

DAIRYING IS NOW LARGEST INDUSTRY IN THE WORLD

Undeveloped Fifty Years Ago, Now Leads All Branches of Agriculture

Dairying is now the largest branch of agriculture and the largest industry in the world, says Prof. F. M. Haig of the North Carolina State College.

Dr. C. W. Larson, former chief of the Bureau of Dairy Industry, U. S. Department of Agriculture, says:

"Fifty years ago the dairy industry was undeveloped, unscientific and relatively unimportant. Today the dairy industry of the United States is the largest and most vital industry in the world. It has a more far reaching effect upon health and prosperity of this country than any other industry."

In 1923 the total milk produced in the United States was one hundred and ten billion pounds. In 1926 this amount had increased to the enormous sum of one hundred and twenty-one billion pounds of milk.

In 1926 the average consumption of dairy products per capita was: Milk, 553 gallons; butter, 17.82 pounds; cheese, 4.36 pounds; condensed milk, 14.32 pounds and ice cream, 2.77 gallons. Thus it is seen that dairying is on a sound and healthy basis. The population of this country is increasing at the rate of more than a million and a half each year and each person is consuming more dairy products each year. In fact, since 1916 productions and consumption of dairy products has increased 31 per cent. This great increase in production has been brought about, while the number of cows per thousand consumers has decreased 16 per cent. This shows that the dairymen are improving their cows, by proper methods of feeding and breeding, thus getting a great deal more milk from less cows. Successful dairymen are not trying to see how large a herd they can breed but are trying to increase the production of each cow. There is no economy or profit in keeping twenty poor producing cows when ten good dairy cows will produce more milk than the twenty poor ones. In 1916 the average milk produced per cow in the United States was 3,700 pounds, while in 1926 the average production jumped to 4,700 pounds per cow.

High Food Value

Pure milk contains everything in perfect proportion, including minerals and vitamins, for the growth and health of young and old, in the most digestible and economical form. Every child should have at least one quart of milk per day.

There is no substitute for butter. It is a wonderful food and gives heat and energy, aids in growth and helps in digestion and assimilation of other foods. Nothing adds more to the palatability and enjoyment of a meal than butter.

Cheese is a real food and is not sufficiently appreciated and used. It contains nearly twice as much protein as average beef, and its fuel value is more than twice as great.

Ice cream is delicious, nutritious and good for everyone, young or old, sick or well, on any occasion. In recent years the manufacture of ice cream has developed into an enormous business.

During the past few years the use of milk drinks at soda fountains has greatly increased. They are refreshing, nourishing and wholesome.

Thus, the consumption of dairy products has greatly increased during the past ten years. A survey made by the National Dairy Council during the year 1920 indicated that approximately 20 per cent of the consumer's food dollar was used for dairy products. Increased consumption raised this to 25 per cent in 1926. Dietary scientists state that in the interest of health and efficiency at least 30 per cent of the consumer's food dollar should be expended for dairy products.

Tribute To The Cow

Frank O. Lowden, ex-Governor of Illinois, paid the following tribute to the dairy cow:

"The cow is a most wonderful laboratory. She takes the grasses of the pasture and roughage of the fields and converts them into the most perfect food for man. In that food there is a mysterious something which scientists have found essential to the highest health of the human race, and which can be found nowhere else. Men have sought for centuries the fabled Fountain of Youth. The nearest approach to that fountain which has as yet been discovered is the udder of the cow. Without her milk, children languish, the vigor of the adult declines and the vitality of the human race runs low."

SANDHILL SHRINE CLUB DANCE ON MARCH FIRST

The Annual Charity Dance of the Sandhill Shrine Club will be held at the Pinehurst Country Club, Friday, March the first. This dance is usually considered the dance of the season and is looked forward to from year to year by those that enjoy such events, not only by those living in the

Sandhills section, but throughout the entire state.

The following committee on arrangements are working out the details and promise even a bigger and better dance than the ones heretofore.

Donald Ross, chairman; Jno. J. Fitzgerald, vice - chairman; John Nichols, president; G. A. Charles, secretary, treasurer; L. W. Bredbeck, M. J. Crandle, N. McNair Smith, W.

P. Dyer, Jr., E. T. McKeithen, J. B. Thomas, W. J. McNab, M. H. Turner, A. S. Newcomb, R. L. Chandler, Eric Nelson, Chas. W. Picquet.

ONE OF EVERY TWO STATE FARMERS READ NEWSPAPERS

Less than half of the 5,032 farmers in North Carolina replying to a

questionnaire of the National Fertilizer Association were readers of daily newspapers, according to a summary given out. The percentage for the nation was 69 per cent in North Carolina.

Ninety per cent of the farmers interviewed in Michigan and Ohio read newspapers, but the total for the two states was less than for North Carolina. More replies were received

from North Carolina than for any other state.

The percentage of farmers interviewed reading weekly newspapers in North Carolina was 48 per cent.

None Needed

Cleopatra (at fancy-dress ball): "That lady over there has been watching you a long time. I bet she'll be asking for an introduction soon." Anthony: "No, she won't—she's my wife."—Ex.

GOOD NEWS! to Folks Who Like WAFFLES

NOW!

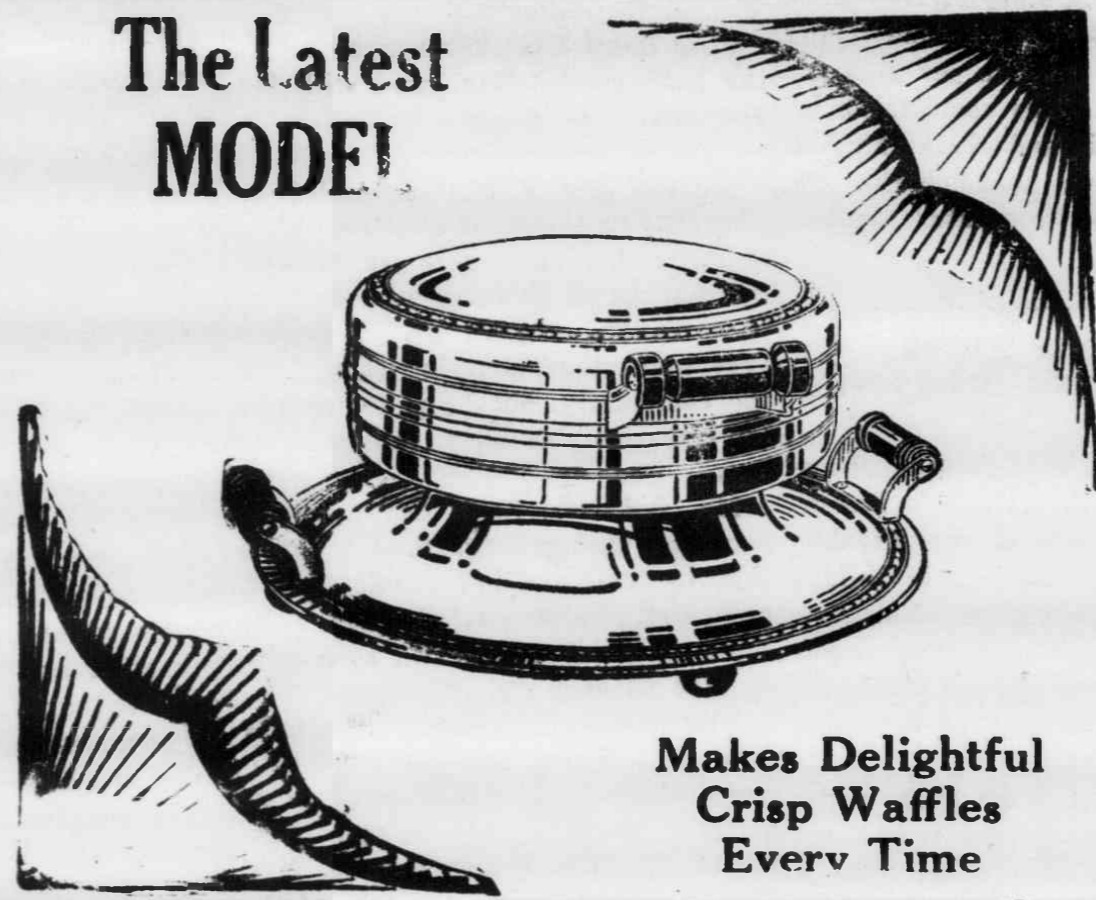
Is the Best Time to buy that

WAFFLE IRON and Take Advantage of This Wonderful COMBINATION OFFER

95c Down

\$1.25 PER MONTH

The latest MODE!



Makes Delightful Crisp Waffles Every Time

The WAFFLE IRON

Made by manufacturers of UNIVERSAL Electric Home Needs, finished in nickel and decorated with beautiful Oak Leaf Design. Uniform heat of top and bottom grids bake batter evenly on both sides—crisp, brown. Electric Waffles are harmless and delicious. Don't deny yourself any longer.

Sensational Combination Offer

\$22 50 VALUE FOR

\$14 95

This modern waffle iron, 14-piece waffle set of lustrous and colorful china and a six-pound bag of Red Band flour.

95c DOWN

\$1.25 PER MONTH

The China Set

This lustrous and colorful 14-piece Waffle China Set consists of four large plates, four cups, four saucers, one batter jug, and one syrup pitcher. No home maker who loves beautiful chinaware will allow this opportunity to pass unnoticed. The supply is limited, so get yours Monday, the very first day of the sale.



6-POUND BAG RED BAND FLOUR

Through the courtesy of the Model Mill Company we will give a six-pound bag of Red Band Flour to every purchaser of the waffle iron and china set combination. This flour is just right for waffles.

LIMITED NUMBER

We advise early buying of this offer, as they will go quickly at such a low price. Be sure to come early and get yours.



CAROLINA Power & Light Company