

MAYFAIR MILK

SINCE 1952 - VACUUM PROCESSED TO PRESERVE NATURAL VITAMIN C

FIVE YEARS AHEAD! Mayfair Creamery has been VACUUM PROCESSING milk since 1952 . . . TODAY vacuum processing is the big development in the dairy industry, nation-wide.

Vacuum processing prolongs the life of VITAMIN C in milk and eliminates undesirable odors and flavors found in raw milk. This is done in a matter of seconds in Mayfair's modern Vacuumizer where, at 135

degrees Fahrenheit, oxygen normally present in milk is released by the heat and removed by vacuum. This improves the flavor of the milk and adds to its vitamin life.

Realize that milk, unless vacuum-processed, loses from 15% to 50% of its Vitamin C content every 24 hours. You owe it to the health of your family to serve the milk that is richest in vitamins and has the finest flavor . . . and PRODUCED RIGHT HERE IN TORRANCE!



ENGINEERS FOOD TECHNOLOGISTS LABORATORY ANALYSIS CONSULTING-RESEARCH
Griffin-Hasson Laboratories
 Chemists-Bacteriologists
 648 EAST 21st STREET
 LOS ANGELES 11, CALIFORNIA
 Richmond 7-1512

If the milk you are drinking is not labeled
VACUUM PROCESSED
 It probably does not have the maximum natural Vitamin C content

HERE ARE THE FACTS
 By Actual Laboratory Test!

SAMPLES: Milk and Non-Fat Milk
 RECEIVED: January 23, 1957
 SUBMITTED BY: Samples Picked Up from Delivery Trucks

SAMPLE MARKED	ASCORBIC ACID mg/liter (Vitamin C)		
	1/23/57	1/24/57	1/25/57
DAIRY A: Homo. Vit. D Milk	15.3	13.3	10.7
DAIRY B: Homo. Vit. D Milk	17.0	13.2	10.4
DAIRY C: Homo. Vit. D Milk	21.4	10.7	8.0
DAIRY D: Homo. Vit. D Milk	16.0	15.3	10.4
DAIRY E: Homo. Vit. D Milk	17.4	14.7	10.7
DAIRY F: Homo. Vit. D Milk	20.0	17.3	10.7
MAYFAIR CREAMERY: Homo. Vit. D Milk	20.0	18.7	16.0
TOTAL SOLIDS			
DAIRY A: Vit. A and D, Non-Fat Milk	10.60		
DAIRY B: Vit. A and D added, Non-Fat Milk	9.08		
DAIRY C: Vit. A - D Fortified, Non-Fat Milk	9.09		
DAIRY D: Vit. A and D, Non-Fat Milk	8.91		
DAIRY E: Vit. A and D, Non-Fat Milk	9.10		
DAIRY F: Multi-Vitamin, Non-Fat Milk	9.21		
MAYFAIR CREAMERY: V I M, Vit. A - D, Non-Fat Milk	10.77		

GRIFFIN-HASSON LABORATORIES
 By *Raymond V. Miller*

We reproduce here a report from Griffin-Hasson Laboratories, bacterial chemists, of milk samples tested from seven local and metropolitan dairies serving this area. A sample from each, including Mayfair, was tested each 24 hours, over a 3-day period, for ascorbic acid (Vitamin C) content. As you can see, Mayfair, after three days, had 57.6% MORE than its average competitor . . . and 49.5% more than its best competitor. As you must know, Vitamin C is your best defense against the common cold. YOU NEED THIS VITAMIN. Serve the milk with the MOST Vitamin C . . . MAYFAIR MILK.

MAYFAIR CREAMERY wholesome dairy products

- Mayfair Xtra-Rich Vitamin D Milk
- Mayfair Vitamin D Milk
- Mayfair Chocolate Flavored Drink
- Mayfair Fresh Buttermilk
- Mayfair VIM - A Non-fat Milk
- Mayfair Half Cream and Half Milk
- Mayfair All-Purpose Cream
- Mayfair Whipping Cream

Delivered "Hours Fresher" to Your Favorite Store and School



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