

**Letters To The Editor**

**Enjoys The Democrat**

We enjoy your good paper very much, and I think you are doing a wonderful job in putting out an attractive and interesting paper. But of course the town of Boone and that entire section has changed so much since I left there more than thirty-five years ago that we do not know most of the people who make the present day news.

W. A. REESE  
Science Hill, Kentucky

**Appreciates Comment**

Bill Sharpe sent me a copy of your editorial based on my talk before the Realtors' Institute in Chapel Hill, and I want you to know that I appreciate this very much. You have been mighty kind to us down through the years, and it has certainly been encouraging to us in what we have attempted to do in building up the tourist industry in this part of our state.

HUGH MORTON

**Likes News Coverage**

Please let me thank you for the fine efficient coverage that the Democrat and Mr. Rollins gave us concerning our annual stockholders meeting. You helped to make it the best one in the history of the Association. Please feel that you are indirectly helping the farmers in every respect through information concerning long-term credit for them.

Mr. Rufus Clarke, President of the Federal Land Bank of Columbia, spoke very highly of our news paper coverage.

Again let me thank you for the Association, Mrs. S. C. Eggers, President, and Mr. Rufus Clarke, representing the Federal Land

**Bank of Columbia**

JOHN H. HOLLAR,  
Secretary-Treasurer

**Crop Handling Key To Price**

Vegetables must be better graded and more carefully handled, if Tar Heel vegetable growers are to compete on today's market, according to George S. Abshier, State College consumer marketing specialist.

Abshier says, "We can't start to market with trash and expect it to be graded up to an edible product. There is a good potential for commercial production of high quality vegetables. But we can't stop at the end of the row."

He claims that proper grading, packing, and handling are just as essential for success in the vegetable business as production.

Abshier concludes with the warning: "Don't try to sell everything but the vine."

**FARM PRICES UP**

A farm price boost—up two per cent in the month ended June 15—has brightened prospects for agriculture in the wake of a continued increase in the cost of living. The increase was largely accounted for in higher prices for fruit, potatoes and commercial vegetables. During the same period, prices for livestock and livestock products declined less than one-half of one per cent.

Secretary of State Dulles recently declared at Iowa State College that the "Soviet rulers are engaged in a gigantic effort to build up their military establishment and to extend the area of their dominance."

**Wise Buying Involves Skill**

"How does the consumer decide on what is a good buy?" asks George Abshier, extension consumer marketing specialist at State College. He says that wise food buying requires a high degree of skill and a broad knowledge of many products.

In its simplest economic terms, according to Abshier, a good buy is determined by the amount of satisfaction received per unit of cost, compared to other choices.

Cost and satisfaction must be weighed carefully, along with other factors, such as convenience, facilities, and family tastes.

Cost involves more than money. Proper judgement of the real cost, says Abshier, involves calculation of cost per pound, and the ultimate cost per serving of the final edible product.

The cost per serving may vary greatly according to the form of the product, whether fresh, frozen, or canned, and the manner of packaging.

According to Abshier, convenience of preparation, serving, and storing should be considered. Prepared foods provide greater convenience at greater cost. The extra cost of this "built-in maid service" may offset the time and energy saved, especially for homemakers working outside the home.

The satisfaction a food provides the consumer is the major test in determining a good buy. The taste, attractiveness, and general quality affect the satisfaction.

Wise buying is a big job, says Abshier, and determining the good buys is a matter of weighing all the factors. The results will vary, but the final test is whether the maximum amount of family satisfaction is obtained from the expenditure for food.

**X-Ray Is Topic At Health Meet**

The executive committee of the County Health Council met July 12 in the office of the Health Department to discuss plans for the county-wide meeting which will be held on July 30 at the Courthouse.

The coming mobile X-ray program was the chief subject discussed, with emphasis on getting a greater number of persons to take advantage of the free X-ray. Older people as well as young folks should have their chests X-rayed. Health is something which concerns everybody. Every citizen is asked to encourage neighbors to attend.

The Federal Communications Commission announced that it was considering a shift of all or a major part of television broadcasting to the ultra-high frequency channels. The change would be gradual enough to cover the useful life of present receivers.

**DINING and DANCING**

**CHEATWOOD'S SUPPER CLUB**  
North Wilkesboro, N. C.  
Open 7 till 12 p. m.  
FRIDAY, SATURDAY, SUNDAY  
Delicious Foods 6-21-tfc

**Rulane Gas Service Is ECONOMICAL!**  
—REMEMBER—  
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PARKWAY RULANE GAS SERVICE  
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**L & M CIGARETTES**  
Per Carton 1.89

**TOMATOES 1 0c**

No. 303 Can High Quality STANDARD

**Stokely Pineapple Juice** 2 48-Oz. Cans 49c

**Texize Cleaner** 16-Oz. Bot. 39c

**Texize Bleach** 2 16-Oz. Bots. 29c

**Eatwell Tuna Fish** No. 1/2 Can 25c

**5% DDT Flit Spray** Quart Size 59c

**Heinz Relish** 10-Oz. Jar 28c



**ARMOUR'S STAR TREET**



**3 12-Oz. Cans 1.00**

**Farm Fresh!**

Extra Fancy Vine Ripened **Honey Dews** Lge. Size Each 39c

Crest Iceberg **LETTUCE** 2 Large Heads 33c

Fancy Mountain Grown **Green Beans** 2 Lbs. Only 29c

**SMOKED PICNICS**

4 to 8 Lb. Sizes **lb. 29c**

Palmetto Farm Fresh Made **Pimiento Cheese** 8-Oz. Cup 31c

Palmetto Farm Fresh Made **Pimiento Cheese** 16-Oz. Cup 59c

Palmetto Farm Fresh Made **Chicken Salad** 8-Oz. Cup 55c

Palmetto Farm Home Made **Chicke-Pot Pies** 12-Oz. Pkg. 25c

Genuine Aged **New York State Cheese** lb. 73c

Medium **Sharp Cheese** . . . lb. 53c

Tasty **Mild Cheese** . . . lb. 47c

Lykes Bros. Pure Pork **Sausage** lb. 19c

Virginia Sliced **Bacon** lb. 33c

**Keep Mother Out of the Kitchen!**



Save Mother long hours in the hot kitchen with these fresh quick frozen vegetables.

LIBBY'S **BABY LIMAS** 4 10-Oz. Pkgs. 89c

Shrimp Ahoy **FANTAIL SHRIMP** 2 10-Oz. Pkgs. 99c

Sea Pack **FISH STICKS** 4 8-Oz. Pkgs. 99c

Fresh Frozen **STRAWBERRIES** 4 10-Oz. Pkgs. 99c

**GELATINE SALADS**

**FRUIT COCKTAIL** . . . 1 Lb. Cup 25c

**RASPBERRY PINEAPPLE** . . . 1 Lb. Cup 25c

**LIME PINEAPPLE** . . . 1 Lb. Cup 25c

**ORANGE PEACH** . . . 1 Lb. Cup 25c

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Detergent <b>Dash</b> 25-Oz. Pkg. 39c	Peter Pan <b>Peanut Butter</b> 12-Oz. Jar 43c	Twenty Mule Team <b>Borax</b> 1 Lb. Pkg. 19c	Hand Cleaner <b>Boraxo</b> 8-Oz. Can 19c
Detergent <b>All</b> 24-Oz. Pkg. 39c	Shortening <b>Bake-Rite</b> 3 Lb. Can 87c	Candy <b>M &amp; M Chocolate</b> Family Size 29c	Wonderful For Frying <b>Jewel Oil</b> Quart Bottle 67c
Dog Food <b>Pard</b> 2 Lb. Cans 29c	Charmin <b>Toilet Tissue</b> 4 Roll Pkg. 35c		

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<b>TRUCK "A"</b> hauls only 1450 lbs. 1/2-ton pick-up with 7' body	<b>TRUCK "B"</b> hauls only 1550 lbs. 1/2-ton pick-up with 8' body	<b>Dodge</b> hauls 1825 lbs. 1/2-ton pick-up with 7' body
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**...most V-8 POWER too!**



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**Your best buy is Dodge... and we can prove it!**

Maybe you've had your eye on one of the other two makes of low-priced trucks. But why settle for second best when Dodge is in the same price class? After all, Dodge leads in the features that truck owners look for:

**Most Payload!** Dodge hauls up to 375 more pounds of payload per trip. It carries the extra weight you'd have to leave behind if you were driving another truck. Saves trips as well as cash.

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**Easiest Handling!** You breeze in and out of the tightest traffic or parking spots because Dodge is the sharpest turning truck of all. Try it! It's the most comfortable riding, too.

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