

**Ice Cream Doubly Good In Dairy Food Value Nutrition To Healthful Living**

Ice Cream has always been so palatable — so good — that few people have realized its inherent goodness, its food value and its contribution nutritionally.

"Neither do most of the consumers realize that ice cream is a dairy food," declared Howard Clapp, Cleveland County farm agent. "It's formula is simple; it's made up of 80 percent to 85 percent cream and milk solids, about 15 percent sugar, and the balance is various kinds of flavoring. Ice cream contains a minute amount of edible stabilizer such as gelatin, and sometimes eggs, but cream and milk make up the greatest proportion of the ingredients. This means, continued Mr. Clapp, "That ice cream contains all of the important nutrients of milk, only in different proportions. Ice cream manufacturers today concentrate the solids so that modern ice cream makers are turning out a much better product nutritionally than the one we remember be-

ing made in the home freezer years ago."

Ice cream's importance in the diet was recognized during World War II when it was included in the 7 Basic Food group by the Interagency Committee on Nutrition and School Lunch, a federal governmental group. Enough scientific information was available to that body for them to evaluate ice cream's importance as a highly nutritious food.

The fact that it is so universally liked makes it the popular answer to those wishing to build up the diets of the young and particularly the older age groups. Ice cream is highly digestible — and its nutrients are readily available. Some idea of its importance nutritionally can be gleaned from the fact that one-sixth of a quart of average vanilla ice cream can supply an individual with significant amounts of his daily need for riboflavin, vitamin A, fat, calcium,

phosphorous, and important amounts of protein and thiamine.

The demand for ice cream has steadily increased with our knowledge of its nutritional value. At the turn of the century, ice cream manufacturers were producing about 5 million gallons. In 1953 it is expected that our production will reach nearly 600 million gallons. Ice cream is no longer considered a luxury nor in the onfection class, but a mighty palatable, mighty popular, very glamorous dairy food.

**GETS PROMOTION**

Telesman Erwin N. Hughes, stationed with the navy at the Boston Naval Yards, Boston, Mass., was recently promoted to the rank of Telesman Third Class. He recently spent a 15 day leave here with his parents, Mr. and Mrs. Conrad Hughes and his wife, Mrs. Betty Childers Hughes.

Telesman Hughes is a postmaster aboard the Icebreaker U. S. S. Edisto. He is to leave for duty in Greenland next week.

**A PROCLAMATION**

WHEREAS Kings Mountain is profoundly interested in the health and strength of all its citizens and the economic welfare of the city itself, and

WHEREAS milk, which is recognized as nature's most nearly perfect food, is of vital and increasing importance to the universal well being of persons of all ages, and

WHEREAS America's vast dairy industry constantly strives through the cooperation of science and the medical professions to do an even better job of directly raising the standards of the health of all of us, and the dairy industry with 10 million Americans wholly dependent upon it and its allied industries for livelihood is of dominant interest to all United States citizens and indirectly is of priceless interest to the people of all other lands, and

WHEREAS the dairy industry annually observes the month of June as the time when the superlative health and life-continuing values of milk and dairy foods may be stressed, because June is the month when the abundance of Nature is emphasized and our dairy herds achieve their most plentiful and best production, now

THEREFORE I Glee A. Bridges, Mayor of the City of Kings Mountain, N. C., in full appreciation of the opportunities herein presented for constructive public service, do hereby proclaim the period of June 23-30, 1953, as JUNE DAIRY WEEK FOR THE CITY OF KINGS MOUNTAIN, and do urge civic business associations to cooperate in its observance, both in public and in private, in order to increase our appreciation of milk and dairy foods to the end that our health may be improved, our financial well-being increased, and our gratitude to the Great Giver expressed.

IN TESTIMONY whereof I have hereby set my hand. Done in the City of Kings Mountain, this 23rd day of June, in the Year of our Lord, One thousand and nine hundred and fifty-three.

Signed GLEE A. BRIDGES, Mayor.

Cash Receipts (milk & cream): 1952—\$52,720,000; 1948 — \$37,587,000; 1942 — \$17,465,000. An increase of 40 per cent over 1948 and 3 times as great as 1942.

Gross Farm Income: (Sales plus value of products consumed on farms where produced): 1952—\$101,244,000; 1948 — \$86,720,000; 1942 — \$46,447,000. An increase of 47 per cent over 1948 and more than double 1942.

Number of Dairy Cows: Janu-

ary 1953, 399,000; 1952 (average for year) 376,000; 1942, 51 average 377,000. Six per cent increase in January 1953 over 1952.

Annual Average Production Per Cow: 1952 — 4,400 pounds; 1948 — 4,330; 1942 — 3,960—increase 2 per cent over 1948 and 11 per cent over 1942.

North Carolina ranked 21 in total milk production in 1952, but produced only 1.4 per cent of nation's milk supply.

Average Fluid Sales (1952) —

approximately 680,000 quarts per day.

pounds in 1952, compared with 421 million pounds in 1950 and with approximately 398 million pounds in 1947. 1952 sales up 26 per cent over 1950 and 74 per cent over 1947.

Grade A Producers: Number December 1952—4,661; December 1950—4,033; December 1947—about 2,000. An increase of 15 percent since 1950 and more than doubled since 1947.

**MR. DAIRY FARMER:**

**Community Implement & Supply Co.**

Congratulates You On The Magnificent Job You Are Doing.

**We Are Always Happy To Serve Your Needs**

**CASE FARM IMPLEMENTS**

- TRACTORS
- HAY RAKES
- BALERS
- MOWING MACHINES
- DAF "Rola-Rake"
- Field Forge Harvesters

developed by the Dept. Agricultural Engineering N. C. State College.

New, with Quick-Change units —Row Crop —Cutter-Bar —Windrow Pick-up And other Attachments

SEE CASE BEFORE YOU MAKE YOUR NEXT EQUIPMENT INVESTMENT

Grover Road, Near City Limits Phone 438-W

**Cleveland County Dairy Industry Represents 3 Million Dollar Mark**

The dairy industry in Cleveland County represents an annual cash business of more than three million dollars, according to figures released yesterday by County Agent Howard Clapp.

Of the total cash transaction in the county, approximately \$1,500,000 is paid directly to the farmers. The hauling, processing, and distributing expenses are responsible for the total figure.

Citizens of Cleveland County have been invited to observe June Dairy Month this week by joining with the milk producers and processors in promoting the sale of milk and dairy products.

It was pointed out that over 8,000 milk cows are now in service in this county. In 1946 there were only 12 Grade A dairies in the county, as compared with 130 today. In addition, there are 10 farmers who are producers and distributors of raw milk.

One local processing firm buys over 75,000 pounds of milk every day from more than 650 farmers of Cleveland County.

In this week's dairy observance, committees are working on a variety of programs promoting the sale of dairy products.

W. C. Stallings is heading up a committee to carry out the promotional end at two local ball games. Saturday night gifts consisting of ice cream, milk, and other dairy products will be given away at the end of each inning.

A secret committee, laden with bright silver dollars, will be eating in various places around the county this week. Any waiter or waitress who suggests dairy products to a patron belonging to the committee might receive a one-dollar tip. If they fail to make such a suggestion, a card will be left telling them what they missed.

**Interesting Facts About Dairying**

—ten and one-half quarts of rich milk are needed to provide the four pints of rich cream necessary to make one pound of butter?

—That more men are doing the food shopping and are partly responsible for the increase in cheese consumption in recent years?

—that nonfat dry milk solids is one of the least expensive and most concentrated sources of protein, calcium, and riboflavin?

—that ice cream is a highly nutritious, as well as delightful food. Government charts list ice cream in Group IV of the Seven Basic Food Groups.

—that in 1952, 2 billion 8 hundred and 7 million pounds of evaporated milk were produced. Most is used for infant feeding and family food preparation?

—that milk is the most important single food in the diet of expectant mothers?

—that a study of convalescent children's appetites concludes that a 7-ounce glass of milk an hour before each meal does not interfere with meal-time eating?

—that the average American ate more cheese during 1952 than ever before — 7.7 pounds?

—that vanilla, chocolate, and strawberry are America's favorite ice cream flavors? About 45 percent of all ice cream produced is vanilla, 17 percent chocolate, and almost 10 percent strawberry.

—that butter, in itself, is not fattening. Nutritionists say that fat, such as meat fat, or butter, if consumed as part of an adequate diet is usually burned up as energy.

**Dairy Production Statistics Imposing**

Statistical Facts in North Carolina Dairy Production include: Total milk production: 1,615 million pounds in 1952; 1,402 million pounds in 1942; 1952 production, 15 per cent over 1942.

Grade A Production: 523 million pounds in 1952; 216 million pounds in 1947; approximately 147 million pounds in 1942. Production in 1952 more than double 1947 figure and 3.5 times greater than 1942.

Fluid Sales: 535 million cent over 1942.

**KINGS MOUNTAIN DAIRY FARMERS Are Increasing Their Production With**

**FCX & TUXEDO FEEDS**

We Recommend Particularly

- 32% Milk Maker
- Calf-Maker Feeds

For mixing with home-raised grains, to get maximum milk Production.

Specially prepared feeds for Calves, from one-day-old and up.

**Ward's** ALSO SUPPLIES KINGS MOUNTAIN AREA DAIRY FARMERS WITH MANY OTHER NEEDED SUPPLIES AND ALLIED PRODUCTS.

- Salt and Mineral
- Southern Fertilizers
- Insecticides
- Milk Pails & Containers

**WARD'S SEED & FEED STORE**

Cherokee Street - Kings Mountain, N. C.

**Can't Use It? SELL IT THROUGH THE HERALD WANT ADS**

**Nothing can be more disastrous to the average farmer than**

**Fire**

That's Why Farmers Rely On

**Insurance**

against fire and other risks to protect themselves against heavy losses from this hazard.

It is a pleasure to congratulate Kings Mountain's dairy farmers on the rapid strides they have made in the past few years.

**The Arthur Hay Agency**  
All Kinds of Insurance  
PHONE 182

**Custom Feed Grinding And Mixing With Molasses Feed Mixer**

WE HAVE ALL THE EQUIPMENT AND INGREDIENTS NECESSARY TO MAKE YOUR HOME GROWN GRAINS INTO A FINISHED FEED FOR YOUR LIVESTOCK.

Our Big Modern Equipment Includes a 125-HP Hammer-Mill Equipped with Magnets and a 3,000-lb. Feed Mixer — Plus a Molasses Mixer, Designed to Apply Molasses in Any Proportion with Unfailing Evenness, to Dry Mixed Feeds.

In addition to a full line of Proteins and Minerals and Concentrate Supplements, we carry a complete stock of Farm Feeds. If you are using feeds you will be interested in the service we are equipped to offer you.

**Kings Mountain Cotton Oil Co.**  
MANUFACTURERS OF COTTON SEED PRODUCTS  
ICE COTTON GINNERS COAL  
CEDAR STREET PHONE 124

Tread thin? Trade in! Tread thin? Trade in! Tread thin? Trade in!

**TRADE-IN IN SALE**

**B.F. Goodrich Silvertowns**

The tire that comes on new cars

6.70-15 LIST \$22.05 PLUS TAX SALE PRICE **\$17.75**

6.00-16 LIST \$20.10 PLUS TAX SALE PRICE **\$15.95**

- BIG SAVING ON OTHER SIZES, TOO
- TIRES MOUNTED FREE
- CONVENIENT TERMS AVAILABLE

All sale prices plus tax and your old tire suitable for recapping

**"DEFIANCE" SPECIALS TOO!**

6.00-16 EACH LIST \$14.60 PLUS TAX SALE PRICE **\$11.95**

6.70-14 EACH LIST \$16.55 PLUS TAX SALE PRICE **\$13.95**

**HURRY! SALE ENDS JULY 4th**

**City Auto Home & Supply**  
247 Battleground Ave. Phone 896

**B.F. Goodrich FIRST IN RUBBER**