

Cleveland County Is Observing Annual Dairy Week

Modern Methods Aid In Milk Protection

Science has revolutionized the methods used to handle milk on the dairy farms and in the city processing plants, even though cows give milk the same old wonderful way.

According to County Agent Clapp, modern methods of handling milk and milk products accounted largely for the superior quality and economy of dairy

foods enjoyed by consumers. Manufacturers of dairy machinery and supplies have united to provide equipment and methods that will permit the handling of larger herds with less effort and labor on the part of the farmer," he said.

Typical of this trend are (1) mechanized feeding; (2) the pipe line milking system and the milking parlor; and (3) the use of farm cooling tanks which permit handling of bulk cooled milk from farm to city plant.

"Nature's Goodness At It's Best" Slogan Of Dairy Week Observance

Cleveland County Dairy Facts

- 1) Over 8,000 milk cows in county.
- 2) 130 farmers producing Grade A Fluid milk to distributors.
- 3) 10 farmers are producer-distributors of raw milk.
- 4) 11 firms are buying and/or selling milk and dairy products in county.
- 5) Milk payroll to farmers over \$1 1/2 million dollars. This is amount paid to farmers, but by the time the consumer gets his quart, it is over a 3 million dollar business.
- 6) Carnation company receiving over 75,000 lbs. of milk daily for manufacturing purposes. Over 650 farmers producing milk for this plant.

Dairy farmers are producing high quality milk — not only for Cleveland County consumers, but other markets in North Carolina.

The consumer can purchase Golden Guernsey or Jersey Creamline milk — which is premium milk produced by Cleveland County dairymen. Drink more good Cleveland County milk, nature's best food — It's GOOD for you.

Industry Surmounts Present Challenges

"The dairy industry, from the herd owner to the distributor of consumer products, as well as dairy industry equipment and supply manufacturers, have met many challenges brought by wars, population growth, and the beckonings of new science," June Dairy Week Chairman W. C. Stallings reports.

"The dairy industry also will meet and surmount all the present challenges and continue to provide dairy foods that all the people want abundantly and economically," he added.

Americans are growing taller and doing it at less cost than ever before. These two developments are among the most significant facts in our modern society, W. C. Stallings, June DAIRY WEEK chairman, said today.

Pointing out that better health through better food is resulting in a taller, stronger nation, Mr. Stallings cited a recent scientific report which confirmed that the average Yale University freshman last year was 2 1/2 inches taller than the average Yale freshman of 1893. The 1952 Yale freshman was also 18 pounds heavier and one year younger than his 1893 predecessor.

"Fine food and enlightened eating habits are primary factors in the American record of increased growth," Mr. Stallings said, "yet today's fine food actually costs less than in previous years. For example," he continued, "let's talk about the dairy industry's basic product — MILK. A quart of milk cost the average industrial worker 11 minutes of his wages in 1940. Today, it costs him only 8 minutes work. Similarly, other dairy foods such as butter, cheese and ice cream cost less today in terms of real purchasing power than they used to."

June Dairy Week is a gigantic nationwide effort to explain from coast to coast through newspapers, radio, television, and the lecture platform the tremendous story of the dairy industry. This year the June Dairy Week slogan, "Nature's Goodness at Its Best Dairy Foods," emphasizes the taste pleasure of dairy products as well as their nutritional and economic values.

Mr. Stallings said that in developing a wider use of dairy foods the value of the June Dairy Week campaign to the public and to the industry was "incalculable". He pointed out that 10 million people depend upon the multi-billion dollar dairy industry for their livelihood. "The great significance of this industry, however," he said, "is the fact that it supplies 30 per cent of all the food that Americans eat for only 15 per cent of their food dollars".

Canned Milk Output Figures Are Listed

A look at the 1952 production figures indicates that evaporated milk remains an important member of the dairy products family. Over two billion eight hundred and seven million pounds of evaporated milk were produced last year, taking nearly six per cent of the total milk production. The retail output is a third of a billion dollars a year, for which the dairy farmer receives \$250,000,000.

When the processing of whole milk into evaporated milk was developed some sixty years ago, it was to meet the need for a year-round milk supply, especially in those areas removed from dairy centers. The convenience of this concentrated whole milk in cans, however, was readily recognized by homemakers all over the country. Its ease of transport, storage and use started evaporated milk consumption on its rapid climb to its present high level. Today around 8,500,000 cans of evaporated milk are being used daily in American kitchens for family food preparation, for infant feeding and other purposes.

Through its own association, the evaporated milk industry has maintained a research and education program designed to improve human diets through a greater use of milk. Research has demonstrated that evaporated milk supplies all the nutrients of whole milk from which it is made — the proteins, minerals, vitamins, milk sugar and butterfat. Research has demonstrated also that the heat treatment in the processing not only renders evaporated milk sterile, but makes the milk more easily digested. Recognizing these factors, physicians began prescribing evaporated milk for infant feeding more than 25 years ago. Today this form of milk is the most widely used milk for feeding infants and young children. Because of its concentration, too, evaporated milk is especially suitable for use in special dietary cases where more milk nourishment can be provided in less volume. Keeping pace with nutritional research, manufacturers began to fortify evaporated milk with vitamin D back in 1934. This is the vitamin essential for the body to use efficiently the milk minerals, calcium and phosphorus, in building and maintaining strong bones and sound teeth. In line with recommendations of the Council on Foods and Nutrition of the American Medical Association and the Food and Nutrition Board of the National Research Council, today's evaporated milk is fortified with 400 USP units of vitamin D per pint. Recently the American Medical Association reported that rickets in children has practically disappeared in this country — and they credit the widespread use of vitamin D fortified milk for effecting the eradication of this childhood disease.

Kings Mountain Area Dairy Farmers Listed

Some 24 Kings Mountain area dairy farmers are producing Grade "A" milk for the home table and other uses.

Those listed by the county agent's office include C. S. Dixon, Tom Hamrick, J. C. Randle, C. G. S. Mrs. Colleen Dixon, Archdale D. A. Roy, Roy Bell Wayne Mess, C. E. Dixon, H. K. Dixon, R. B. Dixon, H. A. Dover, George M. Goforth, Charles A. Whisnant, Edwin Moore, Patterson Dairy, R. L. Plonk, J. L. Hallman, John B. Plonk, Wray A. Plonk, Alex Owens, Frank Harmon, Harold Herndon, Charles Goforth, and Will Watterson.

They are among the more than 120 farmers of the county and area farmers who are increasing the county's output of milk by leaps and bounds. Last year's production more than doubled the total of five years ago.

Milk Consumption Lower Food Costs

America would be an even stronger nation in terms of economic and human health if Americans consumed more milk than they do now, according to the findings of food scientists and economists.

Great Britain — a nation which only in recent years has seriously concentrated on a program of making more milk available to more people — learned that it reduced its mortality rate to the lowest recorded point (during wartime!) as a result of a major increase in milk consumption. Britain's Ministry of Food reported that its food program, carried on during the closing years of World War II and centered largely around milk, made a significant contribution to the record low mortality experienced in that period.

Here in America, where the civilian consumption of fresh milk is increasing gradually each year, we are learning the lesson

of milk's nutritional and economic importance at a somewhat faster clip. Since the 1935-39 period, per capita consumption of fluid milk and cream has increased from an average of 340 lbs. to 400 lbs. in 1952—a 17.6 per cent increase.

We are learning, too, the economic lessons of increased milk consumption under the pressures of inflation. The battle with higher prices has taught the American Housewife that she can "live cheaper and be healthier" by shopping for one of the big-

gest food bargains in the American food basket.

That unique bargain — in terms of lower price as well as of higher food value — is fresh milk. For, through six years of experience with advancing food prices, the American housewife has learned that the price index for fresh whole milk still lags behind the price index for all foods, including such important food items as meat, poultry and fish. The Cost-of-Living Index at the close of 1952 showed that dairy product prices stood at 218,

about 6 percent lower than the index for all foods, which stood at 232.

So — even in a time of stress at home and of tribulation abroad, we can improve individual and the common health and add to our economic well-being in one area of daily living. By wider consumption of the vital food materials found in milk, we can do much to conserve our greatest natural resource, which is our people.

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Dairy Farmers

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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.

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