

Beef Goals Are Outlined

Southern cattlemen need to change some production and marketing practices in order to gain a larger stake in the "beef boom," according to a regional study headed by a North Carolina State University animal scientist.

There is plenty of room for expansion of cattle numbers in the region, but the first step should be improved productivity and returns from the cattle on hand, the study report suggests.

A higher percentage calf crop is one pressing need. Others include retaining ownership of calves longer, selling heavier calves and improving animal nutrition.

The study was made by a committee of animal scientists representing six southern states and headed by Dr. E. R. Barrick, N. C. Agricultural Experiment station researcher. The final report of the group underscored the "great opportunity" the region has for increasing the returns from beef cattle. But some improvements must come first.

Breeding is a traditional problem in commercial beef herds. Calf crops of 80 per cent or less are not uncommon. An 80 per cent calf crop means, for example, that out of a herd of 100 brood cows, 20 fail to produce a calf.

The cost of maintaining these 20 cows dips into returns realized from the sale of the other 80. It also means, of course, that the potential sale of 20 calves is lost. This spring, the average price of stocker calves was \$281 per head on state-sponsored sales. Twenty head at that price would gross \$5,620.

The regional committee, which was appointed by the Southern Section of the American Society of Animal Science, suggested a goal of 90 per cent calf crop weaned for the entire region. They suggested individual herd owners shoot for a 95 per cent average or better.

Some of the improvements that could help reach that goal included: —Select the breeding season to fit the farm feed supply in order to have a favorable time for breeding. Restrict the breeding season with a goal of 85 per cent of the cows bred back in the first 42 days of the breeding season.

—Use bulls and cows that will deliver a high percentage of the calves unassisted. —Use enough bulls to get the cows bred in the desired time. —Cull heifers that don't conceive, or "settle," in 60 days.

—Provide a level of nutrition that will meet the requirements for maintenance, gestation, lactation and rebreeding.

The study panel also emphasized the need for increasing market weights of calves in the region. Too many producers sell 250-350-pound calves when returns could be increased substantially by selling at 450-500 pounds, it is suggested.

The panel cited other potential gains that could be realized by retaining ownership of calves throughout the feeding period, either in custom feedlots or in on-farm finishing programs using silage or grain-on-grass feeding programs.

Producers were called on to make better use of the region's natural advantages for the production of forages and other inexpensive feedstuffs.

James I. Martin will join the firm of C. Crawford Murphy, Architect, P. A., as an associate architect. Mr. Martin attended Appalachian State University majoring in mathematics and graduated from Clemson University School of Architecture in 1967 with the degree of Bachelor of Architecture. His professional experience includes travel and work in Europe, project architect for Sea Pines Company in Puerto Rico and designer and project architect with J. N. Pease of Charlotte for five years. He maintains architectural registration in North Carolina and South Carolina and is a corporate member of the American Institute of Architects.

He is married to the former Betty Britt. They are the parents of a daughter, Ann Caswell, and will reside at 207 Park Drive in Shelby.

PRICES IN THIS AD ARE EFFECTIVE THROUGH SATURDAY, JUNE 30 AT A&P WEO IN KINGS MTN.

ITEMS OFFERED FOR SALE NOT AVAILABLE TO OTHER RETAIL DEALERS AND WHOLESALERS

WEO
WHERE ECONOMY ORIGINATES

"SUPER-RIGHT" U.S.D.A. INSPECTED FRESH

FRYERS

Whole Limit 4 Please Lb. **39¢**

Bucket of Chicken CONTAINS Breast, Legs, L.R., Thighs & Wings **79¢**

- Breast Qtr. with Wing Lb. **49¢**
- Leg Qtr. with Back Lb. **45¢**
- Breast Lb. **89¢** • Thighs Lb. **79¢**

U.S.D.A. FRESH FROZEN

FRYER PARTS

- Whole Leg 5-Lb. Box **\$3.29**
- Thigh 5-Lb. Box **\$3.29**
- Drumstick 5-Lb. Box **\$3.59** SPLIT BREAST 5-Lb. Box **\$4.33**

COOKOUT SAVINGS ON A&P CHARCOAL LIGHTER, Qt. Can 39¢ AND HARDWOOD 20-Lb. Bag **\$1.19**

SAVE MONEY TODAY AT A&P WEO ON

CRISCO PURE VEGETABLE SHORTENING

3-Lb. Can **99¢**

GREAT FOR YOUR DISHWASHING NEEDS—PINK

AHOY LIQUID DETERGENT

1/2 Gal. Jug **53¢**

JUST PENNIES A GLASS

100% ORANGE JUICE... from FLORIDA

OUR FINEST CONCENTRATED FROZEN 100% ORANGE JUICE FROM FLORIDA

6-Oz. Can **18¢** 6 6-Oz. Cans In Ctn. **\$1.07**

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Call on the druggist at the drug store listed below and ask him about B.T. tablets.

They're safe non-habit forming and with our guarantee, you will lose your every day jitters or receive your money back.

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12-Oz. Cans

KINGS MTN. DRUG

WEEEEEE!

Extra Low Prices! Absolutely No Compromise in Quality!

Double Your Money Back Meat Guarantee

GREAT SAVINGS ON "SUPER-RIGHT" QUALITY

SMOKED HAMS

- Shank Half Lb. **83¢**
- Butt Portion Lb. **83¢**
- Center Slices Portion Lb. **\$1.39**
- Whole 16-19 Lb. Average Lb. **83¢**

SHANK PORTION Lb. **73¢**

Swift's Extra Lean Round Fancy Hostess Ham 4-Lb. Can **\$5.99**

"Super-Right" Boneless Ham Halves Lb. **\$1.69**

Normal Cure #1 Boneless Ham Halves Lb. **\$1.89**

SAVE MONEY ON HEAT & SERVE—FROZEN

FREEZER QUEEN

- BEF PATTIES WITH MUSHROOM 4 5-Oz. Pkg. **99¢**
- GRAVY AND SLICED BEEF
- GRAND SLICED TURKEY
- SALISBURY STEAK AND GRAVY
- CHICKEN ALA KING
- BAR-B-Q BEEF

SAVE MONEY ON CAP'N JOHN'S FROZEN

Shrimp Cocktail 3 4-Oz. Jars **\$1.00**

CAP'N JOHN'S PRE-COOKED FROZEN Fish Sticks 10-Oz. Pkg. **59¢** 1-Lb. Pkg. **89¢**

"SUPER-RIGHT" EXTRA LEAN FRESHLY Ground Chuck Less Than 3 Lb. Lb. **\$1.05**

SAVE MONEY AT A&P WEO ON "SUPER-RIGHT" EXTRA LEAN—FRESHLY

"SUPER-RIGHT" HOT OR MILD Pure Pork Sausage 1-Lb. Roll **79¢**

GREAT SAVINGS ON Allgood Sliced Bacon 2-Lb. Pkg. **\$1.89**

"SUPER-RIGHT" EXTRA LEAN FRESHLY OR CHOPPED SIRLOIN Lb. **\$1.29**

SAVE MONEY AT A&P WEO ON "SUPER-RIGHT" EXTRA LEAN—FRESHLY

GROUND CHUCK

3 Lbs. or More In A Pkg. **99¢**

Lb. **99¢**

GREAT TASTIN' BEVERAGE, HEARTY AND VIGOROUS

OUR OWN TEA BAGS

48-Ct. Pkg. **49¢**

WEEEE! SAVE MONEY ON

CLOROX LIQUID BLEACH

1/2 Gal. Jug **37¢**

CHECK AND COMPARE THE SAVINGS ON

TIDE DETERGENT

49-Oz. Pkg. **79¢**

JANE PARKER BAKERY VALUES

JANE PARKER ENRICHED REGULAR SLICED BUTTERMILK BREAD 3 24-Oz. Loaves **\$1.00**

JANE PARKER Potato Chips TWIN PACK 14-Oz. Pkg. **59¢**

JANE PARKER PINEAPPLE TOPPED Fruit Buns 3 16-Oz. Pkgs. **\$1.00**

JANE PARKER BAKE 'N SERVE Cloverleaf Rolls 3 12-Oz. Pkgs. **89¢**

JANE PARKER Pineapple Pie 22-Oz. Pkg. **55¢**

GREAT WHEN SERVED WITH 8 O'CLOCK COFFEE—JANE PARKER

MARBLE POUND CAKE

12-Oz. Pkg. **39¢**

SAVE MONEY TODAY ON A&P Brand Beef Stew 24-Oz. Can **73¢**

SAVE MONEY AT A&P WEO ON A&P Corned Beef Hash 15 1/2-Oz. Cans **55¢** 25 1/2-Oz. Cans **87¢**

TRY ALL FLAVORS OF Marvel Brand Ice Milk 1/2-Gal. Ctn. **49¢**

TRY ALL FLAVORS OF Marvel Brand Ice Cream 1/2-Gal. Ctn. **79¢**

SAVE MONEY TODAY ON A&P Brand Pie Shells 2-Ct. Pkg. **35¢**

GREAT TASTIN' DESSERT TOPPING Birdseye Cool Whip 9-Oz. Pkg. **59¢**

GREAT ANY TIME Ice Cream Bars 6-Pk. Box **57¢**

REGULAR OR CRINKLE CUT FROZEN A&P French Fried Potatoes 5-Lb. Bag **89¢**

TRY SOME TODAY A&P Chicken Dumplings 14-Oz. Can **61¢**

GREAT FOR PICNICS A&P Vienna Sausage 4-Oz. Can **25¢**

TRY FISH, CHICKEN OR LIVER FLAVOR Daily Brand Dog Food 2 1/2-Gal. Cans **23¢**

SAVE ON DAILY Kibbled Bits Dog Food 5-Lb. Bag **79¢**

STOCK UP AND SAVE ON Elbow Macaroni ANN PAGE 1-Lb. Pkg. **29¢**

GREAT TASTIN' ANN PAGE Macaroni & Cheese Dinner 7 1/2-Oz. Pkg. **19¢**

FOR MANY USES Ann Page Mayonnaise 8-Oz. Jar **59¢**

CHECK & COMPARE SAVINGS ON ANN PAGE Salad Dressing 8-Oz. Jar **55¢**

GREAT TASTIN' WITH A&P SALTINES CHECK! COMPARE VALUES! A&P Brand Ravioli 40-Oz. Can **69¢**

TRY ALL ASSORTED FLAVORS REGULAR Cheer-Aid Drink Mix 6 1/2-Oz. Pkgs. **35¢**

SMOOTH OR CRUNCHY Peanut Butter ANN PAGE 28-Oz. Pkg. **89¢**

STOCK UP AND SAVE ON Hawaiian Punch 46-Oz. Can **41¢**

TRY SOME BRASWELL Breakfast Orange Drink 32-Oz. Can **31¢**

ALL FLAVORS OF A&P Instant Breakfast 6-Pk. Pkg. **63¢**

GREAT FOR MANY USES A&P Evaporated Milk 3 12-Oz. Cans **59¢**

A&P WEO FRESH PRODUCE VALUES

WASHINGTON STATE GROWN - SWEET

BING CHERRIES

Lb. **49¢**

FLORIDA GROWN SWEET

JUICY ORANGES

12 125-Size Oranges **39¢**

California Grown - Salad and Stuffing Value Celery Hearts 2-Ct. Pkg. **49¢**

California Grown - All Purpose Avocados Ea. **39¢**

North Carolina Grown, Green Cucumbers Each **10¢**

Florida Grown Sweet Green Peppers Ea. **10¢**

Kimberly Clark Values

KLEENEX DTC, ASSORTED, TERTIARY ROUTIQUE

Jumbo Rolls **\$1.00**

WHITE OR ASSORTED FACIAL TISSUE KLEENEX 3 200-Ct. Pkg. **89¢**

KLEENEX PILLOW PACK NAPKINS 140-Ct. Pkg. **41¢**

REGULAR, SUPER & NEW FREEDOM KOLEX SANITARY NAPKINS 12-Ct. Pkg. **45¢**

Ass'd. Or Print BATHROOM TISSUE Delsey 3 2-Roll Pkg. **89¢**

GREEN GIANT VALUES

GREEN GIANT BRAND Mushrooms • Whole 3 2 1/2-Oz. Cans **\$1.00**

TRY SOME GREEN GIANT DAWN FRESH Mushroom Steak Sauce 6-Oz. Can **12¢**

MIX 'EM OR MATCH 'EM

BLUE LAKE FRENCH STYLE • Green Beans, 16-oz. can MEDIUM SIZE GREEN • Sweet Peas, 17-oz. can WHOLE KERNEL • Golden Corn, 17-oz. can GOLDEN • Niblet Corn, 12-oz. can

4\$1.

Cans Only

AP A&P SUGAR 5 Lb. Bag **49¢**

SAVE 40¢ MAXWELL HOUSE INSTANT COFFEE **\$1.28**

AP 8-O'CLOCK INSTANT COFFEE 10-Oz. Jar **99¢**

WITH THIS COUPON Without Coupon You Pay \$1.39

AP 40¢

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Always do what's honest and fair for every customer.

RAINCHECK: If an advertised special item is sold out, ask the Manager for a Raincheck. We'll give you the same item at the same price when it comes back. We'll give you a Raincheck for the item you want. We'll give you a Raincheck for the item you want. We'll give you a Raincheck for the item you want.

GUARANTEE: If you are not completely satisfied with any item purchased at A&P, please return it to the store where you purchased it. We'll give you a full refund. No questions asked.

FINE CHINA ON SALE THIS WEEK!

SAUCERS ONLY 39¢

GRAND GRAY ROAST STAND SAVE 50¢

ONLY \$1.49

LOOKS LIKE A FRANK TASTE LIKE A FRANK

PICNIC STIX

12-Oz. Pkg. **59¢**

SAVE MONEY ON "SUPER-RIGHT"

ALL MEAT FRANKS

12-Oz. Pkg. **69¢** 1-Lb. Pkg. **89¢** 2-Lb. Pkg. **\$1.77**

A&P DELICATESSEN DELIGHTS

Salad • HAM 8-Oz. Cup **63¢**

Pimento Spread • CHICKEN 16-Oz. Cup **83¢**

Fruit Cocktail 13-Oz. Cup **45¢**

A&P Cole Slaw 19-Oz. Cup **47¢**

"SUPER-RIGHT"—BY THE PIECE—CHUNK

BOLOGNA

1-Lb. Pkg. **79¢**

JUNE DAIRY MONTH

WEEEE! WHAT SAVINGS DURING DAIRY MONTH ON

SUNNYFIELD BUTTER

In Qtr. Lb. Prints Sweet Cream 1-Lb. Pkg. **79¢**

IN QTR. LB. PRINTS

NUTLEY BRAND MARGARINE

1-Lb. Pkg. **21¢**

AVERAGE WEIGHT 9-16 oz.

A&P Swiss Cheese Chunks Lb. **\$1.39**

GREAT TASTIN' AMERICAN OR PIMENTO-PROCESSED Mild Ched-O-Bit Cheese Spread 12-Oz. Pkg. **75¢**

SAVE ON AMERICAN OR PIMENTO-PROCESSED MILD Ched-O-Bit Cheese Spread 2-Lb. Pkg. **\$1.29**

SAVE MONEY ON A&P Round Cheese Slices 6-Oz. Pkg. **47¢**

COLORADO A&P BRAND Bar Cheese MILD 8-Oz. Pkg. **55¢** SHARP 8-Oz. Pkg. **55¢**

GREAT SAVINGS FROM A&P WEO ON

A&P COTTAGE CHEESE

2-Lb. Ctn. **66¢**