

Dairying Offers Opportunity To Haywood Farmers

Pet Dairy Plant Paid Out \$113,741.09 Last Year For Labor, Milk And Supplies

Haywood County has many natural advantages for producing quality milk. The pastures of luxuriant grass, and the equitable climate render it an ideal dairying section.

For the past few years there has been considerable impetus to the dairy industry in this section, due to the result of better care of pastures, improved stock and more extensive marketing facilities.

In 1939 the Pet Dairy Products Company, a subsidiary plant of the nationally known Pet Milk Company, paid out for milk, labor and miscellaneous supplies \$113,741.09. Approximately fifty per cent of the products of this plant for the year were sold outside of Haywood County.

The Pet Dairy Products Company, which has stimulated the dairying industry in a large measure since its establishment, providing a market for both the large and the small milk producers, has 25 persons employed at the local plant.

The following dairies in Haywood County are in the retail milk production class, and all are Grade "A": Mann's Dairy, Smathers'

PRESIDENT OF PET COMPANY IS COMING HERE ON SATURDAY

John A. Latzer, president of the Pet Milk Company, is scheduled to make his annual visit to the Waynesville plant on Saturday of this week.

Accompanying Mr. Latzer, will be John C. Naylor, vice president, Major L. A. Ballew, general manager of Pet Dairy Products Co.

Pet Milk Company is the largest seller of evaporated milk in the United States, and is 55 years old. The firm was founded by the father of the present president.

C. H. Reynolds, district manager of the Pet Dairy Products Company, is also expected to be here Saturday.

Dairy, the Osborne Dairy, all of Canton, and Ferguson Dairy of Dellwood.

There are several large Grade "A" producers who sell milk wholesale—as follows: P. E. Ferguson, G. C. Palmer, A. J. McCracken, W. F. Swift, Chas. Edwards, Jr., Mrs. Mary S. Ketner, S. J. Moody, Mrs. J. K. Sellers, C. A. Campbell, and Chester A. Cogburn.

In addition to the above named dairies there are more than a hundred producers of manufactured milk, located all over the county, whose products are bought by the Pet Company.

Nothing is more simple than greatness; indeed, to be simple is to be great.—Emerson.

SCOTT'S SCRAP BOOK



By R. J. SCOTT



Mayor's Proclamation

WHEREAS, milk and its products constitute an important part of the diet of our entire population and are an absolute essential part of the daily food supply of many of our citizens; and

WHEREAS, it is generally recognized that our present consumption of milk is far short of the amounts considered by nutrition authorities as proper and practical, namely, one quart daily for children through adolescence and one pint daily for adults,

NOW, THEREFORE, I, J. H. WAY, JR., Mayor of the City of Waynesville, N. C., do hereby proclaim June 1st to 30th next inclusive, as DAIRY MONTH and ask the citizens of Waynesville to give recognition through act and deed to this great industry, and to the 100,000 members of our farm families in the state who are engaged in dairy farming through which we are supplied with this vital food.

J. H. WAY, JR., Given under my hand and seal of the City of Waynesville, this first day of June, one thousand nine hundred and forty.

57 High Grade Cows Brought Into The County

To date, 57 high grade Jersey and Guernsey cows have been placed on Haywood County farms, under the dairying program inaugurated by Pet Dairy Products Company and the First National Bank.

In all probability, this is about half of the number which will be placed in the county, it was said. The program will continue until every farmer and dairyman have sufficient herds.

The sponsors prefer units of four cows each. In this way it was explained, the management and care is less expensive per cow.

AAA Program Is Heard By Bethel Grange Members

The Pigeon Valley Grange held its regular meeting in the lodge hall at Bethel Monday night with thirty-six present. The agricultural committee of the grange had charge of the program.

Howard Stamey, of the agricultural adjustment administration, spoke on the agricultural adjustment program, explaining how the program works and how it helps the farmer. J. C. Lynn, county farm agent, explained the program as it affects Haywood county. His subject was the basis for the soil conservation program. After the literary program, games were played and refreshments served by Mr. and Mrs. C. S. Rollins, Mr. and Mrs. George Stamey, Mr. and Mrs. Winifred Hughes and Marvin Long.

MARRIAGES

Earl J. Haskins to Alpha Nesbitt, both of Waynesville.

STILL ON SHERIFF'S FARM Sparta.—Sheriff Dewitt Bryan found a large moonshine still in operation on his own farm. "I was never so surprised in all my life," said the sheriff.

NEW SALADS TO DRESS UP SUMMER MEALS

A collection of dishes which the housewife can easily prepare. Look for these recipes in the June 23rd issue of

The American Weekly the big magazine distributed with the BALTIMORE AMERICAN On Sale At All Newsstands

Spinach Crop Is Off Due To Dry Spring Weather

Operations Started At Cannery May 29; 740 Cases Of Spinach Packed To Date

A check up with W. H. Peake, operations manager, and Frank Leopard, field manager, the first of the week, it was learned that 740 cases of spinach had been packed since canning operations started on May the 29th at the Haywood County Mutual Cannery, a co-operative of the Land o' The Sky.

The 740 cases of spinach represent 17,928 cans, and 34,816 pounds. The crop is at least two-thirds off this year, it was learned, due to dry spring weather.

The canning of spinach will continue for about two weeks longer, after which the cannery will be closed for a fortnight.

With the maturing of the bean crop and the opening of the blackberry season, operations will be resumed at the cannery, and will continue through the summer until the late fall vegetable canning.

Acree contracts this year include: 40 acres of spinach; 125 acres in beans; 5 acres in okra; 5 acres in corn; 10 acres in tomatoes.

Twenty-five persons are now employed at the cannery.

Governor Hoey Urges Observance Of Dairy Month

The 1939 farm value of dairy production in North Carolina, including those products consumed on the farm was \$32,000,000. If the consumption of milk in this state was increased from the present available supply of 400 pounds, in which is included all dairy products, to 800 pounds, the National average, the present income from this source to North Carolina farmers would be doubled.

The month of June, which has been set aside as National Dairy month, has been endorsed by Governor Clyde R. Hoey and a number of North Carolina mayors. The producers are trying to make June, 1940 "Dairy month" the greatest dairy event in the history of this state.

Governor Hoey has said in part in his endorsement of the National Dairy month:

"North Carolina's great farm industry is closely allied with the dairy cow and her products, the annual income from which in this state approaches \$32,000,000. This will indicate the importance of this industry and also the possibilities in its further development.

"Scientists have long recognized the high nutritional value of milk and its products; butter, cheese, and ice cream; and from youth to old age they occupy primary position in the diet as nourishing, refreshing and appetizing drinks and dishes. A nation's human health is greatly enhanced by the products of the dairy cow, the foster mother of mankind.

"Today milk and other dairy products are relatively cheap; and June being the season of abundance on the market, prices always tend downward. Therefore, during the month of June milk will be among the most economical food purchases for any family.

"With the idea of stimulating the use of dairy products during this period, it has been determined that June shall be designated as the Dairy Month in North Carolina, during which time special attention should be given to dairy products and all of the people further urged to enjoy some of these delicious wholesome products during these first summer months. And I admonish the people of North Carolina to drink more milk, use more butter, cheese and ice cream, and therefore, increase the health and at the same time add to the stability of this industry in a period of peak pro-

Importance Of Milk As To Its Food Value Cited

No One Ever Outgrows The Need Of Milk — It Is Food For All Ages

Milk, which is nature's most perfect food, is needed by the young to promote growth and to build resistance to disease, adults need it to build worn out tissue and to maintain a high resistance to disease. During periods of depression when many people are unable to buy the quantity of milk they need, undernourishment follows and such diseases as tuberculosis, pellagra and colds are much more prevalent than during normal times.

It was formerly thought that protein, carbohydrates, fat and minerals constituted the important essentials in food. In recent years, however, scientists have discovered that there are other food factors called vitamins, which are necessary for growth and the maintenance of good health. Milk contains, in varying amounts, all of the essential vitamins. It is a good source of Vitamin A, which is essential to normal growth and vitality.

Milk is also an economical food. Unlike many other foods, it requires no preparation and contains no waste such as bones. It is nature's only product made solely for food. It cannot be produced artificially. Only nature herself can blend so perfectly the elements of a well balanced diet as is found in milk. It is a well balanced diet for all ages. No one ever outgrows the need for milk.

A larger consumption of milk and its products in this state would not only result in a healthier and better nourished people, but it would also make possible a new source of income for the farmers producing the milk. This is a matter of great economic importance to the business man as well as the farmer, since the recent drop in income from cotton and tobacco has greatly reduced the purchasing power of the farmer.

DEEPEST TRUTHS

The deepest truths are best read between the lines, and, for the most part refuse to be written.—Alcott.

duction; and I trust that the month of June will find all of our people participating in this observance."

Two Registered Guernsey Animals Sold In Haywood

Two registered Guernsey males were sold from the Cannon Farm recently, to other Haywood dairymen. A. C. Mease, of Cannon Farm, bought "Beautiful," a registered cow.

"Master Fred," a registered Guernsey bull was sold to Mann, also of Cannon.

Both sales have been registered with the American Guernsey Cattle Club, at Petersburg, Va.



YOUR FUTURE PRODUCERS NEED SOUND FEED

Sugared Schumacher Feed blended carbohydrate food supplies just the nutrients and young stock need for growth.

Its carbohydrates and cereals grow large, strong, boned, well grown, well developed, healthy, vigorous dairy herds—and at a very reasonable price.

Quaker Sugared SCHUMACHER FEED

gives gratifying results every animal on the farm. It is available in a variety of forms, you select the one that best suits your needs.

On Sale At Farmers Federal

Do You Want To - - Improve Or Enlarge Your Dairy Herd?

This bank has a plan whereby a Dairyman or a Farmer can buy additional milk stock.

The plan is simple. . . . Just come in and tell us what your needs are and we'll gladly explain how we will lend you the money.

WE INVITE YOU TO DO BUSINESS WITH

"The Friendly Bank"

First National Bank

Member Federal Deposit Insurance Corporation (\$5,000 Maximum Insurance For Each Depositor)

PEE GEE PAINT

Here's How to Get More Fun Out of Life . . . !

Come down to our store, grab a can of Pee Gee Gloss Enamel and a good brush . . . then:

Go for every gloom spot in your home. Put some gay Chinese Red and White on the kitchen chairs . . . doll up the breakfast nook with other beautiful, bright colors . . . see if you don't have the time of your life!

Putting color where gloom used to be is a most satisfying experience . . . particularly with Gloss Enamel. It flows smoothly from under your brush, dries quickly without brushmarks into a china-smooth, mirror-bright surface.

Junaluska Supply Co.

"Everything to Build Anything"

JERRY LINER, Owner

Phone 263-J

Lake Junaluska

PASTEURIZED MILK IS SAFE MILK

- 212° Boiling Point
- 180° Scalding Point
- 143½° Pasteurization
- 140° Tuberculosis Killed
- 137° Typhoid Killed
- 133° Septic Sore Throat
- 130° Diphtheria Killed

Harmful Bacteria in Milk are killed by Temperatures ranging up to 140 degrees. . . . Our Pasteurizing Process reaches a Temperature of 143½ degrees. . . . That's why Pasteurized Milk Is Safe Milk.

NATHAN STRAUS

"I hold that the only safe rule is that of pasteurizing the entire supply. . . . For fifteen years I have sounded in America the warning that raw milk kills."

DR. C. H. MAYO, Mayo Health Clinic

"A conservative estimate is that 25 per cent of tuberculosis in children and 5 per cent of all tuberculosis is of the bovine type. In any event the menace of tuberculosis justifies all our efforts and expense in connection with the supervision and control of our milk supply. . . . The protection of the public can be insured by pasteurization—it is the only safe way."

AMERICAN MEDICAL ASSOCIATION

"Since disease germs are readily destroyed by well established methods of pasteurization, all milk for direct human consumption or for use in ice cream, cheese or other milk products should be pasteurized according to officially approved methods."

UNITED STATES PUBLIC HEALTH SERVICE

"The Public Health Service takes this opportunity to reiterate its endorsement of the efficient pasteurization of milk as a public health measure."

METROPOLITAN LIFE INSURANCE CO.

"For family use, it is advisable to obtain milk already pasteurized by a trustworthy dairy."

JOHNS HOPKINS UNIVERSITY, Dr. E. V. McCollum

"Every city should enforce pasteurization of its milk supply. The reasons for this are clear and are accepted by all who are in a position as a result of scientific training to understand the underlying principles. I have for years insisted that every city health officer can effectively supervise the process."

PET DAIRY PRODUCTS COMPANY

Grade A Dairy Products

PHONE 10

WAYNESVILLE