



Food that can be converted into Power is all important to these Huskies. Upon their health depends the scope of land explorations in Antarctica.

Courtesy: Purina Mills, St. Louis, Mo.

South Pole Dogs to Get Select Food

Admiral Byrd's Decision Is Result of Extensive Experimentation.

Admiral Byrd's second South Polar expedition has been under way since October via Panama and Australia. The early part of 1934 will see the Byrd ships, the sailing vessel, "Bear" and the S. S. "Jacob Ruppert," working their way through the ice pack that lies in the Ross Sea. Then they will sail across to the Bay of Whales and establish their base for the thorough exploration of the Antarctic continent.

Most important of all the supplies that have been shipped in the holds of these two vessels are 153 carefully selected dogs, real huskies of the Northland. These dogs represent the one dependable means of transportation after the Byrd expedition has established its base. Upon these dogs will depend in a large measure the range of the expedition's activities.

The task of keeping these dogs in top condition is a major concern. "A well dog is a well-fed dog," so along with the dogs are being transported 300,000 pounds of Dog Chow, a concentrated food for dogs. The selection of this food was not a hit or miss preparation; not on a mission as important as a South Polar trip!

Like the food for the men, the food for the dogs was selected only after being subjected to rigid tests to make sure that it would meet every requirement of the Commander.

Captain Allen Innes Taylor is in charge of the 153 dogs. It was under his direction that a man visited the Purina Mills' demonstration kennels at Gray Summit, Mo., last year.

He carefully went over the records of 850 dogs that have been reared in the experimental kennels to note the development of succeeding generations, as well as the general condition of some of the original animals that have produced as many as seven healthy litters, fed entirely during their lifetime upon Purina Dog Chow.

More than that, he examined the records of the biological laboratories maintained by Purina Mills at St. Louis and checked from a scientific basis each ingredient of this commercial product.

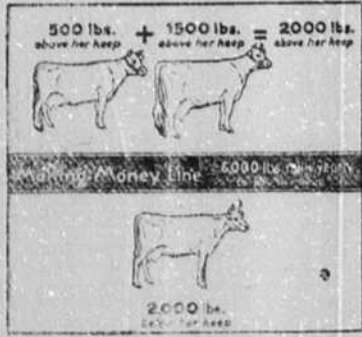
Satisfied that here was the most compact, most nourishing and dependable dog food available, Captain Tay-

If Lightning Should Strike, Cows Would Make Money

Average Milk Production Is Profit-Deciding Factor.

Low producing cows take away the earnings of the good ones. So important is this in these days of low milk prices and an impending feed shortage that the research men of Purina Mills' Farm at Gray Summit, Mo., sound a warning to dairymen to cull their herds more closely.

"For many dairymen it would be almost good fortune if lightning should strike the loss-producing 25 per cent



of the herd," says E. B. Powell, who is in charge of the Purina Experimental Farm. "It is a simple problem in arithmetic to demonstrate why such misfortune would be good fortune. Each cow must produce a definite amount of milk to pay her keep. This figure has been advancing in late years because of the reduced price per 100 pounds paid by city milk distributors and the lower butchery prices paid by creameries.

"Now, if a cow produces 500 pounds above her keep, that is her total profit. If she produces 1,500 pounds above the keep, she is doing three times as well. Therefore, a cow producing 1,500

pounds of milk a year above her keep really is worth three cows producing 500 pounds of milk each per year above their keep.

"The figures become even more impressive when you consider the money losers in the herd. If the minimum upkeep figure is 6,000 pounds of milk a year and the total production of a cow is only 4,000 pounds, she is loser by 2,000 pounds. Such a cow completely cancels the profits of both the 6,500 pound and 7,500 pound cows. Here's where lightning could work to advantage. Lightning striking the 4,000 pound cow would make it possible for the dairyman to realize a profit on the other two cows."

Much of the trouble of overproduction of milk and dairy products hinges on the one point of discontinuing unprofitable animals in production. While none of the owners of such animals are gaining in cash income (most of them really lose money) the total milk supply is greatly increased by the addition of the milk from unprofitable animals.

Just as in a herd the unprofitable producer cancels the profits of the profit-making cows, so also does the dairyman who is a money loser help destroy the profits of the money-making dairyman. He does this unintentionally, of course. But, in effect, his failure to eliminate the non-profit producing cows brings about the surplus of dairy products which destroys the market for his neighbor and for himself. So, not only to one another, but also to themselves do dairymen—unintentionally—do harm, when they fail to cull their herds on the basis of profit and loss statements for each cow.

To help the dairy farmer in determining which of his cows are money makers and which are money losers, the Dairy Department of Purina Mills has prepared special blanks and directions. They are available in nearly every community at the store or elevator which handles Checkboard feeds.

meat in the fresh or canned form. Aside from the dead weight that would have been placed upon the expedition's limited carrying capacity, the comparative expenditure in dollars would have been almost prohibitive.

So balanced, so scientifically constructed is the formula for Dog Chow that it will satisfy every need of the animals of the expedition without the addition of any other foods.

The expedition will be able to keep its Dog Chow anywhere. It will not require freezing through the tropics on the way down to retain its goodness. Only the ordinary care given in storing any sort of food stuffs will be required to supply the dogs with healthful, nourishing foods.

COUNTY P. T. A. GROUP MET HERE SATURDAY

Members of the county council of the Parent-Teacher association met in the court house Saturday morning for the initial meeting of this county-wide organization. The president, Mrs. Oliver Orr, presided.

The meeting opened with singing America and repeating in unison the 23rd Psalm followed by prayer by N. L. Ponder and a saxophone solo by Donald Lee Moore accompanied at the piano by Miss Eva Gail.

Representatives from six P. T. A. organizations of the county were present at this meeting including Brevard, Conestee, Davidson River, Little River, Enon, Selica, no representatives being from Lake Toxaway or Cedar Mountain.

Reports given from the different associations showed that regular meetings had been held, school grounds were being kept clean and beautified, assistance had been rendered in the Christmas seal sales through the county, needy children were being furnished supplies and enabled to attend school and other worthy causes sponsored.

It was decided to hold quarterly

meetings, the exact meeting date to be determined later. Supt. G. C. Bush made a few remarks of encouragement. A program of interest and information on Citizenship was conducted by S. P. Vernez.

GEO. W. ANDREWS DIES AT MT. GILEAD

News was received in Brevard Friday of the death of George W. Andrews, 80, at his home in Mt. Gilead. Funeral services were held at Mt. Gilead on Sunday. He was laid to rest beside his first wife, who was Martha Scarborough, in old Zion cemetery in Montgomery county.

Mr. Andrews, the father of Mrs. Flax Andrews Lawrence of Brevard, was said to be the oldest resident of Montgomery county. He was a man of large business interests and one of the most widely known of any in his day and section. He was owner of the postoffice and Western Union buildings in Brevard. A number of children survive in addition to Mrs. Lawrence, who is the youngest.

Mrs. Lawrence was unable to attend her father's funeral on account of her prolonged illness.

LEE BROADCAST TO BE GIVEN ON FRIDAY

Attention of radio listeners is called by members of the United Daughters of the Confederacy organization to the fact that tribute to the memory of Robert E. Lee will be paid this great Confederate on his birthday anniversary, January 19th, by presentation of a program at Arlington mansion, his former home. This program will be broadcast over the Dixie networks of the Columbia Broadcasting system at 9:30 o'clock Friday night of this week.

The program will center around a three-act drama to be given in the room in which Lee was married to Mary Anne Randolph on June 30, 1831. The title of the play is "The Three Swords of Lee," which will be portrayed by professional artists. Former Governor Harry Flood Byrd will make a three-minute talk just before the play is presented.

Moses was the weakest man—yet, he was married.

The modern youth seeks diplomas rather than knowledge.

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