

LETTERS SENT TO SHEEPMEN

Extend Invitations
to Meet Here
April 22.

By means of circular letters being sent out by the county agent and the Billings Commercial club, sheepmen throughout the Billings trade territory are being invited to the "Eat More Lamb" campaign meeting to be held here April 22.

Supplementing the circular letters which the county agent, R. B. McKee, and the Commercial club are mailing, are personal letters being sent by members of the campaign committee to their acquaintances over the territory. Rockwood Brown, a member of the committee, is sending letters to sheepmen in the Ingomar area asking them to attend the meeting here. The extension news letter published by the county agent will direct attention of sheepmen of the county to the meeting here next week.

The campaign is being sponsored by the Montana Wool Growers' association with the view of stimulating the consumption of lamb. Underconsumption rather than overproduction is believed to be the cause of poor lamb prices, which prevail at present, Mr. McKee said. The campaign has the indorsement of the National Wool Growers' association, the National Lamb Feeders' organization and the National Livestock and Meat board, he said.

Increasing consumption of lamb will work for the improvement of the present price condition because with increased demand for lamb the price may be maintained at a point more desirable for the grower, Mr. McKee pointed out. With the cooperation of the public in this program the sheepmen of this territory may be materially benefitted through the improved market for their stock, he said.

New England states consume three-fourths of the lamb in the United States and about 84 per cent of the population of this country scarcely knows the taste of lamb, the county agent said. The campaign is already under way in Texas and California, Montana, third in sheep production, is the third state to adopt the "Eat More Lamb" program.

Earle Barry of San Angelo, Texas, representative of the National Wool Growers' association, and Max Legge of Helena, manager of the campaign in Montana, will speak at the meeting to be held at the Commercial club here next week. The meeting will start with a roast lamb dinner Wednesday noon, April 22, sponsored by the county campaign committee and the Commercial club.

The county campaign committee is composed of Lester Work, chairman; R. B. McKee, Charles Runicka, Rockwood Brown, Harry Snyder, M. F. Trask, William Trask, John Walters, C. M. Blair, E. R. Mackey, John Tolman and Robert R. Jones.

"Eat More Lamb" is Theme of Commercial Club Dinner

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