

# Cleveland Dairy Industry Expands Rapidly

## Producer Income For Year 1950 Set New Record Of \$1,500,000

If the dairy industry has not already arrived in Cleveland County, it is fast arriving. In 1950, Cleveland County milk producers received \$1,500,000 at their milk payroll. This gross figure received by 115 owners of Grade A dairy farms, is a far cry from the figure of a short dozen years ago and even from a shorter five years ago. In 1939, there were only 12 Grade A producers in Cleveland County, and there were six other producers who lacked facilities for making the high Grade A, which is now required in North Carolina for persons or firms wishing to sell milk. County agriculture officials say that milk output has doubled since 1946. Reasons for the rapid growth of the industry are numerous, but perhaps the principal one has been realization by farmers of the value of a regular cash income, as compared to the old

farming method of putting virtually all their eggs in the cotton basket. Other factors count, too, including increase of milk consumption generally, and the fact that Cleveland county's soil, and climate are ideal for the growing of required hay crops. Howard Clapp, county agent, came to Cleveland last year from Haywood county, where he devoted much time and energy to promotion of the dairy industry there. He likes to refer to milk as "white, liquid gold", and predicts that Cleveland's current growth-trend will continue. "Cleveland county farmers are dairy conscious," Mr. Clapp says. "They are good farmers and hard workers, and these are the ingredients required for success in the dairy industry." There are in Cleveland county: thirteen Grade A Raw Milk producers - distributors, six plants distributing Grade A pasteurized milk, one plant receiving milk

## Robbs And Biddix End Basic Training

LACKLAND AIR FORCE BASE, TEXAS—Pvt. Robert C. Robbs, 19, son of Mr. J. H. Robbs, route 2, Kings Mountain, and Pvt. Lester Biddix, Jr., 18 son of Lester Biddix, Sr., route 2, Kings Mountain, have completed their AF basic airman indoctrination course at Lackland Air Force Base, the "Gateway to the Air Force". Lackland, situated near San Antonio, is the world's largest air force base, center of air force basic training, for airmen and women, indoctrination station for prior service enlistees, and home of AF's Officer Candidate School. His basic training has prepared him for entrance into Air Force technical training and for assignment in specialized work. The course included a scientific evaluation of his aptitude and inclination for following a particular vocation and career. for densing purposes, with over 650 farmers supplying milk, and two creameries buying cream in the county.

## County Agents Anxious To Aid Farmers In Good Dairy Program

The county farm agents are intending to keep on improving the dairy industry in Cleveland county. Howard Clapp, Cleveland agent, pointed out that the farming program of the county is peculiarly suited to the production of dairy products. Grain is produced for feed, there is a good supply of both permanent and temporary pasture grass, and it is possible to harvest much hay to help with the feeding program. Farmers who are considering entering the dairy field will find the county agents ready to assist them in planning for permanent pastures, designing and constructing their barn, and other problems. Mr. Clapp stated that he attempts to help farmers design a barn in keeping with the size of their farms, the number of cows which they expect to keep, and the amount of money they plan to spend. The agents also cooperate with the health department in carrying out the specifications of the various counties where the milk may be sold. Experiments are being carried

on with different hay crops, and alfalfa is now being urged as a means of obtaining more high quality hay. Hay may also be obtained from permanent pasture lands, soy beans, and lespedeza. The sowing of temporary pasture is advised to provide grazing in the late fall and early spring as a supplement for the permanent pasture. Outstanding cattle have been purchased to provide foundation stock for breeding purposes in the county. Young dairy bulls, from all breeds, out of families of known production records, have been brought into the county and are helping the breeding program immensely. "The county agents will be glad," Mr. Clapp emphasized, "to work with any farmer interested in the dairy program. They will assist in problems of feeding, breeding, herding, purchase of cattle, or any other matters concerning which they can advise."

Notices of sales of good cattle of various breeds come to the agents' office and they take advantage of these sales to help farmers secure the animals they need and want.

bring them to the show grounds on the afternoon before the show. Exhibitors and their leaders will be given a free banquet and a special program will be presented on the night before each exhibition. They reports that 2,384 animals were exhibited in the fall of 1950 in local and district contests. Five district shows were held last year after 46 local county shows had been given. Boys and girls who enter dairy animals in the shows must be between the ages of 10 and 20 at the time of the show.

Toxaphene, a powerful insecticide developed during World War II, is derived from the pine woods of the South.

Dr. L. T. Anderson  
Chiropractor  
Morrison Bldg., Kings Mtn.

## Facts About Dairy Industry of State

In North Carolina: There are 374,000 cows (increase of 15,000 over 1949) valued at nearly 50 million dollars. These cows are better fed—North Carolina's acreage of Ladino clover increased almost 1,000 times between 1945 and 1950 — from 800 to 700,000 acres.

These cows produced 775 million quarts last year (average of 2,074 quarts per cow, which is an increase of 200 quarts per cow since 1945). These cows bring to North Carolina farmers approximately 41 million dollars cash income annually.

1909, first dairy processing plant was built in North Carolina.

There are now over 200 plants in the State providing markets for an 87 million dollar dairy industry. This includes value of dairy products consumed by farm household.)

Annual income from milk alone has increased almost 25 million dollars since 1945.

The value of dairy products produced in North Carolina has more than doubled in the past 15 years.

Industry is owned and operated chiefly by natives of North Carolina.

Milk, less than 12 cents per pound, is the greatest food value on the market today.

We consume an average of 228 quarts of milk, or its equivalent in dairy products, per person annually. Nutritionists recommend 301 quarts annually.

52,531,600 half pints of milk was served under the Federal lunch program in North Carolina schools in 1950-51 as compared to 7,722,141 half pints of milk served in 1943-1944 during the first year of the State-wide child feeding program.

Dairying builds soil and human resources in the state.

We have some of the finest cattle breeding farms in the nation.

We have some of the finest teaching and research facilities at State College, second to none in the United States.

The Dairy Foundation at State College, made up of dairy farmers, dairy suppliers and processors, is leading the way by raising funds for supplementing and supporting dairy research, teaching and extension work at State College to develop a even greater dairy industry for North Carolina.

## Fall Dairy Shows Are Scheduled

North Carolina's future dairymen will be given a chance to compete for ribbons and prizes in five district junior dairy cattle shows to be held this fall, according to J. A. Arey, in charge of extension dairy work at State College.

First of the 1951 shows will be held at Asheville on September 11, with the Asheville Agricultural Development Council as sponsor. The second, on September 13, will be held at Statesville under sponsorship of Belk Stores and the third, on September 21, at Lexington with Coble Dairy Products as sponsor.

The Wilmington Chamber of Commerce will sponsor a show at Wilmington on September 23. The last show in the series will be held at Oxford on October 12, with Belk-Leggett Stores as sponsor.

Arey explains that all Jerseys, Guernseys, Holsteins, and Ayrshires are eligible for showing. Approximately \$10,000 will be paid out in premiums to exhibitors at the five shows.

Boys and girls who plan to enter animals will be expected to

# National Dairy Month

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## FARM AND DAIRY SUPPLIES

At our store you will find many items which are needed for the efficient operation of your farm and dairy... Included are

- House, Barn and Roof Paints . . . . Roofing, Galvanized and Aluminum . . . . Fencing . . . . Wire
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# Phifer Hardware Co.

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# Liquid Gold

FROM CLEVELAND

and

Kings Mountain Area Farms

Cleveland's 115 Grade "A" Dairies are doing an annual business of almost \$1,500,000, which is a lot of money for a relatively new industry in this area.

Our Cleveland County and Kings Mountain area farmers have been quick to adopt modern methods, and put into practice the best that is known in the production of quality milk.

June is National Dairy Month, and this bank thinks it fitting on the occasion of National Dairy Month to pay tribute to the farmers of the county and area for their efforts in building the milk business to its present proportions. Truly, milk is "Liquid Gold".

# First National Bank

Member FDIC

These Facts Mean

# MILK

FROM

## Health and Wealth

- 115 Grade A Dairy Farms supply good, fresh milk for Cleveland county and its surrounding territory.
- Cleveland County's milk payroll was \$1,500,000 in 1950. This was the amount paid to producers and is comparable to other individual industries in the county.
- There are in Cleveland County:
  - 13 Grade A Raw Milk Producers-Distributors.
  - 6 Plants distributing Grade A Pasteurized Milk.
  - 1 Plant which receives milk for condensing purposes boasts over 650 patrons who supply it milk.
  - 2 Creameries purchasing cream in the county.
- The milk industry has more than doubled in this county during the past five years.
- In 1939, there were only 18 dairies in Cleveland County, including 12 Grade A dairies and six others.
- No place or area anywhere can boast of producing fresher or better quality milk than is produced in Cleveland County.

## MILK IS NATURE'S MOST PERFECT FOOD

One quart daily will supply these daily nutritional needs:

100% of the Calcium	82% of the Vitamin C
74% of the Phosphorus	49% of the Protein
30% of the Vitamin A	25% of the Vitamin B
22% of the Calories	19% of the Vitamin K

Milk and its products comprise about one-fourth of the foods consumed annually by the average American. Not only is MILK tops in food value—check full of vitamins and minerals—MILK TASTES GOOD!

Cleveland County Grade A Milk Producer's Assn.  
Cleveland County Guernsey Breeder's Assn.  
Cleveland County Artificial Breeder's Assn.

Bought in Kings Mountain



Sold in Kings Mountain

## Your Milk Man And National Dairy Week

None is more aware of the growth of the Dairy Industry in this area of North Carolina than SUNRISE DAIRY, your veteran milkman, who has been bringing you top-grade dairy products for many years. . . . it has not been too long ago when it was necessary for us and other milk distributors to buy many refrigerator cars of milk each year from faraway Wisconsin to supply our customers. Now, through the expansion of the dairy industry locally, we number among our chief suppliers, many Grade A producers in Kings Mountain and throughout our sales area.

. . . . for the best in dairy products, specify SUNRISE.

# Sunrise Dairy

Phone 6354 • Gastonia, N. C.