

Cleanliness, Purity and Service

MILK

Butter Cream Eggs

Jam Honey Ices



Richings cows at Pasture.

The Richings Park Dairy

IVER, BUCKS.



NEW AND UP-TO-DATE PREMISES ON

Richings Park Estate,

ADJOINING IVER STATION, G.W.R. MAIN LINE.

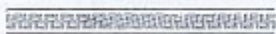


IS NATURAL AND ALL-SUFFICIENT FOOD.

MILK

CONTAINS THE BEST FEEDING VALUE.

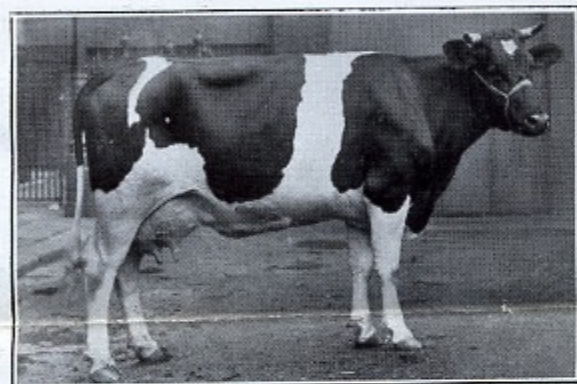
PROMOTES HEALTH AND VIGOUR.



IS THE CHEAPEST AND LEAST VALUED FOOD.



MILK PRODUCTION is the result of the efforts of many specialists—expert cattle breeders, clever feeders and able herd managers. Cattle are often much more scientifically fed than human beings. Great care is taken to feed cows on balanced rations to obtain the best results and the maximum of health and vigour.



This cow was successful at the London Dairy Show, 1926.

MILK DISTRIBUTION is the endeavour to present the public with the best possible food in the cleanest and purest way, and at the most convenient times.

YOUR DAILY MILK. Delivery of this needful food is so regular and reliable that few pause to consider all the industry and romance connected with this business, from start to finish.

The object of this booklet is to tell you a little about milk production and distribution in general, and particularly what

The Richings Park Dairy

attempts and does to ensure that

Richings Residents

have the best available article, and regular and reliable service.

THE HOME OF THE RICHINGS HERD.



A portion of Richings Park.

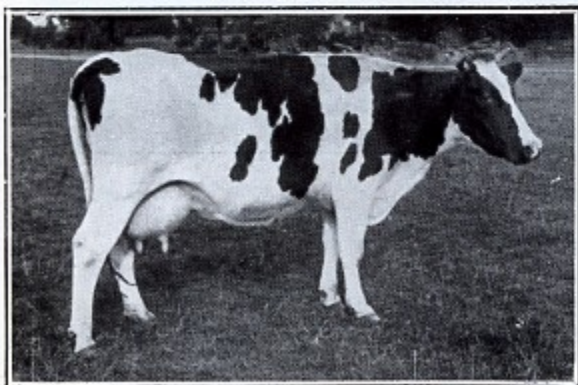
THE FOUNDATION AND THE REASON.

When the Richings Estate was planned, one of the first considerations of the promoters was the Milk Supply for residents. Particular thought was given to milk suitable for infants, and to the breed of cattle most likely to produce satisfactory results.

THE BREED.

The choice fell upon the Friesian breed, because of its antiquity, because its cows give milk closely resembling the corresponding human product in the all-important matter of fat content, because Friesian milk, containing as it does very small fat globules, is easily digested; and because the curd of Friesian milk is soft and particularly suited to the tender stomach of an infant.

The Richings herd, although so recently established, has already gained successes



One of the best milkers in the Richings Herd,
Reserve Champion, Royal Show, 1926.

in herd competitions and at National shows,—pleasing indications of the merit of the members of the herd that supplies the

Richings Estate

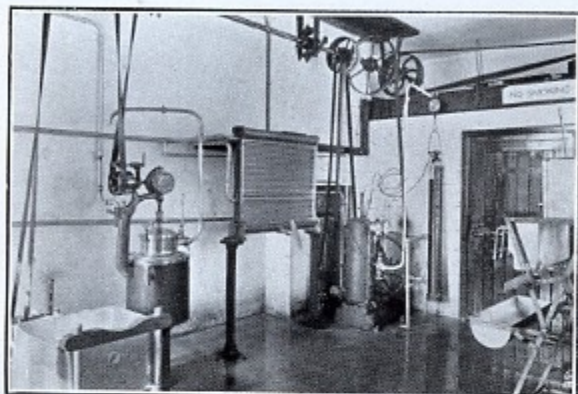
with the most necessary, beneficial and least valued of all foods—clean and pure milk.

THE DAIRY.

Having produced what we consider a suitable food in the best and purest way, the milk from the Richings pedigree herd goes to

The Richings Park Dairy

a new and up-to-date business where modern methods of handling and bottling milk are adopted.



Cooling Room.

Illustrations are given of some of the departments of this new and model dairy, which was erected for the benefit of

Richings Residents.

Technicalities have been avoided throughout these pages, but Richings residents, actual and prospective, will

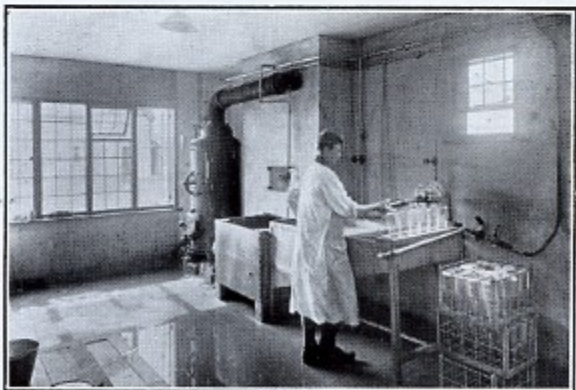
Please Note:—

That the right breed of cow was selected for milk production ;

That the Richings herd, developed at much expense, has been very successful in herd competitions and at the National shows ;

That our cows are well housed and groomed daily ;

That our model dairy is well equipped with the latest devices for ensuring cleanliness and purity, and



Bottle Washing Room.

That the

Richings Park Dairy

is always at your service.

THE HERD.

Illustrations are given to show the herd, and to emphasise the cleanliness and purity to be expected from its favourable surroundings.



Cows coming in to be milked.

OUR HERD SIRE AT RICHINGS.

A son of a
1,600 guineas
bull, and a
grand-son of
a £8,000 bull.



Specially
selected from
heavy-milking
high butter-fat
strains.

Won First Prize at the London Dairy Show, 1926.
Three different bulls from the Richings Herd have won
First Prizes at the London Shows in successive years.

THE NEW PREMISES
of
The Richings Park Dairy
from where the milk is distributed to



Residents
on
The Richings Park Estate,
IVER, BUCKS.