NO. 6

If It Fits You Wear This Cap

By Herbert Kaufman

Advertising isn't a crucible with which lazy, bigoted and incapable merchants can turn incompetency into success—but one into which brains and tenacity and courage can be poured and changed into dollars. It is only a short cut across the fields—not a moving platform. You can't "get there" without "going some."

It's a game in which the *worker*—not the *shirker*—gets rich.

By its measurement every man stands for what he *is* and for what he *does*, not for what he *was* and what he *did*.

Every day in the advertising world is *another* day and has to be taken care of with the same energy as it's *yesterday*.

The quitter *can't survive* where the *plugger* has a ghost of a chance.

Advertising doesn't take the place of business talent or business management. It simply tells what the business *is* and *how* it is managed. The snob whose father *created* and who is content to live on what was *handed* to him can't stand up against the man who knows he *must build for himself*.

What makes *you* think that *you* are entitled to prosper as well as a competitor who *works twice as hard* for his prosperity?

Why should as many people come to *your* store as patronize a shop that makes an endeavor to *get* their trade and shows them that it is *worth while* to come to its doors?

Why should a newspaper send as many customers to *you* in *half* the time it took to fill an establishment which advertised *twice* as long and *paid twice as much* for its publicity?

This is the day when the *best* man wins—after he *proves* that he *is* the best man—when the *best* store wins, when it has shown that it is the best store—when the best *goods* win, after they've been *demonstrated to be* the best goods.

If you want the *plum* you can't get it by lying under the *tree* with your mouth open waiting for it to drop—too many other men are willing to climb out on the limb and risk their necks in their eagerness to get it away from you.

It is a *man's* game—this advertising—just hanging on and tugging and straining all the time to *get* and *keep* ahead. It is the finite expression of the law of competition which sits in blind-folded justice over the markets of the world.

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"That Which Is Worth Having Is Worth Advertising For"

The old adage that what is worth having is worth asking for is still true—true of the more intricate life of today.

The thing you want—whether it is a used piano or a home, whether it is a ready-made business or a lost pocket-book—is obtained readily through advertising, and with difficulty, or not at all, through other means.

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