APPINE MILITARE,

You've heard of "Plute" - pipe line under the ocean?
Well, this is "Plute" - pipe line over the Alps. Swiss farmers
of St. Martin, In the Rhone walley, grew tried of carrying their
milk down 2,600 feet of mountainside, from the high meadows where
life has not changed for centuries. So although the milking goes
on the same as ever, what happens to the milk is quite new.

From a funnel in the mountain counhed, the precious liquid travels down hundreds of yards of plastic pipeline to the choose factory in the valley.

When it reaches the wat, you can't tell one cow's milk from another's - so ladies, you might just as well stop arguing about it!