

IT PAYS TO READ FOOD ADS

Are you a food ad-watcher? Food ads save time, give information, announce foods on the market and can lead to a sizable saving in your food budget.

Miss Gaynelle Hogan, consumer marketing specialist in Greensboro, says food ads often tell what foods are in season or in plentiful supply. When many stores have "specials" on the same items, it usually means that it is a good time to serve that

food.

When is a special bargain—Miss Hogan says many people think a "special" is always a bargain but it is not true. To determine the value of a special, you need to know the usual price, the quality, the brand name and then interpret all of these in terms of the use to which the purchase will be put. For example, poor quality apples at a price of 10 cents per pound could result in a cost of 20 cents per pound if half the apples are discarded as unusable.

Studies show that a family can save 10 to 15 per cent on their food bill by paying attention to specials and food prices. A homemaker should learn to shop with an eye open for specials.

She says you should avoid excessive impulse buying but be ready to snap up a bargain when you see

Increase in Milk Production May Be Below 1962 Rate

U. S. milk production increased about one billion pounds in 1962. A smaller increase is likely in 1963.

"The drop in support levels last April will have considerable effect in reducing the expansion that earlier was expected to reach another billion pounds," says Henry A. Homme, dairy marketing specialist at North Carolina State College.

Homme adds that CCC acquisitions may equal those in 1962.

While production jumped a billion pounds last year, sales increased about 1.6 per cent. "But this just about offset the decline in farm use," Homme explained.

Although figures have not yet been released for the year, CCC purchases will be approximately 11 billion pounds of milk equivalent, or nine per cent of milkfat and 13 per cent of the milk solids-not-fat.

In North Carolina grade A milk production for the first nine months of 1962 totaled 760 million pounds, up 4.7 per cent from a year earlier.

Class One was up 3.3 per cent, giving a blend price for the first nine months of \$5.62 for milk testing 3.76 per cent butterfat. The November increase of 24 cents per hundredweight in the Class One price would have increased the average for the remainder of the year about 17-18 cents per hundred-

weight, Homme said.

The increase is currently held up by restraining orders obtained by several distributors.

In North Carolina 1963 should see an increase in the average retail price if the higher producer price remains in effect, according to the marketing specialist.

"There will be pressure on plants to prevent production increases, and the price of bases will rise," he said. At present ordinary bases are selling for around \$5.00 per pound of daily base, but for about \$10.00 per pound in plants where bases are frozen. Value of base varies greatly with production efficiency of the buyer and the utilization of base milk by plant, said Homme.

The long range dairy outlook (next 3-5 years) indicates that production is likely to continue to outstrip consumption unless prices are reduced or production is restricted.

"A growing number of producers are thinking of production control," Homme remarked. "And legislation along this line will gradually emerge, both on the local and national levels. Most long-range predictions as to supply, consumption and price hinge on legislation. Any new national legislation this year however, will probably be limited to voluntary control plans.

Each year the U. S. sells about \$4 billion worth of farm and factory products to people in the Common Market nations—West Germany, France, Italy, The Netherlands, Belgium and Luxembourg.

Agriculture uses 13% of all the petroleum produced in the U. S., more than any other industry.

DHIA records won't help cows give more milk, but they help dairy-men select heifers for replacement and feed for cows that are milking. In the long run, DHIA means more production per cow and more income for the dairyman.

The U. S. will need 40% more food, feed and fiber in less than 20 years, according to the U. S. Department of Agriculture.

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Farm Your Woods During Slack Periods

By: John M. Deyton, N. C. Forest Service

The work connected with timber growing does not conflict with other jobs, but on the contrary, will fit very nicely into most other types of work. If your slack period is in the summer that is an excellent time to do woods work and if your slack period is in winter that is also an excellent time to work in the woods.

Since well over half the woodland in North Carolina is included in farm boundaries, let's use the farming enterprise as an example and see how the business of forestry fits into the farming operation. This should make an interesting example also because trees are a crop just as other farm crops and respond, in many instances, to treatments similar to the same treatments to farm crops. Since it takes several years to mature a crop of timber the production of timber will differ in certain respects to the production of agricultural crops. One big way trees differ as a crop is that they don't have to be mature to have a value, but can be used for something from the time they're 3" in diameter and large enough for fence posts, whereas most agricultural crops must be mature before they can be used.

Farming jobs are chiefly summer jobs, and agricultural crops being grown on a short rotation require almost immediate attention in cultivation and harvest, and the lack of such attention can cause serious loss. On the other hand timber is a long rotation crop and does not require immediate treatments. The practice of forestry blends very nicely into the farming operation because almost all the jobs can be done during the winter months when there is no pressure from other work. Also the work in the woods can be timed so that almost every job will furnish some income or benefit. Cull timber can be removed for fuelwood, and thinnings can be

made so that they will furnish fence posts, pulpwood, saw logs or other useable products.

Some operators have labor that they would like to keep busy during slack periods so they will have good experienced help during rush seasons. Woods work would be an excellent way to hold this labor and supplement your income at the same time. A well-managed woodland should furnish an average annual income of over \$25.00 per acre.

Another way in which forestry fits nicely into the farming operation is by providing a monetary reserve for emergencies. Every so often, because of the weather there will be poor crops or complete failures. When this happens it is awfully nice to have a few acres of woodland to pull a few dollars from. This is like cash in the bank.

It matters not what your occupation, if you have woodland it will pay you to have a forester help you in its management. Before selling timber it is very desirable to have it marked. This will give the owner an idea of what he has to sell and also can have a lot to do with the next crop of timber on this land.

The N. C. Division of Forestry is a service agency and has foresters available to help landowners in managing their woodlands and marking timber. Contact your local County Forestry Ranger Eugene C. Wellis for a visit by a forester.

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SWEEPSTAKES ENTRY RULES

WHO MAY ENTER — All adults living within CP&L's Retail Service Area are eligible to enter EXCEPT employees (and their immediate families) of Carolina Power & Light Company, the electric appliance manufacturers, distributors and dealers, and their advertising or contest agencies.

ENTRY PERIOD — To be eligible for the Sweepstakes Drawing, all entries must be completed during the period from February 1st, 1963 until Midnight, March 30th, 1963.

HOW TO ENTER — Official Entry Blanks may be obtained at Authorized Electric Appliance Dealer Stores in CP&L's service area. Entry Blanks should be filled out and deposited in a Registration Box at the Appliance Dealer's place of business.

SWEEPSTAKES DRAWING — On Monday, April 8th, 1963, at 2:30 P.M., a Drawing will be held in EACH OF THE 14 CP&L DISTRICT OFFICES. You need not be present to win. The Sweepstakes Winner in each District will have the choice of a Flameless Electric Dryer, not to exceed the Retail Price of \$169.00. In the event a Winner has bought an electric dryer within the foregoing contest period, credit equivalent will be paid to the customer's account at the appliance dealer's place of business.

ANNOUNCEMENT OF WINNERS — Winners will be notified as soon as practicable after the Drawings on April 8th, 1963.

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