

## DAIRY DISTRIBUTORS MILWAUKEE PLANT

**A** PUBLIC reception was held during the afternoon and evening, November 13 and 14 at the new dairy plant erected by Dairy Distributors, Inc., Co-operative, at 1617-1633 E. North Ave., Milwaukee 2, Wis.

Refreshments were served, souvenirs distributed to the children and adults registered for remembrances. Conducted tours of the new plant were made on both days, and continuous entertainment planned for evening celebrations, including music, displays, movies and vaudeville acts.

Built at a cost of approximately \$500,000 under the direction of Contractor Edward J. Steigerwald, who has constructed other dairies in this state, the new plant covers an area of 11,500 square feet and includes a combination retail store and ice cream bar. First structure to

occupy the site at E. North and Bartlett Aves., it is thoroughly modern in style, with concrete construction, glass block outside wall panels, and thermopane windows. Thermopane is a material that has been used for "picture" windows; its interior vacuum prevents collection of moisture or frost.

Stainless steel, used in the manufacture of milk and cheese vats and other equipment, as well as doors and jambs, insures easy cleaning and maximum sanitation. All floors and walls are tiled, and the boiler room uses oil firing which eliminates coal and ashes. Fluorescent lighting is a feature in all departments.

The new dairy can process 160,000 pounds of raw milk per day. Its facilities make it possible to "bottle" milk in cartons as well as glass. A new short time pasteurizing system heats



milk to 161 degrees Fahrenheit and holds it at that temperature for 15 seconds, for processing on a continuous basis. Cold wall type holding tanks cool the milk without exposing it to the air or to other machinery.

A 687 foot wall, dug inside the building, provides rapid cooling of milk after pasteurization, an important factor in preventing bacterial re-growth. Well water, colder than city water, is more effective for this purpose.

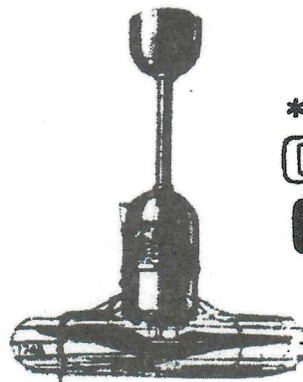
The dairy's modern laboratory depends on radiant floor heat to prevent circulation of bacteria, and on ultra violet lights to sterilize the air. Its ventilating system may be shut off for extreme accuracy of bacteria counts.

Most of the piping is enclosed in wall shafts, which also serve as ventilators. The offices are air conditioned and the plant itself is equipped with a special blower system that dehumidifies the air.

Dairy Distributors, Inc., Cooperative, was founded in Watertown in 1921 under the name Watertown Milk Cooperative and first distributed bottled milk there in 1932. Fifteen years ago a direct marketing organization was formed in Milwaukee, under the present name.

The cooperative, which began with only one milk route in Milwaukee, today operates 48, selling directly to the consumer nearly 1,500,000 pounds of fluid milk per month. In addition the firm manufactures and sells its own ice cream and other dairy products.

The old plant, at 1609 E. North Ave., will be retained by



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\*Reg. U. S. Pat. Off.

Est. 1900

**REYNOLDS**  
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2618 W. Congress St.  
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Dairy Distributors for storage space. Officers of the firm are John C. Schuman, president and general manager; August W. Tietz, vice president, and George Heiser, Jr., secretary and treasurer.

### **Land O' Lakes Begins New Building Program**

Ground is now being broken for the construction of a large, modern building to house the executive offices of Land O' Lakes Creameries, Inc., 2201 Kennedy St., N.E., Minneapolis 13, Minn. The new building, adjacent to the main Land O' Lakes plant, is expected to be ready for occupancy in July, 1948.