

Serve Milk Often During Dairy Month

By: Billy Hiatt
As part of June Dairy Month observation, Miss Elizabeth Helton, University of Kentucky Extension specialist in goods and nutrition, gives the following facts about milk. Miss Helton says there is

no evidence that a combination of milk and shellfish, milk and acid fruits, or any other natural foodstuffs is dangerous. The person who would never eat oysters and milk at the same meal probably enjoys oyster stew made with milk and never worries about it. The belief that eating fish and milk together causes illness probably started in the

days before refrigeration when people who were eating fish that was not strictly fresh, happened to be drinking milk. Illness from eating any food normally tolerated by man is due either to some cause outside the food, or to an individual food allergy.

Both children and adults need milk products to provide the necessary calcium and riboflavin in their dairy diets. While growing children need more milk than adults, planning an adequate menu for either without milk is not practical or economical in the United States. Children need about one quart of milk a day and adults about a pint.

People who agree that milk is a good source of calcium, riboflavin, protein, and Vitamin A sometimes believe that this is an expensive way to add these necessary nutrients. This, too, is a mistaken idea. For example, if you have a T-bone steak dinner complete with baked potato, salad, milk and a glass of milk, the milk will provide more calcium than all the rest of the meal together.

People who are trying to lose weight sometimes think they should omit milk from their diets. However, milk is an important food for weight-watchers since maintaining a balanced diet while reducing is essential for good health. A cup of fresh, whole milk contains 165 calories, but it also provides about two-thirds of the calcium, one-half the riboflavin, and one-quarter the protein and vitamin A needed each day. A cup of skim milk or buttermilk has only 90 calories and gives all the nutrients in whole milk, except fat and vitamin A. Beliefs that milk is constipating or indigestible and that milk should not be given to a person with fever are "old wives' tales." The idea that milk is constipating may stem from the fact that persons who have indigestion or allergies of-milk may not eat other foods which provide the necessary bulk to prevent constipation. Many factors, including heat, fat content, and rate of drinking, influence ease and completeness of digestion. And a patient's temperature has no bearing on his ability to take milk.

Yogurt is one of the "wonder foods" recommended by diet faddists. While yogurt and other fermented milks are good foods, they have none of the mysterious health-giving virtues claimed by food faddists. Yogurt is made from milk solids. No difference in nutritional value has been shown between fresh milk and fermented milks which contain equal concentrations of milk fat and milk solids. And yogurt costs more than whole milk!

Miss Helton suggests that you serve milk and milk products often during June Dairy Month. And be sure to check the facts before you believe all you hear about milk or any other food.

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Teacher Looks At Farm Changes

By: Lloyd Cain
Teacher
Vocational Agriculture
As we look at farming, we can readily see that our total agricultural program is undergoing change at a tremendous pace. At a quick glance, we can see many changes taking place here in our own county. Some may be good, while others seem to make the farmers income less. At the same time the cost of operating a farm is increasing.

Just this year the tobacco farmer suffered a tobacco acreage allotment cut. As you know, tobacco farmers in the south, dark tobacco growers, have been put on a basis. Some think that burley growers will soon face the same problem. At the present time we do not know how this will affect the income of Rockcastle County farmers. We do know that every farmer, large or small, needs to find ways to increase the farm income.

Teacher Looks At Farm Changes

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I believe that one of the best ways to boost farm income is through dairying. A recent survey showed that our milk processing plants could handle about 800 million more pounds of milk annually than they are now getting. With market demands like this, surely dairying could be a profitable enterprise through proper management.

Dairy farming probably requires more training and better and more modern practices than any other enterprise on the farm. Dairy-

ing also requires a larger investment, therefore management must be on the highest level. There are many practices that need to be carried out by the dairyman, but one that is very important and often overlooked by the average farmer, is the culling of the herd. Contrary to the thoughts of many people, old age, takes a very small percentage of the cows from the herd. This is true only if the dairyman is very alert and keenly interested in getting rid of all cows that do not make a profit. If good practices are followed and cows are culled because of low production, breeding difficulties, mastitis or other udder trouble, physical injuries etc, and calving trouble, then only a small percentage will leave because of old age.

Low production causes more cows to be culled than any other single reason. Some cows give large amounts of milk shortly after calving. She may hold this high production for 3, 4 or 5 months and then drop to a very low production and have a long dry period. Unless the milk is culled because there is a foetus or the cow gave a lot of milk when fresh and tend to overlook low production at the end of the lactation and the long dry period.

About one out of every six cows that leave the herd is culled because they will not breed or because the period between calving is too long. In a number of herds, the interval of calving ranges from 13 to 20 months. When a cow goes excessively long between calves, she as a general rule is not a profitable cow and should be culled.

Large numbers of cows leave the herd or should leave because of some form

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Mount Vernon Signal

"WHERE THE BOONEMWAY JOINS THE DIXIE"

VOLUME 78—NUMBER 40

MOUNT VERNON, KENTUCKY

THURSDAY, JUNE 24, 1965

Much Fun And Frolic Honors County Cows

Friday is Dairy Day in Rockcastle County. On that day "Mrs. Bossy" will be honored and praised for the part she has played in the economy of the county during the past year. Most of the praise will be lavished from a stage constructed in front of the Bank of Mt. Vernon.

Zimmerman will be hostess. At 1:30 p. m., the parade will begin at Mt. Vernon High School, proceed down Richmond Street to Main Street, and down Main Street to Edinwood Cemetery. Other events during the day include presentation of a dairy calf to a lucky ticket holder by N. M. Smock, and recognition of the outstanding Rockcastle farm family by Roy Brown. William I. Norton is chairman of Dairy Day activities. John Cox will be in charge of the parade.

From that vintage, point county dignitaries, plus Miss Karen Isaacs, reigning Kentucky Dairy Princess, will watch a parade, see the crowning of a 1965 Rockcastle Dairy Princess, hear and watch a Hootenanny, and see the happy smiles of persons winning gifts in drawings. The activities are scheduled to begin at 11 a. m., with a welcome by Mt. Vernon Mayor Clyde Linville and a response by Wallace Proctor, president of the Rockcastle County Livestock Improvement Association.

Roy Cummins Dies Suddenly

Roy Cummins, 60, former mayor of Mt. Vernon and bookkeeper for the Rockcastle Plants of the Kentucky Stone Co., died suddenly Monday at Edinwood Hospital where he died about five minutes after arrival. He had suffered a heart condition for a considerable time. He told the Signal about two weeks before his death that he would like to run for a fifth term as mayor. He felt his health would not permit it. Mr. Cummins served two years as a city councilman during the 1940's. He then moved up to mayor and served for 16 years. He decided not to run for another term in 1962. His administrations as mayor were marked by fiscal conservatism. He once said: "The city's money is not mine to throw to the winds, so I am not going to throw it."



Roy Cummins

Always calling a "spade a spade" as mayor, he once slapped a 9 p. m. curfew on all Mt. Vernon teenagers shortly before an election when their antics became destructive to property. He was re-elected. He had been a bookkeeper for the Kentucky Stone Co. for 32 years. He planned to retire in about three years. Mr. Cummins was born in Rockcastle County the son of the late John Bradford and Minnie Marie Cummins. He was a member of the First Baptist Church of Mt. Vernon. Besides his wife, Mrs. Fannie Cummins, he is survived by one daughter and three sons: Mrs. Helen Fain of Mt. Vernon; Robert Cummins of Beaufort, S. C.; and Kenneth and Paul Cummins, both of Mt. Vernon, as well as nine grandchildren. He was preceded in death by one son, Norman, one brother, and one sister. Funeral services will be held today (Thursday) at 2 p. m., at Sparks Funeral Home Chapel with Bros. Howard Ray and Paul Burton officiating. He will be buried in Edinwood Cemetery.

Shortly after, the hootenanny will begin and will be held off and on during the remainder of the activities. The hootenanny will be under the direction of John Lair. Also from 11 a. m. to 12:30 p. m., chess and crackers will be served with the Mayor Clyde Linville and Miss Isaacs, and county princess contestants, will be guests at a luncheon. Miss Sena

PLAN CEREMONY FOR "HEAD START"

Rockcastle County will join with the White House here and in 2,300 other communities throughout the nation on Wednesday, June 30, to mark the launching of Project Head Start. Mayor Clyde Linville will officiate at a ceremony to be held at the Rockcastle County Courthouse at 10 a. m. In the presence of civic and education officials, and principal representatives from the four Rockcastle County Child Development centers, he will raise a specially designed Head Start flag over the courthouses in tribute to the young people who are making Project Head Start possible in the community. A check book will leave each center at 9 a. m., for Mt. Vernon. Any parent or citizen who wishes may attend the ceremony. On the same day, in a ceremony at the White House, Mrs. Lyndon B. Johnson, honorary chairman of Project Head Start, will receive from Sargent Shriver, director of the Office of Economic Opportunity, a flag symbolizing the thousands of flags which will be flown across the country to mark Head Start day. CBO officials say that it is planned later to award flags to individual centers on the basis of their achievement. (Continued on Page 4)

200 Children Enrolled In Head Start Program

The "Head Start" kindergarten program got off to a rousing start this past week with some 200 children in the four county kindergarten centers. Latest tabulation shows that 71 children have been enrolled at Broedhead school, 51 at Livingston school, 51 at Mt. Vernon, and 27 at Roundstone. Enrollment is still open, but parents have been urged to enroll their children as soon as possible. The center at Livingston is overcrowded. The Roundstone center is also full. The centers at Mt. Vernon and Broedhead can still take several children. Sixteen teachers are now in charge of the children in the four centers. Each teacher has an aide to help with the children. The teachers and the aides are: Mt. Vernon—Mable Anglin, Oneida Burdette, Sue Croner, Betty Harris, Robert McCall, aides: Wilhene Hillard, Barbara Alcorn, Zyl Graves, Sue Vanhook, Carol Singletary. Broedhead—Wilhene Bussell, Geraldine French, Jean Bentley, Lucy Harris, Aline Parrett, and Cleda Southard; aides: Carol Hunt, Jane Shively, Valerie Bullock, Pam Baker, Carol Adams, Jennie Lee Bray. Livingston—Rena Jordan, Jewell Parsons, Olive Whitaker; aides: Linda Bales, Gail Waddie, Brenda Thomas. Roundstone—Elizabeth Baker, Carolene Cummins; aides: Betty Bullens and Diana Falin. (Continued on Page 4)

NO, THEY'RE HADJIRHES - At first look one would think the above vegetable is an over-sized turnip, but they're not. They're radishes. A. A. Proffitt, known as Broedhead's best gardener, raised these icicle radishes in his garden. The largest is 13 inches long and weighs three-and-a-half pounds. The three radishes totalled eight-and-a-half pounds.

HERE and THERE

By: Ray McClure

MOVIE AFTER THOUGHT
As noted in a story on this page, the filming of the Renfro Valley Bardance is over. We enjoyed watching the movie filming, but we know now we would rather be observers than participants. This leads us to believe you have to be born to the footlights, if to seek to really enjoy that hectic life.

SECOND AFTER THOUGHT
The movie had a low, low budget of \$75,000 one of the producers told us. That is low considering the average movie budget is between half-a-million and a million dollars. He also estimated that the movie would costar \$3,000,000 and \$4,000,000. That's what we call a nice, tiny, weak-of-wort.

FUTURE PLANS
We're also told by one of the producers that a second movie might be made next year at Renfro. That movie would feature gospel singing. Mr. Lair could not be reached for comment, but we suppose it could be made in connection with the annual all-night singing.

AROUND THE LAKE

There's very little news to report on the proposed Renfro Valley dam and lake this week. Of course we don't know for sure that the dam will be built, but motel owners from far and wide are clamoring for more sites. We also hear one Ohio resident went up and down the valley this week and is under and trying to buy land. We understand he had no luck. Our guess remains that the dam will be built.

STAR CITIZENS

Motel owners, Mr. and Mrs. David Gregory, have been selected by the Meridian Woman's Club as the stars of the week. The Gregorys were so honored because of their clean-up operation on the vacant lot across the street from the motel. What's going to be built there? We don't know. But we doubt it's all the things we have heard!

FOR THOSE WHO ASKED

The July term of Rockcastle Circuit Court opens Monday, July 19. Yes, we will be back. We will be on the jury list and publish it before the opening of court. It just slipped off my last time.

MORE HOUSING

We have been told by the state that Broedhead plans a federal low-cost housing project and has so indicated to federal authorities. So Broedhead joins with Mt. Vernon and Livingston in obtaining the housing. We have not heard how many units Broedhead will apply for, but possibly 30. The projects are constructed through grants that do not have to be repaid.

DIRECT DIALING

If you want instructions in direct dialing which goes into effect on your hometown in Rockcastle on July 31, then see a movie on how to direct dial to be shown to the public at the Bookmobile Library in the Rockcastle Hotel at 7:30 p. m. Monday, June 28. You're invited.

Teenagers Arrested Driving Stolen Car

Two Ohio youths were arrested by State Police at Watson Tuesday after they failed to pay for a tank of gasoline at McFerron's Standard Service Station in North Hill, Vernon. The youths had their tank filled, then drove off leaving a tank of gas to the station. The youths were apprehended, they were in a stolen car, State Trooper Robert Godby reported. Police listed them as Dean J. Blair Jr., and Mark Gillespie. Their exact Ohio address was not reported.

\$117,865 Wreck Suit Filed Here



ATTENTIVE AUDIENCE - Old timers at the Renfro Valley Bardance were silent and impressed Friday night when Aunt Mandy Bailey of Manchester performed on the banjo and sang while camera crews and sound technicians recorded her. Aunt Mandy, who is 82 and an aunt of Mrs. Carl Carlotta of Fort Sequoyah, is wearing a dress that was made for the movie by her 92-year-old sister, who accompanied her to the filming. In the background from left are: Jp Fisher, Ginger Callahan, Robert H. Thompson, Marie Farmer, and Jan Gibson. The above picture was taken by Charles Keith, of Radio Station WWOH, Hamilton, Ohio, who was a visitor.

THE FINAL CURTAIN

Movie Making Is Over

Producers, directors, and movie makers have submitted bids, including Detroit and Lexington. A report that there will be a private showing of the movie locally for the cast and guests could not be verified. This week, a second movie theatre chain contracted the movie for 47 of its houses. That movie-making is no "bed of roses" can be attested to by those who worked and performed. Most frequent statement heard around the barn, particularly by those who came to watch the filming, was: "I'm sure glad I didn't have to make my living this way." Several performers reported they lost weight during the filming. Sometimes work went on until 2:30 a. m., followed by a short rest period, and filming again at 3 a. m. Several persons from Mt. Vernon, other than regular Renfro Bardance performers

A suit asking for \$117,865 against the Louisville & Nashville Railroad in connection with the death of a Maresburg youth has been filed in Rockcastle Circuit Court. The suit was filed by attorneys for Vernon Houk, administrator for the estate of his son, William Vernon Houk.

Young Houk, 22, was killed Sept. 5, 1964 when his auto was struck by a train when he crossed the L & N crossing just west of the Maresburg crossing. Houk was on his way to work at the Town and Country Service Station at Mt. Vernon when the accident occurred.

The suit asks for \$116,100 for damage to the estate due to the death of Houk \$815 for funeral expenses, and \$2650 for damage to the automobile.

The suit points out that the railroad "was under duty to maintain said railroad right-of-way and crossing, and that the railroad failed to maintain said right-of-way and crossing."

The suit further states the railroad "by and through its agents, servants, and employees negligently operated said train, and by reason of said negligent operation caused it to collide" with the auto operated by Houk.

CUCUMBER PLANT OPENING MONDAY

A cucumber growing and buying plant, to take care of cucumbers processed by Rockcastle County farmers, will open June 28 at the Country Store Building at Renfro Valley, according to an announcement by William K. Bullen, manager. Buying hours are from 8 a. m. to 3 p. m. The plant is expected to buy about 30,000 bushels of cucumbers this year. The early prediction had been 24,000 bushels, but the figure had to be raised. Mr. Bullen reported that currently 150 acres of cucumbers are being grown by 170 farmers.

Bersa Homecoming Set July 28-30

The Bersa Lions Club has chosen the dates of July 28, 29, and 30 for the 15th annual Bersa Homecoming. The schedule calls for Square Dancing on Main Street on Wednesday. On Thursday there will be a beauty contest and a shindig at Indus; Port Theater with Leroy Pullins in charge. On Friday, July 30, at Indian Fort Theater the Lions will present the All-Star Show. The Lions expect this to be one of the best shows ever offered because arrangements for the appearance of the internationally famous recording star, Barry Robins, and his troupe of nine. Starting time on all three nights will be 8 o'clock.

Phone Company Plans Early Bird Calling

A subsidiary of Telephones, Inc., the Washington Telephone Co. of Lynden, Wash., will originate the first overseas demonstration (telephone) conference call using the Early Bird Satellite, according to Perry D. Woodward, President. The Kentucky Telephone Co. is a subsidiary of Telephones, Inc. The call will be made from the Mobil Oil Co. refinery in Ferndale, Wash., to Amsterdam, Holland, and will include participants in Chicago, Ill., and Washington, D. C. (Continued on Page 4)

Stolen Car Found

A car stolen Monday from Joe Merritt of Bersa was recovered Monday by Deputy Sheriff Tj Reppert in a woods in the Big Clear Creek section of the county. The auto had been driven across a corn field into the wooded area.



MT. VERNON BAPTIST CHURCH BIBLE SCHOOL CHILDREN AND TEACHERS

Dairy Cows Worth Money To Rockcastle

By: John Houston
 President, Farm Bureau
 As we all know we are living in a "changing world." Some changes that have taken place in Rockcastle County the last 20 years have been very interesting. As we would look at our pastures and most of our fields we would see only sage grass, saxifrage bushes, and saw briars. We could see a few cattle. They were mostly brennies. They were

thought to be the best. The feed consisted of short corn, or mibbin, shock fodder, and red top hay.
 As of today, you can check Rockcastle County and find some very good Holstein and Guernsey cows. Most of the farms large or small has a good crop of fescue and legumes. You will also find some good alfalfa fields (100 bushels of corn per acre is not unusual). The farmers have good machinery. You meet milk trucks on about every road. Go into the home and you will find comfortable living and good wholesome food.

Steady Income Seen From Dairy Cows

By: Floyd Leach
 (F. H. A.)

One of the advantages of dairy farming which appeals to the farmer—especially a farmer with limited capital—is the quickness and the certainty of the returns. The dairy cow gives an immediate return and her product is always marketable. There is little of the element of speculation in this line of farming. The returns are not large at any one time, are steady throughout the year and may be depended upon. The market price of dairy products, while sometimes unsatisfactory, varies on the whole less than almost any other class of farm products.

Dairy cows produce more edible solids in relation to the amount of food they eat than any other farm animal. Hay, corn fodder, and other roughage which may not have ready sale value are economically used by the dairy cow to produce milk. The dairy cow will help maintain soil fertility by the return of manure to the land, also labor is used to good advantage.

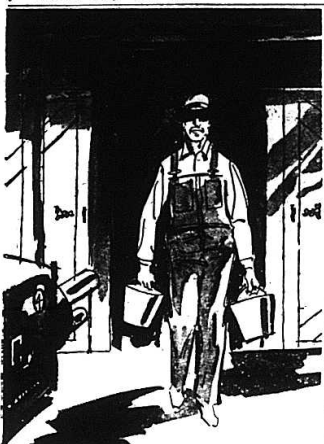
The grain grower for example, may have to employ much additional help at harvest time, but the dairyman has about the same duties to perform every month. Thus less help is required and permanent employees may be kept. So to sum it up, if you want a good dependable business with a steady income "go dairying."

Dairy Farmers Do A Good Job

By: W. E. Proctor

Dairy farmers of Rockcastle County are doing a good job, but can expand a great deal more by having better pasture. This can be accomplished by sowing a variety of grasses and legumes that are adaptable to the soil and liked by the cow, well maintained with fertilizer, clipped and not over grazed.

Also by raising our replacement heifers from high producing cows bred to proven sires. Plenty of clean water and shade convenient for the herd should be provided. Just a



Celebrity?

You bet he is! He's one of our area Dairy Farmers. And this is their month, June Dairy Month. Each year they supply us with billions of quarts of protein-rich milk, tons of tempting cheese varieties and millions of pounds of pure cream butter. It's a big job, so there are many thousands of dairy farmers in America. Lucky for us there are.

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 256-2166 Mt. Vernon, Ky.

To All Of You Thanks

We at Armour Creameries take this occasion — JUNE DAIRY MONTH — to thank each and everyone of our milk patrons for their confidence and loyalty. We also want to include our business associates and our friends in the state and federal agencies serving agriculture. Their cooperation is greatly appreciated.

On our part, we pledge our best efforts to the manufacture of dairy products that meet the highest quality standards and provide a profitable and enduring market for milk producers of this area. We will strive to expand these markets.

With all of us working together, dairying can become a still greater factor in the economic and social life of Central Kentucky. Let's make every month DAIRY MONTH.



Armour Creameries
 Mt. Vernon, Kentucky Phone 258-2902
 "YOUR HOME MILK MARKET"

The extra production per cow will help supplement income lost in the reduction of tobacco.
 Every effort should be taken to keep milk clean and bacteria count as low as possible so as to have a product the consumer will like and use more.

Breeding Important To County Dairymen

By: Smith T. Powell Jr.

The continuous improvement being made by Rockcastle dairymen is due to five big factors, the first being the breeding of cows to top dairy sires.

This is possible for all dairymen, regardless of the number of cows, through the various artificial breeding programs operating in Kentucky today. These programs are the result of the united cooperation of dairy farmers all over the country. The second factor for improvement is that farmers raise most of the heifer calves resulting from the artificial breeding program. These will be used to replace cows culled from the herd because of poor production, injury, poor breeding, and other reasons.

Feeding cows and heifers properly is the third and very important factor. This is particularly important because a heifer, improperly grown, can never make the profitable cow she should be. Also this includes the production of forage for feeding the herd. Efficient production of grass, hay and silage of the right kinds and having them available at the right time is the difference in success and failure for most dairymen.

Olney Sutton has solved summer pasture problems through the use of sudan grass hybrids. This grass has cut the cost of summer milk production for Mr. Sutton for the past two years. Edward Souder Jr., has utilized orchard grass combined in

pastures with ladino clover, red clover and alfalfa for his summer grazing. Arch French, selling manufactured milk, is growing good dairy heifers on pastures of legumes and grasses and then using an abundant supply of top quality alfalfa hay and grain during the winter months.
 The fourth factor for improvement is the keeping of production records on individual cows. These can be used to determine which cows are the best. DHIA records—weigh-a-day-a-month or individual farmer kept records. The point is, to have the records and use them.
 The fifth point, and the absolute one necessary for success in the dairy farm business, is to furnish the management needed to make the first four factors work. Management is needed to pick out the practices needed on each farm to make land, labor and capital show a profit for the operator. These practices may vary some from farm to farm but the five factors mentioned are the basis of the success being made by dairymen in Rockcastle County.

Mr. and Mrs. Aster Durham of Copper Creek spent last week with their son, Ben Durham, and family.
 Mr. and Mrs. D. T. Phillips and Mrs. and Mrs. Bud Spires visited Mrs. Earl Phillips and family at Red Hill Wednesday during the winter months.
 Jason Cox of Lexington was here visiting relatives and friends last week.
 Howard Phillips spent last week visiting with relatives in Cincinnati and Dayton, Ohio.
 Mrs. Christel Vanzant of New Paris, Ohio spent the week end visiting her sister, Mrs. H. C. Martin.
 Roscoe Mullins of Livingston visited his brother, Wallace Mullins, at Clarksburg, W. Va.
 Mr. and Mrs. A. Davidson spent Saturday with his parents, Mr. and Mrs. Sam Davidson, at Poplar Gap.

Sparks FUNERAL HOME
 "Home-like Atmosphere"
 24 Hour Oxygen-equipped Ambulance Services
 Phone 256-2991 Mt. Vernon, Ky.

THREE LINKS

Mr. and Mrs. Aster Anglin of Berea spent Sunday with Mr. and Mrs. B. C. Martin.
 Mr. and Mrs. W. F. Farthing spent last week at the Smoke Mountains. They also visited the Ingle Reservation in North Carolina.
 Mr. and Mrs. Tom Bowman of California and Mr. and Mrs. Don Phillips of Berea visited D. T. Phillips and family and Mr. and Mrs. L. E. Phillips over the week

It's Of Fun To SKATE

Brodhead Roller Rink
 7:00 p. m. — 10:00 p. m.
 TUESDAY — FRIDAY
 1:00 - 4:00 p. m. SUNDAY
 U. S. 150 Brodhead, Ky.

STATE FARM MUTUAL
 AUTOMOBILE INSURANCE COMPANY
 Home Office: Bloomington, Illinois 62-21

Berea Motors

U. S. 25 North Berea, Ky. Phone 986-3560

- 1961 PLYMOUTH 2 - door, V-8 Stick - Fast \$795.00
- 1962 MONZA Spider, 4 - speed, Super Charger Factory Tech. - Special \$1295.00
- 1961 PONTIAC Catalina, 2 - door - Sharp \$1195.00
- 1961 COMET 2 - door Auto. - Nice \$795.00
- 1960 CORVAIR 4 - door - 4 - speed \$695.00
- 1959 FORD Galaxie - 500 2 - door Hardtop \$495.00
- 1960 DODGE 4 - door, Matador, V-8 \$745.00
- 1959 DODGE Pick-up V-8 \$795.00
- 1960 RAMBLER 4 - door, V-8, Stick Overdrive \$695.00
- 1954 CHEVROLET 2 - door Hardtop. Must see to app. rate \$495.00

MANY OTHERS TO CHOOSE FROM
 NO DOWN PAYMENT ON MOST MODELS
 FOR CARS EVERYONE CAN AFFORD
 See
 G. R. "Smoky" HOPKINS
 or
 LEROY PULLINS
 OPEN WEEKDAYS TILL 9:00 p. m.
 SATURDAY TILL 7:00 p. m.

Berea Motors

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...to the Dairy Farmer



Our bank's praise and thanks
 for his fine contributions to the health and vitality of this community and of the nation as a whole!

The dairy farmer's effort and enterprise in producing an endless variety of products essential to the health and vitality of America deserve the praise and gratitude of every citizen!

For many years it has been the pleasure and privilege of our "Full Service" bank to work closely with many dairy farmers in this area... helping them, through prompt low-cost credit services, to further their plans for the care and improvement of their land, livestock, equipment and buildings. Moreover, as a "Full Service" bank, we offer a wide range of farm and family banking services... all under one roof!

CITIZENS BANK
 Brodhead, Ky. 758-2050

THOUGHT OF WEEK
 "You may bury the truth you fear, but you cannot hide it from yourself."
MAGGARD DRUG STORE
COMING
 Another Load Of Fish To MASON'S LAKE
 June 25 or 26, 1965
 Catch A Tagged Fish and WIN
 3 Miles On Scaffold
 Cone Road Berea, Ky.

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 Mt. Vernon, Ky.
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Dairy Day Special
 Ladies Dresses
20% Off
 One Day Only
McBee Dept Store

June is Dairy Month

June is Dairy Month
 but—at any time, the whole year around—we welcome any opportunity to be of service to our dairy farm friends and neighbors. Come in and see how we can help you, your farm, your family... soon!

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Urge Dairy Farmers Visit Other Farms

By Roy Brown
Field Representative
C. P. C. A.

Congratulations to the dairy industry in June Dairy Month and all through the year. They have done a good job in this area the last few years, yet there remains a lot more that can be done to raise the income from dairying.

Many farmers need to make some adjustments in their farm program in order to reach the maximum income on their farm. This can be better done if records are kept of the farming operation.

It would be time and money well spent if we could take a week off and visit other farms that are doing a good job, whatever operation they are doing. Also, agricultural leaders may be consulted to find out things we could be doing and other things we may need to leave off that would increase our income and a higher return on each dollar spent.

Making the three-day chartered bus farm tour with the agri-businessmen July 6, 7 and 8 to swine, beef and dairy farms is an excellent way to find better and different ways of doing things. Some of these things we may need to apply on our own farms.

There are many things and ways each of us as farmers can do to cut a little cost and with a better job of management and efficiency, increase our income.

Your Production Credit Association has been glad to have the opportunity to work with most of you, and we pledge to continue our services and help in every way possible for the continued improvement and growth of the dairy industry along with other things that are good for our county.

Remember, we pull the most when we pull together and we never outgrow our need for milk.

Additional Income From Milk Cows

By: H. Lee Durham
County Agent

There's a great deal of work being done in each county in Kentucky to try to get additional income for farmers, since tobacco and other crops are gradually going out with

allotments being cut. An example of such an effort is the Governor's Commission on Agriculture. The Commission working with various agricultural agencies and others is attempting to raise gross-farm income in Kentucky to a billion dollars a year. Gross income currently is around \$750 million.

There are several ways and different enterprises that we might suggest or recommend to our farmers in order to increase their income. One of these is dairying.

In a winter meeting in Louisville, John Moser, President, Kyana Milk Producers Association, Louisville, said there is room for more income from dairying. He said Kentucky ranks second in evaporated-milk production, third in cheese manufacture, 19th in butter and 13th in total milk production. Since 1930 production of milk has increased by over 50 percent and cash income by 400 percent.

Dairying in Rockcastle County is a very important enterprise. At the present time there are approximately 41 Grade 'A' milk producers and approximately 400 manufactured milk producers. Dairying is second only to tobacco with an annual income of over \$350,000,000.

Both the dairy farm and

processing industry income could be greatly expanded by doing a better job with what we already have. Let's look at some figures on a state-wide basis that could be applicable to Rockcastle County.

The average cow in Kentucky produces approximately 5,942 pounds of milk per year. Presently we are milking 1924 model cows. This means that Kentucky cows are now averaging about the same milk production that all the dairy cows in the U. S. did in 1956. In that year, the U. S. cow produced 5,942 pounds of milk. At the present time our cows are about 2,000 pounds below the national average.

Increasing milk production 2,000 pounds per cow on all milk cows in the state would add \$32,200,000 to the gross agricultural income of the state. This would be an equivalent of about \$1,000 per producer.

The manufacturing milk plants in Kentucky can handle, without expanding their facilities, an additional 3,897,000 pounds of milk daily during the flush season, and 8,865,000 pounds of milk during the winter months. To operate the existing plants for six additional months at the same rates as in the flush season would require approximately

800 million pounds of milk at 1963 prices, 28 million dollars. Output of farms selling manufactured milk would have to increase 75 per cent. Dairy production, like plant capacity, is far below the maximum potentials. Net farm income could be greatly expanded by doing a better job of what we already know how to do—in feeding, breeding, record keeping, sanitation, transportation, processing, and marketing.

Markets are available. The amount of milk for markets needs to be increased. The milk yield goal for 1965 by Kentucky farmers (Rockcastle County) should be to increase production 285 pounds per cow. This needs to be done! Why? It is important that each Kentucky (Rockcastle County) dairy cow increase milk production more rapidly than the average cow in

the United States. Increasing milk production this year can be done in various ways. Each producer will use certain practices that will help him to achieve the goal. This means that you should study your own situation and to use the practices that will help the most. The following practices will help achieve the goal:

- (1) Feed to the capacity of the cow if it is economical, if possible.
- (2) Improve the feed production program on your farm.
- (3) Use some system of production testing. It will pay.
- (4) Breed cows to sire transmitting high production.
- (5) Adopt a sound culling program.
- (6) If necessary, up grade your herd with high-producing replacements.
- (7) Control diseases.

and Eugene visited Mr. and Mrs. R. D. Brock one day last week. Mr. and Mrs. Raymond Stills and children left for Missouri Sunday where they will make their home. Mr. and Mrs. Everett Robinson and daughter were Sunday visitors of Mr. and Mrs. Billy Kirby and children.

Mr. and Mrs. Charlie Seals were Sunday guest of Mr. and Mrs. Richard Lee and Eugene.

R. D. Brock visited Mr. and Mrs. Richard Lee Sunday. Mr. and Mrs. Richard Lee and Eugene visited Mr. and Mrs. Charlie Seals Saturday night and watched T. V.

Joe Merritt and children Carol Jean and Earl of Middletown were Sunday evening visitors of Mrs. Less Ambrose.

Mrs. Raymond Stills and son Dan visited Mrs. Less Ambrose Sunday night.

Mrs. Carlos Ambrose spent Friday with Cora Lee and family.

Wildie has been spending a few days with her grandparents Mr. and Mrs. Hubert Thacker.

Guest of Mr. and Mrs. Bob Bowman last week were: Mr. and Mrs. Don Rominger of Berea, Ronald Swinford of New York, Stanley Payne of Disputanta, Harl and Isaac Bowman, Walter Casey, Brenda Holt, George Kendrick, Mr. and Mrs. Thory Shelton and Lucille Bowman of Berea, their daughter Mrs. Evelyn Yount and husband, Mrs. Ruby Hayes and children of Dayton, Ohio.

Mrs. Wade Hysinger and Mr. and Mrs. Tilden Owens visited Mr. and Mrs. Willard Hammon and Mrs. Ida Hysinger Sunday. Mr. Hammon remains very ill. Mrs. Hysinger is improved.

VALLEY Drive-In Theatre

2 Miles South of Mt. Vernon
Renfro Valley, Ky.

Thursday and Friday
June 24 - 25

"THE AMERICANIZATION OF EMILY"
(Wonders of Kentucky)

Saturday, June 26
"THE RAIDERS"
"THE GORGAN"
"TAKE HER SHE'S MINE'S"

Sun., Mon., Tues.
June 27 - 28 - 29
"LOVE HAS MANY FACES"

Wednesday, June 30
"MOVE OVER DARLING"

SCAFFOLD CANE

Mr. and Mrs. Billy Kirby and daughter were Saturday night visitors of their parents Mr. and Mrs. Tony Kirby of Mt. Vernon.

Kathy and Sue Ambrose spent the week end with their grandmother, Mrs. Less Ambrose.

Mr. and Mrs. Billy Kirby and girls were Sunday night guest of Mrs. Less Ambrose.

Mr. and Mrs. Less Ambrose were Sunday guest of Mrs. Lovella Miller and children.

Mr. and Mrs. Richard Lee and Mrs. Less Ambrose were in Mt. Vernon Thursday.

Don and Cathy Ambrose visited Mr. and Mrs. Raymond Stills and family Sunday.

Mr. and Mrs. Richard Lee

MACE DONIA

Bro. Guem filled his appointment at the Macedonia Baptist Church over the week end after being gone for the past two weeks on vacation.

Mr. and Mrs. Bennie Stephens of Covington wish to announce the arrival of a son, born June 18, 1968 at the St. Elizabeth Hospital at Covington, named William Donald. Mrs. Slaven is the former Dorothy Cameron of Berea, daughter of Mr. and Mrs. Charley Cameron. Her paternal grandparents are Mr. and Mrs. W. T. Stephens of Scaffold Cane.

Mrs. Bob Bowman was dinner guest of her daughter Mrs. Walter Casey last Friday.

Little Darlene Bullen of

HUNDREDS OF PEOPLE ARE GOING TO RECEIVE "EXTRA" MONEY ON JUNE 30, BECAUSE THEY SAVED REGULARLY



June is dairy month!

Reunion

ANNUAL MORRIS REUNION
JUNE 27
At
BRODHEAD FAIRGROUNDS
All Morris Relation Are Invited To Attend.

The Bank of Mt. Vernon
Main Street Mt. Vernon, Ky.

COOL OFF WITH DELIGHTFULLY REFRESHING



Here's the healthiest, tastiest way to take the simmer out of summer. Serve milk often. And be sure it's icy-cold. Stock up on nature's nutrition delight — at these budget prices.

VITAMIN - PACKED HOMOGENIZED MILK . . . EASIEST WAY TO STAY HEALTHY.

OLD-TIME BUTTERMILK . . . HAS HOME-CHURNED GOODNESS.

DAIRY FRESH FRUIT DRINKS. TRY ANY ONE OF OUR TASTY FLAVORS.

JUNE IS DAIRY MONTH

Southern Belle Dairy
Somerset, Ky.
ROCKCASTLE COUNTY DISTRIBUTOR
Billy Gentry, Brodhead

Keep Cool And Carefree Celebrate June Dairy Month With Your Favorite Dairy Foods



The Dairy Farmer Of Rockcastle County
In Cooperation With Their
American Dairy Assn. Say . . .



Thanks For Using Dairy Products

