

STERILIZED MILK

TRADE MARK REGD

"To prevent disease is the most important aim of the science and art of medicine."—
SIR WM. JENNER.

A REVOLUTION IN THE MILK SUPPLY.

678 Yonge St., Office and Laboratory of the
Sterilized Milk Company.

TORONTO, 1891.

To the Milk Consumers of Toronto :

As is well known, the milk which is supplied to you by your dealers, however pure and excellent it may be, lacks two characteristics : —

- (1) It is *not of a guaranteed standard quality* as regards the butter-fats and other nutritive solids it contains.
- (2) It is not *physiologically pure* ; that is it *may* contain, and in the great majority of cases, it *does* contain, the germs of tuberculosis (or consumption) and other dangerous diseases.

There is only one way of being certain that milk is of standard quality and physiologically pure ; that is (1) by *daily testing it*, and (2) by *sterilizing every particle of it* that is used.

The process of sterilizing milk for domestic requirements is a new one, which we control. We have established a laboratory for the purpose, and are prepared to supply you with milk for daily use, (1) *physiologically pure*, that is, *free from all disease germs of every sort* ; and (2) *of a standard quality of excellence* as regards butter-fats and other nutritive solids, this standard of excellence being attested daily by the certification of a competent analyst. Moreover, our prices will be no higher than those now paid by you for common bottled milk obtained from ordinary dealers.

We invite you to write, telephone, or call upon us for further particulars.

THE STERILIZED MILK COMPANY,

TELEPHONE 3760.

678 YONGE STREET, TORONTO.

REASONS WHY Milk Should be Sterilized.

1. It is a fact well-known to scientists, and all who have given attention to the subject, that milk in its natural state, as supplied from the dairy, is frequently laden with disease germs. The medical profession are all aware of this, and are unanimous in recommending, whenever possible, sterilizing the milk as a means of destroying these germs.

2. Among the diseases, in addition to tuberculosis, which are induced by the use of milk in its natural state, are typhoid fever, scarlet fever, diphtheria, and cholera infantum; and when these diseases become epidemic, it is frequently because of the use of milk obtained from diseased cows. Lately, in the north of London, England, 264 persons afflicted with diphtheria had the cause of the disease traced to the use of milk obtained from cows affected with garget.

3. To examine all the cows that supply milk to large cities is practically impossible; so that if any of the cows which furnish a city's milk supply are diseased and the milk is not sterilized, the disease germs are transmitted from the animals to man, and there is danger, moreover, of the disease becoming epidemic. Few cows are absolutely free from disease. Indeed, tuberculosis (or consumption) is a very common disease among cows.

MEDICAL TESTIMONY

In respect to the Danger of using Non-Sterilized Milk.

DR. E. F. BRUSH, of New York, says:—"In my opinion, the tuberculosis of the human race is all derived from the bovine race;" and he shows that where the bovine species do not exist there is no pulmonary consumption, as, for example, in parts of Russia and among the Esquimaux.

DR. GERLACH, of Berlin, experimented with milk obtained from tuberculous (or consumptive) cows, and proved conclusively that such milk produces phthisis (or consumption) in those fed upon it, and that sterilizing the milk is the only effectual way to destroy the disease germs contained in it.

DR. CORLESS, of New Jersey, gives a case where the family cow had tuberculosis, and where the owner's wife, who was very delicate and used considerable milk, took consumption, but on giving up the use of the milk, soon recovered.

DR. HEATH, in the **London Medical Record**, states that 50% of the cows kept in large cities are diseased, and that if cows, like the human race, were allowed to die of natural causes, the proportion that would succumb to tuberculosis would be found to be even greater than this.

Several American and British Colleges have taken up the question lately,—Yale, John Hopkins, The Boston School of Technology, The College of Physicians and Surgeons—and have recommended the sterilizing of milk so as to destroy all bacteria, microbes and disease germs before it is used.

Several physicians in our own Canadian cities have traced certain diseases such as typhoid fever, cholera infantum and tuberculosis, directly to the milk used by the patients.

In conclusion we may say that it is so thoroughly established by the best medical testimony throughout the world that the infectious germs contained in natural milk are a prolific source of disease, that efforts are being made in many places to remedy the evil. We are happy to state that if the citizens of Toronto will avail themselves of our process, they will no longer have reason to fear the evil in their own case.

What Sterilized Milk is.

STERILIZED MILK, is milk made **PHYSIOLOGICALLY PURE** by the destruction of all microbes, bacteria or other disease germs contained in it. The system of sterilizing milk adopted by our Company is the result of numerous bacteriological experiments with tuberculous milk, and milk having other disease germs, made with the view of discovering a process of perfectly destroying all the disease germs without injuring the milk. So successful have these experiments been that not only is our **STERILIZED MILK ABSOLUTELY PURE**, but the milk is **WHOLLY UNINJURED**, and while its flavor is slightly changed, it becomes by the process **MORE PALATABLE** and **MORE EASILY DIGESTED**. Moreover, our system is the most perfect that science has yet discovered for the destruction of disease germs and preserving the natural palatability and wholesomeness of the milk. It will stand the most searching tests analysts can give it; and an additional recommendation for it is that all milk prepared under this process must necessarily be the richest in milk solids of any milk sold.

And apart from its value as a prophylactic (or preventative of disease,) **STERILIZED MILK** is exceedingly valuable as food for infants, and people with weak digestion, and those to whom the use of **ONE COW'S MILK** is recommended. And it must be remembered that often it is the one cow's milk that is the very cause of disease and death.

The right to prepare **STERILIZED MILK** for general use is secured to our Company by a trade mark (seen at the head of this circular); which has recently been registered at Ottawa. Our Company is composed of responsible business men; and our Laboratory at 678 Yonge Street, Toronto, is fitted up with the most complete apparatus necessary for the purpose.

We purchase our milk direct from farmers, taking care to secure the best quality obtainable. Before being submitted to our process, our milk is analyzed by **DR. A. R. PYNE**, the well known analyst of this city, and in this way our customers may rest assured that the percentage of nutritive solids applied to them in the milk purchased from us is always of the highest standard.

The milk is then **Sterilized** and put in sealed bottles, and marked "Sterilized." None other but that which is thus bottled and marked is allowed to be sold.

The price of **Sterilized Milk** is no higher than the price of any ordinary bottled milk, although the expense of Sterilizing it makes it cost us much more.

It is expected that the demand for *Sterilized Milk* will increase as soon as its prophylactic (or *disease preventing*) and therapeutic (or *disease healing*) properties become known; and that it will so increase that the Company controlling the business will be able to supply it at the price of common milk. To this end, it becomes the interest of each consumer to recommend the use of *Sterilized Milk* to others.

At first the flavor of *Sterilized Milk* will be found slightly different from that of common milk, but those using it longest state they like its flavor much better than that of common milk. It requires only a few days' use to satisfy anyone as to the truth of this statement.

IMPORTANT FACTS ABOUT STERILIZED MILK

AS PREPARED BY US.

- It is daily analyzed by a competent chemist
- It contains more nutritive solids than any other milk sold
- It is physiologically pure
- It is endorsed by the medical profession
- It is absolutely free from all disease germs
- It is a preventative of tuberculous diseases
- It is a preventative of epidemic diseases
- It is easily digested
- It is most valuable for infants and invalids
- It is absolutely clean and pure
- It is always the same

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Families, or any person wishing to try this milk can make application by telephone, letter, or personally, to

The Sterilized Milk Co.,

Office & Laboratory, 678 YONGE ST.

Telephone No. 3760.

JOHN TROTTER, Manager.