

Elmwood Farms Section

THE PERQUIMANS WEEKLY

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New Elmwood Farms Dairy To Open Tuesday

BOTTLES LEAVE ELMWOOD FARMS DAIRY SEALED — NOT MERELY COVERED

Dairy Turns Thumbs Down on Old Style Paper Caps In Favor Of New Type Metal Seals

The old style milk bottle and paper cap, in the eyes of progressive dairymen, have long been the weakest link in a chain of cleanliness and sanitation that began in the milking barn and ended where the bottle was first opened for drinking or cooking purposes.

The new Elmwood Dairy, being a Golden Guernsey Dairy, is subjected to more rigid requirements than other dairies, and after any dairy has complied with State Board of Health regulations and local requirements such as to floors, details for cleanliness and pasteurization, there was still the weak link . . . the bottle and paper cap.

In the opinion of Mr. Dawson, the old style equipment nullifies all pasteurization and painstaking care within the dairy.

So, he bought new-type bottles and Dacro caps, a new development which seals the bottle, not merely covering it.

The Dacro Cap is made of metal. It locks securely on the bottle, making an air-tight, tamper-proof seal that will stand rough treatment or careless handling while on delivery. Nobody can touch the top of the bottle, regardless of how it is handled, and until the cap is removed the pouring lip is as clean and sterile as when the bottle left the dairy.

It was Mr. Dawson's view that all

the care used at the dairy counts for little if the top of the bottle is left exposed during handling and delivery. Good milk, he decided, should be delivered in containers that safeguard all the purity and quality of the milk right to the table.

J. Oliver White Will Distribute Here For Elmwood Dairy

After the Hertford distribution of Elmwood Farms Dairy products is established by J. Oliver White, who will be the local distributor of the new dairy's products, B. B. Dawson, owner of the Elmwood Farms Dairy, will establish another outlet in Elizabeth City.

At that time, says Mr. Dawson, the Golden Guernsey herd will be increased to twice its present strength, and so on as the demand grows.

Elmwood Farms will not retail the milk. It will sell wholesale only.

Mr. White has handled milk distribution and retailships in Hertford and vicinity for a number of years.

This Censorship

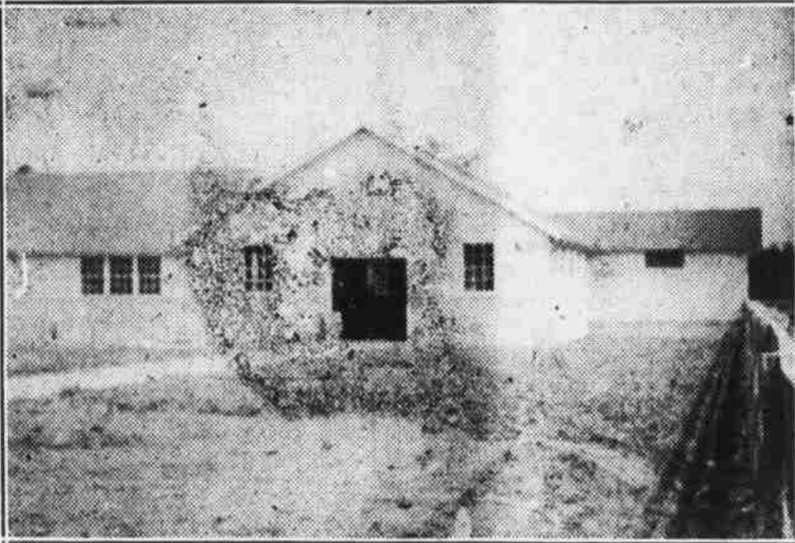
Mother—What did your father say when he saw his broken pipe?

Innocent—Shall I leave out the swear words, mother?

Mother—Certainly, my dear.

Innocent—Oh, he didn't say anything.

ELMWOOD FARMS DAIRY MILKING BARN



The new Elmwood Farms Dairy barn and milk-house out on the Elizabeth City highway which opens to the public on Tuesday. Elmwood Farms Dairy, the property and new enterprise of B. B. Dawson of Elizabeth City, is the only Golden Guernsey Dairy east of Durham.

'Pasteurizing' Is More Than A Word; It Means Safety, Too

Milk Is Heated to 142 Degrees and Then Is Cooled to 40 Degrees

Have you ever wondered about pasteurizing? Is it just a word to you, and no more, or do you know exactly what is meant by pasteurizing?

If you don't know, then read on; it'll be interesting.

In the pasteurizing process, where it concerns milk and dairying, according to authority on the subject, the milk is heated to not less than 142 degrees and every particle is held at that temperature accurately for 30 minutes. This destroys any harmful bacteria that may be present without affecting the flavor and food value of the milk.

Now the milk is quickly cooled to 40 degrees or less and sent on through shining, spotless pipe lines. At all times the temperature is kept exactly to the nth degree.

Next the milk flows to the bottling and capping machines that fill and (Continued On Page Four)

BRACK DAWSON BRINGS GUERNSEY DAIRY HERE

ford, electric and plumbing contractor, installed the electrical equipment.

In addition to faultless facilities for the careful handling of milk from the cows to the bottles, the nine-room milk house includes a room for by-products of the dairy—butter and ice cream. It is said that Elmwood Farms may install equipment for making these products after the milk business has been in operation for a short while.

Elmwood Farms has its own individual bottles, stamped with the name "Elmwood Farms." The bottles are capped not with a paper insert, but with a crimped metal cap, similar to those used on soft drink bottles . . . but much larger.

Golden Guernsey is a nationally-advertised milk brand. The advertisements appear in many of the nation's outstanding magazines, and the Cattle Club says of Guernsey Milk, "The better grades of milk on the market, in many instances, are either wholly Guernsey or part Guernsey. The rich yellow color extra butterfat, and richness below the cream line, together with superior flavor, give to Guernsey milk an advantage which no other milk enjoys."

It was these qualities, along with many others, which influenced Mr. Dawson in turning to Golden Guernsey for the new Elmwood Farms Dairy.

J. A. Bartlett, dairyman of wide experience in the business, is in active charge of the dairy.

There are 108 complete and about 500 partial known translations of the Bible.

Only Golden Guernsey Herd East of Durham; May Manufacture Butter and Ice Cream Later

Elmwood Farms Dairy, the property of B. B. (Brack) Dawson of Elizabeth City, which officially opens Tuesday, is the only Golden Guernsey dairy east of Durham in North Carolina.

This statement means that more than half the Guernsey herd that will supply milk to those who buy from retailers who in turn will buy from the Elmwood Farms are registered cows . . . registered with The American Guernsey Cattle Club of Peterborough, New Hampshire.

Mr. Dawson has gone to no little expense to gather the herd together . . . many of the cows came from the western part of the State, from near Mocksville . . . others were picked up at other points after careful consideration as to their pedigrees and milk records.

Elmwood Farms Dairy covers 35 acres of the Nixon farm and additional pasture land two miles beyond Winfall, four miles from Hertford on United States Highway 17. Everything about the place . . . even the fences . . . is entirely new, from the ground to the bright green roofs of the milking barns and the milk house.

W. H. Bartlett, Elizabeth City building contractor, constructed the buildings and the concrete driveways and walks. R. S. Jordan of Hert-

ELMWOOD FARMS

EXTENDS A CORDIAL INVITATION TO YOU AND YOUR FAMILY TO ATTEND THE

FORMAL OPENING

OF OUR NEW and MODERN GOLDEN GUERNSEY

DAIRY

PASTEURIZED

GRADE A

OCTOBER 8, 1940

OUR PRODUCTS ARE DACRO PROTECTED

"Milk From Cows That Are 'Udderly' Charming"

MILKING TIME
3 A. M. and
3 P. M.

