

NORTH CAROLINA

FOOD CONSERVATION
and MARKETING *Space*

Annual Report 1941

Index		Page
1 E 3.72	Selling flowers	30
* 1 e 3.75	" handcraft.	37, 33-37
* 1 e 3.1062	Curb, women's markets. . . 4 5, 6, 13-23, 24-32,	45
* 1 e 3.1063	Roadside markets.	23
* 1 e 3.1064	Standardization	19, 22, 24, 27, 29
1 E 7.6	Low-income groups	9, 11
1 e 6	Jr. cooperative marketing.	11, 36
3 a	Basketry.	35, 37
3 b 1	Soap making	9
3 c	Handcraft clubs, 4-H	35, 36
3 n	Weaving	34, 36, 38, 49
3 p	Miscellaneous handcraft.	36, 37
4 g 1	Meat curing	7, 9
8 e 5.7	Farm Security Administration.	38
8 e 5.13	Health agencies	29
8 h 2.1	Bulletins	9
* 8 h 2.8113	Feature story; adult; food.	8, 12
8 h 2.829	Feature story; jr; foods.	11
* 8 h 2.8120	" " adult; marketing 18, 21, 26, 29, 45, 46	
8 h 3.214	Exhibits; food	8
10 d 5	Drying foods.	7, 9
* 10 d 2	Food preservation budgets	3, 5, 7
10 d 8	Fruit, vegetable canning.	3, 7, 11, 43, 44
* 10 d 7	Food preservation equipment.	3, 7, 10
10 d 10	Meat canning.	10
13 b 3	Money-making enterprises.	28, 32
22 c	Nutrition for health.	12

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REPORT FILES
EXTENSION WORK

AGRICULTURAL EXTENSION SERVICE

STATE OF NORTH CAROLINA

ANNUAL REPORT

1941

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& Eng. RX-Coll etc
Raleigh*

Name of Project: Food Conservation and Marketing

Covering Work Done by: Mrs. Cornelia C. Morris
Extension Economist in Food Conservation & Marketing
Ruby T. Scholz
Extension Economist in Food Conservation & Marketing

Percentage of Time Devoted to Project: Full Time

Date Submitted: Feb 11 1942 Signed: Cornelia C. Morris
Project Leader

Date Approved: Feb 19 1942 Signed: J. M. Goodwin
State Director of Extension Work

Date Approved: _____ 1942 Signed: _____
Director of Extension Work
U. S. Dept. of Agriculture

NARRATIVE REPORT

FOOD CONSERVATION AND MARKETING

1941

Cornelia C. Morris
Extension Economist in Food Conservation & Marketing

Ruby T. Scholz
Extension Economist in Food Conservation & Marketing

TABLE OF CONTENTS

	<u>Page</u>
1941 Statistical Summary for Specialists	1
1. Names of Specialists Employed	2
2. Current Changes that Affect the Projects	2
3. Projects Carried in 1941	3
Goals and Results	3-4
4. Integration of Subject Matter	5
5. Activities and Accomplishments	6-38
Accomplishments in Marketing	6, 13-32
Accomplishments in Food Conservation	6-12
Handicrafts	33-38
6. Cooperation with Other Agencies	38-39
7. Publicity, Exhibits and Photographs	39
8. Outlook	39-40

1941 Statistical Summary for Specialists

<u>Specialists</u>	<u>Mrs. Morris - 12 months</u>	<u>Miss Scholz - 6 months</u>
Number Meetings Attended	133	83
Attendance at meetings	16,513	10,397
Number miles traveled	6,660	3,103
Number letters written	683	63
Number circular letters written	15	3
Number copies sent	2,059	93
Number articles written for publication	16	1
Number radio broadcasts made	6	1
Number conferences held	44	97
Number agents visited individually	50	28
Number agents visited in groups	(7 groups) 115	(4 groups) 88
Field days	112½	63½
Office days	153½	63½
Annual leave	Dec. 1939 3½ (1941) 27½	0
Sick leave	1	0

1941

Food Conservation and Marketing1. Names of Specialists Employed

Food Conservation and Marketing are supervised by Cornelia C. Morris, Extension Economist in Food Conservation and Marketing, and by assistant Ruby T. Scholz, Extension Economist in Food Conservation and Marketing. Miss Scholz was appointed July 1, 1941. Commercial assistants render valuable aid in extending the country programs by giving demonstrations in canning fruits, vegetables and meats; care of equipment; and baking for market. There is close cooperation also with the Extension Specialists in Foods and Nutrition, Horticulture, Dairying, Poultry, Home Management and Agricultural Engineering.

2. Current Changes that Affect the Projects

The only change in the Extension organization in 1941 that affected the program in Food Conservation and Marketing was the appointment of an assistant specialist in these projects and the addition of seven agents in newly organized counties and 9 assistant agents in counties previously organized.

The projects were affected, however, by conditions caused by the defense program. Emphasis was placed on nutritive value rather than on quantity of food produced and conserved and due to diminishing supplies of metals, other methods of food conservation than canning were resorted to. These methods included brining, drying, freezing and storing. More time was devoted to care of equipment and surveys of existing canning supplies were made by farm women in their homes to release goods for defense purposes. As money was more plentiful, more produce was sold to consumers on the curb markets and through other channels to increase cash income on the farm.

3. Projects Carried in 1941

In the fall of 1940 plans were made with agents in five district conferences for work to be carried on in 1941 in food preservation and marketing.

Goals were set up in the two projects as follows:

Goals for 1941 and Number of Counties

in which each Phase of Work Was Conducted

<u>Goals</u>	<u>Results</u>
1. A food production, preservation and utilization program planned to meet the health needs of the family, release cash for other items in the management program and provide a surplus to market to increase farm income.	1. Eighty-seven counties reported 68,162 families were assisted in canning or otherwise preserving fruits, vegetables and meats in 1941 and conserved 7,224,959 containers of food. The estimated value of this food for home use and for market was \$1,427,151.39.
2. A canning budget of fruits, vegetables and meats for every farm family with more foods dried, frozen, stored, cured and brined.	2. Ninety-seven counties reported 20,386 families making a canning budget and 14,946 filling it. There were 491,994 pounds of fruits and vegetables dried in 87 counties and 85 counties reported 21,500,368 pounds of meat cured by farm families.
3. Better canning equipment. More demonstrations in approved methods and procedures in canning and freezing products to prevent loss of foods and food values.	3. In 1941 there were 9,798 pressure canners in use in 90 counties, 1,704 of which were bought in 1941. Eighty-eight counties reported 2,294 method demonstrations given by agents and specialists and 625 by leaders in 48 counties. There were 387 other meetings

- held by agents or specialists and 232 by leaders. Thirty-two counties reported 781 result demonstrations. Agents were assisted by 1,767 leaders in the food preservation program.
4. Increased income from marketing home grown foods, food specialties and crafts.
4. There were 50 Farm Women's Curb Markets in North Carolina in 1941 where 2,334 farm women produced and sold \$458,101.92 worth of products. Other sales to merchants, hotels, institutions and individuals reported from 60 counties totaled \$419,373.87 or a gross total of \$877,475.79. Seventy-four counties reported the sale of \$47,281.79 worth of handicrafts.
5. Improved facilities for marketing. Intelligently planned, permanent buildings, suitably equipped and meeting all sanitary requirements.
5. Thirty-four markets are housed in brick buildings, two in galvanized iron and 14 in frame buildings. Thirteen were built especially for markets. Nineteen buildings are county-owned and 5 city-owned. Plans and blue prints of market buildings are furnished by the Extension Service. Two or more new markets will be built in 1942.

4. Integration of Subject Matter

Subject matter in Food Conservation and Marketing is closely integrated with the subject matter in Foods and Nutrition, Horticulture, Poultry, Dairying, Animal Husbandry, Home Management and Agricultural Engineering, and there is a fine spirit of cooperation among the specialists.

The farm family's food supply as outlined by the Nutrition Specialist provides for an adequate amount of food to be canned, cured, dried and stored with a surplus for marketing. The canned foods budget is made jointly by the Nutrition and Conservation specialists, and material on storage is a collaboration of work by specialists in Home Management, Agricultural Engineering, Nutrition and Conservation.

Meat cutting demonstrations are arranged to fit in with the specialist's program in meat canning, and demonstrations in dressing poultry, grading eggs, care of milk, butter-making, grading fruits and vegetables and baking for market are given throughout the year by the various subject matter specialists to farm women who sell these products on the organized curb markets.

Garden notes, lists of small fruits and planting schedules are prepared by the Horticulturists and are of great benefit to marketers and gardeners. Bulletins, circulars and folders on all phases of food conservation are prepared by the specialists in food conservation and marketing; the methods recommended are used not only by the Extension Service, but by all public agencies that are in charge of food preservation programs. Supervisors for W. P. A., N. Y. A., F. S. A. and Vocational Education are trained in canning schools arranged by the Extension Service to insure safe methods and uniform standards for all.

Plans and blue prints for storage pantries, canneries and curb market buildings are furnished by the specialists in agricultural engineering to counties or communities that are interested in building for these purposes.

5. Activities and Accomplishments

Methods used in furthering food conservation and marketing in North Carolina in 1941 were through:

- a. Planning definite programs with agents in 1940.
- b. Lecture demonstrations by agents, specialists and leaders using canned goods and score cards to teach standards.
- c. Demonstrations in canning fruits, vegetables and meats by specialists, agents and leaders.
- d. Demonstrations in pickling, preserving and jelly-making by specialists and agents.
- e. Two State-wide canning contests. One for women and one for girls.
- f. Demonstrations in standardizing products for market by specialists.
- g. Demonstrations and exhibits at fairs and short courses.
- h. Radio broadcasts, news articles, slides, panel discussions, meetings and home visits.

Accomplishments in Marketing (Continued on page 13)

Number of curb markets in State	50
Number producers	2,334
Total value of products sold in 1941.....	\$458,101.92
Other sales to merchants, institutions, hotels, etc...	\$419,373.87
Total curb market and other sales	\$877,475.79

Accomplishments in Food Conservation (Continued on page 7)

Number of counties reporting	87
Number of families involved	68,162
Number containers canned by families	6,749,511
Number of 4-H girls involved	6,139
Number containers canned by girls	475,448
Total number of containers canned by adults and 4-H girls	7,224,959
Total value of all products canned	\$1,427,151.39

Accomplishments in Food Conservation (Continued)

In 1941 there were 68,162 farm families who were assisted with their food-preservation problems by 116 agents, 20 assistant agents, and 1,767 local leaders. Agents and specialists gave 2,294 method demonstrations and leaders gave 625. There were 387 other food-preservation meetings held by agents and specialists and 232 by leaders. Commercial demonstrators under the direction of the Extension specialist and F. S. A. Supervision gave 120 demonstrations in canning fruits, vegetables and meats; and in the care and use of equipment. These demonstrations were attended by 3881 persons representing the Extension Service, Farm Security Administration, W.P.A., N.Y.A., Vocational Agriculture, Welfare and other agencies responsible for canning programs. Each person who attended was asked to repeat the demonstration to one or more persons.

Eighty-seven counties reported 623 news stories and 418 different circular letters. Ninety-one counties reported 4,612 home visits made in the interest of food preservation and 6,951 office calls were received. Thirty-two counties reported 781 result demonstrations. In 87 counties 8,998 4-H club girls were enrolled in food conservation work with 6,139 completing. These girls canned a total of 475,448 containers of food. Farm families (68,162) canned 6,749,511, making a grand total of 7,224,959 containers valued at \$1,427,151.39.

There were 27
Ninety-seven counties reported that 20,386 families made a canned food budget and 14,946 filled it. There were 9,798 steam pressure canners in use, 1,704 of which were bought in 1941; (Eighty-five⁶⁵ counties reported 21,500,368 pounds of meat cured, and 491,994 pounds of fruits and vegetables were dried in 87 counties.

Entries from 37 counties were sent to a State-wide canning contest for women. Preliminary county contests had been held with 1,222 women competing.

In 1941 fifty-nine counties sent entries of a canned fruit and a canned vegetable to the 4-H contest at the State Fair. This was an increase of 22 counties over 1940.

A local freezer-locker plant was open for inspection during Farm and Home Week and demonstrations in methods of freezing products were given by an employee at the plant.

An interesting story on canning and storage of canned foods comes from the agent in Lee County. She writes:

"More people are reached through canning instructions than through any other service. As products mature the various foods are demonstrated from early spring fruits through summer vegetables and on to meats in winter. Leaders give the demonstrations in methods of canning. In 1941 leaders and other club members taught 155 non-member families to can around 3,905 quarts of food. The canning done by 610 families totaled 87,031 quarts of fruit, vegetables, and meats and 9,670 containers of jams, jellies and pickles. As families can more foods, the storage of filled containers becomes acute. An Extension lesson sheet on storage was used at clubs and 41 homes now have shelving suitable for products. More will be built later due to the effort of the agent and a group of club women in showing storage of foods, and arrangement of foods in the storage pantry for easy meal planning.

"The topic, 'A Well-Filled Pantry,' was assigned to Lee County in a series of Food for Defense booths at the North Carolina State Fair. A local

shop built shelving by the storage plans and the size was designed to hold all foods for a family of five. Again the Family Food Sheet and the Canning Budget were used. Foods were collected by leaders and agent from farm homes to fill the bins and the shelves. The washable white paint on the shelves and slatted, movable bins beneath emphasize natural colors of the foods, both canned and cured. It was an effort to prepare the booth but we feel that North Carolina people who saw it have an idea of the sort of home pantry they should have if Food for Defense is necessary. Of 193 making a canning budget, 164 filled their budgets as made. Added to 163 pressure canners in the country, 16 new ones were reported in 1941. It is hoped that more than 9 families can be led to can in tin.

"In addition to canned products, club members report 147,371 pounds of pork cured, 1,735 pounds of dried fruits and vegetables, 2 clubs reported 1,850 pounds of lard. Surplus fats made 4,704 pounds of soap for 49 families." D

The Wilson County agent writes:

"Realizing that one must have plenty of fruit and vegetables for top health, the canning program was begun in May. Strawberry products were demonstrated by the home agent in all home demonstration club meetings. Canning bulletins were given for reference during the entire canning season. The club members realized they had a patriotic job to do this year. Food being one of the strongest defense weapons, homemakers strived to fill the canning budget and conserve a surplus for an emergency."

"More canning bulletins were given out this year than any season previously. Many wives of landlords carried bulletins home to tenants and some had them in their homes and taught them to can. The demonstration in June was 'Pickle-Making.' Cucumbers were brined and some that club members had brined

last season were used to make pickle.

"As follow-up work in pickle-making, the home agent conducted a tour to visit the Cates Pickling Plant in Faison, N. C., and the Mt. Olive Pickling Factory. The manager in each plant was generous in giving his time to visit and describe each step in pickle making and in his presentation of jars of pickles as favors. The women were surprised to see onions, cauliflower, and sweet peppers in the brining process, as well as cucumbers. Those who went on the tour made the statement that it was both interesting and educational.

"Then, beginning the meat canning season, in November we held a leaders' training school in meat canning. Sixty-five people attended a canning demonstration held in Wilson. Three types of meat were canned in this demonstration—(1) a beef roast illustrating the meat that is pre-heated by searing, (2) stew beef to illustrate the meat which is pre-heated with steam or water, and (3) ground meat to illustrate a very dense pack which uses either method of pre-heating. Since meat should be canned while fresh, this was an opportune time to get this demonstration in before meat killing season on the farm."

The agent from Buncombe County reports:

"Mr. J. A. Richbourg, Chairman of the Board of Commissioners, came in my office in June and suggested that I write an article for the paper, asking the people in the city to donate their empty jars, for rural families who would need them in order to conserve a sufficient supply of food for winter consumption. The article was written and an appeal made over the radio. Mr. Richbourg arranged with the Biltmore and Southern Dairies to have their drivers collect these jars as the families put them out with their milk bottles. These were delivered to the home demonstration assembly room in the court house. In addition to the jars collected by the dairies, Mr. Richbourg had many

collected by a county truck. There were more than 4,100 containers given. These included fruit jars of all sizes, bottles, glasses for jelly and syrup buckets. These containers were given to low-income families."

Cumberland County reports:

"Fifteen canning demonstrations were given by the home and assistant home agents, one for each club, before the close of schools in May. Four hundred and seventy-eight club girls and a few boys attended these demonstrations. Canning was stressed as being important in National Defense, and members were urged to can all they could. As a result, there were more Food Preservation record books turned in at the end of the year than for any other project.

"Irene Melvin, of the Central Club, won the State contest in food preservation. Over a period of five years in club work she canned home grown products valued at \$158.80. Of the products canned, \$130.00 worth were used in the home, and \$28.80 worth were sold. Also she has won \$101.50 on her club project exhibits at county and State fairs. Irene writes the following story of her canning achievements:

"Our 4-H Club Food Preservation Project, which has been my main project for five years, is very important to farm families. Prices on foods are going up. By canning in summer we can store up a large amount of food for winter. In this way we can save the expense of buying canned products. Also if we have more vegetables or fruits than we need for summer use, the surplus may be canned instead of left to waste.

"I have found that by canning by the recipes in our 4-H canning bulletins such spoilage in canned products can be prevented and the flavor and

and color of the products are better. Several people who have eaten our canned foods have commented on the flavor.

"I have also found that it is a good idea to have plenty of canned fruits and vegetables on hand for emergency meals. One can never tell when company may drop in and from a varied supply of these products, a splendid meal may be prepared. From past experience, I know this is true. Living near Fort Bragg, we have several friends and relatives there who are always coming out for supper. We never know exactly when they are coming, so you see how a well filled pantry helps us. On our pantry shelves are fruits, vegetables, pickles, jellies, marmalades, meats and juices. These are used for preparing balanced meals practically every day."

Durham County reports:

"At the beginning of 1941 thirty of the Farm and Home Improvement Program contestants displayed pantries filled with 'Food for Home Defense.' Six hundred families made definite steps in the Food for Defense Program. All of these were not rural people; the urban population realized the importance of such a program and did their part in growing a few rows of tomatoes and beans in their own backyards."

Accomplishments in Marketing

1941

Number of Farm Women's Curb Markets in State	50
Number producers selling	2,334
Value of products sold in 1941	\$458,101.92
Other sales to hotels, institutions, merchants, etc.	\$419,373.87
Total curb market and other sales	\$877,475.79

There are two types of marketing for farm women in North Carolina, and every organized county is urged to promote one or the other, or both types, to provide a channel through which farm women can convert farm products into cash to supplement income, and raise the standard of living in rural homes.

The first type is the organized home demonstration curb market, which is established in cities and towns that are large enough to insure a good volume of trade.

The home demonstration curb market serves as a retail agency, and provides the farm women with a direct outlet to near-by consumers for such products as meat, fresh and cured; poultry, live and dressed; eggs; butter and milk products; vegetables; cakes; breads; canned goods; flowers; et cetera. Each woman is responsible for the sale of her own products. The markets are managed and controlled by the sellers, with the advice and guidance of the home demonstration agents. They are not incorporated as cooperative associations.

The market furnishes a social meeting place for farm and city women, and fosters the good will of town and country. It is also educational in its function and teaches grading, packaging, arrangement, and other market standards.

The second type is composed of individuals and groups of farm women who deliver in person, or ship produce to merchants, hotels, individuals, and institutions.

There are 50 organized farm women's curb markets in North Carolina, directed by home demonstration agents and operated by and for the benefit of farm women who produce and sell their own products.

The following table shows the progress of the organized markets over an eight-year period.

Year	No. Markets	No. Producers Selling	Total Sales
1934	28	1,316	\$176,237.96
1935	34	1,265	237,933.51
1936	36	1,433	262,841.99
1937	40	1,562	337,681.03
1938	42	1,697	309,149.99
1939	44	1,506	377,947.53
1940	48	2,045	401,108.19
1941	50	2,334	458,101.92

Organization Procedure

The procedure in organizing a new market is as follows:

Observation visits are made to well-established markets by the women who are interested in organizing new markets.

A market meeting is called when representatives of the Merchants' Association, civic organizations, county and city commissioners and women's clubs are invited to meet with representatives of farm organizations and home demonstration clubs. At this meeting the specialist or an agent with marketing

experience explains how the markets are conducted and the benefits to be derived from the organization of a local one.

If the representatives present at the meeting decide to organize, committees are appointed and provision is made for housing the market.

Following the organization meeting the home demonstration agent meets with the women who expect to sell on the market and standard recipes for cooked products such as cakes, cookies, doughnuts, pastries and breads are worked out and the approximate cost and selling price of each article is estimated to provide a reasonable profit.

A period of six to eight weeks is then devoted to preliminary preparation of products for market. Demonstrations by specialists are given in grading fruits and vegetables, the care of milk, butter and cheese making, grading eggs and dressing poultry, baked products, canned goods and specialties.

Near-by markets are visited again, rules and regulations are made, the women sign an agreement to bring products; the opening day is set and advertised and the market is ready to open.

On the eve of opening a committee from the city woman's club telephones to all housewives who are telephone subscribers and urges them to be present at the opening of the market. This provision for consumers insures good sales and encourages the producers to continue their marketing activities.

Cash and carry prices are posted on a large blackboard by a price committee and producers are provided with market report blanks which are filled in and given to the market manager at the close of the market. Products are not pooled. Each marketer sells her own products and collects for them.

Markets operate approximately three hours a day once or twice a week. Saturday is the best market day. Twenty-five markets operate twice a week, the remainder only on Saturday.

Tables are arranged in rows or in a hollow square and provision is made for storage of bags, boxes and other supplies near the cashier's desk. The cashier is supplied with change before the market opens (from \$10.00 to \$300.00, depending on the size of the market).

Market advisory committees are composed of both producers and consumers. These committees are responsible for the enforcement of market rules and regulations.

Rules and Regulations

While each market makes its own rules and regulations, they vary only slightly. The following regulations are general:

Each producer must pay a fee of ____ (fees range from 2% to 10% for the privilege of selling; some markets charge a flat sum for space, five to ten cents for three feet).

Marketers must wear clean, washable outfits that completely cover street clothing.

Members are not permitted to buy and resell.

Members are not allowed to solicit business from customers who are not within the bounds of their selling space.

All prepared food must be covered to protect it from dust.

Display tables must be clean, attractive and uniform.

Prices must be posted in a public place so they may be read from all parts of the market. Prices must not be changed by marketers.

All products must be standard at all times.

Marketers must leave report of sales at the desk before leaving.

The market must be clean, sanitary, well lighted and ventilated.

Health certificates for each producer must be posted in a conspicuous place.

Any violation of the above rules forfeits the right of the producer to

sell on the market. ³⁴
 (thirty-four) of the markets are housed in brick buildings, (fifteen) in ¹⁵ frame and two in galvanized metal; (Eighteen) pay a small rental fee; (Nineteen) ¹⁹ buildings are county-owned and five city-owned; (thirteen) ¹³ were built especially for markets. Seven markets are housed in Agricultural Buildings, with special facilities provided for their operation. Two counties are making plans to erect buildings in 1942.

Classification of Markets According to Sales

<u>Sale Range</u>	<u>Name of County</u>	<u>Amount of Sales</u>
\$40,000 - \$50,000	Wash	\$40,218.34
	Durham	39,606.33
30,000 - 40,000	Wayne	30,724.43
	Henderson	30,000.00
20,000 - 30,000	Gulford	28,557.40
	Anson	19,850.00
10,000 - 20,000	Lenoir	18,777.91
	Wilson	17,128.77
5,000 - 10,000	Wake	17,358.62
	Halifax	15,602.63
	Mecklenburg	15,451.58
	Cumberland	14,891.57
	Orange	13,903.86
	Caldwell	13,496.20
	Robeson	13,474.03
	Alamance	13,217.45
	Beaufort	10,084.00
	Vance	9,349.75
	Fasquotank	8,203.98
	Carteret	8,017.06
	Burke	7,149.12
	Edgecombe	7,119.03
	Catawba	6,995.30
	Iredell	6,706.09
	Moore	6,368.58
	Pitt	5,522.00

Twenty-four other markets sold less than \$5,000. worth of products during 1941.

On the 50 organized markets poultry and eggs were the best sellers with sales amounting to \$176,304.68.

Prepared foods and baked foods were second with sales of \$99,759.65 reported.

Fruits and vegetables brought \$82,394.97 and dairy products \$52,049.21.

Miscellaneous items brought \$40,736.29 and crafts \$6,857.12 making a total of \$458,101.92.

The home demonstration agent in Edgecombe County writes:

"Marketing has been a very vital phase of home demonstration work. The women have a surplus of fruit, vegetables, meat, flowers, poultry, eggs and other products and wish to have some place to market them. The Edgecombe County club women have two markets available. One is located in Tarboro, the county seat, and is supervised by the Edgecombe County home agent. The other market is located in Rocky Mount and is open to women of both Edgecombe and Nash Counties, but all records are included in the Nash County report.

"The Tarboro Curb Market is fortunate to have a very comfortable market building which was erected by the town and county commissioners. A heater is used in the winter to make the building comfortable. The Tarboro Curb Market is open each Wednesday and Saturday mornings throughout the year.

"Twenty-five individuals sold on the market during the year. Total sales for the Tarboro Curb Market for 1941 were \$7,676.21.

"Attractive prizes are given away each market day. A cake which is paid for out of the curb market fees is given away each time. Each seller donates something each day for the market basket which is given as a prize. During the summer months when flowers and other produce are plentiful, a number of other prizes are donated.

"The women thoroughly enjoy the social side of the market. These trips to town give them a visit with their town friends as well as the friends they have made among the curb market sellers. The curb market is truly 'the place where town and country meet.'

"Health certificates are required by the sellers on our market. The same rules of sanitation are observed as in any other market.

"In March Miss See Rice from the Wheat Flour Institute gave a Baking-for-Market school in Tarboro with 60 market sellers and home agents from Edgecombe and adjoining counties attending."

The agent reports:

"The Beaufort County curb market is located in the basement of the Agricultural Building. This space was provided by the county commissioners for use as a market. There are two entrances. One of these is on Second Street with steps leading down from each side of the Main entrance to the building. The other faces South Market Street and is reached by a walk laid out across the Courthouse lawn. It has a small dressing room where the women hang their coats and change to their white smocks.

"The women are required to keep health certificates in force, wear fresh white smocks, and to provide glass covered sanitary containers kept cool with ice for all fresh unsalted meats.

"Cakes and other baked foods are required to be kept covered likewise.

"Twelve women attended the baking school for curb market members held for leaders in Tarboro. Three of these have adopted some of the recommendations made during the demonstration.

"The members continue to show improvement in the quality of products brought in and in the arrangement of products which have to be displayed on a very small table space.

"It is customary to hold monthly business meetings at the end of each month; the market being organized with the regular officers of president, vice-president and secretary. Miss Margaret, Pineville Home Demonstration Club President, is cashier.

"At these meetings the members bring up their problems or ask for improve-

ments to be made in equipment, etc. At the same time the agent has an opportunity for educational work relative to the market itself or relative to the regular extension program.

"We are most fortunate in having Mrs. Charles Cowell as one of the outstanding women in the city as the customer member of the market committee. Mrs. Cowell is ideal for the place by taking a personal interest in the market from every angle. She has the confidence and friendship of both producer and customer and never misses a market day unless she is out of town or has illness in her home.

"A large number of the members are women from the Chocowinity Township where we have had less response than in other sections to home demonstration efforts. One of these women told me last Saturday: 'I don't know what in the world we would do if it were not for our market. It furnishes just about all of the money we have to spend.'

"A non-member from Long Acre Township whose children have to attend the city schools said that the market meant everything to them: 'It pays for all our expenses, except for the big bills like fertilizer and machinery. It clothes the children and provides them with lunch so that they feel like going to school with the town children.'

"There are several families who keep current expenses paid up with curb market cash.

"This has been the best sales year since our organization in December 1923. For the first time sales amounted to as much as \$1,000 per month. This happened in May, August and November. Sales for the year were \$10,084."

The following story comes from the coast where Currituck and Dare Counties operate a small curb market during the summer months for the benefit

of the Hag's Head visitors. Nine women, six from Currituck and three from Dare, sold products amounting to \$3,485.52 during the summer of 1941. Of this amount \$1,619.00 was sold on the market and \$1,866.52 through other channels. The agent from Dare writes:

"The money obtained from sale of products on curb market and at home is used for home expenses—food, clothing, house furnishings, and repairs; and for pin money, including club dues and church dues. If there is any to spare, a woman will use it for remodeling jobs or for furnishings she has wanted for a long, long time. This year Mrs. Hilda Mathias put a new floor and new cabinets in her kitchen. Mrs. T. C. Rosse helped on payments of her remodeled home."

The Lenoir County agent reports:

"The Kinston Curb Market is not strictly a home demonstration market even though it is supervised by the home demonstration agents. Having been in existence for nearly twenty years, the market is still open to both men and women, white and negro. Six different counties are represented in the sellers on the market.

"The market is at present housed in an old bottling plant which is the best home it has ever had. The rent is paid (\$25.00 monthly) by the market association. Coal for heating is furnished by the county and the city provides lights and water. A shed-like building furnished by the city is used during the summer months. Efforts are still being made to secure a permanent market building.

"Health certificates are required of those who sell cooked food in any way and all homes of sellers in Lenoir County have been inspected by the inspector from the local health department. It has been difficult to follow,

up sellers at home because they are so widely scattered and their attendance at market is irregular. In spite of this, however, progress is being made in standards of products sold.

"An increase of over \$2,000.00 in sales of chicken and eggs alone is due largely to improvement in quality of eggs and improved packaging of dressed chickens. Sales for the year were \$18,877.91."

Macon County reports:

"The building now used was built by the curb market women first as a shed; then in 1940 the building was enclosed with galvanized roofing; four windows added, and the building was floored. A stove large enough to make the building comfortable was purchased by the sellers. All funds used on the building were raised through the commission of the sellers, through rummage sales, and through special food sales.

"Each seller is required to get a health certificate from the county health officer every six months. Every precaution is taken in handling food by seeing that all perishables are kept on ice; cookies, cheese, etc. are wrapped in cellophane bags; and all foods are labeled giving the price, weight, and name of seller.

"Two training meetings of sellers were held in 1941. The purpose of these was to raise the standards of all products, especially cakes. Two cakes were brought for judging while methods of making better cakes were discussed. Rules of the curb market are brought up at these discussions—some old rules are changed and new ones are made.

"The curb market has meant that rural women can have a means of disposing of surplus foods that perhaps would be wasted on the farm. Mrs. Ed Boyd of Stiles remarked, 'Before we had the curb market, I never knew whether or not I could sell my chickens and eggs at a reasonable price. Sometimes I couldn't even dispose of them.'

"Miss Nellie Deal of Holly Springs reports a sale of \$308.83 through October 1941. Miss Nellie has spent \$52.00 of this income for piping and a sink to install a water system in her kitchen.

"Mrs. Jim Gray sold turkeys to bring a total of \$50.00 extra. These turkeys were outside sales, but Mrs. Gray is an active seller. She will use this \$50.00 to pay taxes on their farm.

"Mrs. B. W. Justice used \$30.00 of her income from the market to build a brooder house after hers was burned. She also bought 100 chicks to replace those destroyed by fire.

"Through her efforts as the curb market, Hallie Cabe was able to pay for 50 baby chicks, a lamp brooder, a cover for couch, and other living expenses--also feed for the chicks.

"A total of \$1,447.06 was taken in by curb market sellers in 1941."

Cherokee County reports:

"The home demonstration women of Cherokee County have been very fortunate to secure a roadside market. The county bought for them a portable house for \$74.00. The women had it moved, the window panes put in, refinished inside, bought a stove, put in suitable shelves, and began operation in late November 1940. The struggle was rather difficult to raise standards, regulate prices, and to have the necessary products to meet the demands of the public. Sales were rather slow at first. In December they were discouraging, amounting to only \$20.39. In January they were only \$19.10. February came along with sales jumping to \$58.79, with 20 sellers. In March we realized \$77.83, and have kept that as an average. We reached \$90.25 in July. The following were sold on the market: butter, cheese, eggs, all kinds of vegetables, canned and fresh, prepared foods such as gingerbread, cookies, candy, Boston

brown bread, and cakes. Dressed chickens, syrup, walnuts, popcorn, herbs, flowers, handicraft, and other small articles coming from the farm or home. Those women who deal with foods only have received their health certificates. The market is kept in a sanitary condition by the women cleaning it each time. It is heated by a stove and can be well ventilated by the two doors and a number of windows.

"Several meetings have been held to help the women raise their standards. Miss Rowe, Miss Brooks and Mrs. Morris have contributed to this. Demonstrations have been given by the agent on dressing chickens, baking cakes and pies, and making jelly and preserves.

"Thirteen women made a visit to Asheville to observe the market there, so that they might gain ideas to improve their market. The women also worked hard to make money from a lunch booth at the fair. They donated food and worked a day, selling hot lunches in order to make money for the market. They cleared \$81.00. A debt of \$6.00 was paid off and the remainder was placed in the bank. The women had gone in debt for repairing the market which had amounted to about \$35.00. This had been paid off by commissions from the women, by sponsoring two radio programs, by donations from different clubs and by women collecting dollars in dimes. There have been 55 sellers on the market throughout the year, some of them selling only now and then, some placing products there to be sold any time and some of them come regularly every Saturday. Two women have missed only two Saturdays since the market opened. Sales for 1941 amounted to \$692.84.

"The cash received each Saturday is used to buy necessities which cannot be raised on the farm.

"Mrs. C. C. King sold around 160 cakes. She sold only one or two a day at first, having to take back one the first two or three weeks. She began to take orders and her sales increased to six and eight every Saturday. Her best week was sixteen. Mrs. King is not selling now because she has moved and having to use a stove with someone else, found it too inconvenient. Her sales amounted to \$85.00. Mrs. Lillie Dockery started her sales of shuck mats in the market when it first opened. She has received orders since from different parts of the State and from other States. She cleared \$87.00.

"Mrs. Julia Wells sold \$295.00 through the market and individual sales. Only that sold directly in the market was counted in the market report."

In Stanly County Mrs. J. M. Elliott of New London reports she made all building and loan payments on their home from her market sales, and Mrs. Jim Herman reports that her family depended on the market sales for most of its cash income.

Wilson County reports:

"The Wilson County Curb Market had a membership" this year of 85 marketers.

"It has been five years since the present building was erected and this year the marketers have seen the highest peak in their sales. The sellers are very proud of their building. It is adequate, and they have adequate parking space. Sellers as well as buyers do not like to have too much difficulty in parking.

"The back doors are opened one half hour earlier than the front. All sellers come in at the back and get their tables arranged attractively. Then at the opening hour, the front door is opened and the buyers go to their usual tables.

"All sellers have definite assigned table space. In the front of each seller is her name framed and hanging on hooks. This enables all buyers to know from whom they are buying.

"The market is open every Wednesday and Saturday the year round. Each seller guarantees the articles she sells and is responsible for a satisfied customer.

"All sellers wear white uniforms and have health certificates from the County Health Department.

"The Advisory Board of the market held a dinner meeting in the home of a Wilson member in October. A turkey dinner with all accessories was enjoyed. Mrs. Cornelia C. Morris, State Marketing Specialist, discussed phases of marketing. Miss Ruby Scholz, Assistant Specialist, discussed goals for the market in the National Defense Program.

"The market is always pretty in December when pine boughs, holly boughs, evergreens, pine cones, sunshine strings, and wreaths are brought as Christmas suggestions. Then in the spring and fall it is beautiful with its seasonal flowers.

"Sales for the year were \$16,581.34. The market has been of great benefit to women in the county. The money received is usually theirs but they in turn put it into things for the family—children's education, clothes for the family, household furnishings, electric light bills and other important uses."

The following story describes what the Wilson market means to Mrs. Frank Owens of Toisnot Club:

"I have a very good cow. I bought her as a young heifer for family use. After she freshened the first time I began making butter. I sold some to neighbors at a small amount per pound. They and my family could not consume all of it, so I decided I would try the curb market since I was a club member and a co-worker. I knew my home agent very well. I spoke to her about a

table at the market and she assigned me one and I went to work with only my butter the first time. Well, at the close of market time I had sold one and one-half pounds. I was very much discouraged, but I decided I would not give up so easily so I tried it again the next week with my pounds gaining some and at a slightly higher price until now I have very good customers to consume most of my butter. Now I go to the curb market regularly with butter, eggs, poultry, vegetables and other things.

"There are three of us in the family and we rent land and we are hoping against hope that we will some day own our land and especially more cows and poultry."

The Randolph County market was organized in June 1940. The following November a lot was bought and a loan for a building obtained. The agent reports:

"All products are inspected by the health authorities of the county. All sellers have health certificates and their homes are screened; they have approved water supply and approved toilet facilities. Sellers wear uniforms when selling.

"The market is opened each Saturday morning the year round, opening at 8:00 and closing at 11:00.

"Miss See Rice gave a baking demonstration to the curb market women in March. Grading and standardizing baked products were emphasized. In the regular curb market meeting the home agent has given the following demonstrations: grading fruits and vegetables for market, dressing poultry for market, and grading eggs for market.

Three thousand, eight hundred and twenty-four dollars and fifty-eight cents worth of products have been sold on the curb market during this year.

Four hundred, seventy-eight dollars and four cents worth of products were sold outside by individuals.

"The value of this project to the sellers cannot be fully measured. Business methods, home comforts, social contact, and a broader outlook are some of the intangible values that have come to the sellers.

"With the money realized from their sales, the club women have been able to add conveniences to their homes; buy glasses for their children, and help to send their children to college. One market woman has almost completely remodeled her home on the inside. Built-in cabinets were put in her kitchen, the living room papered, new floors laid and the dining room and kitchen painted. This woman sold over \$300.00 worth of cakes alone during this year."

The home demonstration agent reports:

"The Orange County Women's Market located at Chapel Hill, N. C., celebrated its fourth birthday with a luncheon meeting at the Carolina Inn in September. Twenty-five women sold on this market during the year. The average attendance for the year was twenty-three. Four new sellers were added this year. One of our biggest sellers left the Chapel Hill Market and with a very few other sellers from Alamance County opened a market at Mebane which is holding the fine standards that she had helped to uphold on the Chapel Hill Market. So the work spreads and reaches other communities and other groups of people. Two sellers moved away.

"At present the market is housed in an old church which the women rent. Part of the building is sub-let to a mechanic for his shop work. Another part is rented for a wood working shop, thus reducing the women's actual rent to thirty-five dollars per month. It is a very unsatisfactory building, but in a

desirable location. Plans for an attractive building were completed and accepted. The University leased the lot and gave the services of an architect, some materials and equipment. It was to be a WPA project. After all this was done the town decided the lot was in a zoning area which prohibited its being used for such purposes. Right now nothing is definite about the housing situation.

*The Orange-Person-Chatham Public Health Department has cooperated with the Market in many ways. Every seller on the market proudly displays her health certificate at her booth. The market is visited each time it is open by the sanitary inspector at some time during the selling periods. No fresh meats except those preserved or partially preserved are sold on the market. No milk is sold on the market. All food except fresh vegetables is displayed in glass show cases. Every seller has one show case and many have two. We are very fortunate in having a wholesale house near to secure paper trays, cake boxes, plates, wax paper, and other containers that package products for ease in handling as well as being more sanitary. These supplies are available to sellers at cost at all times. Sellers never touch prepared foods while at the market. In fact, they do not let customers' finger over their products that are for sale. There are water and toilet facilities in the building but no cooking equipment.

*In the past year several of the new sellers attended an all-day baking school in Raleigh. As a result we now have very satisfactory yeast bread as well as special breads like nut bread, Boston brown bread and wheat germ bread on the market. Too, the farm agent gave a demonstration on the grading of eggs and vegetables.

Marketing

"Last Christmas the women had seven and eight fresh vegetables on the market from their gardens. There were collards that looked like immature heads of cabbage, turnips, turnip greens, kale, mustard, salsify and carrots. One customer had for sale ripe tomatoes that she had plucked green, wrapped and stored until Christmas. This proves that gardeners in this section could have a year round garden, literally speaking.

"In January Mrs. Jeter Lloyd, who sells many varieties of flowers, delighted her customers with jonquills, both potted and cut flowers. She had forced them indoors. Being the early flowers, they sold like hot cakes and she realized quite a nice sum for her trouble. It was a clever way of separating her bulbs and making them pay. By the end of the month some other sellers had pruned their pussy willows, forsythia, japonica and jasmine, and had forced it indoors so that the market looked like the breath of spring. The market women again won a blue ribbon at the Chapel Hill Flower Show with their exhibit. This year the exhibit was of craft articles made from native materials. These were for the most part the articles sold by the women on the market..

"Mrs. Glenn Lloyd represented the market in the Panel Discussion meeting of Farm and Home Week in Raleigh this year.

"Market women visited other markets in and out of the State with a view to improving the Chapel Hill market. Among the markets visited the Rocky Mount Market at Rocky Mount was one of the largest. About the most miraculous thing that market sellers have done was to provide customers with all the fresh vegetables they wished all during the very much prolonged drought of the fall and early winter months. Snapbeans, tomatoes, greens, lima beans, egg

plant, peas and other common vegetables appeared regularly and in adequate quantities on the market just as if the climatic conditions were normal. Many wells were dry."

The Durham County market with 130 producers is one of the largest in the State. Sales for 1941 totaled \$39,606.33. The agent says:

"The curb market opened in May 1930 and has been steadily growing since. For the past year, a cashier has been employed by the county at \$15.00 per month, and is paid out of the market fund \$1.00 for keeping the records and files. A fee of 10¢ per yard is charged each seller as space money. This is used to defray expenses such as \$1.00 for cleaning, \$1.00 for keeping records, \$1.50 for three prizes, and 50¢ for runner who collects space money, sells and stamps supplies and takes telephone calls.

"Paper bags, cake boxes, butter and glassine paper are sold to the sellers at cost. The runner stamps all these with the curb market seal. Prizes of 50¢ in trade are given at 8:30, 9:00 and 9:30 a. m.

"During the winter months some of the sellers do not have much produce to sell, so they do not come during January and February. Three-fourths of the sellers are from Durham County, although the market is open to those of adjoining counties.

"The curb market is housed in the Farmers' Exchange Building which, together with the farm and home agents' offices, is rented by the county from the Exchange. The market has operated under crowded conditions for some time, but they are much worse at present, since the Exchange has built a hatchery in one room of the market. The County Commissioners have been considering purchasing a lot and putting up a building, and it is hoped that definite plans may soon be made to this effect. The present space must be given up by April 1.

Delegations of farmers and farm women have appeared before the Board five or six times in the interest of an agricultural building."

The Rocky Mount curb market, the largest in the State, is now nearly nineteen years old, having been organized in April 1923. The agent reports:

"Many of the sellers today are charter members. Since its organization, many changes have taken place and many improvements made in the market. More comfortable housing and greater conveniences are enjoyed by the marketers as a result of having their own home, which is a spacious brick building with a large packing lot adjoining. Four electric fans were installed last summer, which added greatly to the comfort of both the buyers and sellers. One hundred and eighty-three sellers were registered this year; of this number 180 are women. Sales reported were \$40,218.34. All regular sellers have health certificates and the city sanitary inspector assists with inspection. Seven sellers attended a market baking school in Tarboro when Miss See Rice gave a demonstration in making cakes for market.

"Mrs. G. W. Swanson picked and sold peas that were planted between rows on three acres of corn for \$133.79. Mrs. J. W. Breedlove reports selling \$257.00 worth of butter; \$270.00, fruits and vegetables; \$1,301.00, poultry and eggs; \$258.00, meats; and \$28.00 worth of periwinkle or vinca-minor from an old cemetery on the farm. This is a total of \$2,116.00. She also sold \$75.00 worth of products at home. Mrs. Breedlove, when asked what was done with her money, gave the following uses:

Bought paint to paint home both inside and outside
 Purchased bedroom suite for guest room
 Improved her kitchen
 Dressed the family
 Purchased food not raised at home
 Paid wage hands
 Paid insurance and hospital bills
 Gave each of the children a trip to ~~the~~ H camp or an out-of-State trip"

Handicrafts

Seventy-four counties in North Carolina reported that 14,687 handicraft articles were made for home use in 1941 and 72 counties reported the sale of crafts amounting to \$46,154.17. This is 7,452 fewer articles produced for home use in 1941, while the income from the sales in 1941 increased approximately 80% over sales of 1940. Space for selling crafts is provided by some of the 50 curb markets and there are nine roadside markets where crafts are sold. Names and addresses of craft makers in the various counties are kept on file in the specialists' office to supply to gift shops that request a source of material. The Extension Service in this State supplies subject matter information on certain crafts to club members, and trained craftsmen are procured to give demonstrations in weaving, metal work, block printing, broom making, and shuckery during Older Youth Conference, 4-H Short course, and Farm and Home Week.

There are 26 handicraft centers in the State where many club women and 4-H club girls and boys are receiving training in handicrafts. These centers are sponsored by the Works Projects Administration, the National Youth Administration, and the Farm Security Administration. North Carolina has a wealth of native materials for handicrafts and for generations the art of weaving, rug making, basketry, and wood carving has been practiced in the mountain section of the State. While there is a background of good craftsmanship and high standards in this State, in weaving, wood carving, rug making, and other useful and salable crafts, many substandard crafts and novelties are being offered for sale to attract the tourist trade. A serious effort is being made to eliminate these wares and club women who wish to market crafts are urged to

concentrate on approved handicrafts and not scatter their efforts and waste their time on novelties and painted articles that are on a level with cheap factory-made goods.

During Farm and Home Week handicrafts were exhibited and weaving demonstrations were given by Mrs. W. J. Stegall, home demonstration club woman in Richmond County, and by Mrs. Irma Wallace, handicraft specialist for the F. S. A. Two large looms were in use whenever the exhibit rooms were open and farm women were permitted to sit at the looms and really learn to weave. The exhibits consisted of hand woven towels, luncheon sets, rugs, tweed suitings, coverlets, and hand bags, door mats and hot dish mats made of corn shucks, and long leaf pine needle baskets.

Block printing demonstrations were given to 4-H Club girls and boys at the summer short course by Mrs. Frances Barbour Williams of the W. P. A. Art Center in Raleigh. The specialists in Food Preservation and Marketing gave three lessons on Crafts—A Supplement to the Family Budget. These lessons included a display of craft products of an accepted quality suitable for market. Some articles of pine needles, honeysuckle, shucks, and hand weaving were scored for their color, design, and proportion. The cost of production and market prices were also considered.

National Art Week, sponsored by the Works Projects Administration, was observed in North Carolina and Extension Agents were given an opportunity to exhibit rural crafts for the purpose of selling them at centers located in Wilmington, Winston-Salem, Kinston, Greenville, Raleigh, Concord, Chapel Hill, and Greensboro.

The value of handicrafts was stressed at the planning conferences in October and November and definite plans are underway for a number of 4-H members to carry projects in handicrafts.

Handicraft schools for groups of agents were held by the specialist in order to give fundamentals in preparation of materials and handling shucks, pine needles, and honeysuckle in the construction of approved useful articles to be used at home or for sale.

Exhibits of standard crafts were shown at State and county meetings throughout the year by the specialists.

The specialist prepared a leaflet, "Handicraft Requirements for North Carolina 4-H Club Members," which sets forth handicraft requirements in four units of work preceded by a list of text materials and goals for home work. On completion of these requirements, club members will be eligible to market crafts, provided that samples submitted meet the high standards required by gift shops and other sales agencies.

In the future all 4-H Club members' handicraft projects will be limited to the specifications set up in this leaflet.

Swain County sends the following report:

"Articles have been made for home use, such as chairs and stools with shuck bottoms, iron fire place outfits, candlesticks of iron, copper ash trays, plates, napkin holders, and other small articles.

"Honeysuckle baskets and mats have been made for both home use and sales. Mrs. Tilda Dells made and sold \$15.00 worth of honeysuckle baskets during the tourist season. Mr. Gilliland made and sold wholesale to craft shops 250 oak splint baskets, bringing him \$75.00.

"The elementary school at Whittier decided that crafts would be a means of making money for their library books, so each day a craft lesson was given. The home agent assisted by teaching several 4-H Club members in this school

and by exhibiting a group of craft articles. During last school year, the pupils made \$100.75 with their craft products and brought their library up to standard."

The agent from Macon County reports:

"Craft instruction has been given through the cooperation of Mrs. Carl Slagle, instructor of Industrial Education. She gave lessons at the weaving center in Franklin until September 1941. Eight women of Otto requested that Mrs. Slagle assist them with their weaving, at the home of Miss Ida Bradley, who had an old loom that they could use. Rugs and mats using broom sedge for filling or woof have been made; these women are members of the home demonstration club. They have wanted to make articles for their homes and other woven articles for tourist trade.

"Mrs. Carl Slagle sold crafts amounting to \$123.00. These included woven rugs, coverlets, table mats, table runners, linen hand towels.

"Four senior 4-H girls studied crafts during the summer at Mrs. Slagle's weaving room. Betty Jane Waldrop dyed old silk hose and wove these into table mats that took first place at the Western Carolina Fair. Jane Setser's mats took second place at this fair.

"Mrs. Esther Treas makes stationery for sale. She used linoleum block prints for the various designs. Mrs. Treas has cleared \$26.00 on her sale of stationery alone.

"The interest in crafts in Macon County continues to spread as a hobby, and as a means of increasing the income of rural women. The handweaving is the principal craft; however, there are others as shuck products, copper work, and block printing.

"Miss Lucy Morgan of Penland Weavers and Potters spent one week in Macon County holding instruction groups in cooperation with Mrs. Slagle.

Miss Morgan has assisted in raising the standards of crafts in the county through her work with Mrs. Slagle's weavers."

Cherokee County reports:

"Crafts have played a part in home demonstration club meetings. Suggestions of approved articles were made in case some of the women wanted to make them to sell. Standards were stressed and only homemade articles which illustrated a high standard were shown. Five of the women are making aprons to sell. Mrs. Dockery has made some excellent shuck mats. She makes both the round and oval shapes. She sells the round ones for \$1.00 and the oval shapes for \$1.25. Mrs. Dockery has cleared \$87.00 since she started the project in November. Mrs. A. B. Marlin carves. She has sold napkin rings and animals on the market. Mrs. Garland Adams sells handmade tea towels. She has cleared \$41.00 from individual sales."

The Burke County agent writes:

"Miss Anna Rowe, Western District Agent, and Miss Maria Alley, Home Demonstration Agent from Yancey County, held an all-day Arts and Crafts School in Morganton on December 9.

"The procedure for making numerous articles was demonstrated. More interest was shown in putting bottoms in chairs, making baskets, and braided rugs than in other things. These were taken up in detail in the school.

"Mrs. Mary Brown Causby of Quaker Meadows Township, with her perfectly-made baskets, attracted much attention at the all-day meeting. She has been making baskets since she was four years old. She uses white oak and performs all steps in the preparation of the materials and the basket making. Mrs. Causby has made baskets ranging in size from three-bushel capacity down to the size of a thimble to use as a watch fob.

"Her baskets have taken prizes at fairs all over the State. Basket making is no new thing for Mrs. Causby for she learned the art as a child

from her father. She has been selling baskets since she was eleven years old. Mrs. Causby contends that white oak comes in twelve shades and that each shade should go into a separate basket. Mrs. Causby also makes chair bottoms, chairs and brooms."

6. Cooperation with Other Agencies

The Extension Specialist in Food Conservation and Marketing, and supervisors of the Farm Security Administration planned jointly early in 1941 for a series of 120 demonstrations for the canning of fruits, vegetables, and meats. These demonstrations were given by three commercial assistants. Extension methods were used. The type and scope of the demonstrations and subject matter to be presented were selected by the Extension and F. S. A. representatives and the approved plans were then presented to the demonstrators in a joint conference.

These meetings were designed as training schools to give safe, approved methods of canning to all agencies who were in charge of food preservation programs. The attendance at these meetings was 3,881 persons and was composed of home demonstration agents and their leaders, F.S.A. home economists, and F. S. A. project families, Supervisors of W. P. A., N. Y. A., Welfare, Vocational Agriculture, and others, both white and Negro. Each person who attended was requested to repeat the demonstration to one or more persons.

An exhibit of weaving and other handicrafts was sponsored jointly by Extension and F. S. A. during Farm and Home Week, and women representing both agencies gave weaving demonstrations throughout the week.

An artist from the W. P. A. Art Center gave instruction in block printing to 4-H Club girls and boys at their summer short course.

Both women and girls take advantage of the handicraft centers operated by the State Department of Education, F. S., W. P. A. and N. Y. A. Extension agents were given an opportunity to exhibit rural crafts for sale during National Art Week at eight W. P. A. art centers and farm women and 4-H Club girls and boys were invited to visit the local W. P. A. Art Galleries in the Supreme Court Building while attending Farm and Home Week and the 4-H Short Course.

7. Publicity, Exhibits and Photographs

Excellent publicity was given to all phases of marketing and food preservation by State and local newspapers. In 1941 there were 623 news stories published. Weekly broadcasts were made over four stations by agents, specialists and farm women. Exhibits were made at State and County fairs and at summer short courses.

Photographs and slides were on file and in use showing curb market activities and other phases of the work. Many Washington and State publications used these photographs of North Carolina activities during 1941. Copies are on file in Washington.

8. Outlook

As a means of maintaining better health and better living standards all of the 95 organized counties will carry a program of food production and preservation. Income will be increased through the marketing of surplus products. Shortage of materials and labor may change certain phases of the work but in any event farm families will provide for ample food supplies.

Farm families will take advantage of the 50 organized curb markets as a means of increasing income. Thrifty marketers will invest a substantial

part of their earnings in Defense Stamps and Bonds to aid in the war and to provide security for the future. Stamps will be sold at the market centers. Four or more new markets will be established in 1942.

Curb Market Sales New High Mark In

\$1,108 Worth of Produce
Sold by Women Last Year,
Report Discloses

Numbers of women's curb markets, Home Demonstration Club members selling on the markets, and total sales of surplus farm produce all soared to new highs in 1946, reports Mrs. Cornelia C. Morris, Extension economist of State College.

Four new markets were opened last year—in Harrodt, Duplin, Brantley and Sampson counties—bringing to 48 the number of these organizations. Marketing organizations for rural women. Two thousand and forty-five producers sold on the markets in 1946, as compared with 1,806 in 1945. Total sales last year reached \$401,104.19, against \$277,947.33 in 1945.

The organized home demonstration curb market is one of two types of marketing for farm women in North Carolina. Mrs. Morris said, "the other being composed of individuals and groups of farm women who deliver in person at city produce merchants, hotels, institutions, and individuals."

Last year Home Demonstration women sold \$298,787.80 worth of produce through the latter method, making a total of \$699,895.99 added to the farm family income of club members. In addition, women in 72 counties reported the sale of \$23,335.39.

The Nash County market reported the largest volume of business last year, \$37,485.27, with 256 farm women selling regularly. Mrs. Morris also singled out the Wilson and Orange County markets for special praise.

In New Building.

The Wilson center, housed in a new new building, did \$15,379.93 worth of business last year. This was divided as follows: Vegetables, \$4,070.41; poultry, \$3,504.17; meats, \$2,376.33; eggs, \$1,611.94; flowers, \$768.50; cakes, \$608.35; butter, \$658.69; fruits and berries, \$655.43; canned products, \$134.74; and miscellaneous products, \$134.74.

The Orange County market is only three years old, and already sales are averaging more than \$1,000 per month. Mrs. Morris stated. Total sales for 1946 were \$12,111.46. Poultry and eggs were the best sellers, with totals for poultry of \$4,885.45 and for eggs of \$2,337.83.

Four marketers on the Orange County market, Mrs. Winton Strayhorn, Miss Martha Lloyd, Mrs. Glenn Lloyd, and Miss Betty Ward, had sales of more than \$1,000 each for the year. Mrs. Strayhorn's specialty is cake. There were five marketers with sales exceeding \$500 each.

"We feel," Mrs. Morris concluded, "that the curb markets are filling a great need in the rural and city areas of North Carolina. They encourage farm people to grow necessary fruits, meats and vegetables at home to provide adequate diets by furnishing an outlet for surplus production."

THE NEWS AND OBS

ADVANCE IS MADE ON 'LIVE-AT-HOME'

Valuation of Home Gardens in
State—\$9,631,000—Is
Highest in Nation

Farm families of North Carolina are eating fruits, vegetables, meats, jams and jellies this Winter from seven and three-quarter million containers of foodstuffs they canned last Summer and Fall.

Farm and home agents reported that 288,340 farm families in the State had some sort of a garden in 1946, if nothing except a row of turnips, and 41,000 families had year-round gardens. Latest figures available from the U. S. Department of Agriculture show that the value of home gardens in North Carolina (\$9,631,000) was higher than in any other state in the nation.

Dean J. O. Schaub of State College cites these facts as partial proof that the "live-at-home" program advocated by the Agricultural Extension Service during the more than 26 years of its existence has been progressing. "Of course," Dean Schaub declared, "we don't claim every farm family is producing the food it needs at home; nor will this high goal ever be reached. But we do feel that some improvement has been made, and that the groundwork has been laid for more progress in the future."

Data assembled by Mrs. Cornelia C. Morris, Extension economist in food conservation and marketing, shows that only 33,000 cans of food was put up by farm families in 1932. In 1946 home agents began the pinch of hard times was felt and in 1932 a total of eleven and one-half million containers of food were canned, the highest figure ever recorded in the State. But instead of fruits and poultry, they are certain to find farm people buying less and less foodstuffs that can be raised on the farm." Dean Schaub also declared that our export markets for cotton and tobacco have been lost, but perhaps it will prove a blessing in the long run because farm people will find satisfaction and economy in growing things to eat as well as things to sell."

Then when the war ended, as the first of want subsided and crop prices rose, farm people canned less food and from 1921 to 1929 the number of cans filled annually averaged less than one million. Again the pinch of hard times was felt and in 1932 a total of eleven and one-half million containers of food were canned, the highest figure ever recorded in the State. But instead of fruits and poultry, they are certain to find farm people buying less and less foodstuffs that can be raised on the farm."

Dean Schaub also declared that our export markets for cotton and tobacco have been lost, but perhaps it will prove a blessing in the long run because farm people will find satisfaction and economy in growing things to eat as well as things to sell."

MARKETS REVIVED BY DEFENSE DRIVE

Farm Families Have Chance
to Increase Income by Help-
ing Solve Problems

By MRS. CORNELIA C. MORRIS
Extension Economist in Food
Conservation and Marketing, State
College

There are certain problems today growing out of specific defense activities that farm families can help to solve, and, by solving them they can place themselves in more favorable financial circumstances.

For example, these will be very definite food problems in areas where the population has expanded rapidly due to defense industries. These problems offer a real opportunity to poultryman, dairymen, farm owners, and to farmers and farm women in general who live near Army posts, shipyards, and manufacturing towns. Everyone has a job to do this year and everything that makes for better living is a vital part of defense. So whether the job is growing a garden, helping a neighbor carry a can, or making a crop, it is participation in the program to make America and Americans stronger for defense.

February is a good time to make plans for bigger and better gardens, more poultry, a better herd of cows, and whatever else is needed to meet the demands for increased food supplies during the coming year.

Curb Markets

Farm women who sell products on the curb markets find that it pays to add a few new vegetables to their gardens every year. Cauliflower, egg plant, Brussels sprouts, and broccoli are a few that are in demand, and a good asparagus bed brings in a steady income after it is well established. A hot bed for forcing early radishes and tomato plants will insure better prices for these products than they would bring if produced later in the season.

In 1946 there were 2,648 farm women engaged in selling home produced foods on the 48 organized curb markets in North Carolina. Their sales were more than \$1,000,000, something a greater number of days per year. We must balance plant production with animal production, must balance crops with livestock, so as to have more money-making days on the farm. That is our only hope for proper living standards. Farm women's curb markets offer an opportunity to increase the number of these income producing days to insure a more stable country life, for now more than ever before country life is dependent upon the security that comes from an adequate income.

LINCOLN FARM WOMAN JUDGED 'BEST CANNER'

Mrs. Judy Robinson of Vale, Lincoln County, won the 229 first prize in the 1941 Kerr Canning Contest for Home Demonstration Club women of North Carolina. Mrs. Cornelia C. Morris, Extension food conservationist of N. C. State College, has announced.

Second award of \$15 went to Miss Hazel Sherman of Yadkinville, Yadkin County; third prize of \$10 to Mrs. J. N. Martin of Sanford, Route 1, Lee County; fourth prize of \$5 to Mrs. Gilbert Izman of Waynesville, Route 1, Haywood County; and fifth prize of \$2 to Mrs. M. L. Killbrew of Rocky Mount, Route 2, Edgecombe County.

Mrs. Morris said that the entries in the canning contest were judged at State College by Miss Ruby Scholz, assistant Extension economist in food conservation and marketing, and Miss Sallie Baroka, assistant Extension nutritionist.

Thirty-seven counties entered the contest. A total of 1,222 farm women exhibited 3,666 jars of canned goods in their county contests, and the best entry from each county was sent to Mrs. Morris at State College for competition in the State contest.

Agricultural Extension Service North Carolina State College

J. O. SCHAUB, Director
M. Schaub
TOWN
STATE
FARM
7-7-41

H. D. Clubs to Hear Food Expert Mar. 4

Mrs. Cornelia C. Morris, food conservation and marketing expert, will conduct a meeting for all home demonstration club members of Cherokee county at the local library club room Tuesday, March 4, at 1 o'clock.

Mrs. Morris will attempt to teach the club members a standard pack for fruits and vegetables in canning in an effort to raise the standards of all canned goods for home use, marketing and exhibition at the annual county fair.

All members of the various clubs are invited to attend this meeting, and are instructed to bring one quart of canned goods.

41

ESSENTIAL NEED

Proper Diet Necessary to Stay Above 'Safety Line,' Economist Says

By CORNELIA C. MORRIS.

Extension Economist, State College. With a population of 130 million in the United States we are told today 40 million of us are living below the safety line because we do not get the kind and amount of food necessary for health and strength. Living below the safety line means bodies that tire too easily, that are weak to fight disease and that with minds that are slow to learn. We are told further that this country is overhauling with abundant food supplies.

When why, we ask, to one third of our population living below the safety line? Some of the answers are: because some of us do not earn enough; some of us do not know the foods we need; some of us don't use enough and some of us with plenty of food don't grow food for our families.

All of us can live above the safety line and the place to start is in our own homes. We can see that each member of the family gets the food that he needs to keep him well and strong. We can help in our own communities by encouraging families to grow gardens to provide the protective foods that so often are lacking in our diet, and we can make sure that every housewife has a knowledge of canning and puts it into practice to insure a well-filled pantry for the winter months.

Home Agents Travel.

The home demonstration agents in the various counties are trained, experienced workers who can help us with our food problems in gardening, food selection, conservation and storage. We in turn can help others. We can get the facts of food to everybody—how they are grown, how they store strength, how money spent for food can buy more nourishment and better protection. We can realize that

the only way we can succeed with a variety of nourishing food is to plan for winter use. Every can filled will be a contribution by us to the National Defense Program. Miss Harriet Elliott, Consumer Commissioner of the National Defense Advisory Commission, said recently: "Defense is planes and guns. It is equipping an army to man our military weapons. It is this, and more. It is building the health, the physical fitness, the social well-being of all our people, and doing it the democratic way. Hungry people, undernourished people, ill people, do not make for strong defense."

"This, then, is our job, not all at once but a vital part of it, to make every American strong, sturdier than ever before, sturdier in body, steeper in spirit, surer in living."

MEATS PRESERVED BY TWO METHODS

Freezing and Canning Offer Ways to Preserve Farm Meats for Coming Year

By CORNELIA C. MORRIS

State College Extension Economist in Food Conservation and Marketing.

This year, with all America defense-minded, food preservation is taking on new importance. "Food for Freedom" is the slogan and canning and freezing offer methods of taking care of all surplus foods, whether fruits, vegetables, or meats.

Every year valuable supplies of meat are lost by farmers during the slaughtering season due to sudden changes from cold to warm weather. It is important to chill pork thoroughly immediately after it is slaughtered, whether it is to be canned, frozen, or consumed fresh. Freezer-locker plants have the facilities for chilling, cutting, freezing, and curing meats. This method of caring for meats extends the period of consumption over several months and prevents losses that might occur without refrigeration.

Freezing is today's newest method of food preservation and preserves food values better than any other known method.

If a freezer-locker is not available, canning offers another solution to the problem of saving meat. With foresight, industry and a pressure-canner, farm women can have an ample meat supply throughout the year and at the same time prevent waste that often occurs during the season when fresh pork is so plentiful.

The only safe way to can pork is with steam under pressure; therefore, a pressure canner is a necessity.

Equipment and Supplies.

Have all equipment and supplies in order the day before canning is to be done. Equipment needed will be sharp knives, good jars, new rubber rings, dish pans, meat forks, measuring spoons, measuring cups, two shallow pans, a frying pan, stove, table, and a pressure cooker.

Have also an ample supply of hot and cold water, dish towels, soap, matches, salt and pepper.

Canning Meats.

1. Select fresh, clean meat and discard the surplus fat. Chill the pork 24 hours before canning. Do not let the meat freeze.

2. Meat for canning may be packed into the jars either raw or partially cooked. The processing time will be the same in either case but it will take the raw meat longer to reach the desired pressure.

1. Precooking may be done by searing the meat in fat, by partially steaming it, or by parboiling. Meat to be canned should not be cooked more than half done. It should not be seasoned before cooking.

4. Cut meat into pieces of convenient size for packing and pack loosely into hot sterilized jars. Arrange the pieces to allow for heat penetration. This applies to both preserved and raw meats. Salt is added in the same proportion to all meats. Two level teaspoons to each quart. Pepper may be added sparingly if desired.

5. Sausage should be made into small cakes and cooked to a light brown color. It should be packed dry. All other precooked meats should be covered with broth or with diluted pan gravy to improve flavor. Leave one-half inch head space to prevent loss of liquid.

6. Do not add liquid to meat which is packed raw as the processing will draw out enough liquid to cover the product sufficiently.

7. Wipe off the rim of jars to remove grease. Grease causes the rubber rings to disintegrate. Adjust the jar tops or caps and partially seal to permit the air to exhaust. Place the jars in the canner immediately and process.

8. Process both cooked and raw meats 90 minutes at 15 pounds pressure.

JETER

11 Million Dollars Worth of Food Canned in 1940

There is no danger of most farm produce going hungry this winter. Mrs. Cornelia C. Morris, an economist of N. C. colleges in food conservation and marketing, she reports 21,702 containers of fruits, pies, meats, and juices canned last year by farm women who were assisted with a conservation problem demonstration agents. The products were valued at \$13,400. A few more than families filled a canned budget, and 2,000 other families made a canned food budget succeeded in partially.

Morris says that 1940 was the most successful year in the history of home canning in North Carolina. Only in 1933, at the peak of the depression when 11,670,950 containers of food were put up, and in 1917,

Directions for Using. Four about two inches of water in the pressure cooker. Place the jars of meat on the rack. Adjust the cover on the cooker and clamp the top on tightly.

Leave the petcock open and allow the steam to remove air and insure steam pressure rather than air pressure. Then close the petcock and when the dial registers the desired pressure, which will be 15 pounds (300 degrees F.) begin to count time. When the processing time is completed, remove the canner from the fire. Do not open the petcock until the dial registers zero, then open the canner cautiously. Remove the jars and complete the seal. Do not invert the jars to cool. When the finished jars in a cool dry place.

A steam pressure canner in the kitchen gives the farm woman of today the same modern equipment the commercial canneries use and gives her the assurance that her supply of canned meat is wholesome and safe.

the World War year when 8,778,262 containers were canned, were more cans of food products put in storage at the beginning of the winter.

In 1912, when canning work with organized groups of farm women began, only 33,019 containers of food were conserved. The gain has been steady with periods of world unrest and economic disturbance naturally promoting the greatest amount of food conservation.

The Extension specialist further reported that 1,105 pressure canners were bought by Home Demonstration Club women last year, to add to 6,428 already in use at the start of 1940. This makes 7,533 of these useful canning devices in the homes of club women. They are frequently loaned out to neighbors and fellow-club members, and a number of the pressure canners are owned by groups of farm women.

ADEQUATE FOODS ESSENTIAL NEED

Proper Diet Necessary to Stay Above 'Safety Line,' Economist Says

By CORNELIA C. MORRIS, Extension Economist, State College.

With a population of 130 million in the United States we are told that today 48 million of us are living below the safety line because we do not get the food and amount of food necessary for health and strength. Living below the safety line means bodies that tire too easily, bodies too weak to fight disease and with minds that are slow to think. We are told further that this country is overflowing with abundant food supplies.

Then why we eat is one third of our population living below the safety line? Some of the answers are: Because some of us do not know the enough some of us do not know the foods we need; some of us don't care enough and some of us with land enough don't grow food for our families.

All of us can live above the safety line and the place to start is in our own homes. We can see that each member of the family gets the food that he needs to feel him well and strong. We can help in our own communities by encouraging families to grow gardens to provide the extra give foods that we often are lacking in our diet, and we can make sure that every housewife has a knowledge of canning and proper practice to canning to utilize winter months.

Some Aids Trained.

The home demonstration agents in the various counties are trained, experienced workers who can help us with our food problems in gardening, food selection, conservation and storage. We can get the facts of food to eat every day. How they are grown, how they give strength, how money spent for food can buy more satisfaction and better protection. We can realize that we should go to waste. It is not too early now to begin work on filling the existing budget, for canning winter has a way of taking even well-regarded households completely by surprise—strawberries, cherries and green peas begin to appear.

We realize that winter has gone, and these products are not to be canned when they are at their best. A day's delay in gathering or a few hours' delay in canning may be the loss.

It is the way in which to check over our canning equipment now. If old glass jars are to be used they should be inspected for chips or cracks and to see if the sealing edges of caps or lids are not dented or chipped. New rubber rings of good quality are required every year. We must see that all canning equipment is clean and in readiness days before canning is to be done. There should be an ample supply of clean dish towels and a few yards of new cheese cloth or handkerchief wrapping paper or oil cloth will protect tables from fruit stains. Other equipment needed will be pans, bowls, measuring cups, spoons, sharp knives, bean-potter, handling hot jars, a hot water canner and a steam pressure canner.

Most fruits and tomatoes and rhubarb are definitely acid foods and the bacteria in them are killed with a reasonable time at boiling temperature. For that reason fruits, tomatoes and rhubarb may be processed in a hot water canner. A tin wash boiler makes an excellent hot water canner as it will hold 12 quart jars and is deep enough to permit the water to cover the jars. The boiler can be fitted with a wire rack so that water can circulate freely under the jars.

For the non-acid vegetables which include corn, butterbeans, peas, squash, okra, and string beans, the steam pressure canner is an essential piece of equipment for safe home canning and that in selecting a pressure canner we should choose one that is substantially built and is large enough for canning.

MEATS PRESERVED BY TWO METHODS

Freezing and Canning Offer Ways to Preserve Farm Meats for Coming Year

By CORNELIA C. MORRIS, State College Extension Economist and Marketing in Food Conservation and Marketing.

This year, with all America defense-minded, food preservation is taking on new importance. "Food for Freedom" is the slogan and canning and freezing offer methods of taking care of all surplus foods, whether fruits, vegetables, or meats.

Every year valuable supplies of meat are lost by farmers during the slaughtering season due to warm weather. It is important to chill pork thoroughly immediately after it is slaughtered, whether it is to be canned, frozen, or consumed fresh. Freezer-locker plants have the facilities for chilling, curing, freezing, and curing meats. This method of curing for meats extends the period of consumption over several months and prevents losses that might occur without refrigeration.

Freezing is today's newest method of food preservation and preserves food values better than any other known method.

If a freezer-locker is not available, canning offers another method. With the problem of saving meat. With forethought, industry and a pressure canner, farm women can have an ample meat supply throughout the year and at the same time prevent waste that often occurs during the season when fresh pork is an plentiful.

The only safe way to can pork is with steam under pressure; therefore, a pressure canner is a necessity.

Equipment and Supplies.

Have all equipment and supplies in order the day before canning is to be done. Equipment needed will be sharp knives, good jars, new rubber rings, dish pans, meat fork, measuring spoons, measuring cup, two shallow pans, a frying pan, stove, table, and a pressure cooker. Have also an ample supply of hot and cold water, dish towels, soap, matches, salt and pepper.

Canning Meats.

1. Select fresh, clean meat and discard the surplus fat. Chill the pork 24 hours before canning. Do not let the meat freeze.
2. Meat for canning may be packed into the jars either raw or partially cooked. The processing time will be the same in either case, but it will take the raw meat longer to reach the desired pressure.

3. Precooking may be done by searing the meat in fat, by partially roasting it, or by parboiling. Meat to be canned should not be cooked more than half done. It should not be seamed before canning.
4. Cut meat into pieces of convenient size for packing and pack loosely into hot sterilized jars. Arrange the pieces to allow for best penetration. This should be done in the same proportion to each quart. Two level teaspoons to each quart. Peppery may be added sparingly if desired.
5. Sauce should be made into small cubes and cooked to a light brown color. It should be packed dry. All other precooked meats should be covered with broth or should be diluted pan gravy to improve flavor. Leave one-half inch head space to prevent loss of liquid.
6. Do not add liquid to meat which is packed raw as the processing will draw out enough liquid to cover the product sufficiently.
7. Wipe off the rim of jars to remove grease. Grease causes the rubber rings to disintegrate. Adjust the jar tops or caps and partially seal to permit the air in exhausted. Place the jars in the canner immediately and process.
8. Process both cooked and raw for 40 minutes at 15 pounds pressure.

JETER Lister

Directions for Using
Four about two inches of water in the pressure cooker. Place the jars of meat on the rack. Adjust the cover on the cooker and clamp the top on tightly.

Leave the pressure cooker open and allow the steam to escape for seven minutes to remove air and insure exact pressure rather than set pressure. Then close the pressure and when the dial registers the desired pressure, which will be 15 pounds (200 degrees F.) begin to count down. When the processing time is complete, remove the canner from the fire. Do not open the pressure cooker until the dial registers zero. Repeat the canner process. Do not invert the jars to seal. Store the finished jars in a cool, dry place.

A steam pressure canner is the kitchen girl the farm women of today the same modern equipment the commercial canneries use and gives her the assurance that her supply of canned meat is wholesome and safe.

Million Dollars Worth of Food Canned in 1940

There is no danger of most farmers going hungry this winter. Mrs. Cornelia C. Morris, extension economist of N C College in food conservation and marketing, reports that 321,702 containers of fruits, meats, and vegetables were canned last year by farmers who were assisted with food conservation problem demonstration agents.

The World War year when 8,778,362 containers were canned, were more cans of food products put in storage at the beginning of the winter.

In 1912, when canning work with organized groups of farm women began, only 33,019 containers of food were canned. The gain has been steady with periods of world unrest and economic disturbances naturally promoting the greatest amount of food conservation.

These products were valued at \$13,401,460. A few more than 10 families filled a canned budget, and 2,000 other farmers made a canned food budget succeeded in partially.

The Extension specialist further reported that 1,105 pressure canners were bought by Home Demonstration Club women last year, to add to 6,425 already in use at the start of 1940. This makes 7,533 of these useful canning devices in the homes of club women. They are frequently loaned out to neighbors and low-club members, and a number of the pressure canners are owned by groups of farm women.

Morris says that 1940 was the most successful year in history of home canning in North Carolina. Only in 1923, at the peak of the depression when 11,570,950 containers of food were put up, and in 1917.

EQUATE FOODS ESSENTIAL NEED

Diet Necessary to Stay
Along 'Safety Line,'
Economist Says

By CORNELIA C. MORRIS

Extension Economist, State College

With a population of 130 million in the United States we are told today 41 million of us are living below the safety line because we do not get the kind and amount of food necessary for health and strength. Living below the safety line means having that fire too easily, when two weeks to eight days, and when such meals that are slow to cook. We are told further that this country is overfishing with abundant food supplies.

When we ask, is one third of our population living below the safety line? Some of us do not earn enough, some of us do not know the meals we need; some of us don't have enough and some of us with food enough don't grow food for our families.

All of us can live above the safety line and the plan to start is in our own hands. We can see that each member of the family sets the food

MEATS PRESERVED BY TWO METHODS

Freezing and Canning Offer
Ways to Preserve Farm
Meats for Coming Year

By CORNELIA C. MORRIS

State College Extension Economist
in Food Conservation and Mar-
keting.

This year, with all America defense-minded, food preservation is taking on new importance. "Food for Freedom" is the slogan and canning and freezing offer methods of taking care of all surplus foods, whether fruits, vegetables, or meats.

Every year valuable supplies of meat are lost by farmers during the slaughtering season due to sudden changes from cold to warm weather. It is important to chill pork thoroughly immediately after it is slaughtered, whether it is to be canned, frozen, or consumed fresh. Freezer-locker plants have the facilities for chilling, cutting, freezing, and curing meats. This method of caring for meats extends the period of consumption over several months and prevents losses that might occur without refrigeration.

Freezing is today's newest method of food preservation and preserves food values better than any other known method.

1. Precooking may be done by searing the meat in fat, by partially roasting it, or by parboiling. Meat to be canned should not be cooked more than half done. It should not be re-cooked before cooking.

4. Cut meat into pieces of convenient size for packing and pack loosely into hot sterilized jars. Arrange the pieces to allow for best penetration. This applies to both seared and raw meats. Salt is added in the same proportion to each quart. Two level teaspoons to each quart. Pepper may be added sparingly if desired.

5. Sausage should be made into small cakes and cooked to a light brown color. It should be packed dry. All other precooked meats should be covered with broth or with diluted pan gravy to improve flavor. Leave one-half inch head space to prevent loss of liquid.

6. Do not add liquid to meat which is packed raw to meat casing will draw out enough liquid to cover the product sufficiently.

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8. Process both cooked and raw meats 90 minutes at 15 pounds pressure.

STERILIZE

Directions for Using.

Four about two inches of water in the pressure cooker. Place the jars of meat on the rack. Adjust the cover on the cooker and clamp the top on tightly.

Leave the petcock open and allow the steam to escape for seven minutes to remove air and insure steam pressure rather than air pressure. Then close the petcock and when the dial registers the desired pressure, which will be 15 pounds (350 degrees F.) begin to count time. When the processing time is completed, remove the canner from the fire. Do not open the petcock until the dial registers zero. Then open the canner cautiously. Remove the jars and complete the seal. Do not invert the jars to cool. Store the finished jars in a cool, dry place.

A steam pressure canner in the kitchen gives the farm woman of today the same modern equipment as the commercial canneries use and gives her the assurance that her supply of canned meat is wholesome and safe.

Million Dollars Worth of Food Canned in 1940

There's no danger of most farm families going hungry this winter, says Mrs. Cornelia C. Morris Extension economist of N. C. State College in food conservation and marketing. She reports that 7,621,702 containers of fruits, vegetables, meats, and jellies were canned last year by farm families who were assisted with their food conservation problem by home demonstration agents.

These products were valued at \$1,141,513.40. A few more than 13,000 families filled a canned foods budget, and 2,000 other families made a canned food budget and succeeded in partially filling it.

Mrs. Morris says that 1940 was one of the most successful years in the history of home canning work in North Carolina. Only in 1933, at the peak of the depression when 11,570,950 containers of food were put up, and in 1917,

The World War year when 8,778,262 containers were canned, were more cases of food products put in storage at the beginning of the winter.

In 1912, when canning work with organized groups of farm women began, only 33,019 containers of food were conserved. The gain has been steady with periods of world unrest and economic disturbance naturally promoting the greatest amount of food conservation.

The Extension specialist further reported that 1,105 pressure canners were bought by Home Demonstration Club women last year, to add to 6,428 already in use at the start of 1940. This makes 7,533 of these useful canning devices in the homes of club women. They are frequently loaned out to neighbors and fellow-club members, and a number of the pressure canners are owned by groups of farm women.

With equipment as modern as will be difficult for us to can a few pounds of vegetables and fruits every day as they come in from the orchard and garden and soon our pantry shelves will be filled with a pleasing variety of nourishing food for Fall and Winter use. Every can filled will be a contribution by us to the National Defense Program.

Miss Harriet Elliott, Consumer Commissioner of the National Defense Advisory Commission, said recently: "Defense is peace and gainfully equipping an army to man our country's resources. It is this, and it is building the health, the physical fitness, the social well-being of all our people, and doing it in the democratic way. Hungry people, undernourished people, ill people, do not make for strong defense."

"This, then, is our job, not all of us, but a vital part. Let us make every American strong, stronger than ever before, sturdier in body, steeper in nerve, surer in living."

Agricultural Extension Service
North Carolina State College

L. O. SCHAUB, Director

(TOWNS)

(PAPER)

(DATE)

F. H. JETER

Editor

Saving Food Is Seen Essential To National Defense

In 1917 Farmers Were Called
Upon To Increase The
Production Of Food And
Feed To Win War

BY CORNELIA C. MORRIS
Extension Food Conservation and
Marketing Specialist

In 1917 farmers were called upon to increase the production of food and feed and the slogan was "Food Will Win The War." Fortunately the present crisis found us prepared with abundant food supplies adequate to take care of our military and civilian requirements with plenty left over.

In a recent address Chester Davis of the National Defense Council, said, "It is apparent that the supplies of American farm products are sufficient to meet any demands that may be anticipated. The essential task is to maintain the farm plant in such a healthy, productive condition that supplies of foods and other farm essentials will continue to be sufficient."

"We can always depend on farm men and women in North Carolina to grow surplus food whenever there is an emergency. They are saved now to grow and can enough food to supply their own families adequately, with a surplus to market. Nutrition experts tell us that the average family of five persons will require 180 quarts of vegetables and 120 quarts of fruits during the winter months to supplement the fresh fruits and vegetables that come from orchard and garden in summer. With these figures in mind, it will be well for every farm family to make plans now to produce an ample food supply for 1941, to supply the es-

(continued on page two)



Food for defense is seen here in this storage cupboard on the farm of Mrs. W. J. Melvin of Fayetteville, Route 2. In the foreground Miss Irene Melvin is opening up a jar of canned peaches from the 1941 canning. She and her mother have 25 different varieties and combinations of fruits and vegetables saved this year, reports Miss Elizabeth Gaine, home agent of the State College Extension Service in Cumberland County. These combinations are made from 10 kinds of vegetables, 7 different fruits and 3 different pickles and preserves.

Scattered reports tell of seed dealers who have cleaned their shelves of all garden seeds and are re-ordering. The whole movement is proceeding in an orderly, purposeful sort of way, indicating that rural people realize the seriousness of the international situation and are preparing to make the farm home secure.

Mrs. Cornelia C. Morris, food conservationist, has been holding a county-by-county campaign to instruct small groups of leaders in the latest canning methods. This campaign began May 1 and will last for eight weeks until each of the 100 counties has been visited. There is more interest in poultry and egg production, in swine growing and in other features of a well-rounded farm plan for producing all food and feed. Governor J. Melville Broughton has brought to the movement the influence of his high office, endorsing it in recent addresses before farm groups and urging all citizens to work for its success. Industrial leaders, business firms and civic bodies also are cooperating, and as a result, it is expected that North Carolina will do its full share in this phase of the National Defense Program.

43

Wilmington
(TOWN) Star
(PAPER) 4/9/41

FRUIT CANNING IS RECOMMENDED

Extension Economist Suggests Carolina Farm Wives Take Advantage of Crop

By CORNELIA C. MORRIS

State College Extension Economist
The strawberry crop is over but cherries are ripe and from now until late fall there will be a succession of fruits in North Carolina that cannot be surpassed anywhere for flavor, beauty, and health-giving qualities. Peaches, apples, plums, berries, melons, figs, and grapes will soon be ripening and indications are that there will be abundant crops of all of these fruits this year.

Henceforth the bulk of our fruit crop has been finding its way out of the state because many of our own people do not eat the quantity of fruit necessary for good nutrition. So, for better health, let us all resolve this year "to eat more fruit."

Fruit supplies minerals, the vitamins which are so important, and roughage. It has a very definite place in the daily food requirements and is classed as one of the "protective foods."

While the various fruits are in season every housewife should make an effort to use larger quantities of fresh fruit daily and should conserve ample supplies for winter use by canning, preserving, drying, and storing.

Fresh Crop Is the Large

Peaches are one of our most important fruits and a record-breaking crop is predicted for this summer. The season is a short one and begins in earnest with the delicious Georgia Belle ripening early in July. The season closes with the Elberta and Hales the first week in August. Peaches and all other fruits must be canned when they are at their best. Delay in any time will result in inferior products. It will pay us then to be ready for canning weeks before the fruit appears on the market.

Now is the time to check over canning supplies and equipment. How many glass jars are on hand? Are the tops in good condition? If new tops are needed, buy them now.

Buy also a supply of new rubber rings. Glass jars are best for the small-family home canner. But for families who use several hundred quarts of canned fruits and vegetables, the tin cans have several advantages. Tin cans are easy to handle and store and their initial cost is less. Glass jars may be used year after year and have the advantage of eye appeal. Home canners take great pride in the beauty of their packed jars.

Fruits are definitely acid foods and can be canned safely in a hot water canner. The bacteria in them are killed within a reasonable time at boiling temperature.

W. O. SCHAUB, Director
Shelley
(TOWN) Star
(PAPER) 5/24/41

FAIR CONTEST FOR CANNING WILL BE HELD

RALEIGH, May 31.—A new canning contest for 4-H club girls will be sponsored this year by the N. C. State Fair, Mrs. Cornelia C. Morris, extension food conservation specialist of State College, announced today. Prizes totaling \$75 will be offered in this department of the State Fair, to be held in Raleigh October 13-14.

The new contest is open to all 4-H Club girls who are enrolled in a 4-H Food Preservation project in 1940-41, Mrs. Morris said. The exhibitor will be selected in each county on a basis which allows every club girl an opportunity to participate.

Each exhibit at the Fair will consist of two quart jars — one of fruit and one of vegetables. The name and address of the exhibitor should be attached to the bottom of each jar.

Awards will be made on the basis of the group plan of judging. Each "Excellent" exhibit will receive a blue ribbon and its proportionate share of \$20.00. Each "Good" exhibit will receive a red ribbon and its proportionate share of \$15. Each "Creditable" exhibit will receive a white ribbon and its proportionate share of \$10.

Mrs. Morris said that only one two-jar exhibit can be sent from a county. This will insure each exhibitor who has at least a "Creditable" exhibit a cash award of worthwhile size.

"In this period of National Defense, when food is needed to make America strong, we are hopeful that the new 4-H Canning Contest will induce more home food conservation," the extension economist declared. "The Food and Feed for Family Living Program which Governor Broughton is actively supporting is expected to increase home canning."

Ans. According to Mrs. Cornelia C. Morris, Extension economist in food conservation and marketing, pint and quart jars require 15 feet per 100 jars, stored two rows to the shelf; half gallon jars require 20 feet per 100 jars, stored two rows to the shelf; no. 2 1-2 cans require 8 feet per 100 cans, stacked two deep and stored two rows to the shelf; and pint glass bottles require 9 feet per 100 bottles, stored three rows to the shelf.

Storing For Defense Needs



Governor Broughton will have no fault to find with Mrs. I. G. Williams of Godwin who is seen here storing away a portion of her six quarts of canned fruits, vegetables and pickles. She reports to Miss Gentry, her home agent, that she has 200 more jars to fill for her own family and will then use 200 quarts for her brother. Mrs. Godwin should be one of those to win a certificate of merit for growing and preserving food this year.

44

Raleigh

Date 6/2/41

FRUIT CANNING IS RECOMMENDED

Extension Economist Suggests Carolina Farm Wives Take Advantage of Crop

By CORNELIA C. MORRIS

College Extension Economist says the strawberry crop is over but peaches are ripe and from now till late fall there will be a succession of fruits in North Carolina which cannot be surpassed anywhere. Flavor, beauty, and health-giving qualities. Peaches, apples, plums, berries, melons, figs, and grapes will soon be ripening and attention is called to the fact that there will be abundant crops of all of these fruits this year.

Moreover the bulk of our fruit crop has been finding its way out of the state because many of our own people do not eat the quantity of fruit necessary for good nutrition. So, for better health, let us all resolve this year "to eat more fruit."

Fruit supplies minerals, the vitamins which are so important, and roughage. It has a very definite place in the daily food requirements and is classed as one of the "protective foods."

While the various fruits are in season every housewife should make an effort to use large quantities of fresh fruit daily and should conserve ample supplies for winter use by canning, preserving, drying, and storing.

Peach Crop to Be Large

Raleigh

Date 6/2/41

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Each exhibit at the Fair will consist of two quart jars — one of fruit and one of vegetables. The name and address of the exhibitor should be attached to the bottom of each jar.

Awards will be made on the basis of the group plan of judging. Each "Excellent" exhibit will receive a blue ribbon and its proportionate share of \$30.00. Each "Good" exhibit will receive a red ribbon and its proportionate share of \$25. Each "Creditable" exhibit will receive a white ribbon and its proportionate share of \$20.

Mrs. Morris said that only one, two-jar exhibit can be sent from a county. This will insure each exhibitor who has at least a "Creditable" exhibit a cash award of worthwhile size.

"In this period of National Defense, when food is needed to make America strong, we are hopeful that the new 4-H Canning Contest

Storing For Defense Needs



Governor Broughton will have no fault to find with Mrs. I. G. Williams of Godwin who is seen here storing away a portion of her 637 quarts of canned fruits, vegetables and pickles. She reports to Miss Gaitney, her home agent, that she has 203 more jars to fill for her own family and will then can 250 quarts for her brother, Mrs. Godwin should be one of those to win a certificate of merit for growing and conserving food this year.

Wash-Boiler Used

A tin wash-boiler makes an excellent hot water canner as it will hold 12 quart jars and is deep enough to permit the water to cover the jars. The boiler can be fitted with a wire rack so that the jars can circulate fully under the water.

With equipment in order it will not be difficult to can a few quarts of fruits every day while they are in season. Every can filled will be a contribution to better health.

A card addressed to the North Carolina Extension Service, State College, Raleigh, will bring you Extension Circular No. 223 which gives complete directions for canning fruits and certain vegetables in both tin and glass. A budget for canned fruits and vegetables for your own use will be sent to you.

Ques. How much space is required in storing canned foods?

Ans. According to Mrs. Cornelia C. Morris, Extension economist in food conservation and marketing, pint and quart jars require 19 feet per 100 jars, stored two rows to the shelf; half gallon jars require 20 feet per 100 jars, stored two rows to the shelf; no. 2 1-2 cans require 9 feet per 10 cans, stacked two deep and stored two rows to the shelf; and pint glass bottles require 9 feet per 100 bottles, stored three rows to the shelf.

44

Raleigh
News & Observer
(PAPER)
6/24/41

Curb Markets Offer Better Living

HOMEMAKERS throughout North Carolina depend on the Home Demonstration Curb Market for better living.

at an extremely small expense to the members of the market.

Market Is Farm Business

Mrs. Bertha Singletary makes the Robeson County Curb Market her business. Her farm, Hill Crest Farm, is run for the products it produces for market. In turn, the farm is financed successfully from the market proceeds.

Poultry and flowers form the bulk of the Singletary trade. The oldest son raises the poultry, and Mrs. Singletary and the other children prepare it for market. Last year 500 turkeys and 3,000 to 4,000 broilers were sold on the market. Much of the poultry sold by Mrs. Singletary is frozen in advance in the freezer-locker. Being able to prepare the chickens in advance, and to hold them over a period of time until needed is a decided advantage. Last year the total market income was about \$2,200.

In addition to her regular market Mrs. Singletary takes Mrs. Mauser in tarts and bread, but not in her cakes.

Fresh coconut cake is the best seller, with Devil's Food running a close second. Special occasion cakes,

The city homemaker buys by products of the markets her family well. The farmer sells the products and improves, family's living conditions. Near in North Carolina there are markets on which 2,045 were composed of. Many a home cared, many a child educated \$9,000.

Corrella Morris, State Market Specialist, says that the success markets is due to the cooperation of the civic associations, merchants, county commission and women's clubs of each

Representatives of each meet before the market is held. The market must be

Before the women are allowed to sell any products they visit markets and attend training. After a two or three months period, again they visit other markets. After securing a health certificate, then the women are ready to sell on the market.

Now let's turn to the activities of the women from several different markets.

Poultry A Specialty

Poultry is Mrs. Glenn Lloyd's specialty. She sells on the Chapel Hill market. In addition to poultry, Mrs. Lloyd sells vegetables in season and butter; but she is the "chicken lady" of the market.

The poultry is drawn, weighed and priced in advance. It is kept on ice in a show case, which Mrs. Lloyd furnishes. Broilers sell the year around for 40 cents per pound, chickens 2 pounds or over for 35 cents and hens at 30 cents per pound. Turkeys, drawn, bring 50 cents per pound. Last year, Mrs. Lloyd made approximately \$1,500. Asked the reason for her success she commented: "I have quality chickens, and can be certain of selling 25 to 35 dressed birds per week to my regular customers." A local meat market takes any extra chickens and pays the price asked.

A bathroom has been installed in the Lloyd home and new dining room, and bedroom sets added from the income of the market.

The Chapel Hill market is to be located in a new modern, brick build-



Mrs. Bertha Singletary

such as birthday and wedding cakes, constitute a large portion of the trade. Twenty to twenty-five cakes are sold on Saturday and ten to twelve on Tuesday. A total of approximately 1,500 cakes are made and sold by Mrs. Mauser during a year. She figures the cost of a cake and then doubles this cost to reach the retail price. During her best cake year, she made \$775 on cakes alone.

45

Curb Marketing Activities In State



Money from sales made at the local curb market established by home demonstration workers of the State College Extension Service aided this Durham County woman, Mrs. J. D. Page of the Chandler community, to have this modern kitchen. This kitchen improvement project is one of the best in the State, according to Mrs. Pauline Gordon, home management specialist. The above picture shows Mrs. Page working on the record book which she keeps in connection with her home demonstration work. The electric churn shown is another example of the thousands of home conveniences which farm women are getting from their homes as a result of these home demonstration activities.

DEFENSE CAMPAIGN CREATES MARKETS

Food Problems Are Expected In Areas Where Population Has Expanded

BY MRS. CORNELIA C. MORRIS
Extension Economist in Food Conservation and Marketing

There are certain problems today growing out of specific defenses as the activities that farm families can help to solve, and by solving them they can place themselves in more favorable financial circumstances. For example, there will be very definite food problems in areas where the population has expanded rapidly due to defense industries. These problems offer a real opportunity to poultrymen, dairymen, gardeners, and to farmers and farm people in general who live near army posts, shipyards, and manufacturing towns. Everyone has a job to do this year and everything that makes for better living is a vital part of defense. No matter the job of growing a garden, making a cake, or carrying a gun, or making a crop, it is participation in the program to make America and Americans strong and ready for defense.

February is a good time to make plans for bigger and better gardens, more poultry, a better herd of cows, and whatever else is needed to meet the demands for increased food supplies during the coming year.

Curb Markets

Farm women who sell products on the curb markets find that it pays to add a few new vegetables to their gardens every year. Cauliflower, eggplant, Brussels sprouts, and broccoli are a few that are in demand, and a good asparagus bed brings in a steady income after it is well established. A hot bed for forcing early radishes and tomato plants will insure better prices for these products than they would bring if produced later in the season.

In 1940 there were 2,045 farm women engaged in selling home produced foods on the 48 organized curb markets in North Carolina. Their total sales amounted to \$481,188.13. Poultry and eggs were the best sellers and brought \$175,494.62; calves, bread, and other home products brought \$116,222.21; and fruits and vegetables, \$80,299.28. Handicrafts and other products made up the remainder. In organized markets sales made on to merchants, institutions, and individuals amounted to \$228,761.36 or a total for both types of marketing of \$709,949.49.

The marketing program offers a measure of security to all farm families with vision and a willingness to work. It provides for their physical and intellectual needs through increased income; and the spiritual life of the family, too, is hard to live on income, for it is hard to

Sermon by ANNE
 Proceeds for
 with
 Speaker Today
 For Dutch
 LATE BREAKFAST

money provided for
 efficient equipment
 mishing, protection
 travel, education for boys and girls,
 books, music, entertainment, electric
 city, water, heat, and many other
 comforts and necessities too numer-
 ous to mention.

Larger Demand

Predictions are that there will be more money in circulation this year and a greater demand for the things that farmers produce. Farm families who take advantage of the opportunity to sell their produce on the curb market can to some extent offset some of their losses from cotton and tobacco due to the closing of certain export markets.

Five or more new curb markets will be organized in 1943, bringing the number of markets up to fifty-three. This still leaves forty-seven North Carolina counties without this means of disposing of their home produced goods to consumers who are waiting and eager to buy them.

In the current issue of the Progressive Farmer, Dr. Clarence Fox, commenting on our "crops only" system that can properly utilize the labor of farm workers a total of only 188 days a year, says: "As I see it there is absolutely no hope for us to maintain proper living standards on Southern farms unless we find more, income-producing days in winter. We must all be earning some-

thing a greater number of days per year. We must balance plant production with animal production, must balance crops with livestock, dairying, and poultry production, so as to have more money-making days on the farm. That is our only hope for proper living standards." Farm women's curb markets offer an opportunity to increase the number of these income producing days to insure a more stable country life, far more than ever before, country life is dependent upon the security that comes from an adequate in-

ANTER

[October,

Curb Markets Offer Better Living

MAKERS throughout North Carolina depend on the Home Demonstration Curb Market for better living. The city homemaker buys the quality products of the markets, and feeds her family well. The farm homemaker sells the products and improves her family's living conditions. Last year in North Carolina there were 52 markets on which 2,945 women sold. Products valued at \$400,900 were disposed of. Many a home can be improved, many a child educated with \$400,000.

Mrs. Cornelia Morris, State Marketing Specialist, says that the success of the markets is due to the cooperation of the civic associations, merchants association, county commissioners and women's clubs of each

ing at an extremely small expense to the members of the market.

Market Is Farm Business

Mrs. Bertha Singletary makes the Robeson County Curb Market her business. Her farm, Hill Crest Farm, is run for the products it produces for market. In turn, the farm is financed successfully from the market proceeds.

Poultry and flowers form the bulk of the Singletary trade. The oldest son raises the poultry, and Mrs. Singletary and the other children prepare it for market. Last year 500 turkeys and 3,000 to 4,000 broilers were sold on the market. Much of the poultry sold by Mrs. Singletary is frozen in advance in the freezer-locker. Being able to prepare the chickens in advance, and to hold them over a period of time until needed is a decided advantage. Last year the total market income was about \$2,200.

In addition to her regular market products, Mrs. Singletary takes special orders for preserved figs and fig jam. She says: "I have had the trees for a good many years, and make 100 per cent profit from the preserved figs or fig jam, so I really do feel that all of this is clear." She only accepts special orders.

Mrs. Julia Wells, Cherokee County, North Carolina, likes to make Boston brown bread. None of the other women on the market do; hence, Mrs. Wells sells many a loaf. She cannot leave home to sell on the market, so her friends take care of selling her rich, brown bread.

Uses Farm Products In Cakes

Her own butter, eggs and cream go into the cakes sold by Mrs. H. E. Mauser of Catawba County, North Carolina. Even her own flour, made from the wheat they grow, is used by Mrs. Mauser in cakes and bread, but not in her cakes.

Fresh coconut cake is the best seller, with Devil's Food running a close second. Special occasion cakes,



Mrs. Glenn Lloyd

community. Representatives of each group meet before the market is established. The market must be wanted. Before the women are allowed to sell any products they visit other markets and attend training schools. After a two or three months training period, again they visit other markets. After securing a health certificate, then the women are ready to sell on the market.

Now let's turn to the activities of the women from several different markets.

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Mrs. Mauser on cakes alone.

45



Mrs. W. H. Blalock: "We sell \$175 worth of cakes yearly."

A "Curb" That Doesn't Stop

O"MY sales on our Wilson County Curb Market amounted to \$1,224.58 between Nov. 20, 1940, and Sept. 20, 1941," writes Mrs. W. H. Blalock, wife of a 1941 Master Farmer. "When we began selling about six years ago, I soon sold practically everything I had to sell, for we had made no preparation to have something all along. It was then that I decided to try a few cakes. Miss Rainwater, our home demonstration agent, who was very anxious to help us get started, bought a few for prizes, and after that I could hardly supply the demand.

"After selling for a while, we decided to specialize in a few products, and selected dressed poultry, eggs, pork, and pork sausage, and cakes. This gives something the year around. It has given me a great deal of satisfaction to know that I have contributed to the family pocketbook, and these sales have enabled us to have many conveniences we could not have afforded otherwise.

"In six years our sales have grown from \$300 the first year to around \$1,500 last year. We attribute this success to giving our customers only the best in quality, and to being on the market each sales day.

"Each year I sell around \$175 worth of cakes. Chocolate and caramel are my best sellers right now, but I also have many calls for coconut and pineapple. I use the same basic, one-two-three-four recipe for all the cakes, simply changing the filling. The recipe that I like best for caramel filling is as follows:

Caramel Filling

One cup brown sugar, $\frac{1}{2}$ cup granulated sugar, 1 cup thin cream, 1 tablespoon butter, 1 teaspoon vanilla flavoring.

"Boil to soft-ball stage all except butter and flavoring, stirring until mixture begins to boil. Remove from heat, add butter and flavoring. Cool and beat until thick enough to spread on the cake.

"This pineapple filling makes a moist cake that will keep fresh a long time:

Pineapple Filling

One cup sugar, $\frac{1}{3}$ cup water, 2 tablespoons corn syrup, few grains salt, 1 egg white.

"Dissolve sugar in water, add syrup, and cook to thread stage. Pour over beaten white and beat constantly until thick enough to spread. Place 1 cup pineapple and $\frac{1}{2}$ cup sugar in same pan and let come to boil. Cool slightly and spread $\frac{1}{2}$ of this mixture on one layer of cake. Cover with boiled frosting. Repeat on top layer and cover top and sides of the cake with remaining frosting.

"For my chocolate cakes I use this standard recipe:

Chocolate Fudge Frosting

Four tablespoons butter, 4 tablespoons top milk, 3 ounces unsweetened chocolate, $\frac{1}{2}$ cup confectioner's sugar, 1 teaspoon vanilla.

"Combine butter, milk, and chocolate in top of double boiler. Heat until chocolate is melted. Stir to a smooth paste. Remove from fire. Add sugar gradually, mixing thoroughly after each addition. Add vanilla and spread on cake."

46

(TOWN)
Winston-Salem News
(1943)
August 21, 1941
(DATE)
F. H. JETER
Editor

and in many tropical countries fruit paste is one of the chief forms in which in which surplus fruits are conserved for future use. In Florida and Cuba, large quantities of mangoes and guavas are marketed as paste. The paste is not only wholesome and palatable, but economical because it does not require an excessive amount of sugar. Among the pastes some is more delicious than that made from Muscadine grapes. Like the fruits from which they are made, pastes provide the body with substances needed to keep it in health and for this reason they are considered to be a wholesome substitute for candy for children. In combination with cheese, paste makes a most sophisticated dessert for adults.

The North Carolina State College Extension Service, Raleigh, has prepared mimeographed directions for making the juice, paste, and jelly. A card requesting this information will bring the material to you. For more complete information on the subject, write to the U. S. Department of Agriculture, Washington, D. C., for Farmers' Bulletin No. 1454, "Home Utilization of Muscadine Grapes."

MUSCADINE GRAPES.

CORNELIA C. MORRIS,

Extension Economist in Food Conservation and Marketing

A potential source of income that has been neglected for many years in the large Muscadine grape crop in the Southern and Eastern sections of North Carolina. The Muscadine family includes such well-known varieties as Scuppernon, The Thomas, Mish, Eden, Jambou, Memory, Smith, Louis, St. Augustine, and Flowers.

The early varieties begin to ripen about the first week in September in the coastal counties and are followed by other varieties that ripen as late as the last week in October in some of the central counties.

While some of the grapes are sold through grocery stores and curb markets and by peddling them on city streets, it is safe to say that the bulk of this interesting crop is allowed to go to waste.

It has been customary for years for the owners of Muscadine vines to invite friends and neighbors to eat their fill of grapes from the vines and to carry large quantities back home with them. This is a true expression of Southern hospitality and while it is commendable and friendly act, with farm income as it is today it is hardly a justifiable one. Muscadines can and should make a contribution to family living expenses just as do other crops are expected to do.

Some of the products that can be made from Muscadine grapes are cold pressed grape juice, jelly, jam, sirup, marmalade, catsup, preserves, vinegar, etc.

The ordinary kitchen utensils used in preserving other fruits can be employed in preserving grapes. Metal ware is subject to the corrosive action of fruit acids so enamel ware, wooden utensils, and glass containers should be used. A small home-made grape crusher is efficient and saves time and labor. A cider press also is well adapted for crushing and pressing grapes. During the vintage season, the bulk of the crop can be put up in a sterile form as stock and the finished products can be made later on as the market demands them. As an example, the pulp of the grapes can be canned without sugar and will keep indefinitely. This is called paste or jam stock. It can be used at any time to make jam; marmalade, or paste as these three products differ only in consistency depending on the amount of sugar used.

In some parts of the Old World

SUNDAY MORNING, AUGUST 21, 1941

North Carolina in New York

By EDWARD A. OLDHAM

Special Correspondent of the Journal and Sentinel
234 West 123rd St., New York, Telephone 2-9113
Editor of Western Sentinel

In the days after the Civil War the newly emancipated Negroes, who had not previously acquired family names, were most likely to adopt the names of their white owners. Consequently it is no infrequent thing to hear of colored men in and out of Tarheel state bearing names of well known white families, or their parents "in slavery days."

That it came about that about 40 years ago a Negro family in Edgecombe county, in some way acquired the name of Battle, which is one of the leading family names in Eastern North Carolina. In this particular Negro household there were 12 children. At the turn of the century one of these children decided to seek his fortune in a Northern city.

Sam was his name. He came to New York. As he had been raised in the cultural environment of well-to-do white families in Tarboro and the countryside, and knew what it was to "wait on white folks' table," it was natural that the first job that came to his mind was that of a waiter. He worked in a steamboat dining room, then went up the grade a point and became a butler in a private family, then later on he became a "red cap," and was more than usually successful, because, you see, Sam was a colored man under the skin, and was well liked by people he served or with whom he came in contact.

At every possible moment he spent his evenings studying for a police examination. In the meantime, about 1905, he got himself a wife, and as she was a desirable woman, his ambition was spurred to become a member of New York's Police Force. He got through his examination successfully, June 29th, 1911, of receiving his appointment.

As a New York policeman Sam has reasons to be proud of his record and the things he has accomplished. He has three children, two sons who hold college degrees, and a daughter who was the Master's Degree at Columbia University.

One day last week—almost the exact time that Mayor LaGuardia was expected at Wilson, N. C., National Tobacco Exposition and Festival—and Wilson is the adjoining county to Edgecombe—this North Carolina Negro was receiving congratulations as the first Negro to be appointed to New York's Parole Commission, with a salary of \$4,000 a year, succeeding Dr. Gehring's unexpired term to January 1935.

What's the name of this North Carolina Negro who is the first to be appointed to New York's Parole Commission? It is SAMUEL J. BATTLE, until last week a police lieutenant, who I am told was the first Negro ever to become a member of the Greater New York Police Force.

He lives in an 11-room house at 224 West 128 street. He said of his appointment, "This is a great honor, a very great honor, not only to myself individually, but to the Negro race in general, and should be an inspiration to the minority group of which I am a member."

chased an eleven-acre tract of land in Linden, N. J., where they plan to erect a factory and office building in cost approximately \$150,000.

Such an enterprise is destined transfer to Winston-Salem, because of the paucity of the present of alcohol necessary in the preparation of their product, and which would be a bit of grit in the State's administrative machinery. It is this same 5 by 1 point view that is throttling the development of North Carolina's grape producing industry.

The Good Lord saw fit to endow our state with soil and climate the equal of the finest grape growing latitudes of Europe, but our people's hands are tied, and their restrictions, and thus we see California walking away with the contents of our own cornucopia, and overlooking the long haul from the Pacific Coast to Eastern markets, our grape growers must suffer from the bitterness of price points, and the consequent loss of encouragement and depression. Won't some one tell me if there exists such a thing as a North Carolina Grape Growers Association?

This column has several times in the past few years put the spotlight on the opportunities for North Carolina in the establishment of an outside market in fruit juices and fruit products generally. The first reaction discernible to this hammering away process, was the recent interesting report of Cornelia C. Morris, food conservation specialist for the Carolina State College on the subject of fruit juices. This report was given space in the Journal and Sentinel, and will be remembered by our readers.

Miss Morris emphasized the fact that fruit juices are easily and quickly made and require very little equipment. She said what has been sold many times in this column—that the juices of grapes, strawberries, raspberries, blackberries and cherries make a healthful, delicious drink. She goes into the technique of preparation of not only these juices but of tomatoes as well, and says that the good portion of her report is dried fruits and vegetables.

There is a "gilt edge" market for all these products in New York. The demand for them in regard to their snappy appearance of containers. It would be a good investment on the part of North Carolina's Agricultural Department to send Miss Morris on a tour of investigation through the swanky food shops of the big city. Also a visitation among the wholesalers who are the distributors of such products. Her discovery would be a helpful revelation, and her report printed and distributed among the fruit producers of the state would accomplish many benefits.

Applicants for non-combatant paid jobs as radio technicians and other types of mechanics to operate England's new secret weapon for detecting invading aircraft, are pouring into the recruiting office of the British Civilian Technical Corps at Room 1056 of 25 Broadway, where the British Consulate General is located.

Agricultural Extension Service
North Carolina State College
L. E. SCHAUB, Director

Muscadine Grapes

CORNELIA C. MORRIS,

Extension Economist in Food
Conservation and Marketing

A potential source of income that has been neglected for many years is the large Muscadine grape crop in the Southern and Eastern sections of North Carolina. The Muscadine family includes such well-known varieties as Scuppernon, The Thomas, Mish, Eden, James, Memory, Smith, Luola, St. Augustine, and Flowers.

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The ordinary kitchen utensils used in preserving other fruits can be employed in preserving grapes. Metal ware is subject to the corrosive action of fruit acids so enamel ware, wooden utensils, and glass containers should be used. A small home-made grape crusher is efficient and saves time and labor. A cider press also is well adapted for crushing and pressing grapes. During the vintage season, the bulk of the crop can be put up in a sterile form as stock and the finished products can be made later on as the market demands them. As an example, the pulp of the grapes can be canned without sugar and will keep indefinitely. This is called paste or jam stock. It can be used at any time to make jam, marmalade, or paste as these three products differ only in consistency depending on the amount of sugar used.

In some parts of the Old World

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North Carolina in New York

By EDWARD A. OLDHAM

Special Correspondent of The Journal and Sentinel
234 West 125th St.—Telephone Monument 3-6119
Editor of Western Sentinel

In the days after the Civil War the newly enfranchised Negroes, who had not previously acquired family names, were most likely to adopt the names of their white owners. Consequently it is no infrequent thing to hear of colored men in and out of Tarheel bearing names of well known state families, who previously owned them or their parents "in slavery days."

Thus it came about that about 60 years ago a Negro family in Edgecombe county, in some way acquired the name of Battle, which is one of the leading family surnames in the State. In fact, in 1891, June 28th, 1911, of receiving his appointment.

As a New York policeman Sam

chased an eleven-acre tract of land in Linden, N. J., where they plan to erect a factory and office building to cost approximately \$150,000.

Such an enterprise is denied transfer to Winston-Salem, because of the playmish medium of alcohol necessary in the preparation of their product, and which would be a bit of grit in the State's administrative machinery. It is in this sense & by a point of view that is throttling the development of North Carolina's grape producing industry.

The Good Lord saw fit to endow Miss Morris with the fact that fruit juices are easily and quickly made and require very little equipment. She said what has been said many times in this col-

Robert England, 21-year-old radio technician of Wilmington, N. C. wrote that he had been "married only three months to a 22-year-old girl, with three years of experience as a telephone operator," said that "I hate to leave my wife as we are married only three months" and that "she wants to go and will volunteer also." The letter requested further particulars and enclosed references.

Mayor Richard J. Reynolds' coast to coast radio speech before the National Young Democrats convention in Louisville, Ky., last week, was heard here very distinctly and there were many highly favorable comments from North Carolinians in New York, on not only what he said but the way he said it. There was a united opinion that the young speaker, was "up and coming" just as the speaker who introduced him said. It was an address that ought to be presented in pamphlet or brochure form for future perusal, as, like good wine, time will add force and be sure to flavor it with prophetic wisdom.

One of the late Paul Garrett's subsidiaries was the Virginia Dare Extract Company, now located in the Bush Terminal Building, Brooklyn, where they have been housed for a dozen years or more since their moving from Norfolk, Va. They have outgrown this quarters, and last week they pur-

Mr. and Mrs. Thora Lord and their son, Thomas Jr., of Princeton, have gone to Nag's Head, N. C., where they have a summer home.

—EDWARD A. OLDHAM.

New York, N. Y.,
August 30, 1941.

SEVER. RALEIGH. N. C.

SEASON GOVERNS NEED FOR FOODS

Canned Food Requirements in Western Carolina Exceed Those in East

By CORNELIA C. MORRIS.

Extension Food Observation Specialist, N. C. State College.

Fern people in the mountains of North Carolina need 20 more quarts of vegetables and 15 additional pounds of fruits, as compared with the canned foods requirements of farm people of the eastern section of the State. The reason is that the growing season is shorter in the western part of the State; therefore, the opportunity to eat fresh fruits and vegetables is over a shorter period in the Spring, Summer and Fall.

To insure adequate supplies of fruits and vegetables during the Winter months, it is necessary to produce a surplus for canning. The amount of canned foods needed for most persons in Western North Carolina is 25 quarts of vegetables and 24 quarts of fruit.

Moving westward, the amount increases. In the mountains each person should have 25 quarts of vegetables and 40 quarts of fruit. Each member of the family also will require 15 pounds of dried vegetables and eight pounds of dried fruits in the eastern section; more in the mountains.

If you have a garden this Summer, the amount of canned goods can be determined as follows: One bushel of tomatoes will yield 24 No. 2 cans or 18 No. 3 cans; one bushel of beans will yield 30 No. 3 cans or 14 No. 2 cans; one bushel of peas in hull yield 25 No. 2 cans; and 100 ears of corn yields 30 No. 3 cans. One hundred pounds of fresh fruits or vegetables will yield approximately 15 pounds of dried produce.

Pamphlet to Be Revised.

A valuable little pamphlet, entitled "Simplified Methods for Home and Community Canning," has recently been revised and reprinted by the Extension Service of State College. It may be obtained free upon request to the Agricultural Editor, N. C. State College, Raleigh, for Extension Misc. Pamphlet No. 35.

This publication gives directions for using the hot water method of preserving fruits and certain vegetables. It is recommended only for products that can safely be canned at boiling temperature, 212 degrees Fahrenheit. This list includes only tomatoes, fruits, freshly-gathered young tender string beans, and a recommended soup mixture containing a large proportion of tomatoes.

In communities where there are pressure canners, N. C. Extension Pamphlet No. 35 should be used.

Agricultural Extension Service

North Carolina State College

I. O. BCHAUB, Director

Winston-Salem

(TOWN) June 2

(PAPER) 1-5-12

(DATE)

F. H. JETER
Editor

Mrs. Cornelia Morris Says

Freezing, Canning Are Best Methods to Preserve Meat

By CORNELIA C. MORRIS
Extension Food Observation Specialist in
Meat Conservation and Marketing

This year, with all America's defense-minded, food preservation is taking on new importance. "Food for Freedom" is the slogan, and canning and freezing offer methods of taking care of all surplus foods, whether fruits, vegetables, or meats.

Every year valuable supplies of meat are lost by farmers during the slaughtering season due to sudden changes from cold to warm weather. It is important to chill pork thoroughly immediately after it is slaughtered, whether it is to be canned, frozen, or consumed fresh. Freezer-locker plants have the facilities for chilling, cutting, freezing, and curing meats. This method of caring for meats extends the period of consumption over several months and prevents losses that might occur without refrigeration.

Freezing is today's newest method of food preservation and preserves food values better than any other known method.

If a freezer-locker is not available, canning offers another solution to the problem of saving meat. With foresight, industry and a pressure canner, farm women can have an ample meat supply throughout the year and at the same time prevent waste that often occurs during the season when fresh pork is so plentiful.

The only safe way to can pork is with steam under pressure; therefore, a pressure canner is a necessity.

Have all equipment and supplies in order the day before can-

ning is to be done. Equipment needed will be sharp knives, good jars, new rubber rings, dish pans, meat fork, measuring spoons, measuring cup, two shallow pans, a frying pan, stove, table, and a pressure cooker.

Have also an ample supply of hot and cold water, dish towels, soap, matches, salt, and pepper.

Canning Meats

1. Select fresh, clean meat and discard the surplus fat. Chill the pork 24 hours before canning. Do not let the meat freeze.

2. Meat for canning may be packed into the jars either raw or partially cooked. The processing time will be the same in either case but it will take the raw meat longer to reach the desired pressure.

3. Precooking may be done by searing the meat in fat, by partially roasting it, or by boiling. Meat to be canned should not be cooked more than half done. It should not be seasoned before cooking.

4. Cut meat into pieces of convenient size for packing and pack loosely into sterilized jars. Arrange the pieces to allow for heat penetration. This applies to both seared and raw meats. Salt is added in the same proportion to all meats. Two level teaspoons to each quart. Pepper may be added sparingly if desired.

5. Sausage should be made into small cakes and cooked to a light brown color. It should be packed dry. All other precooked meats should be covered with broth or with diluted pan gravy to improve flavor. Leave one-half inch

head space to prevent loss of liquid.

6. Do not add liquid to meat which is packed raw as the processing will draw out enough liquid to cover the product sufficiently.

7. Wipe off the rim of jars to remove grease. Grease causes the rubber rings to disintegrate. Adjust the jar tops or caps and partially seal to permit the air to exhaust. Place the jars in the canner immediately and process.

8. Process both cooked and raw meats 60 minutes at 15 pounds pressure.

9. Pour about two inches of water in the pressure cooker. Place the jars of meat on the rack. Adjust the cover on the cooker and clamp the top on tightly.

Leave the petcock open and allow the steam to escape for seven minutes to remove air and insure steam pressure rather than air pressure. Then close the petcock and when the dial registers the desired pressure, which will be 15 pounds (250 degrees F.) begin to count time. When the processing time is completed, remove the canner from the fire.

Do not open the petcock until the dial registers zero, then open the canner cautiously. Remove the jars and complete the seal. Do not invert the jars to cool. Store the finished jars in a cool dry place.

A steam pressure canner in the kitchen gives the farm woman of today the same modern equipment the commercial canneries use and gives her the assurance that her supply of canned meat is wholesome and safe.

48

Craft Room in Franklin



Mrs. Hunter Calloway, voluntary leader, is shown examining weaving that is being done by home demonstration club members.

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Attendee
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in the basement of the
church February 13
well attended by bot
town homemakers.

Mrs. Cornelia C. Morris
conservation and marketing
which brought display packs of
vegetable soups, lima beans, corn,
beans and peaches that have been
exhibited at State fair in Raleigh
in previous years. These were used
in teaching better methods of food
preservation. A handicraft exhibit
was shown which included crafts
made from native materials over
the state.

from the gift shop for good baskets,
hooked and braided rugs, brooms,
mats and hand-woven articles made
from the wealth of native materials
that North Carolina produces.

Hooked rugs and braided rugs sell
well if the colors are pleasing and
the designs good. If they are made
of wool they bring better prices.
Whether they are made of cotton
or wool, the colors should be fast
and the work so well done the rugs
can stand frequent washings.

Fine nestles, willow, honeyuckle
and oak splints make beautiful
baskets. The old shapes are the
best sellers—melon-shaped baskets,
and square and round baskets, with
or without tops are all good. Large
flat baskets without handles, similar
to those made in Mexico, can be
made of corn husks or broom sedge
and are lovely when used for ar-
rangements of fruits or vegetables.
Willow is an excellent material for
making baskets for gathering out

all times. Too much cannot be said
about keeping crafts simple. Fre-
quently articles that would be sal-
able are spoiled and cheapened by
the use of paint or shellac or by
the use of unnecessary decoration,
thus reducing them to the level of
cheap factory-made goods.

Someone said recently: "Have you
ever noticed how some women will
during their lives do handicraft
work in their spare moments, yet
never produce anything that is par-
ticularly good? They try everything
new they hear of or see pictured in
a magazine; and have you ever
thought how the houses of these
people are usually cluttered with all
sorts of things, part of which are
useful, part perhaps beautiful, but
most of which are only dust catch-
ers without real beauty and useful-
ness."

On the other hand, there are wo-
men who devote their time and
skill to the production of handi-
crafts that rival those of colonial
days—exquisite coverlets, wall hang-
ings and rugs woven on century-old
looms or on the new ones that can
be so inexpensively built by local
carpenters. Household linens too are
woven in a high state of perfection
and possess particular values in
finish, durability and individuality
that help them to find a ready
market.

There are other women who are
equally gifted along different lines
of endeavor. The woman who likes
to cook can begin now to make

Women Home Income

strawberry jam for sale. Later in
the season she can make black-
berry and peach jam, tomato ketch-
up and chili sauce. If she cannot
save time to sell her products on
the curb market, she can establish
a small roadside market nearby if
the lives on a well-traveled high-
way. Motorists like to stop at these
roadside markets and buy fresh es-
sentials, vegetables and flowers.

Herbs In Demand

Herbs too are much in favor now
that modern housewives are awak-
ening to the fact that even ordinary
food can be made more delicious
and appetizing when given the
subtle, intriguing flavor of the
proper herb combinations. Herbs can
be cut and sold in bunches fresh
from the garden or growing in small
pots ready for the kitchen window.
They can be dried satisfactorily
and sold in cellophane bags or
in cartons. Some of the commercial
herb gardeners specialize on culi-
nary herb combinations that add zest
to poultry, fish, omelets and sauces.
These combinations are packed at-
tractively in small glass containers
and bring good prices. A particu-
larly delicious combination for season-
ing an omelette is one that com-
bines thyme, basil, summer savory
and chives.

For the linen closet there is a
delightful mixture too. It is com-
posed of rosemary and lavender.
With a little imagination, the herb
garden can be developed into an
enterprise that will add many dol-
lars to the family income. But re-
member that in any business under-
taking quality rather than quantity
is the best foundation on which to
work. A satisfied customer is the
best asset.

49

County Physician

Harris county health officer, Miss McNeill, health engineer, Miss Anna Rice, health nurse.

The program of work for these clubs is planned and approved by a county council of 45 members. These council members are the officers of each local club. For the year 1941 Mrs. Robert Beckett of both is the council president. Mrs. Jim Gray, of Hickory Knob, is vice-president; Mrs. Zeb Cooker, of Cartersburg, is secretary and treasurer.

The county council sponsors such activities as the local curb market.

MAE
Linton, Hickory Knob and Verts
Tilton, Paris, Cartersburg,
Shady, Iola, Oak Grove, Sikee,
Creek, Oak, College, Oak, Sikee,
in addition, Holly Springs, Walnut
and other members. These clubs are

(DATE)

Opportunity Offered Farm Women To Supplement Their Home Income

—BY MRS. CORNELIA C. MORRIS—
Economist, Extension Service
N. C. State College

There is a very definite opportunity today for farm women to supplement their income at home through the sale of handicrafts, but many are unaware of the possibilities of this art from Europe.

There is an increasing demand from the gift shop for good baskets, hooked and braided rugs, brooms, mats and hand-made articles made from the wealth of native materials that North Carolina produces.

Hooked rugs and braided rugs sell well if the colors are pleasing and the designs good. If they are made of wool they bring better prices than those made of cotton. If they are made of cotton, the colors should be fast and the work as well done as the rugs can stand frequent washings.

Pine needles, willow, honeysuckle and oak splints make beautiful baskets. The old shapes are the best sellers—melon-shaped baskets, and square and round baskets, with or without tops are all good. Large flat baskets without handles, similar to those made in Mexico, can be made of corn husks or broom setts and are lovely when used for arrangements of fruits or vegetables. Willow is an excellent material for making baskets for gathering cut

flowers and wood baskets for the fire. Use the wood and substantial when made of oak or ash splints. Tourists are especially fond of little baskets and mats made of fragrant long leaf North Carolina pine.

Quality Important
But in our hurry to produce and sell, let us not lose sight of the fact that quality is the very foundation of success in handicraft work. High standards must be maintained at all times. Too much cannot be said about keeping crafts simple. Frequently articles that would be salable are spoiled and cheapened by the use of paint or stains or by the use of unnecessary decoration, thus reducing them to the level of cheap factory-made goods.

Someone said recently: "Have you ever noticed how some women will during their lives do handicraft work in their spare moments, yet never produce anything that is particularly good? They try everything new they hear of or see pictured in a magazine; and have you ever thought how the houses of these large folks are usually cluttered with all sorts of things, part of which are useful, part perhaps beautiful, but most of which are only dust catchers without real beauty and usefulness."

On the other hand, there are women who devote their time and skill to the production of handicrafts that rival those of colonial days—exquisite coverlets, wall hangings and rugs woven on century-old looms or on the new ones that can be so ingeniously built by local carpenters. Household linens are woven in a high state of perfection and possess particular values in finish, durability and individuality that help them to find a ready market.

There are other women who are equally gifted along different lines of endeavor. The woman who likes to cook can begin now to make

strawberry jam for sale. Later in the season she can make blackberry and peach jam, tomato ketchup and chili sauce. If she cannot leave home to sell her products on the curb market, she can establish a small roadside market nearby if she lives on a well-traveled highway. Motorists like to stop at these roadside markets and buy fresh eggs, fruits, vegetables and flowers.

Herbs in Demand
Herbs too are much in favor now that modern housewives are awakening to the fact that even ordinary food can be made more delicious and appetizing when given the subtle, intriguing flavor of the proper herb combination. Herbs can be cut and sold in bunches fresh from the garden or growing in small pots ready for the kitchen window. They can be dried satisfactorily too and sold in cellophane bags or in cartons. Some of the commercial herb gardeners specialize on culinary herb combinations that add zest to poultry, fish, omelets and soups. These combinations are packed attractively in small glass containers and bring good prices. A particularly delicious combination for seasoning an omelette is one that combines thyme, basil, summer savory and chives.

For the linen closet there is a delightful mixture too. It is composed of rosemary and lavender. With a little imagination, the herb garden can be developed into an enterprise that will add many dollars to the family income. But remember that in any business undertaking quality rather than quantity is the best foundation on which to work. A satisfied customer is the best asset.

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Mrs. Cornelia C. Morris

conservation and marketing, exhibit brought display packs of vegetable soups, lima beans, corn, beans and peaches that have been exhibited at State fair in Raleigh in previous years. These were used in teaching better methods of food preservation. A handicraft exhibit was shown which included crafts made from native materials over the state.

For Art-Lovers

chairman of the Women's Club Art Department, Cary; Donald McDonough of the Art Department of Duke University; Mrs. H. B. Moore of Greenville; Mrs. Katherine P. Aronson, president of the State Art Society, Winston; Mrs. Louis Burdick, curator of the Mini-Museum, Raleigh.

The Raleigh chairman is Mrs. A. Richardson Gregory, Ivy of the Women's College, University of North Carolina, heads the Greensboro committee. Mrs. John Hood, chairman at Kinston, Mrs. J. H. E. Lord at Greenville, Mrs. Maria Whaley at Concord, William Pihl at Winston-Salem, Mrs. Louis Burdick at Charlotte, John Alford at Mount Hill, and Miss Ethel Mason at Wilmington.

The North Carolina WPA Art Exhibit has been the prime mover in organizing the sales exhibits. The exhibit also has given much stimulus to the native artists and an appreciation by the public in general.

The attendance report of the WPA Art Exhibits centers at Raleigh, Wilmington, Greenville, and Cary totals 100,000 since 1939.

The State means visitors to the exhibits and does not include the number of students enrolled in classes. For example, in Wilmington last month 10,000 visitors went to the Wilmington Museum of Art to view five separate exhibits. There were 25 gallery talks and 14 classes. The classes in all centers include oil and water color paintings in the public schools and crafts and painting for adults.

In Raleigh, weaving and soapstone are provided for students at the Hugh Morson School. Drawn and painting classes and an art club are maintained at the Crossfield School for Negroes. This is located at Cary.

The exhibits are provided by the local WPA production unit at all centers. They range from photography to oil paintings, sculpture and wood-carving. The Greenville unit has specialized soapstone. Not only are marionettes shown, but children and adults are taught to make their own puppets.

Art Week will be the biggest sales exhibition of art works ever held

in this or any other nation, shows a nation-wide report of progress made to Mr. Watson by Mrs. Florence Kerr, assistant WPA commissioner. Mrs. Kerr heads the Committee of Federal Agencies which is cooperating with the National Council in wrangling for local exhibits in some 600 communities throughout the country.

"The thousand Art Week shows throughout the country have taken on the frank character of sales exhibitions this year," Mrs. Kerr reports. "This new method of presentation, avoiding the museum atmosphere, emphasizes art as merchandise."

The Committee of Federal Agencies is composed of representatives from the NYA; the Extension Service, Department of Agriculture; the Section of Fine Arts, Public Buildings Administration; the Indian Arts and Crafts Board and the Office of Education, Department of the Interior; the Office of Government Reports, and the WPA.

When you visit the art gallery in the old Supreme Court Building any day this week you will see on display 200 works of art and craftsmanship executed by 94 North Carolina artists.

Should you visit the art galleries in Greenville, Kinston, Concord, Greensboro, Winston-Salem, Chapel Hill, Wilmington and Charlotte, you will see exhibits of the work of many other Tar Heel artists.

Thus will begin the North Carolina observance of Art Week—Monday through next Sunday. The slogan is "American Art for American Homes." The exhibits in this State are part of the plan being carried out throughout the United States. The purpose of the week is to bring to the attention of people everywhere the works of American artists and craftsmen in a manner which will encourage the purchase of native art. All works of the exhibitors will be for sale.

Thomas J. Watson accepted President Roosevelt's invitation to serve as chairman of the National Council. For North Carolina he named Dr. B. W. Wells, professor of botany at North Carolina State College, as head of the State Committee.

In accepting the chairmanship of the council, of which Mrs. Eleanor Roosevelt is honorary chairman, Mr. Watson described this observance as one of the most constructive steps in the cultural development of the country.

He has approached the compre-

hensive undertaking as a problem in merchandising designed to appeal to the vast buying public.

"This year the effort takes on added importance," the President added in his message. "It is evident that, if we are to preserve the essential values of our way of life as clarified and renewed through the free creative exercise of our art skills, we must begin by finding ways by which these skills may be maintained in our communities. Thus Art Week, in endeavoring to secure a means of livelihood for the artists and craftsmen of America, becomes a practical program for safeguarding the cultural resources of America."

State Chairman Wells appointed the following to the North Carolina State Committee: T. A. Wilson, chairman of the Industrial Commission; Governor J. Melville Broughton; John Lang, NYA administrator; Miss Ila Holman, supervisor of Public Activities program, WPA; Howard C. Ford, WPA craft project; Miss Katherine Morris and William Fields, respectively supervisor and assistant, WPA art; John Park, Jr., of the Raleigh Times; Jonathan Daniels, editor of The News and Observer; Mrs. Cornelia Morris, marketing economist, Agricultural Extension Service; Mrs. C. A. Richardson, chairman of the Raleigh Women's Club Art Department, all of Raleigh; Dr. Frank Porché Graham, president of the University of North Carolina; Mrs. E. N. Meekins, State



Art Week leaders who had a part in arranging Raleigh's exhibit as a part of the national observance are shown at a conference to complete plans for the exhibit here, which will be at the Art Gallery of the old Supreme Court building. Center is Dr. B. W. Wells of State College, State chairman of Art Week; others, left to right, are Miss Ila Holman, Miss Katherine Morris, supervisor of the WPA art project; Mrs. E. N. Meekins of Cary, State Chairman of the Women's Club Art Department; and Mrs. Cornelia Morris, marketing economist of the Agricultural Extension Service.