



The band is shown here as they gave an outstanding performance at the football game

Farmers share of food dollar declining

Farmers received an average of only 25 cents of each dollar consumers spent on food at supermarkets or restaurants in 1985.

Marketing costs gobbled up the other 75 cents of each dollar, according to figures released by the American Farm Bureau Federation. This includes costs added on after the food leaves the farm, such as labor, transportation, advertising, and many others.

In 1984, the farm value was 27 cents and marketing costs 73 cents. In fact, the farmers' share has shown a steady decline over the past several years.

The largest portion of the marketing bill was labor, accounting for 34 cents of every dollar spent on food in 1985.

Packaging took an average of eight cents of each food dollar. This in-

cludes metal cans, glass and plastic bottles, and other containers for food products, as well as the boxes and other materials used in shipping. In many cases, the packaging and container costs are actually more than the value of the food ingredients used in production.

Other marketing costs include rent and depreciation which took six and one-half cents of the food dollar. Such items as intercity transportation and before-tax profits took another five cents each of the dollar, while fuel and electricity took four cents and advertising three cents. Interest was one and one-half cents and repairs one cent.

Lumped together as "other costs" were property taxes and insurance, accounting and professional services, and bad debts and many miscellaneous items.

When broken down into different classes of food, variations appear in the differences between retail prices and farm values, depending largely on how much processing is required between the farm and the table.

A one-pound loaf of bread had an average retail price of 55.3 cents in 1985, but the farmer received only 4.1 cents for the wheat used to make it.

On the other hand, the animal products such as beef, pork, broilers, milk and eggs, ranged around half as much farm value as retail price, some slightly less and some a little more than 50 percent.

For example, the retail price of pork averaged \$1.62 per pound at the time the figures were compiled. The farmer received 71.4 cents. The retailer received 50.2 cents, while 26.1 cents were for slaughtering and 14.3 cents for transportation and wholesaling.

Rockingham speedway

ROCKINGHAM, NC—The most natural assumption is that the people who queue up first in any line are the ones most eager to get on with what's happening no matter if it is for food, a vaccination or a turn at the wheel of fortune.

By that logic, Richard Petty, Dale Earnhardt and Rusty Wallace are ready for the Winston Cup Nationwide 500 automobile race on October 19 at North Carolina Motor Speedway by evidence of being the first ones to file entries. And all three have good reasons to be that way.

Petty ran his best race of the season to date in the March 2 Goodwrench 500 at NCMS high-banked track when he led on six occasions for 62 laps. He appeared on the way to his first victory since the July 4 Firecracker 400 in 1984. He finally finished third in the same lap with Terry Labonte and Harry Gant after being forced to back off when his brakes failed.

Wallace, who displayed his complete adjustment to his new ride with the Raymond Beadle Blue Max team headed by crew chief Barry Dobson

by winning earlier this year at Bristol Speedway, is yearning for a super-victory to make his season complete.

Earnhardt, locked in a tight battle for the Winston Cup championship with Tim Richmond and Darrell Waltrip, just wants to get the rest of the season over with while he is still leading. Richard surged into contention with six victories and four seconds in a 12-race steak and Waltrip is hanging tough in his customary late-season charge.

"Of course it's one race at a time, but I'd sure love to leave Rockingham with the point lead," said Earnhardt. "A victory at Rockingham could be a real zinger."

The Nationwide 500 and companion event, the Sandhills 200 for Bush Grand National drivers, will serve as the grand finale for super speedway racing in the Carolinas-Eastern Seaboard areas. Qualifying for the Busch Pole Position will begin Thursday, October 16, at 2:30 p.m. The Sandhills feature is set for 2 p.m. Saturday and the Nationwide 500 for 12:40 p.m. Sunday.

Winston racing news

Joe Gaita, of Hampton, Virginia, once again showed his strength Sunday as he won the Kodak Camera sponsored event. James Bray, of Elizabeth City took the early lead in the event, but was slowed by traffic and allowed Bert Culppeper to pull along side. The two then spun and allowed Gaita to slip past into the number one position. At the finish it was Gaita, Bubba Adams, Bert Culppeper, and Terry Harris of Newport News, Virginia.

In the Coors Super Street a caution marred event was shortened from 30 laps to 16 laps when the event took one hour and ten minutes to run the 16 laps. When the green flag flew, outside pole sitter Everett Davenport lost control of his machine and a chain of events resulted by R. B. Jones's beautiful Chevy Nova, the Tommy Cherry Chevelle, and the Pioneer Stereo Omega of Gwen Pritchard all colliding from the Davenport machine. In the heat race Jim

King of Virginia Beach, Virginia flipped his beautiful Chevy Monte Carol on the back straight as he ran over someone else's tire. At the end of the 16 green laps, Stephen Etheridge took the win on the last lap as Jimmy McKinney spun off turn two and Etheridge slipped by for the win. At the finish it was Etheridge, Larry Avery, Grover Sanders, and Forrest Hazlett.

The Economy Street division was won by Jamie Siddens of Chesapeake, Virginia when the John Saton machine was disqualified for illegal parts. Following Siddens across the line was Kelley Upton of Elizabeth City, Virgil Frazier, Ted Midgett, and Tony Sawyer.

The Mighty Minnies watched as newcomer Ron George dominated the field in a fifteen lap shootout. Across the win it was George, George Sharpe, Bert Culppeper III, Thomas Chappell, and Rick Karn rounding out the top five.

Revco celebrates 30th anniversary

TWINSBURG, OHIO—The year is 1956. Ike gets a second term in the White House. The U.S.-to-Europe telephone cable is completed. "Around the World in 80 Days" wins the Best Film Oscar. And the nation's largest drug chain opens its doors for the first time.

The chain is Revco, known today in 30 states for selling a vast array of consumer goods—more than 13,000 health and beauty aids, prescription drugs, consumables and home products—at everyday low discount prices. In fact, Revco started the discount idea in 1956, under the Regal banner, in four Michigan stores that replaced soda fountains with self-service shelves and changed the face of retailing forever. Today Revco has more than 2,000 stores, including 248 in North Carolina.

Revco also pioneered the idea of giving senior citizens special discounts and offering everyone a chance to save even more through private label products.

One of the original founders, Revco's present Chairman and CEO Sidney Dworkin remembers the Fifties as a time of enormous challenge and promise. "Saving customers money and providing shoppers with convenient store locations were at the very heart of Revco's business objec-

tives," Dworkin recalls, and he adds, "They still are."

In honor of its 30th anniversary, Revco is holding a giant sweepstakes, from September 29 to October 25. Thirty-five lucky people,

whose names will be randomly selected, will win prizes that include cars, sailboats, TVs, trips, even a pickup truck. Entry blanks are available in all Revco stores. No purchase is necessary to enter the sweepstakes.

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