## A Cow Starts It All; Then Kroger Takes Over

The most recent additionate Cobserverland's major industry stillness with cleaniness and bristless with cleaniness and bristless with fiftenery.

All the process, it handles a last weekend, Many Kroper of Last weekend,

before Mrs. Housewife takes that half-gallon of homogenized milk or pint of cottage cheese out of the supermarket cooler amazes each visitor.

out of the supermarket cooler amazes each visitor.
FROM THE MOMENT the tank-truck, laden with raw milk picked up at one of Kroger's 2 collection centers around the state, pulls into the darry lant garage, every step in the processing is precisely controlled.
At the intake point, the milk is checked for its butterfat content and to see if any water has been added.
Then it starts through its first series of pipes, a set of coils that is set to keep every particle of milk at 175 degrees Fahrenheit for it seconds for the pasteurizing process.
If anything goes wrong, the plant guide explained, the milk saturnatically diverted back to the raw milk tank and the process starts over.

MEXT STOP for the pasteurizing.

NEXT STOP for the pasteurized milk is a yearby tank where it is hombgenized, or separated.

Then comes an includirect the second process of the second pro

util being shipped to the stores.

ICE CREAM, mixed in batching tanks by means of a wall gauge that determines the ingredients and flavors, get boxed on a large conveyor line and they are stored in a refrigerator room that is kept 30 degrees below 2210.

When the creamery products are ready, they go by exact order to each of the Kroger stores in large areas served by the dairy. Each order, computer-compiled, is loaded with precision onto a small truck that can drive right into the rear door of the large delivery trucks backed up to the loading platform.

The Kroger Company, cele-brating its 85th anniversary this month, also plans to open a new dairy in St. Louis in September to add to its service



4 4 4 STORY By

Margaret Miller.

**PICTURES** 

By James

Hubbard.

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Hoist Tourists

HANCOCK -- One of the lar-gest steam hoists in the world, which has not been used since 1931, was opened as a tourist attraction at the Quincy Min-ing Co. in the Upper Michi-gan town of Hancock.

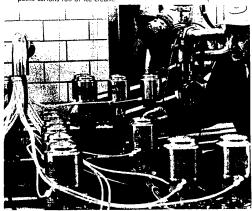
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Space age technology has come to the hearing aid industry. A new bearing aid industry to the properation of the space of the s

Metro Hearing Aid Cente 24821 Five Mile Detroit 39, Michigan



LOTS OF CARTONS — All Hall works on the corpacks cartons full of ice cream.

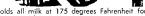


GRAND CENTRAL STATION — Each pipe in this complicated valve system Bob Johnson is checking leads some of the pasteurized milk through the process that makes it homogenized, buttermilk or

PASTEURIZING COILS — Kroger

PASTEURIZING COILS — Kroger executive Bob Johnson stands beside the set of coils that

COTTAGE CHEESE ASSEMBLY LINE -- Bill Phillips covers cartons of cottage cheese and





GIANT MEASURING CUP - This gauge operated by Don Cyrus determines the amounts of cream, sugar and flavoring in a batch of ice cream. Proportions can be thanged by pushing the but-



Mrs. Ann Waino makes culture tests on all Kroger



HIGH-RISE STORAGE — Each of these storage tanks goes four stories up and holds 25,000 gallons of milk.

