

Milking time at Springdale Farm near Spartanburg, S. C. Milk is carried through sanitary pipes to the milk bottling room adjoining, shown in illustration to the left. Within a few minutes, from the time the milk leaves the cow, it is cooled and bottled. When a cow is milked, the gate in front is opened by the operator by means of a lever, the cow walks forward and out to her barn or feed lot and the gate closes. The rear gate opens and a cow coming in to be milked takes her place in the stall. One operator can handle from three to five stalls and milker units, and milk from 30 to 50 cows per hour.



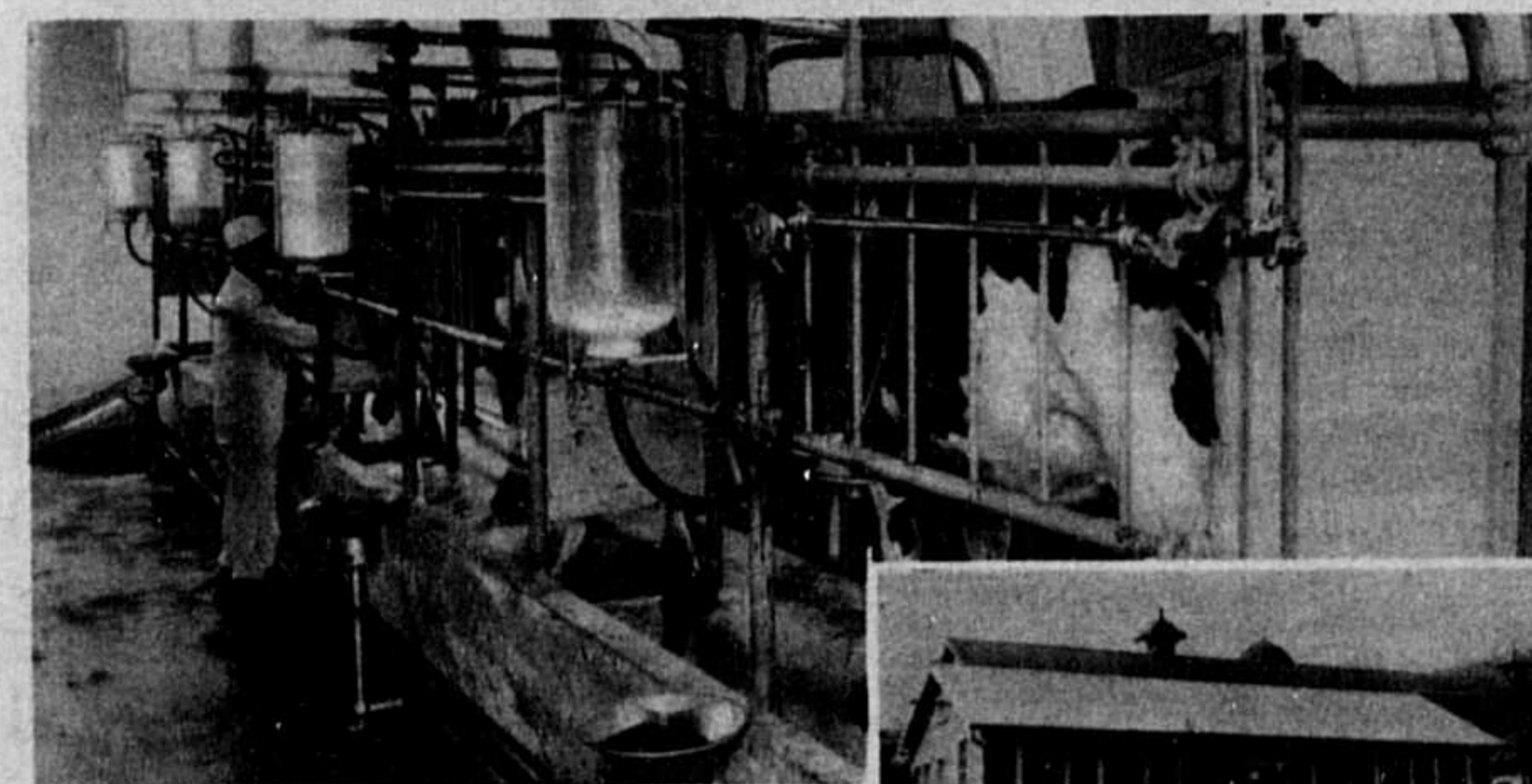
This attractive milking parlor is on the Suwannee Farm, owned by the Florida Milk Co., St. Petersburg, Fla. In 15 months more than 75,000 visitors came to the farm to see this novel method of milking. Right, the milk bottling room.



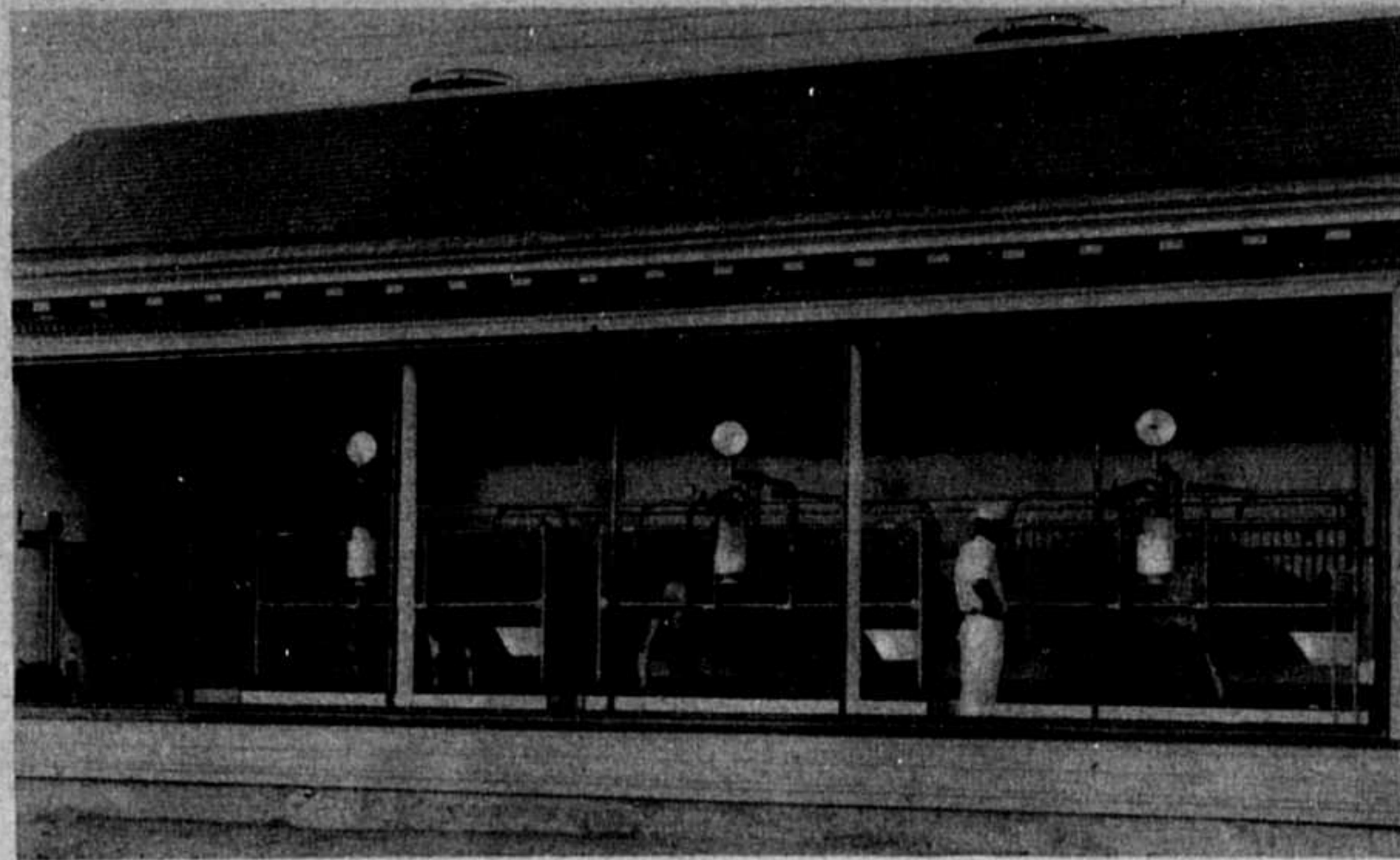
Milking parlor of John W. Berryhill, progressive dairyman near Charlotte, N. C. The three-unit combine milker can be seen through the windows above. Right, milk bottling room, which directly adjoins the milking parlor.



Milking parlor and Combine Milking System of Lickingview Farms, Newport, Ky., where certified milk is produced.



Milking parlor and Combine Milker installation on the dairy farm of the Virginia Polytechnic Institute, Blacksburg, Va. Right, exterior of the milking parlor, which also has an observation room for visitors.



Milking parlor of Col. T. L. Huston, Butler Island Dairy near Brunswick, Ga., located alongside the Coastal Highway to Florida and passed every year by thousands of motorists. The business of this dairy has grown steadily. An attractive roadside stand at which products of the dairy are sold is run in connection with it.

Milking Cows in a Parlor

BY C. L. REISNER

WHOEVER heard of cows being milked in a parlor! Well, it's being done in a big way by some of the finest dairies in the country.

Several years ago at the dairy farm owned and operated by the Bureau of Dairying of the U. S. Department of Agriculture, Beltsville, Md., a room for milking cows was built and equipped with special run-through stalls and a special type of milking machine designed by the De Laval Separator Company.

Fast Milking

Cows were brought into this room and the milk was withdrawn by the milking machine into glass jars suspended on a scale attached to each stall. Sanitary pipes conveyed the milk by vacuum to the milk bottling room.

Dr. Harris Moak, then secretary of the Certified Milk Producers Association of America, called the room in which the cows were milked the "milking parlor." That name stuck.

One man can operate three to five milker units and milk from 30 to 50 cows per hour. Only a few minutes elapse from the time the milk leaves the cow until it is bottled.

Help Sell Milk

Milking parlors help sell milk. People like to watch the cows being milked in this way. This provides advertising of inestimable value.

Some progressive milk producers capitalized upon this idea and as a result constructed attractive milking parlors

with large windows, so that the milking and bottling operations would be visible to the public. This feature has proven so effective that already substantial businesses have been built around it and existing dairies who have installed this system have almost invariably increased their milk sales. Some dairies having milking parlors report thousands of visitors during the course of the year.

Use Increases

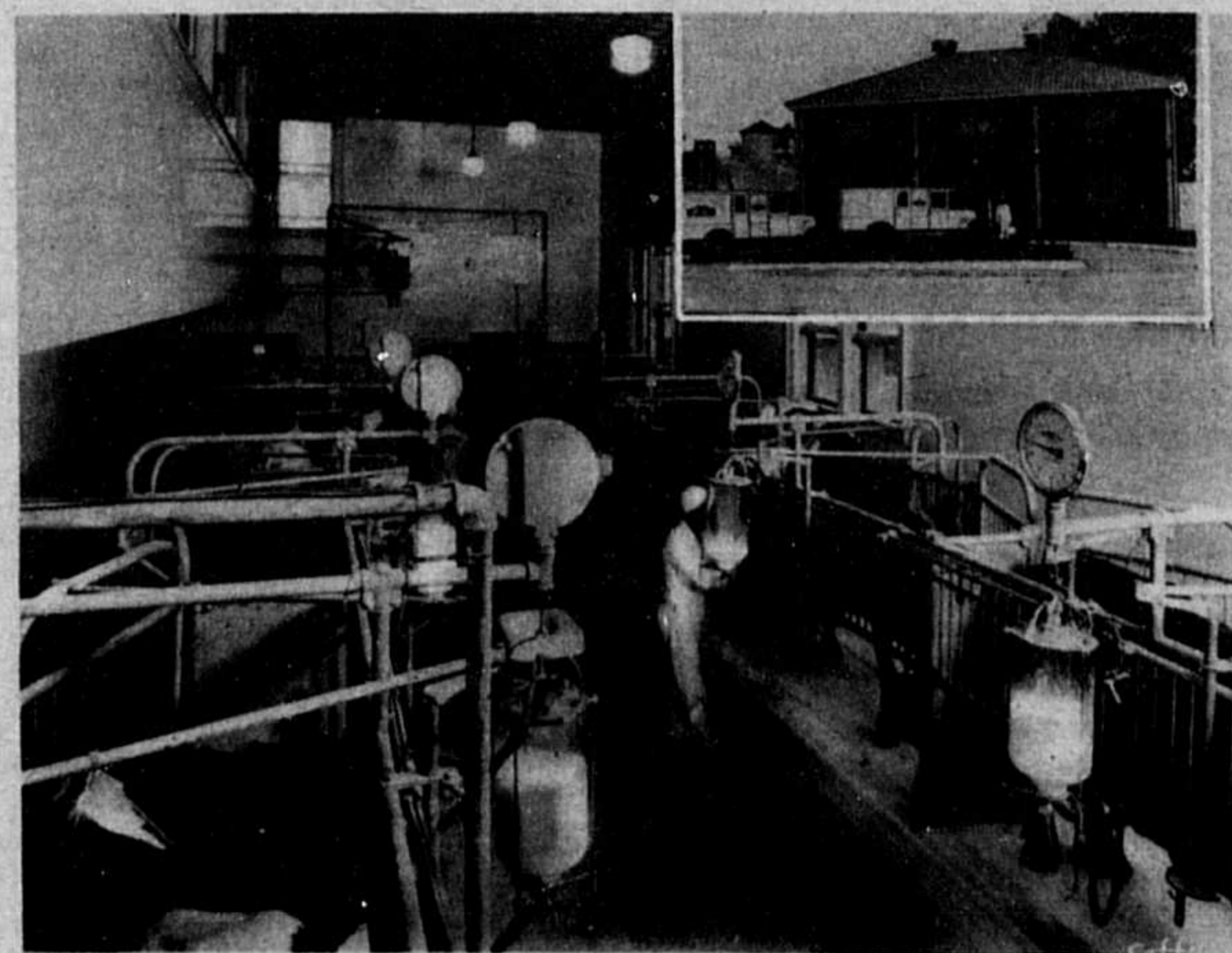
More dairies are using milking parlors and combine milkers in the Southeastern States than in any other section of the country.

Among prominent users are the Biltmore Farms, Asheville, N. C.; Springdale Farm, Spartanburg, S. C.; Dr. F. H. McLeod, Florence, S. C.; B. H. Darden & Son, Norfolk, Va.; Yoder Bros., Newport News, Va.; Lickingview Farms, Newport, Ky.; Virginia Polytechnic Institute; Winthrop College, Rock Hill, S. C.; Clemson College, S. C., and University of Tennessee.

The milking parlor idea and the combine milking system have done much to elevate and dignify the milking of cows and to attract the attention and interest of the milk consuming public, which undoubtedly should result in a larger consumption of milk.

Just how extensively this system will be used, of course, cannot be known at this time. It does seem, however, there is a place near every city and good-sized town for at least one milk production plant of this kind.

In the milking parlor of the Lakeside Dairy, owned by B. H. Darden & Son, near Norfolk, Va., shown above, are two rows of stalls and milker units. Observation room for visitors is shown, upper left. Exterior view is of the building in which are located the milking parlor, observation room and milk bottling plant.



Agricultural Brevities

Cotton

Cotton breeders are working to bring to the cotton field the "blood" of an American Indian cotton, that has only one important good quality—exceptionally fine fiber.

Recent tests have revealed that strength and wearing quality is associated with fine fiber, as much as it is with long fiber. Heretofore growers and spinners alike highly prized Sea Island cotton for its strength, took it for granted that it was the long fiber that was the essential characteristic.

Experiments in the Department of Agriculture have exploded this belief and indicate that strength is more a result of fineness of fiber than of length. In breeding to secure fine fiber, the Department has turned to an almost worthless variety of very low yield grown by Hopi Indians in northeastern Arizona. Now Hopi isn't a market cotton, since it yields only a few pounds to the acre and is generally undesirable. It does have fine fibers remarkably uniform in length and strong.

Last year, the Department crossed Hopi with Acala cotton, a variety introduced years ago by the Department from southern Mexico. The results have been promising.

Officials in the Department point out that a new supply of superior quality fine-stapled cotton adapted to American conditions would help to hold and reclaim the world market against all competitors.

Export Trade

Chester C. Davis, former AAA Administrator, recently appointed to the Federal Reserve Board, upon his recent return from a two months survey of European markets emphasized the importance to the American farmer of a solution of our foreign trade problem.

In a press statement, he said: "Increase the foreign trade in our farm products and our agricultural problem would fade accordingly—trade is exchange of goods, it has to move both ways—if it does not there is no trade—our government is promoting reciprocal trade agreements—the United States now has concluded 14 of these agreements—eight of these agreements have been in effect long enough to give us some idea how they are working—our agricultural exports to these countries during the first quarter of 1936 increased 15 per cent above the farm exports for the same quarter last year."

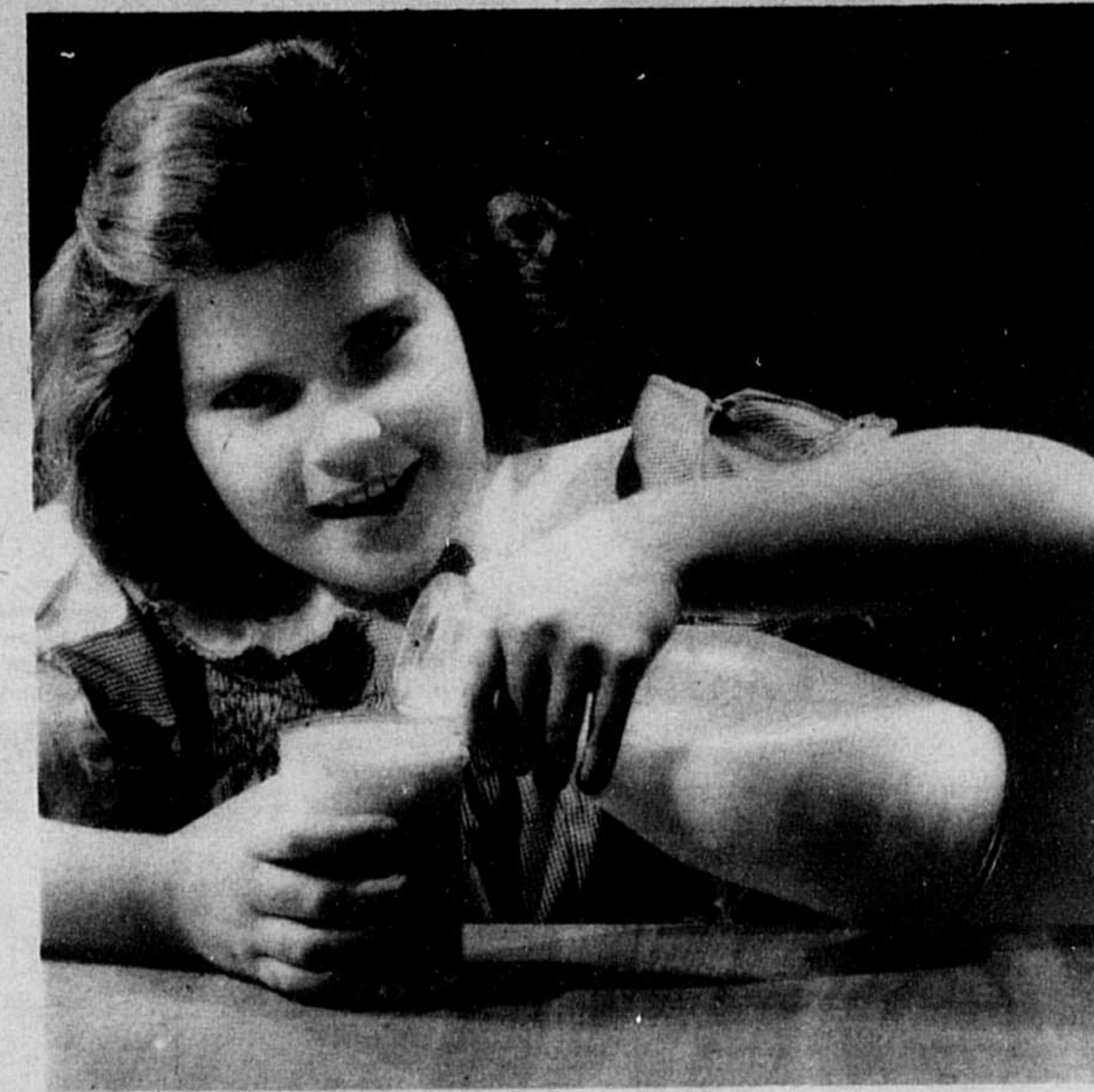
Livestock

Chemical warfare against injurious bacteria, viruses, and parasites has done much to reduce the hazards of the livestock industry, according to Dr. John R. Mohler, Chief of the U. S. Bureau of Animal Industry.

While species of livestock parasites number thousands, through diligent research science has not only devised means of keeping such enemies down, but has succeeded in practically annihilating certain species.

Dr. Mohler points out that the campaign in the South against the cattle tick has reclaimed about 91 per cent of the area formerly infested by this parasite. Eradication of bovine tuberculosis has been so successful that 40 entire states are now practically free from the disease.

Much of the success in these states, Dr. Mohler feels, has been due to the whole-hearted cooperation of livestock owners and public veterinary and livestock officials. He also credits manufacturers of disinfectants and insecticides with having a most important influence by providing chemicals for use against animal diseases and parasites.



A survey of milk consumption in 59 cities made under the direction of the Department of Agriculture discloses that the weekly per capita consumption of whole milk was 2.44 quarts. Nutritionists agree that an adequate standard calls for between three and five quarts a week. The survey establishes definitely the fact that there is a great deficiency in the average amount of milk consumed by a large number of families. The elimination of this deficiency would change the present milk surplus to a milk shortage.

Tobacco

Funds appropriated for the redemption of tobacco warrants are available until Sept. 1, 1936. No checks can be issued after that date, according to a statement from the office of the Secretary of Agriculture. These funds will be used to redeem tax payment warrants issued to eligible producers of Burley, flue-cure, fire-cured, dark air-cured and cigar-leaf tobacco.

Contracting producers holding warrants eligible for redemption have been urged to file their applications immediately with the tobacco section of the Agricultural Adjustment Administration, Washington, D. C. County Agents throughout the tobacco producing area have been supplied with the necessary forms and regulations. Only warrants issued to producers who signed tobacco production adjustment contracts are eligible to be redeemed.

Economic Advisor

Dr. John Lee Coulter, former member of the U. S. Tariff Commission, and agricultural economist, has been appointed economic advisor to the Committee on Agricultural Cooperation of the National Association of Manufacturers.

This committee is making a study of the farm situation to give industry a better grasp of the farmer's problem and to encourage a spirit of cooperation between agriculture and industry. The committee is headed by Lewis H. Brown, president of Johns-Manville Corporation.

Dr. Coulter was at one time Dean of the West Virginia College of agriculture. He became chief economist of the Tariff Commission in 1929.

International

B. H. Heide, secretary and manager of International Livestock Exposition, announces various changes in rules pertaining to feeder cattle to be exhibited at the 37th exposition which will be held in Chicago, Nov. 28 to Dec. 5 of this year.

The exposition will have a sifting committee to inspect single steer entries. The least worthy entries will be elimi-

to cover printing and mailing. The modernizing bulletin, in addition to floor plans, photographs and sketches of typical farmhouses, contains descriptions and costs of the work. Discussions cover electric power, heat and installation, water supply and plumbing, etc.

Ticks

Recent cases of Rocky Mountain spotted fever near Washington, D. C., emphasize the need for vigilance against wood ticks that spread this disease, warns Dr. F. C. Bishopp of the U. S. Department of Agriculture.

Fortunately, Dr. Bishopp says, only a small proportion of these common ticks are infected. The disease, however, is widespread and has a high mortality. In the East, infested ticks are known to occur in Maryland, Virginia and North Carolina. A large percentage of the cases of spotted fever have been in Maryland and Virginia in the vicinity of Washington, D. C., and in North Carolina.

Ticks are unusually abundant in the East this year. As many as 100 have been picked off a dog at the end of a day in the woods. Ticks are most numerous in the early Summer. Usually they practically disappear by Aug. 1, making the late Summer safer for camping trips and hikes.

Dr. Bishopp points out that ticks are not likely to transmit the disease unless they remain attached to a body for at least six hours.

Minerals

Isaac Van Horn, Editor of the *Southwest Miner*, calls attention to the opportunities open to many farmers to increase their cash income by the exploitation of various mineral deposits on their farms. In this respect Mr. Van Horn says:

"In almost every section of the farming districts of the Southeast, are located minerals of commercial value if they were developed—these deposits are receiving practically no attention whatever.

"We wish to give an illustration—A farmer in Buncombe County, North Carolina, who for 25 years had plowed around a stony section on his farm; he visited us and upon our advice at spare times, did enough work and secured samples, which he had assayed and the result is, the value of his farm today in mineral being produced is far more than he ever dreamed his entire farm was worth; yet, it is an extra crop because his agricultural lands are undisturbed.

"Such work will in this area in many cases develop great values in the metallic minerals, such as Gold, Silver, Copper, Lead, and many others.

"It may result in finding Brick Clay, Pottery Clay, Mica, Feldspar, Sandstone, Building Stone, Gravel, or a hundred other non-metallic minerals."

Old Age Independence

Provide now for the world's greatest asset, "Independence in Old Age"

Don't get caught in the next depression when you can own a real "tax-free" home in beautiful and healthful FLORIDA,—raising most of life's necessities on a few acres of your own; convenient to schools, churches, beaches, fishing, hunting, boating, etc.

You can start building for the future with as little as \$100. Write today for interesting booklet mailed free upon request.

FLORIDA SUBSISTENCE HOMESTEADS
COCOA. FLORIDA