

Food, Cars Pace Sales In Hoke County Area

How much are Hoke County families spending per year? Where are they spending it and for what? According to a market report, just released, consumer outlays in local stores -- for food, automobiles, wearing apparel and other products -- were at a relatively high level in the past year. Most retailers in the area were able to report increases over the previous year.

With most local families enjoying bigger incomes than before, they were in a position to spend more and were willing to do so, despite the fact that their gains were offset to a considerable extent by rising costs.

The facts and figures, showing just how the consumer dollar was spent locally, are contained in the new market study, made by the Standard Rate and Data Service. Comparable data is included for other sections of the country.

In Hoke County, according to the findings, a large part of the dollar went to stores selling food and automotive equipment. Between them, they garnered 53 percent of all retail business in the area.

In other parts of the United States, they got 37 percent of the total and, in the State of North Carolina, 41 percent.

The amount spent for food alone, in local supermarkets, butcher shops, bakeries, delicatessens and the like totaled more than \$5,796,000.

This expenditure covers only food bought for home consumption. It does not include money spent in restaurants and in other eating and drinking places.

The report shows, also, that business was good in the automotive field, where sales of cars, motorcycles, trailers, boats and related equipment reached \$3,019,000.

Market strength was also in evidence in the local area in most other retail lines.

Department stores and variety shops carrying general merchandise chalked up \$401,000.

Those specializing in coats, dresses, shoes and other articles of apparel grossed \$1,051,000.

Sales of furniture and home furnishings added up to \$992,000.

As for the near future, most economists are optimistic. With employment rising and income and savings at a peak, they foresee a period of good times ahead.



FIRE DAMAGE—Fire damaged a home in the Scurlock School area late Monday night. Hillcrest Volunteer Fire Department responded and saved all but two rooms of the house. The family was not at home at the time and no injuries were reported.

Hoke ASCS

By Thomas R. Burgess

Marketing Flue - Cured Tobacco

-- The 1976 marketing season for flue - cured tobacco will be underway very soon. As farmers market their 1976 crop, there are certain precautions they need to observe to assure that their tobacco is properly identified. When

farmers use their marketing cards correctly, they can save time, trouble, and possible payment of penalties.

When the marketing card is issued to the farmer, we suggest that he use the following simple guides to assure proper handling of his tobacco: 1. Upon receiving the card examine it carefully to see that it is correct. Check to see that the name, address, farm serial number, and quota are correct. (The poundage will be 110 percent of the 1976 quota adjusted for under or overmarketings in previous years.) 2. Take the card to the warehouse when tobacco is to be weighed in. The card is to be left with the warehouseman until the check is issued to the farmer. Do not leave the card at the warehouse or with a trucker between sales. 3. After each sale check the card carefully to see that the entries for that sale agree with the sale bill. Also check to see that the balance is correct. 4. Report any error immediately to the marketing recorder at the warehouse or to the county ASCS office. The farmer is subject to penalty on any tobacco sold over 110 percent of his quota. It is his responsibility to see that any error is corrected so that his balance is correct. 5. Do not allow tobacco from another farm to be sold on your card. This will result in a penalty to you.

By following the above suggestions, a farmer can be sure of getting his tobacco marketed properly and be assured of not being subject to penalties. Any farmer with further questions is invited to visit his local ASCS office.

Farm Items

By Agricultural Extension Agents

Extension programs for tobacco in Hoke County include the various production practices that will increase yields and quality of the tobacco sold. Two important phases of this program is to get growers to use multi - purpose chemicals for nematode and disease control and to use contact chemicals along with MH30 to completely control suckers. This information is available from the extension agent or is discussed in the 1976 Tobacco Information booklet.

A demonstration has been set up on the Bobby Strother farm just beyond Five Points to show farmers the value of using the different types of chemicals as compared to no chemicals at all. Growers are invited to visit these plots and see the results. Signs will be displayed at each plot to let you know the type of chemicals used. This is a good teaching tool to help in your production next season.

Growers that have been having problems with soybeans filling out completely or that have pods with no beans in them at harvest should consider using one or two sprays to control pod and stem blight. Several growers in the county carried out tests this past year and increased production 5 to 6 bushels per acre on treated plots.

Materials should first be applied when the majority of the pods are 1/8 to 1/2 inch in length. The second application should follow in two or three weeks. These extra soybeans could mean \$16.00 to \$20.00 in profit per acre of beans that you have planted. Growers should remember that it is sometime the one step that you forgot that causes your production to be poor.

In order for swine producers to react properly to changes in the price of hogs it is important for the producer to know exactly where he stands as far as cost of production. This falls in the line of good

management with good records.

Several management practices producers should consider are: Use a simple markings system so that each animal can be identified. This will aid in selecting breeding animals and also cutting of animals not as productive as producer wishes. Preparing farrowing facilities to enable as efficient care for new litter and mother as possible. At farrowing times, if possible be present to clear breathing channels, clean and dry pigs, clip ears and tail and needle teeth. Make sure heat is available as pigs do not chill. These are just a few managing practices that can aid in swine production.

Is water the cheapest or costliest livestock nutrient? Compared to other nutrients essential for livestock growth gains and reproduction, water must be considered the least costly to provide.

Here are some water requirements for animals in hot weather which would be ample in winter.

Bred cows of gilts - 1 - 1/2 gal.
Growing - finishing pig, 1 - 1 1/2 gal.
Nursing sows, 4 - 5 gal.
Beef Cattle in feed lots - 7 - 10 gals.
Beef Brood Cows, 10 - 12 gals.
Dairy Calf, 3 - 5 gal.
Dairy heifer - 5 - 8 gal.
Dairy cow in production 10 - 40 gal.

Bookmobile Schedule

MONTROSE - July 5 (Monday)
-- Josephine Parks, Katie Cameron, Elizabeth Lide, Lenora Thompson, Carole Brown, Venetia Walters, Rita Baker, Donald Wilson, Gaston Shaw, Doris McAllister, Valerie Hollmond, Shirley Potts, James McLaughlin, Dorothy Monroe and Betty Mims.

ASHELY HEIGHTS - July 7 (Wednesday)
-- Linda Soper, Prison, Mamie McNair, Linda Schuchard, Margaret Inman, Mary Murphy, Jean Vanhoy, Lillian Smith, Diane Williams, Sue Hagan, Kathy Shields, Linda Simmons, Ethel Carol, Gail Ellis and Doris Calloway.

CP&L Names Hoke Native

Joseph F. McMillan, Jr. has been promoted by Carolina Power & Light Co. to district engineer in Jacksonville.

McMillan joined CP&L in 1969 as a junior engineer in Sanford where he subsequently was promoted to electrical engineer and senior engineer.

A native of Hoke County, McMillan was graduated from Hoke County High School and North Carolina State University with a bachelor of science degree in engineering operations.

He is married to the former Gwendolyn Anne Moore of Raleigh.

DANIEL H. DeVANE



FOR COUNTY COMMISSIONER

Tretorns - S.R.O.'s - Clarks of England - Bandolinos - Sandler

Sullivan's Footgear

Summer Shoe Clearance Sale

on all Ladies' and Men's Shoes

Famous Name Brands




Sale Now In Progress

up to **1/2** off

Sullivan's Footgear

DOWNTOWN SOUTHERN PINES




Red Hots - Danelles - Estienne Aiguer - Men's Florsheim

Keds - Jarman - Connie - Paradise Kittens - Sebago - Docksiders by Lazy Bone Golf Shoes

Sidewalk Sale

ODDS & ENDS
1/2 PRICE
FURNITURE - LAMPS
GIFT ITEMS

GRAB TABLE
SURPRISES! SURPRISES!
\$1.00 (EACH ITEM)
Values \$1 to \$10

Closed Mon. July 5th
Niven Appliance & Furniture Co.
Main St.

We Will Be
CLOSED
Monday, July 5th
Legal Holiday

The Bank of Raeford
and
Southern National Bank



Little Falls - Lady Florsheim - Joyce - Socialites - Cobbies - Naturalizers - Bass Weejuns