

Gov't. Beef Purchases Strengthen Market

The federal government's purchases of beef for domestic uses and export, started last April, are designed to strengthen the nation's cattle market, according to G. H. Farley, Cherokee County farm agent for the State College Extension Service.

Mr. Farley says recent reports show that the U. S. Department of Agriculture will have purchased between 220 and 225 million pounds of beef by the year's end. This is the equivalent of more than 750,000 head of cattle, ac-

ording to the county agent. Sharp drops in cattle prices, which started their downward trend two years ago, are largely the result of increased marketing from a record national cattle herd of 94 million head. Drought has complicated the situation by stepping up marketings, particularly of lower-grade cattle, and reducing the normal demand for animals for high-finish feeding and herd replacements.

The bulk of the government's beef purchases are being distri-

Growing Share Of Food \$\$ Goes To Marketing

A growing share of the consumers food dollar is going into marketing charges with the result that less is being spent for food and more for packaging and other services.

G. H. Farley, Cherokee County farm agent for the State College Extension Service, says more and better packaging, washing, selection, mixing, precooking, and preparing of products for the American table are a continuing trend which partially explains the widening spread between farm prices and retail costs of food. Mr. Farley bases his statement on recent marketing and transportation reports of the U. S. Department of Agriculture.

Several reasons are given for the increases in marketing services. One of the most significant is the mounting proportion of women, especially married women, now working outside the home. The families of working women tend to buy more partially prepared and wholly prepared foods, and eat more meals in restaurants. Both these practices increase marketing charges in relating to farm value of the foods consumed.

Other long-term trends that effect the spread between farm prices and retail prices, according to Farley are geographic specialization in farm production and greater concentration of our population in urban centers. Transportation costs are increased as more of our people live farther away from the areas in which their food is produced.

Improvement in consumer incomes is another factor described as responsible for increasing demand for marketing services. As incomes improve consumers do not buy a significantly larger quantity

buted through the school lunch program and nonprofit institutions. About 18 million pounds were purchased by the Foreign Operations Administration for overseas distribution

Because producer price problems are greatest this year in the cheaper grades of cattle, owing to prolonged drought conditions, the government contracts have called for commercial and utility grade carcasses, with greatest emphasis on outter and canner grades

of good, but are willing to pay for the kind of services that improve the quality and attractiveness of the food they buy or save their time in preparing it.

Farmers probably will receive about the same share of the consumer's food dollar next year as in 1953, according to the county agent. The share for this year is tentatively estimated at 45 cents.

Johnson Classed As Delinquent By Board

Jack Edward Johnson, formerly of Suit, has been classed as delinquent by the Local Draft Board, No. 20.

Any registrant classed as delinquent is subject to immediate induction. Any member of the registrant's family or acquaintance who knows his address is asked to notify the draft board immediately or have him do so.

The local board will be closed Dec. 24-25 and Dec. 31 and Jan. 1.

NOTICE OF SERVICE OF PROCESS BY PUBLICATION STATE OF NORTH CAROLINA COUNTY OF CHEROKEE IN THE SUPERIOR COURT CHEROKEE COUNTY.

In 1952, expenditures for tobacco accounted for 7.9 per cent of the total expenditure on goods and services in the United Kingdom, compared with 2.4 per cent in the United States.

Plaintiff, W. D. TOWNSON, Administrator of the Estate of Clyde Richard Townson, deceased; VIRGINIA DICKEY TOWNSON, Widow of Clyde Richard Townson, deceased; and RICHARD DAVID TOWNSON, INFANT and Heir of Clyde Richard Townson, Deceased; and DIRECTOR OF INTERNAL REVENUE, Greensboro, North Carolina

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Greetings

No Christmas would be complete for us without an expression of the warm feeling that we have for our many loyal and appreciative friends. A Merry Christmas and a Happy New Year to all.



ECONOMY CLOTHING STORE MURPHY, N. C.



Christmas Greetings

May the true spirit of Christmas dwell in your home and in your heart throughout the year.

PEOPLE'S CAFE

R. L. BEAVER, OWNER

PHONE 91104

MURPHY, N. C.

LOVINGOOD'S Mr. and Mrs. Roy V. Lovingood MURPHY, N. C.

Andrews, N. C. Hayesville, N. C. Murphy, N. C. Robbinsville, N. C.

CITIZENS BANK & TRUST CO.

Serving Southwestern North Carolina

W. FRANK FORSYTH Vice-President

MURPHY, NORTH CAROLINA Christmas, 1953

Dear Folks:

With Santa Claus peepin' around the corner, and everybody thinking of everybody else, we want to pause long enough to extend our very best wishes for a Merry, Merry Christmas and a Happy New Year.

And we would feel that something had been left undone were we to overlook this opportunity of expressing our sincere thanks for the business you have given us. Your business and your friendship are very much appreciated, and we shall always strive to merit your continued goodwill and patronage. With the coming of the New Year we look forward to the pleasure of serving you often.

May this Holiday Season hold for you a heaping big measure of good Cheer and Happiness, and the New Year bring you all the good things of life. That is our true wish for you.

Sincerely,

W. Frank Forsyth Vice-President



Sleepy Santa Saved by Sinclair!

'Twas the night before Christmas and really quite late St. Nick was still sleeping - not heeding his date. The folks at the Pole were very concerned For they didn't know what old Santa had learned

Tick tock went the clock by the side of his bed Till he woke with a smile and happily said, "Fill up my old Blitzen with gas and oil, too But be sure you use Sinclair—they've got something new.

"They've got a new gas that starts fast in the cold And gives power and pick-up — I really am sold. This Power-X gas that is selling so well Is just what I need — it sure rings the bell.

"My travels this Christmas will take half the time Though I'm late in my leaving — you see, it's no crime. And this please remember, experience shows Extra Duty is super — as everyone knows.

"It's an oil that adds miles to the life of your car — Cuts consumption in half and that's far above par. Round the earth I could travel 4 times I am sure And the engine in Blitzen is sure to endure

"Now I see by the clock it is time that I leave To be sure that all children have toys by this Eve. So it's off for the rooftops all covered in white Merry Christmas to all and to all a good night."



ALLISON & DUNCAN OIL CO.