

## \$14,370,000 Spent for Food In Lenoir County Area in 1965

Most Lenoir County families were better off last year than in 1964 and they showed it in the way they spent their money.

Bolstered by bigger incomes and optimistic as to their future prospects, they bought a record volume of goods and services.

Local retail merchants, because of this, had a banner year. Most of them were able to report solid gains over 1964.

The final tabulations, showing just how the consumer dollar was distributed locally, are contained in a new market study released by the Standard Rate and Data Service.

It reveals, for the local area and for all other sections of the country, how much was spent for cars, for food, for furniture, for clothing and for other articles.

In Lenoir County, food was a major item in the budget. Out of every dollar spent in local retail stores during the year, 42 cents went for food. (Elsewhere in the United

States, food got 23 cents of the consumer dollar) (and in the State of North Carolina, 23 cents also). As a result, grocery stores, supermarkets, bakeries, meat markets and other food emporia in the area had sales totaling \$14,370,000, topping the prior year's \$13,687,000.

This was solely for take-home food. Expenditures in restaurants, lunch rooms and the like are not included.

If this total were apportioned equally among the local population, it would average \$930 per family for food.

The SRDS report indicates that consumer buying was strong, also, in most other retail lines.

Sales of automobiles, motorcycles, trailers, boats and other automotive equipment came to \$19,069,000, a gain over the previous year's \$17,162,000.

Variety Stores and department stores carrying general merchandise recorded a total of \$10,360,000, compared with the former year's \$9,564,000.

Clothing stores and specialty shops, including those selling hats, shoes, dresses and other apparel, accounted for \$6,534,000, as against the 1964 figure of \$6,220,000.

Sales of furniture, household equipment and home furnishings were also at a high level. They amounted to \$4,144,000. The 1964 total was \$3,770,000.

### HOME ECHOES

? — Is it necessary to add sweetening to peaches before freezing? No. They may be frozen without sweetening, but should be packed in water to which ascorbic acid has been added.

? — Is it safe to stack unfrozen containers of food in the home freezer? Packages of food should not be packed too closely when food is being frozen because those in center may freeze too slowly. Bacterial growth can then occur.

? — How many vegetables

should be include in a dinner menu? There are no fixed rules for the kinds and amounts of foods to include in each meal. This is a matter of individual preference. A daily food guide, a plan for choosing a nutritionally good diet, suggests at least four servings of vegetables or fruits each day.

? — What is homogenized milk? Milk is homogenized by a mechanical process that breaks

up the fat into small particles and distributes them throughout the milk. Cream does not form in homogenized milk because the fat particles do not rise to the top of the milk.

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