

1959 Clover Farms Flyer

Ziegler-Clover Farms Dairy was the first to bottle milk in Berks County. J. C. Ziegler became the first to bottle milk in Berks County during February 1902, delivering about 50 quarts a day. Previously standard practice was to dip milk from a can directly into whatever receptacle a customer brought to the wagon. Some years later milk bottling machines were developed and put to use such as the one shown here.

Your ultra-modern Ziegler-Clover Farms Dairy utilizes the latest, most sanitary equipment as represented by this automatic "production line" device. One machine fills and seals up to 100 quarts every minute for the Carriage Trade. During the entire process these sterile bottles are untouched by human hands.

Ziegler Clean Milk was delivered to homes by horse and wagon like the proud combination pictured here. In 1911 Mr. Ziegler was the first in Reading to deliver pasteurized milk exclusively in sterilized bottles.

About the time of World War I, Ziegler's became the first dairy in America to publish a full-page newspaper ad. It appeared in The Telegram and News-Times as a pioneer effort to sell the health advantages of pasteurized milk. At this time Ziegler's Clean Milk sold for no more than other dealers were charging for raw milk. These are some of the route men who served Ziegler's 8000 customer families.

As the business grew and prospered, Ziegler's modernized the old build at 3rd and Washington Streets, in Reading, PA. Horse-drawn delivery vans and depot wagons gave way to early motorized equipment...forerunner of the strictly modern refrigerated fleet operated by Ziegler-Clover Farms from its recently expanded plant along the Pottsville Pike.

Early in the century this was the "last word" in dairy plant equipment...a far cry from the ultra modern facilities now serving the Carriage Trade customer of Ziegler-Clover Farms Dairy.

THE MILK HOLDING TANK keeps just-delivered milk at a constant temperature of 34 degrees while awaiting processing. Actually it is a huge, stainless steel "thermos bottle". Also shown is the Separator, which channels milk into one reservoir and cream into another.

PASTEURIZATION is accomplished by bringing Clover Farms milk quickly to high temperature for just 16 seconds...then cooling it to 34 degrees before bottling. Modern high temperature, short time pasteurization retains all the farm-fresh natural flavor of the milk.

THE HOMOGENIZER exerts over a ton of pressure to break up the cream drops and suspend them permanently throughout the milk for extra rich flavor and easy

digestibility. Homogenized, pasteurized milk with Vitamin D added is by far the best seller in Clover Farms' complete line.

STERILIZING 120 BOTTLE PER MINUTE is a six-part operation. It includes a strong caustic soak, high-pressure caustic rinse, semi-fresh water rinse and two fresh water rinses, all at 100 lbs. Pressure, followed by a final chlorine sterilizing rinse.

NOW IT'S READY FOR YOU! Completely processed Clover Farms milk is automatically bottled by this Filler machine. Up to 100 sterilized glass bottles per minute are filled and capped without being touched by the operator, even when he removes bottles at the end of the production line. All the healthful goodness is now "sealed in".

FROM A FLAT CARDBOARD BLANK the "Paper Bottler" forms a milk carton, dips it in wax, fills and seals it...the most complex single-machine operation in a modern dairy. In bottles and in cartons, Clover Farms milk is available in stores everywhere throughout Berks county.

A HUGE NEW REFRIGERATOR was provided as a part of the Ziegler-Clover Farms' rebuilding program. Here Clover Farms milk and other dairy products are stored briefly at constant 34 degrees while awaiting delivery.

HIGHEST QUALITY STANDARDS for Clover Farms milk are further assured by our own strict laboratory control. Trained technical personnel continually test the product by every method known to modern dairy science. Another important reason why Clover Farms milk is so pure and healthful, so rich and flavorful...it's the choice of the Carriage Trade.

The Clover Farms brand was born in this original building at the Grant Avenue site in 1937. Its outlines were lost by "building-on" operations prior to the overall reconstruction accomplished in 1958.

BY THIS SIGN you shall know them. The familiar and colorful Clover Farms insignia at the entrance to a farm lane identifies the owner as a milk producer for the Clover Farms Dairy. It means he has qualified as one of the very best in the East. Many Berks dairy farmers have sought this honor for years...but have failed to meet the dairy's rigid high standards.

TANK PICKUP AT THE FARMS is standard procedure. Fresh milk is deposited immediately into refrigerated, stainless steel tanks at the farms. It is transferred into similar refrigerated tanks on Clover Farms milk transport trucks and delivered into refrigerated holding tanks at the dairy...where it is processed at once. Swift handling is possible because Clover Farms milk comes from nearby local farms, assuring strictly fresh dairy products for the discriminating Carriage Trade.

THE FINAL STEP...prompt and efficient delivery of Clover Farms' top quality product to your refrigerator by courteous and accommodating route men.