

# Duplin Times

Straight from the Shoulder — Right from the Heart of Duplin



VOLUME XXX No. 8

KENANSVILLE, NORTH CAROLINA, THURSDAY, FEBRUARY 21, 1963.

PRICE TEN CENT Plus 1 cent Sales Tax

## Poultry Expanding Has Challenge To Meet

North Carolina's poultry industry enjoyed another year of expansion in 1962 "but there is a challenge to meet," according to C. F. Parrish, specialist in charge of poultry extension at North Carolina State College.

"Production records are beginning to substantiate the fact that North Carolina has enjoyed another year of expansion in the poultry business," said Parrish. Tar Heel birds produced approximately 2,400,000,000 eggs in 1962.

"This is a reasonable increase over 1961 but we have a challenge to meet. We have increased population and we have the opportunity of plucking off a number of highly desirable markets that are interested in procuring a high quality egg."

A part of the N. C. Extension Service's 1.6 billion dollar farm income goal by 1966, poultry has a goal of 240 eggs per hen by 1966. This is an increase of approximately 30

eggs a bird.

"If we increased our flocks four per cent in the next four years, this goal can be attained," said Parrish. "By reaching this goal it is estimated we can increase income by \$15 million.

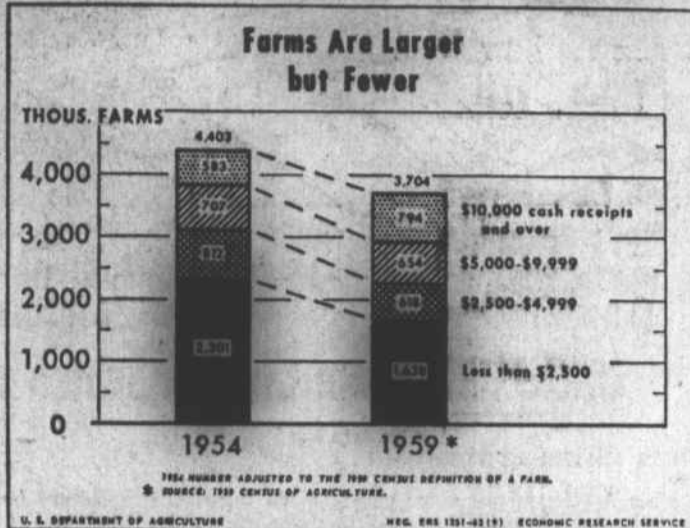
The goal for broilers in 1966 is 260 million. Production is expected to reach over 200 million in 1968, advancing from an estimated 194 million last year.

"This, based on present market predictions, would increase our income well over \$57 million," noted Parrish.

The poultry specialist believes the goals that have been set for poultry can be attained. "This overall poultry program calls for the adoption and adherence to a program of good management that places a premium on efficiency and also an expansion in numbers, in some instances."

He added that, while the rate of increase in production of the last five years isn't likely to continue in the next five, areas remain where production efficiencies can be put into operation.

"With all segments of the industry working together to the best interest of the industry, poultry can easily attain the goal that has been set for it," Parrish commented.



**FARMS LARGER, FEWER** - The total number of farms decreased by more than one fourth between 1954 and 1959. The sharpest decline was in the number of small farms with less than \$2,500 of marketings. Farms with sales of \$10,000 and over increased by more than a third.

**BERTIE FUSSELL**, William Bertie Fussell, 51, died at his home in Rose Hill Tuesday afternoon, February 12. Funeral services were held at Corinth Baptist church Thursday at 3:00 p. m. by his pastor, the Reverend E. F. Knight. Burial was in Rockfish cemetery in Wallace.

**MRS. FANNIE B. SCOTT**, Mrs. Fannie Brown Scott, 65 died Saturday afternoon, Feb. 16, at the home in Rose Hill after a brief illness.

Funeral services were held at the Rose Hill Baptist Church Monday afternoon at 3:00 o'clock by her pastor the Rev. Hugh R. Williams. Burial followed in the Rose Hill Cemetery.

She is survived by three sisters, Miss Ella Brown, Mrs. Lila B. Fountain, and Mrs. Macy Hanchey all of Rose Hill, and several nieces and nephews.

**DUPLIN - TIMES WANT ADS BRING FAST RESULTS.**

**WILLIAM JAMES WALTON**, William James Walton, 63, of Rose Hill died Sunday morning in Duplin General Hospital at Kenansville after a brief illness.

Funeral services were conducted at the Rose Hill Methodist Church Monday afternoon at 2:00 o'clock by Rev. T. Fant Steele, pastor. Burial followed in Montlawn Cemetery at Raleigh.

He is survived by his wife, Mrs. Maggie Walton of the home, one son William J. Walton, Jr. of Carolina Beach, three grand children, his step mother, Mrs. Beulah Walton of Rose Hill, two brothers Louis Hill and Archie Lee Walton both of Raleigh, three sisters Mrs. Laura J. Ramsey of Rose Hill, Mrs. Minnie J. Bright of Chocowinity, and Mrs.

## Packaged Sw. Potatoes On Market Soon

Fresh sweet potatoes may soon make their debut in consumer-size units. Recent tests in Raleigh indicate they would be a big success.

Before this, because of a decay problem peculiar to sweet potatoes, prepackaging was not feasible. A new decay preventive treatment developed by the U. S. Department of Agriculture now makes this possible.

In Raleigh, when four supermarkets offered packaged sweet potatoes to their customers, sales tripled. A week before the test, 42 bushels of bulk sweet potatoes were sold. During the two-week period in which sweet potatoes treated with a preservative were packaged in polyethylene and plastic mesh bags and in trays, sales jumped to 133 bushels a week.

Although the researchers - Henry Covington, North Carolina State horticulturist and Lee Kushman, U. S. Department of Agricultural Plant physiologist - do not say that packaging accounted for all of the increase, they do believe that it gets most of the credit.

Three types of packaging were used: (1) ventilated poly bags similar to those used for other produce items; (2) plastic mesh bags, and (3) molded pulp trays overwrapped with shrink film. Raleigh shoppers showed no special preference for any of the three packages.

Consumers said the chief reason they bought more of the packaged sweet potatoes was because they knew other customers had not handled them. They also believed the potatoes were fresher. And they liked the fact that they could make their purchase more quickly with the produce already wrapped and priced.

A reminder from the Treasury Department points out that starting this year refunds on income tax returns can be taken in U. S. Savings Bonds.



IN NORTH CAROLINA

## BEER IS A NATURAL

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PINK HILL, N. C.

## AT YOUR FORD DEALER'S FRIDAY! The Liveliest of the Lively Ones!

Meet Ford's all-new Command Performance cars fresh from their world premiere in Monaco! At center is the hot new Falcon Sprint V-8 that won first in its class at the famed Monte Carlo Rallye. Bucket seats, sports-type steering wheel, 164-hp V-8 and tachometer are standard. More news! V-8 engines now available with any Falcon! Top: the new Fairlane 500 Sports Coupe that took Alpine grades like a native. There's a choice of two V-8's and a vinyl covering in black or white for its Thunderbird roof. Foreground: new Super Torque Ford Sports Hardtop with V-8 zoom up to 425 hp and sleek new roofline. This beautiful new hardtop looks like a convertible!

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