

Demand For Lean Pork At Higher Price Pointed Out

By W. L. FISHER

Consumers want lean pork. The USDA in recent investigations found that over 85 per cent of the consumers want pork chops with less than half an inch of outside fat. In fact, consumers were willing to regularly pay 10 cents per pound more for lean pork chops than for "regular" pork chops, and at that price the lean outlasted the "regular" 3 to 4. Gone are the days of the fat pork chop!

This is exemplary of the "dieting 50's." During the past decade people in general have become acutely conscious of weight, mainly because of its much publicized effects on health. As a result there has been a tendency to eat less high calorie foods, including some meats. For example, in 1955 the average person ate nearly 28 pounds more beef per year than he did just five years before. He also ate nearly three pounds more veal and three pounds more poultry. But he ate exactly the same amount of pork in 1955 that he had in 1940. In fact, during the 35 years prior to 1955 the part of the consumers income spent on beef had increased 22 per cent while for pork it had decreased 37 per cent.

Behind the growing apathy toward pork is probably a failure on the part of the meat processor to trim down the external fat on pork cuts to suit the likes of the consumer. The consumer usually resents having to buy a large amount of fat that she will probably never use. And in order to entice the consumer into taking such pork the meat processor must charge a lower price.

The meat processor can hardly be blamed, however, for to trim down the cuts of pork only results in buckets of pure fat that would sell for only pennies—nearly a complete loss. Neither can the meat processor do much about the internal fat in the pork cuts for this depends entirely on the characteristics of the hog the pork comes from.

Today fat is an almost totally unwanted product of hogs. At the beginning of the century fat for lard was the most valuable part of the hog. So for the farmer the fatter the hog, the fatter the profit. With the increased use of vegetable and other cheaper artificial fats, lard prices decreased drastically. In 1955, the price for the lean parts were 84 cents more than the price for the whole live hog, while the price for the fat parts used for lard were 37 per cent less. Despite the increases in value of the lean cuts and reduction in value of lard proportionally the same amount of lard to lean is produced. All this points to the fact that the bulk of the hogs now coming to market aren't the kind that will give the pork Mrs. Housewife wants and will pay the money for.

Prices and grades are the tools that help the hog producer determine what kind of hog to produce. Grades describe the hog, tell how much the hog is worth. Neither of the tools have been working very well. As a result the signal from the consumer to the producer has not been strong. So pretty much the same type of hog keeps coming to market as in past years. To revamp and energize "hat signal" so that consumers can again get the kind of pork they want and farmers can get a decent price for their hogs, two conditions will have

to be met:
(1) An acceptable set of grades that will easily tell the differences in the quality of different hogs must be used in buying hogs, and
(2) differences in prices that will clearly show the differences in quality will have to be paid.

No set of grade standards exist that tell us exactly how lean or fat the meat from any particular live hog will be. The grades now being used by the USDA and by NCDA in several eastern hog markets will come a lot closer than the "top hog" system now being used. These grades will give us a better idea of whether a certain hog is apt to give us high quality, medium quality, or low quality pork. In addition to quality differences a fairly narrow weight range must be used. (The range now being used in North Carolina is from 180 to 240 pounds).

Working hand in hand with a good set of grading standards there must be enough differences in prices for each of the different weight and quality groups of hogs that the farmer will not have the slightest doubt as to what kind of pork the consumer wants. If the farmer raises and sells fatty hogs he should not get as much as the farmer who raises and sells lean, well finished hogs. Unfortunately, this is not the case in North Carolina or in many other parts of the country today.

High land prices and an excess of labor on North Carolina farms indicate that livestock enterprises such as hog production is one of the better alternatives available in adjusting farming operations to reduced acreage allotments. Profits in the pockets of the hog producer and expansion of the whole livestock industry in this state from hog production depends to a very large extent on the success of the farmers in producing the kind of pork that will be readily accepted by the consumer.

Soil Official To Be Chosen

On December 6th to December 10th a soil conservation district supervisor will be elected for Watauga county. This supervisor will serve for a three year term and help to farm policies and guide the soil and water conservation activities of the district. Any eligible voter is entitled to vote in this election.

The Watauga Soil Conservation District was organized in 1949 and has been of much assistance to farmers in the county since that date. About one-third of the farmland in the county is now under District plans. Each year more farmers become district cooperators and carry out planned conservation practices on their farms.

A. C. Moretz, present chairman of the district supervisors, has been duly nominated by a petition signed by twenty five farmers for another three year term. Ballot boxes will be located in the following places: Watauga ASC Office, Cove Creek Store, Deep Gap Post Office, Bill Farthing's Store, Roy Jones' Store, and Howard Mast's Store.

Allow approximately 1/2 pound ready-to-cook turkey per serving.

Business Ed. Meeting Held

Three-hundred and seventy-six Southern Business Education Teachers attended the annual association meeting on "Challenges in Business Education" at the Biltmore Hotel in Atlanta, Georgia on November 23-26.

Miss Jane Riner and Mrs. Kathryn C. Tully, Business Education Department, Appalachian State Teachers College attended this meeting. On Thursday afternoon, from 2:30-4:30 Mrs. Tully represented the Southern Business Education Teachers and Mr. Harry H. Hart, Gregg Publishing Division, McGraw-Hill Book Company, New York, represented the publishers in presenting a lecture-demonstration on "New Audio-Visual Materials for Your Secretarial and Office Practice Classes."

Dr. Russell Hosler, president of National Association of Business Teacher Education, Miss Gladys Bahr, president of United Business Education Association, and Dr. Ray Price, president of Mountain Plains Business Education Association along with prominent educators from southern colleges and universities participated on the program which was divided into divisional and sectional meetings. Miss Riner and Mrs. Tully attended the Colleges and Universities section, and Miss Riner attended the Basic Business Section while Mrs. Tully attended the Secretarial, and Administration and Supervision Meetings.

Thirty-nine business education teachers from North Carolina attended this meeting. George Peabody College for Teachers was the only institution having the entire business faculty present.

Farm Questions And Answers

Question: Why should I breed my dairy cows artificially?

Answer: You stand a better chance of getting a heifer that will do a good job of converting her feed into milk for one thing. And then the heifers probably will keep inheriting greater capacity for consuming roughage.

Question: When should I feed my cows roughage?

Answer: Keep it available to them at all times, and be sure it's of high quality.

Question: How much milk should a 1,500-pound Holstein give per day?

Answer: It depends on many things, of course; but the hay feeding program is a vital factor. If she eats 65 pounds of hay per day (probably supplemented with feed concentrate), she'll give six gallons or more per day. If she eats only 37 pounds per day, she'll maintain her body weight; but she won't give but about three gallons per day.

The farmer got only 38 cents of the food dollar in 1959. He got 40 cents in 1940 and 53 cents in 1945 (the peak war year).

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An hour's pay for the average American bought: 1.8 pounds of round steak in 1939, 2.1 pounds in 1959; 10 1/2 pints of milk in '39; 17 1/2 pounds in '59; two dozen oranges in '39, three-dozen in '59.

NOTICE NORTH CAROLINA WATAUGA COUNTY

Under and by virtue of the power of sale contained in a certain deed of trust executed by A. C. Miller (Widower), dated October 11, 1958, and recorded in Book 85, Page 281 in the office of the Register of Deeds of Watauga County, North Carolina, default having been made in the payment of the indebtedness thereby secured and said deed of trust being by the terms thereof subject to foreclosure, the undersigned Trustee will offer for sale at public auction to the highest bidder for cash at the courthouse door in Boone, North Carolina, at noon, on the 23rd day of December, 1960, the property conveyed in said deed of trust the same lying and being in the County of Watauga and State of North Carolina, in Meat Camp Township, and more particularly described as follows:
BEGINNING on a stake near a pine at the creek running East 47 1/2 poles to a maple; thence North 152 poles to a branch; thence Northwest course with said branch 31 poles to a maple; thence North 82 deg. West 50 poles to a stake, corner to McNeil and in Wayne Miller line; thence South 5 deg. East with said line 59 1/2 poles to a beech in gap of ridge; thence South 15 1/2 deg. East 15 3-4 poles to a white oak; thence South 24 deg. East 13 poles to a small sugar tree; thence South 2 deg. East 24 poles and 6 links to a bunch of buckeye sprouts; thence South 15 deg. East 3 poles and 3 links to a stake where the road shall be between the two tracts going to the Silverstone Road at the West end of McNeil lot; thence South 14 deg. West with Wayne Miller line 3 poles to a maple near the East bank of the spring; thence same course 47 poles to the BEGINNING, containing 61 acres, more or less.

But this sale will be made subject to all outstanding and unpaid taxes and municipal assessments. This 22nd day of November, 1960.

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