

Local Business

The major trend in modern retailing is the reduction of personal salesmanship through the introduction of self-service. However, self-service and other efficiency techniques which replace salesmen do not replace salesmanship. Salesmanship remains as necessary as ever. It takes on a more efficient form -- advertising. In this regard, a marketing magazine comments: "Where personal selling becomes less important, advertising and promotion become more important." The magazine said the new sales methods calls for a greater need and willingness for businessmen to experiment in order to learn the most efficient way to use advertising. This means that retailers should recognize the fact that the percentage of their volume devoted to advertising will increase as other distribution costs decrease. Advertising costs are similar to investment in automatic equipment in a factory. The more a manufacturer spends for automatic equipment, the more he is able to reduce other manufacturing costs.

"SUPER-RIGHT" QUALITY HEAVY CORN-FED BEEF

STEAKS \$1.35 \$1.29 PORTERHOUSE OR T-BONE SIRLOIN STEAK



PRICES IN THIS AD EFFECTIVE IN RAEFORD THROUGH SATURDAY JUNE 27, 1970

- "SUPER-RIGHT" QUALITY HEAVY CORN-FED BEEF ROUND STEAK... BEEF ROAST... GROUND ROUND... DINNER... CAP'N JOHN'S FROZEN HADDOCK DINNER... OCEAN PERCH DINNER

Fresh Fruits and Vegetables! CALIFORNIA GROWN WHITE GRAPES... MEXICAN SUGAR LOAF RIPE PINEAPPLES... FRESH, JUICY CALIFORNIA PLUMS... YELLOW CORN

Watermelons 99c Potatoes 89c

WHITE BREAD 5 \$1.00 FRENCH ROLLS 2 \$1.00 SPANISH BAR CAKE 35c APPLE PIE 39c LEMON PIE 49c

CHEESE SLICES 29c

- NEW FROM QUAKER KING VITAMIN... ANN PAGE FINEST QUALITY ELBOW MACARONI... ELBOW SPAGHETTI... A&P APPLE SAUCE... VIRGINIA PEANUTS... FRESH KOSHER DILLS... WUNDERFOIL... ICE CREAM... EVAPORATED MILK

SCOTT PAPER SALE SCOTT VIVA TOWELS \$1.00 SCOTT BATHROOM TISSUE 4 \$35c SCOTT NAPKINS 3 \$1.00

REDEEM COUPONS AT A&P

NESTEA INSTANT TEA 79c

SECRET REGULAR OR ANTI-PERSPIRANT SPRAY DEODORANT 79c

ROSE LOTION VEL 42c

FRENCH FRIED POTATOES 275c

Reading This Ad About Food Shopping Will Give You Something To Think About! Today, with money so tight, it's important that you get the best value for your dollar. Your favorite "Bread-winner" works hard for his money. So spend it wisely. If you shop A&P, you'll find the shelves stocked with the famous National Brands at prices we believe will save you money. You'll also find a wide variety of A&P's own quality brands at prices we know will save you money. The choice is yours. Whichever you choose, you can be sure of getting a quality product. We unconditionally guarantee everything we sell, no matter who makes it. The next time you're going shopping, try A&P and then think about your precious money and the unique quality choice A&P offers. It's nice to know you have this chance to save without risking quality.

Table with 3 columns: Item, Price, Save. Includes Cranberry Sauce, Fruit Cocktail, Grapefruit Sections, etc.

LOOK FOR THESE SAVE SIGNS WHEN YOU SHOP NONE FINER SAVE THESE SIGNS CAN SAVE YOU MANY DOLLARS

Table with 3 columns: Item, Price, Save. Includes American Cheese, Pimiento Cheese, Corn Oil Margarine, etc.

Table with 3 columns: Item, Price, Save. Includes Grape Juice, Asparagus Spears, Baby Green Limas

Table with 3 columns: Item, Price, Save. Includes Detergent, Liquid Bleach

* This item multi-priced at the store for even greater savings. Single unit price used for easier comparison.

KRAFT CHEESE American Cheese Slices 65c Natural Cheddar Cheese 43c Philadelphia Cream Cheese 35c CRACKER BARREL CHEESE MELLOW 59c SHARP 69c VELVEETA CHEESE 2 Lb. Pkg. \$1.29

crop at about \$75 million, and he believes this figure can be boosted to at least \$150 million by 1980. Among the state's more promising vegetable crops mentioned by Banadyga are: Cucumbers - The acreage of pickling cucumbers has been growing at a "fantastic rate." The value of the crop has likewise soared from about \$2 million in 1958 to around \$7.6 million in 1968. The demand for Tar Heel cukes is good. Labor for picking them is generally more available here than in some competing states, and the prospect for a multi-pick mechanical harvester is on the horizon. Sweet potatoes - North Carolina now produces about 20 percent of the total U.S. sweet potato crop, as compared to only 15 percent three years ago. Yields have increased rapidly. A 300-bushel (per acre) club formed in 1959 has since been changed to the 700-bushel club. A new variety, Jewell, released last year by N.C. State University, promises to be another big asset for the industry. Snap beans - About 10,000 acres of this crop are now planted in the state for the fresh market, a slight decrease over the last several years. But the production of snap beans for the processing market is increasing, and Banadyga believes that it can increase further. Tomatoes - Trellised tomato production in the mountains has been called the "wonder child" crop of Tar Heel agriculture. This industry has grown from practically nothing 10 years ago to a \$5 million business last year. Greenhouse tomatoes are another "up and coming" industry in North Carolina, especially around the Piedmont cities. Among the other vegetable crops of importance, or of potential importance in North Carolina, are cabbage, carrots, peppers, leafy greens and Irish potatoes. Cabbage yields have been climbing steadily. Carrots are a relatively new crop for the state. They are now grown for processing, primarily in the Tidewater area, but Banadyga believes production will expand to the Coastal Plain and Sandhills. Peppers are grown in both the Southeastern counties and mountains. In fact, North Carolina provides over two-thirds of the nation's fresh pepper needs during the peak harvest period of late July and early August. Indications are that the acreage of this crop will continue to expand, Banadyga said. After declining for years, the Irish potato crop in North Carolina has stabilized. Yields per acre have increased, leading Banadyga to believe that acreage may begin to expand some more. The NCSU specialist said the state's climate accounts for much of the growth in vegetable production. The mild climate in the east, coupled with warm days and cool nights in the mountains, provides a long season for the production of quality vegetables. Also, the traditional abundance of small farms and family labor has aided vegetable production. However, Banadyga predicts more mechanization. He also believes that much of the future expansion will be with crops grown for processing, such as greens, snap beans, pepper and tomatoes.

UNC Freshmen Pre-register Brian Cameron Whitaker, grandson of J. H. Blue of Raeford and Patricia Ann Macko, daughter of Mr. and Mrs. T. M. Macko of Raeford have just completed a day-long pre-registration session at the University of North Carolina at Chapel Hill. During pre-registration students take replacement tests prepare their course of study, and familiarize themselves with the campus. It is co-sponsored by the Office of Undergraduate Admissions and the General College. The University is composed of 14 colleges and schools and more than 70 departments. The student body enrollment is expected to approach 17,000 in the fall - more than 3000 of these, freshmen and new students. There are nearly 1500 faculty members.

According to a VA information sheet entitled "America's Wars," 559 widows and 400 children of Civil War veterans were on VA's compensation and pension rolls as of December 31, 1969.