

## GROWTH OF DAIRY INDUSTRY

First Creamery in This County.

Paper Read By J. A. Arey, State Dairy Specialist.

Although milk is one of our essential foods, and is necessary in the diet of children if satisfactory physical and mental development is to be obtained, the expansion of the dairy industry has been slow, but gradually in this state. Wholesale over-production in dairy products as with cotton or other staple farm crops is now likely to occur. Due to the confinement necessary in keeping milk cattle and the more complicated nature of the business, farmers in North Carolina do not take to dairying as readily as to the growing of cotton and tobacco. However, as the population increases, land values rise, or in times of agricultural diversity, efficiency in farm practices becomes more necessary in an effort that a fair return may be secured on the farm investment. For such conditions the dairy cow is well adapted since she is the most economical producer of human food of all domestic animals.

It took the cotton panic in 1914, immortalized by the "Buy a Bale Movement" to give the dairy industry of this state its first great impetus. Banks, business men and farmers united in an effort to put cows on the farms. Wonderful results were obtained from this united effort. In

some localities the development was too rapid. Men purchased cows before making provision for their feed and care, which resulted in a financial loss to them. Others began operations with the number of cattle that could be properly fed largely from feeds grown on their own farms. These farmers have stayed with the business and in addition to enjoying a regular monthly cash income from the sale of dairy products they are improving their soils and reducing their annual fertilizer bills.

Just following the outbreak of the world war, cotton and tobacco prices went soaring. Cotton and tobacco were kings and furnished sources of "Easy Money." Farmers lost their enthusiasm for dairy work. For several years landlords and tenants alike drove their automobiles and spurned the lowly toil of extracting the lacteal fluid from old Bossy. This seemingly prosperous did not last long. The deflation period began in 1920 and it was those farmers who stuck to their cows who suffered least.

In spite of this up and down progress the last federal census shows that substantial growth has been made in our dairy development. The number of dairy cows including heif-

ers one year old and over, reported from January 1, 1920 was 354,557, as compared with 308,914 reported for April 15, 1910. This represented an increase of 45,643, or 14.8 per cent. The farm value of dairy products in 1909 was \$5,789,583 as compared with \$14,912,137 for 1919, an increase of 157 per cent.

**First Creamery in 1909.**  
The first commercial creamery that we have any record of was organized in Cleveland county at Mooresboro in 1909. Two others were organized soon after the Mooresboro plant, one at Shelby and the other at Stanley, Gaston county. These plants manufactured only butter from sour cream delivered to the plants from nearby farms. At first the output from each factory was very small and after a few years operation the plant in Gaston county was closed on account of an insufficient amount of cream to operate on. The Cleveland county plants have enjoyed a gradual, but steady growth. Since their organization other sections have become interested in creamery work and at present we have 16 creameries in operation, which manufactured 1,800,000 pounds of butter last year at a market value of \$731,000.

The development of our city milk distributing plants can be used as an index to the growth of the dairy industry around our larger cities. With the exception of two, all eleven of the present plants have come into existence within the past ten years. Their combined output of milk for 1923 was two million gallons. This business has developed along with and without any noticeable effect on the retail milk in-

dustry.  
The ice cream industry of the state has enjoyed a phenomenal growth. Practically all of the plants now in operation have been developed within the past ten years. It is difficult to secure reliable information on the quantity of ice cream manufactured since a large amount of it is made up by drug stores and cafes on which no data is available. The record that I have been able to secure indicates that one million gallons of ice cream was manufactured in this state during 1923. At present, a considerable amount of the dairy products used in making this cream is imported from other states. This should not be the case and I hope that in the near future our milk production will be increased so that the local supply will be equal to the demand.

**First Cheese Factory.**  
In the fall of 1915 a small cooperative cheese factory was started at Cove Creek, Watauga county. This plant has acted as a nucleus around which a fairly large cheese industry has grown. The development of this phase of the industry has been rather slow, but there were many obstacles to overcome. The cattle of this section were of the beef type and it was necessary to replace them with dairy cows in order to secure economical milk production. The beef cattle received very little feed and care from their owners during the winter. Dairy cows cannot withstand such adverse conditions without reflecting it in the milk pail, so it was necessary for the farmers to erect silos and better barns in order that their milk cattle might receive the feed and care necessary for profitable milk production. The combined output of cheese from the factories in operation last summer, (as the majority only operate during the summer months), was approximately 150,000 pounds.

The Cove Creek factory has been experimenting in the manufacture of Swiss cheese for the past two years and have found that this type of cheese can be made there of as high quality as that imported. Plans are now being made by this factory to begin the making of Swiss on a commercial scale since the returns to the farmer for milk converted into Swiss cheese is greater than that for milk manufactured in Cheddar cheese.

**Improvement in Quality.**  
A great improvement has been made in the quality of our dairy cows during the past ten years as shown by official milk and fat records and show ring exhibits. Mr. R. L. Shuford of Newton was the first man to do official testing. He began in 1909 and has had cows on test continuously since then. Other breeders have taken up the work until at present we have 25 representing all four of the important dairy breeds with around 140 cows on test continuously. The first cow to complete an official record was a Jersey with a production of 8,330 pounds of milk and 168.7 pounds of butterfat. Since this record was made a large number of other cows have completed records, which showed a gradual increase in the amount of milk and fat produced. Last year a senior 3-year-old Holstein cow, owned by Mrs. J. F. Stephens, of Greensboro, produced 20,554 pounds of milk and 669.6 pounds of fat. During the same period a junior 4-year-old Jersey cow owned by R. E. McDowell, of Charlotte produced 12,451 pounds of milk and 739.9 pounds of fat. Such records go to prove that our present average of milk production of 2,666 pounds is not necessary and that good milk cows well fed and cared for will make records of production in this state that will compare favorably with those of our best dairy sections.

During the past ten years marked progress has been made in grading up of our milk cows by the use of good pure bred sires having register of merit backing. Some of our breeders realize the importance of the "good sire" and have spent much time and money in securing the best bred bulls that their means will permit. Their efforts along this line have not been in vain since there are cases on record in this state where the average milk production of the offspring of a good bull was 18 per cent higher than that of the dams.

Only the more important phases of our dairy development have been referred to. There are many others of minor importance that could be enumerated, but as yet the field for dairy development in this state has only been scratched considering the natural advantages offered in this branch of agricultural endeavor. We have the markets, a mild climate, favorable conditions for growing feeds and have proven that good production can be obtained when our cows are well fed and cared for. So I predict for the next ten years a much greater development than has taken place during the past ten.

### Davidson and Wilson.

Charlotte Observer.  
While Davidson College is peculiarly grieved by the death of Woodrow Wilson, it has consolation in the honor reflected upon the institution by its most illustrious son. It is properly a source of pride to Davidson, and should always be, that "Thomas" Wilson, as Davidson knew him as a student, obtained a portion of his preparation for his marvelous career within her venerable walls and upon her campus.

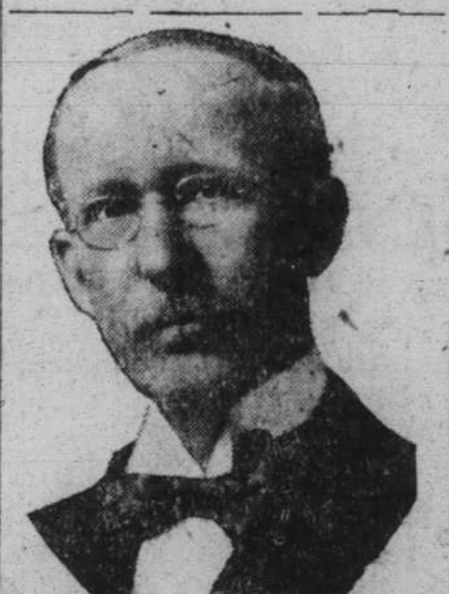
Incidentally, the death of Mr. Wilson was the occasion for a bit of the most far-reaching publicity that Davidson has had in years. The Associated Press carried to the four cor-

ners of the nation on Sunday night the story of Woodrow Wilson's year as a student at Davidson college, a story of such interest, on the occasion of his passing, that it must have found space in practically every stand morning newspaper in the land. It is a pretty safe assumption that millions of people read the little story of Wilson's college days who did not remember ever having heard of Davidson college before.

### FATHER AND SON SERVED IN NAVY FOR 106 YEARS

Reaf Admiral Thomas Oliver Selfridge, retired, is dead at his home in Washington of heart disease. He would have passed his 89th birthday Wednesday.

Admiral Selfridge and his father, who bore the same name and attained the same rank, served the navy for 106 years, the elder enlisting in 1818. The younger achieved fame in the



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**There's a Reason.**  
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Big Clothing, Shoe and Hat Store for Men.

civil war. He was second in command by the Merrimac, served under Porter on the Mississippi river, and later of the Cumberland when it was sunk commanded the naval battery at the siege of Vicksburg. He also commanded the gunboat Asage during the Red river campaign, winning the unique distinction of commanding sailors in a successful battle against Confederate cavalry.

### HOLLIS SCHOOL IS PROUD IT HAS NO MEASLES

Special to The Star.  
Hollis, Feb. 6.—We are indeed glad to note there is no measles in our school so far.

We are glad to have back in school Miss Mozelle Gold who has been out two weeks on account of illness of her father.

The Hollis second basketball team played the New House boys first team. The score was 25 to 16 in favor of Hollis.

Mr. Harrill Melton spent the week and with Mr. Clyde Daves.

We were glad to welcome Miles Walker a new student to our school yesterday.

### Gastonia's Farewell To Mr. Lambeth

A congregation that filled the First Baptist church at Gastonia to overflowing gathered last Sunday night to attend a farewell service tendered by the uptown churches of Gastonia to Rev. W. A. Lambeth, retiring pastor of Main Street Methodist church, who leaves this week for Washington, D. C., to assume the pastorate of Mt. Vernon Place Methodist church to which he was recently appointed by Bishop W. A. Candler, of Atlanta. The sermon was preached by Mr. Lambeth.

Music for the service was rendered by a choir composed of representatives of the churches participating. Prof. C. A. Criddle presiding at the pipe organ.

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100 STYLEPLUS SUITS AT \$22.50 and \$27.50. EVANS E. McBRAYER

## "Let Me Say This to Mothers Who Force Castor Oil and Calomel on Their Children"

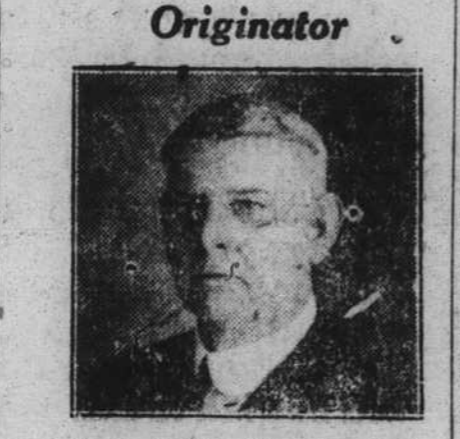
(First of a Series of Three Interviews with W. L. Hand.)  
"I live in Charlotte. I make Liv-O-Lax. It is used in nearly every home in Charlotte in place of calomel and castor oil. Charlotte women will tell you so, will tell you how glad they are to have Liv-O-Lax."  
"In fact, the mothers of Charlotte were really responsible for the discovery of Liv-O-Lax."  
"It happened in this way—"

"I was in the retail drug business for twenty-five years. Nearly every day, some woman would come into my store and say—'Haven't you some liquid remedy that I could give the children in place of calomel? I hate to give them calomel. I cannot get them to take castor oil and they cannot swallow a pill.'"

**A Real Discovery.**  
"This set me to thinking and experimenting, but it was only after a long period of trying out numbers of prescriptions that looked good but always failed in some particular that I at last hit upon a mixture that does the work. I named it Liv-O-Lax because it serves a double purpose, relieving congested liver and constipation at the same time. It is easy to take and children like it."

"For several years, I made Liv-O-Lax just to fill the demands I have mentioned, in my own store, but when finally the reputation of Liv-O-Lax spread from Charlotte into the surrounding towns and counties, I had to give up my drug store and go to manufacturing Liv-O-Lax in a large way."

**What Every Mother Knows.**  
"That's the story of Liv-O-Lax, and I want you to try it because I think you know that there is such a close and mysterious relation between biliousness, constipation, indigestion and colds that, like the hen and the egg, it is hard to tell sometimes



W. L. HAND, Charlotte, N. C.

Whose long-continued investigations and experiments are recounted in this interview.

which came first. You know a laxative is needed in all these conditions and yet the usual laxative fails, as a rule, to relieve colds and biliousness because it has not sufficient action on the liver.

**Glad to Send Samples.**  
"You can get Liv-O-Lax at your drug store. It is not only a remedy for children, but does the same work for grown-ups. If you would like a sample bottle write me."

W. L. Hand, president, W. L. Hand Medicine Co., Charlotte, N. C. Ad

## How to know "cured" fertilizer

Great bins of Royster Fertilizer "cure" or "age" for months so that your results from its use will swell the earnings from your land.

**HOW can you tell Royster's "cured" Fertilizer from fertilizer that has not been aged? The greatest difference is seen in the more profitable crops grown by the cured fertilizer, but there is a difference even to the untrained eye!**

After the first mixing, Royster's goods are placed in great bins where they age from four to six months. They are then re-milled and bagged.

The fine grinding of the ingredients and the close association of the plant-food elements bring about a more complete chemical action during this aging, making a fertilizer which is readily available to the plant from seed time to harvest.

The curing and re-milling are two of the reasons successful farmers say "Royster's helps to make bigger and better crops."

Don't buy fertilizer in a hit or miss fashion any longer. Put your faith in the old, well-known Royster reputation and ask for Royster's Fertilizer by name.

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