

Dairying and Dairy Products To Get Spotlight This Month

By T. C. Blalock

Down through the ages most people have associated the month of June with romance and marriage.

Since 1938, however, many people have also come to associate it with June Dairy Month for each year since then dairy people and people in related industries have joined to tell everyone about this

tremendous dairy industry of ours. It has now become the largest single food promotion event of the entire year.

This we feel is fitting because dairying is the largest single farm enterprise in the United States, accounting for just under 20 per cent of the total farm income.

Dairying is a big business and one that has made tremendous

strides in the past few years. For example, think of the improvement in quality and safety that has been made in milk in the last decade.

The chances are the last time you drank a glass of milk or ate a cone of ice cream you were too busy enjoying its wonderful flavor to give a thought to whether or not it was safe. This kind of situation didn't just happen. A lot of hard work and expensive changes have been made by our dairy industry to make this possible.

The average dairy farmer in North Carolina has today approximately \$40,000 invested in his operation in order to bring you this safe, wholesome supply of milk and dairy products. Much of the milk you drink never touches human hands or is exposed to the air from the time it leaves the cow until it is delivered safe and fresh to your doorstep.

This has been made possible through the installation of either stainless steel or pyrex glass pipelines that take the milk directly from the cow into a stainless steel refrigerated container where it is almost instantly cooled to preserve the fresh wholesome flavor. From this stainless steel refrigerated tank on the farm it is pumped into a similar tank truck for delivery to the processing plant.

The slogan for his year's celebration is "June's Best Meal Ideas Begin with Dairy Foods," and this is certainly true. For relatively

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spring cleaned. The hostesses, Mrs. Starling Pelletier and Mrs. Garland Smith served ice cream sodas and cookies.

Lillian Foscoe Circle With Mrs. A. C. Bass

Nine members of the Lillian Foscoe Circle of the Methodist church met at the home of Mrs. A. C. Bass Monday afternoon for the June meeting.

Program leader Mrs. N. N. Mattocks assisted by Mrs. Robert Moore presented the program, "June—the Month of Commence-

speaking they are cheaper today than ever before. For example, in 1940 it took an average wage earner in North Carolina 20 minutes to earn enough to pay for a quart of milk. This same worker today needs less than 11 minutes to buy not the same quart of milk but one that is actually better nutritionally as well as tasting better.

This has been made possible through tremendous improvements in efficiency by our dairy farmers and processors and fortunately for you as a consumer most of the savings that have been realized have been passed on to you. So during June consume lots of milk and dairy products for remember "YOU NEVER OUTGROW YOUR NEED FOR MILK."

ments". The 13th chapter of Corinthians was used by Mrs. Bass for the devotional.

Following routine business the group reported the deeds done for the sick and shut-ins of the community: Cards—10, trays—8, flowers—8, visits—33. The hostess served ice cream pie and coffee.

Mrs. Nido Hamilton Hostess to Her Club

Mrs. Nido Hamilton entertained with two tables of bridge at her home Friday night.

Before the three progressions the hostess served pineapple sherbet, cookies and coffee to Mesdames Sam Pruitt, Robert Hay, Garland Smith, Robert Mattocks, Starling Pelletier, Virgil Jenkins and John Holden.

Mrs. Holden won high score, and Mrs. Hay received second high. The floating prize was won by Mrs. Sam Pruitt.

Mr. and Mrs. J. P. Downing and sons of Jacksonville visited Mr. and Mrs. J. T. Creech Sunday.

Mrs. N. N. Mattocks spent the weekend in Rose Hill visiting her son and family, Mr. and Mrs. Randolph Mattocks.

Sunday guests of Mr. and Mrs. J. P. Gardner were Sgt. and Mrs. Paul Jacob and children of Jacksonville.

Mr. and Mrs. Guy Eubank and daughter, Patsy, and Shirley Barbee visited Mr. and Mrs. Albert Cox in Wilmington Sunday.

Mr. and Mrs. John Holden and children spent the weekend at Topsail Beach.

Sunday guests of Mr. and Mrs. I. F. House and Mr. and Mrs. J. T. Creech were Mr. and Mrs. G. C. Cannon of Red Springs, and Mr. and Mrs. Dewitt Truckner of Pelletier.

Mrs. A. H. McDaniel spent Monday night with her daughter and family, Mr. and Mrs. N. C. Thompson in New Bern.

The Rev. W. W. Rhymes who is recuperating at the home of his wife's parents in Semora is reported to be improving physically, according to news received this week.

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