

## Milk is ready when you are

Milk is a rich source of calcium, protein and riboflavin as well as a good source of vitamin D and phosphorus. Because of its excellent nutrient composition, fluid milk is highly perishable and should be kept cold and protected. Proper handling, including packaging, can help milk retain its nutritional value, flavor, appearance and safety.

The year 1984 marks the centennial of the glass milk bottle, a giant step forward in making milk's quality readily available to consumers. Dr. Harvey D. Thatcher of Potsdam, New York, was the inventor of a glass bottle which could be filled with milk and capped to protect the product. Until then, milk was poured or dipped from cans or vats into customers' containers.

For the next fifty years glass was the only material used for milk containers. Today less than 1% of the fluid milk sold in the United States is packaged in glass. This figure comes from the annual study of packaged fluid milk sales in Federal Milk Order Markets conducted by the Dairy Division of the Agricultural Marketing Service of the United States Department of Agriculture.

Plastic and paper are the materials used most often. Paper is used for about 40% of the milk packages and plastic for over 60%. Twenty years ago glass was used for 31% of the containers, paper for 64% and plastic for barely 2%.

Sizes of milk packages have also changed. The original glass milk bottle held a quart of milk. Twenty years ago only 13% of the containers were quarts, and today the number is less than 5%. In 1964, the most popular container size for milk was the half-gallon (54%), but today even more milk sales are in gallons (over 60%). The growth in sales of larger containers matches changes in other shopping patterns — fewer trips to the store, larger refrigerators and changes in packaging.

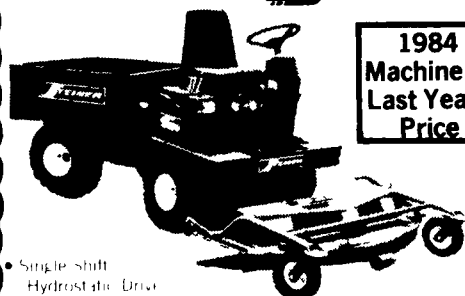
Newest package for milk is the UHT container. It is pre-sterilized and aseptically sealed, so that spoilage bacteria cannot enter the milk. This package is available only regionally and in quart or single-serving sizes.

Packaging improvements continue to keep milk's good taste and nutritional benefits available.

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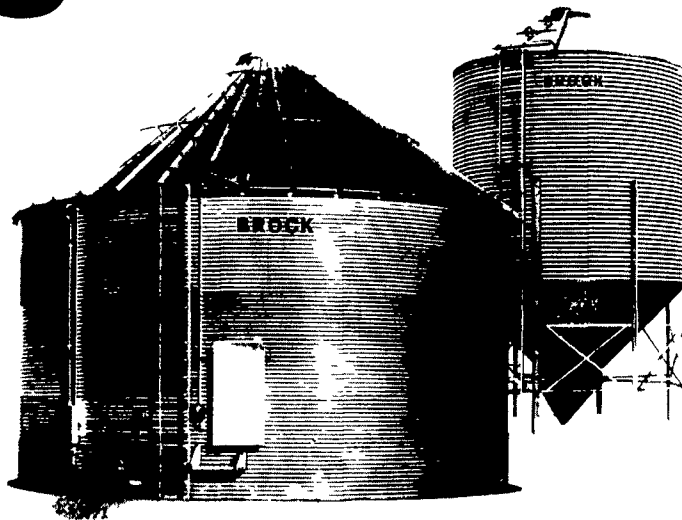
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## after that, the BROCK<sup>®</sup> bin sells itself!

As you search for the grain storage bin you believe will best serve your operation, we invite you to compare—apples to apples—BROCK's bins with those of other brands...

- A. Does the other brand come with a roof that features a 30-lb. per square foot live load rating, plus a peak load rating of up to 10,000 pounds—at no extra charge? **BROCK DOES!**
- B. Does the other brand come with a large 40-inch diameter fill hole—at no extra charge? **BROCK DOES!**
- C. Does the other brand come with your choice of either 14-gauge galvanized steel fill hole lid with latches and hinges, or a 10-gauge galvanized steel heavy duty lid without hinges—at no extra charge? **BROCK DOES!**
- D. Does the other brand come with a complete roof walk ring as well as a safety ring—at no extra charge? **BROCK DOES!**
- E. Does the other brand come with your choice of Grade #8 2 bolts—either the conventional bin seal bolt, or a specially-designed bolt with a polypropylene-encapsulated head—at no extra charge? **BROCK DOES!**
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- H. Does the other brand come with a warranty which is backed by a financially-strong company with a reputation for fairness—at no extra charge? **BROCK DOES!**
- I. Does the other brand provide you with information on the decimal inch equivalents for the gauges of steel in their bins—so you know *exactly* how much steel you're actually getting? **BROCK DOES!**
- J. Does the other brand believe in your right to *full information* when buying a grain bin expected to hold up a great number of years while protecting your grain? **BROCK DOES!**

We urge you to get all the facts you can before investing in a bin. Be sure to check out all of BROCK's features described in the literature and pointed out by your dealer. Many of the equipment items standard on BROCK bins are optional, extra-cost items on most competitors' bins—if they are offered at all!

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