

Television advertising helps sell cotton products

Television is a powerful selling tool for cotton and other products because it offers sight, sound and motion.

In the past three months, the network commercials promoted NATURAL BLEND sheets containing U.S. fiber and the Thompson Perfect Pant.

Cotton Incorporated surveys have shown that Cotton's commercials are effective in communicating the benefits of the natural fiber. However, the impact

has declined in recent years because of the rising costs of advertising.

For example, a 30-second cotton ad on the Today Show cost \$7,000 in 1978; the cost of the same ad today -- almost \$13,000. Even more dramatic is that \$1 worth of purchasing power for TV time is measured in 1978, buys less than 46 cents today due to inflation.

Astronauts Wearing 'New' Cotton
In all space shuttle missions,

NASA's astronauts are wearing the latest fabric developed at Cotton Incorporated's Research Center in Raleigh, N.C.

NASA is using No. 1843 -- a new all cotton flame retardant fabric made with a twill construction. The new fabric, which is Cotton Incorporated's own development, is more lightweight and durable than the sateen construction used in the original "mountain cloth" fabric.

Extension News
Willie Featherstone Jr.
County Extension Chairman



Americans Respond to 'Seal of Cotton'
Americans are patriotic again, and they're responding to your

'Seal of Cotton' which gives them "instant recognition" of U.S. Upland cotton. The Seal can only go on items made of at least 60% U.S. Upland Cotton; the product must also have been manufactured in the United States.

Today, the 'Seal of Cotton' appears by the millions on tags, labels and wrappers put on thousands of apparel and home furnishings products by hundreds of manufacturers.

Since its introduction in 1973, the Seal has consistently increased in awareness with the consumer. However, for the first time, consumer recognition in 1984, held at the same level as the previous year, 65% of all Americans.

If by chance you are not familiar with the 'Seal of Cotton,' please look for it the next time you are in a department store.

VALU-MART

114 N. MAIN STREET
RAEFORD, N.C.

"WE RESERVE THE RIGHT TO LIMIT QUANTITIES"

PRICES GOOD THROUGH AUGUST 5, 1985 OR UNTIL MERCHANDISE IS SOLD OUT

"FEATURING LOW, LOW EVERY DAY PRICES"

<p>VASELINE HAIR TONIC Giant 3 1/2 oz. VM reg. 2.38 BONUS BUY 1.59</p> 	<p>STORE HOURS: 9 a.m. til 5:30 p.m. Mon. - Sat.</p>				
<p>D'APARENE POWER 9 oz. VM reg. 2.18 BONUS BUY 1.37</p> 	<p>SUCRETS Maximum Strength 24's VM reg. 3.18 BONUS BUY 1.99</p> 	<p>VANQUISH 30's VM reg. 2.55 BONUS BUY 1.78</p> 	<p>VASELINE INTENSIVE CARE LOTION 6 oz. Reg. Aloe & Ex. strength VM reg. 1.88 BONUS BUY 99¢</p> 	<p>BAND-AID KITCHEN ASST 20's VM reg. 2.12 BONUS BUY 1.37</p> 	<p>ULTRA GLOW CREAM 2 oz. VM reg. 3.08 BONUS BUY 1.77</p> 
<p>NIVEA AFTER SUN LOTION 4 oz. VM reg. 3.55 BONUS BUY 2.53</p> 	<p>PACQUIN SKIN CREAM w/Aloe 4 oz. VM reg. 2.78 BONUS BUY 1.88</p> 	<p>KAOPECTATE 8 oz. VM reg. 2.36 BONUS BUY 1.77</p> 	<p>KAOPECTATE CONCENTRATE 8 oz. VM reg. 3.53 BONUS BUY 2.38</p> 	<p>MASSENGILL DISPOSABLE DOUCHE twin pack VM reg. 2.19 BONUS BUY 1.44</p> 	<p>MYCITRACIN ANTIBIOTIC OINTMENT 1/2 oz. VM reg. 2.64 BONUS BUY 1.77</p> 
<p>PHILLIPS Milk of Magnesia 12 oz. VM reg. 2.71 BONUS BUY 1.88</p> 	<p>SCHICK DISPOSABLE RAZOR 5's VM reg. 1.26 BONUS BUY 88¢</p> 	<p>CORRECTOL 10's VM reg. 4.96 BONUS BUY 3.49</p> 	<p>COLGATE PUMP DISPENSER 4.5 oz. Reg. & Gel. VM reg. 2.16 BONUS BUY 1.44</p> 	<p>CUREL MOISTURIZER LOTION 6 oz. VM reg. 3.01 BONUS BUY 1.97</p> 	<p>BAYER ASPIRIN 100s VM reg. 2.98 BONUS BUY 2.44</p> 
<p>SUMMER'S EVE Single 4 1/2 oz. VM reg. 1.18 BONUS BUY 2/1.00</p> 	<p>TYLENOL EX-STRENGTH Caplets 24's VM reg. 2.12 BONUS BUY 1.77</p> 	<p>DENTROL LIQUID DENTURE ADHESIVE .9 oz. VM reg. 2.14 BONUS BUY 1.37</p> 	<p>CORTAID HYDROCORTISONE CREAM 1/2 oz. VM reg. 2.85 BONUS BUY 1.88</p> 	<p>VIVARIN TABLETS 16's VM reg. 1.88 BONUS BUY 1.22</p> 	<p>CLOSE-UP TOOTHPASTE 4.6 oz. 20' off VM reg. 1.38 BONUS BUY 99¢</p> 
<p>JOHNSON'S BABY CORNSTARCH 8 oz. VM reg. 1.84 BONUS BUY 99¢</p> 	<p>BAND-AID FLEXIBLE FABRIC 20's VM reg. 1.74 BONUS BUY 99¢</p> 	<p>AMBI SOAP w/Cocoa Butter 3.5 oz. VM reg. 1.35 BONUS BUY 2/\$1</p> 	<p>PERSONAL TOUCH DISPOSABLE RAZOR 4's VM reg. 1.09 BONUS BUY 2/\$1</p> 	<p>ARRID ROLL-ON DEODORANT 1.5 oz. VM reg. 2.42 BONUS BUY 1.66</p> 	<p>LADIES' CHOICE Solid 2 oz. VM reg. 2.92 BONUS BUY 1.88</p> 
<p>VO5 SHAMPOO 15 oz. VO CONDITIONER 15 oz. VM reg. 1.88 BONUS BUY 1.27</p> 	<p>LISTERINE 32 oz. VM reg. 3.91 BONUS BUY 2.96</p> 	<p>Sundown Sunscreen Extra 6 - 4 oz. VM reg. 5.37 Moderate 4 - 4 oz. VM reg. 5.37 Maximal 8 - 4 oz. VM reg. 6.59 Ultra 15 - 4 oz. VM reg. 6.59 Stick Maxi - VM reg. 3.81 Stick Ultra - VM reg. 3.81 BONUS BUY 3.77</p> 	<p>ABSORBINE JR. LIQUID 2 oz. VM reg. 1.89 BONUS BUY 99¢</p> 	<p>INFLATABLE TOYS ALL SWIM RINGS INFLATABLE POOLS BEACH BALLS & SWIM RINGS 1/2 PRICE Limited Quantities</p>	
<p>COVER GIRL CREAM NATURAL LIQUID MAKE-UP VM reg. 2.89 COVER GIRL PRESSED POWDER VM reg. 2.90 COVER GIRL EYE SHADOW 4-KIT VM reg. 3.18 COVER GIRL OIL CONTROL MAKE-UP VM reg. 2.77 COVER GIRL THICK MASCARA VM reg. 2.54 COVER GIRL LUSH MASCARA VM reg. 2.54 COVER GIRL PROFESSIONAL MASCARA VM reg. 2.85 COVER GIRL BRUSH-ON-BLUSH VM reg. 2.97 COVER GIRL MARATHON MASCARA VM reg. 2.85 COVER GIRL OIL CONTROL POWDER VM reg. 2.76 BONUS BUY 1.88</p> 	<p>COVER GIRL LINER PENCIL VM reg. 2.12 COVER GIRL EYE SHADOW 2-KIT VM reg. 2.33 MARATHON EYE LINER VM reg. 2.33 COVER GIRL LIPSTICK VM reg. 2.33 COVER GIRL LUMINESSE LIPSTICK VM reg. 2.33 BONUS BUY 2/3.00</p>	<p>T T N ACRYLIC NAIL STRENGTHENER VM reg. 1.48 COVER GIRL NAIL SLICKS VM reg. 1.50 BONUS BUY 99¢</p>	<p>MODEL KITS Cars & Airplanes Values To 5.49 2/3.00 Limited Quantities</p>	<p>QUAKER STATE MOTOR OIL HD, Reg. & Super Blend 83¢ Quart Limit 6</p>	<p>RUBBERMAID Servin Saver 3 pc. Bowl Set or Servin Saver Set (Boxed Items) 3.77 Each VM reg. 5.59</p>

... Front Burner
(Continued from page 4B)

1/4 teaspoon curry powder
1/8 teaspoon ground ginger
1 hard cooked egg, chopped
6 pita loaves (pocketbread split)
12 tomato slices
1/2 cup halved, seedless green grapes
1/4 cup chopped celery
dash garlic powder
1 can (6 1/2 oz.) chunk light tuna, drained and flaked
Alfalfa sprouts

Combine sour cream and seasonings. Fold in tuna, grapes, celery and egg. Chill several hours. Place enough filling for one pita loaf in a sandwich bag. Pack pita loaf separately to be filled at meal time. Makes enough filling for 6 pita loaves.

Turkey and Egg Dip
1 pint sour cream
1 cup cooked chopped turkey
2 eggs finely chopped
1 pkg. (1 5/8 oz.) vegetable soup mix

Mix ingredients and refrigerate. Dip will have a better flavor if allowed to set 24 hours before serving. Stir well before serving. Serve with vegetables or crackers. Makes 3 cups.



Completes 30
Ron Earl Evans has completed 30 years unbroken service at the Burlington Industries Raeford Plant. Evans began his employment with the company at the Red Springs Burlington Industries Plant in the Throwing Department as a Machine Cleaner. After working 6 months there he transferred to the Raeford Plant in the Weave Department as a shuttle filler. After several promotions he presently works in the Weave Department as a Weave Technician. In appreciation of his loyal service he was presented a diamond pin, certificate and gift by Plant Management.

Turner promoted
Kevin B. Turner, son of retired Master Sgt. Burley W. and Roberta S. Turner of Rural Route 2, Raeford, has been promoted in the U.S. Army to the rank of sergeant. Turner is an anti-armor weapons crew member at Fort Bragg, with the 82nd Airborne Division. His wife, Sharon, is the daughter of Jean Wilkerson of 305 James, Laurinburg. He received an associate degree in 1979 from Fayetteville Technical Institute.

Southern National plans stock sale
Southern National Corporation (NASDAQ Symbol SNAT), a bank holding company based in Lumberton, North Carolina today announced that it has filed with the Securities and Exchange Commission a Registration Statement relating to the proposed public offering of 550,000 shares of its Common Stock.

PaineWebber Incorporated and Interstate Securities Corporation will co-manage the underwriting group offering the shares to the public.

The Registration Statement also covers an additional 82,500 shares which may be offered to the public pursuant to a proposed option to be granted to the underwriters to cover over-allotments.

The net proceeds from the offering would be used to support anticipated growth, which may occur internally or through acquisitions.