

AGRICULTURAL EXTENSION SERVICE  
NORTH CAROLINA STATE UNIVERSITY AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

OFFICE OF THE DIRECTOR  
Box 5157 Zip 27607

September 8, 1966

TO SELECTED HOME ECONOMICS AGENTS:

For the week of November 14th there is to be a nationwide consumer event to acquaint a wider audience with consumer information and education available from local Extension offices in North Carolina. We would like to give special emphasis to acquainting people in urban areas with our programs in consumer education. Ideas for programs have been sent by the Federal Extension Service. Special suggestions include activities as Open House, posters, exhibits, demonstrations, use of mass media and letters of invitation to visit the office to be sent to prominent people.

However, we want a program tailored to North Carolina consumers. Since your county contains a large urban center, we are asking that you, or an agent you designate, to meet with us in Raleigh on Tuesday, September 27th, to discuss the kind of program you may want to develop. This will be a brainstorming session with some concrete plans resulting. We will meet in Room 310, Ricks Hall, at 10:00 a.m. on September 27th.

Sincerely,

*Eloise S. Cofer*  
Eloise Cofer  
Assistant Director

EC:em

cc: County Chairman  
George Smith



# Resumé →

TO: EXTENSION HOME ECONOMICS AGENTS

SUBJECT: CALLING CONSUMERS MEETING, Sept. 27

Dr. Cofer introduced the "Calling Consumers" meeting by giving the purpose of the event. She said the Federal Extension Service is putting on a national push to make people aware of the consumer information the Extension Service has to offer. Dates are November 14-18.

Here in North Carolina we plan to give special emphasis in metropolitan areas, although other counties will also do some promotion.

George Smith called the event an opportunity to get our program before the urban group. It will also give us a chance to tell distributors and merchants that we have an interest in what they sell the public, he said.

To do this we must 1) Show our educational wares to the public and 2) Package our program in a high quality display.

This is not a pilot project, Smith stressed. It is an effort to bring more people into the scope of our educational program.

The program will involve all subject matter areas. Any resources agents can get at the local level will be well worth the effort, he indicated. This gets private firms and distributors involved. That's good public relations.

Under the guidance of Jarles Alberg, home economists from fifteen urban areas:

1. Defined their message as "Extension is a reliable source of Consumer Information."

2. Defined the audience they hoped to reach as low-income, working homemakers, Chambers of Commerce, merchants, teenagers, married college students, men, senior citizens, weight-watchers, wealthy, rural people.

AGRICULTURAL EXTENSION SERVICE

NORTH CAROLINA STATE UNIVERSITY AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

OFFICE OF THE DIRECTOR  
Box 5157 ZIP 27607

September 28, 1966

Dear Agent:

Here is the resume we promised from the brainstorming session held in Raleigh last Wednesday.

Jan Christiansen and Jarles Alberg will be coordinators of this program.

Since you left Raleigh we have been busy developing the assistance requested for the November 14-18 event, "Calling Consumers". We are working on poster designs, TV spots, lapel button and letterheads. The specialists are being asked to prepare radio tapes, news articles and newsletters.

For the pre-pre-announcement follow the pink aardvark tracks to the "Calling Consumer" booth in the Exhibit Hall at the State Fair.

Sincerely,

*Eloise Cofer*  
Eloise Cofer  
Assistant Director

EC:em

cc. Jan Christiansen

Jarles Albert

District Home Economics Agents

Home Economics Specialists



COUNTY \_\_\_\_\_  
NAME OF PERSON \_\_\_\_\_  
REPORTING \_\_\_\_\_  
DATE \_\_\_\_\_

CALLING CONSUMERS WEEK  
November 14-18  
EVALUATION

Did you give special emphasis to this program, November 14-18? \_\_\_\_\_

If answer is "yes" please complete the following evaluation. Please check ( ) where appropriate and add comments where needed.

1. Did you inform co-workers about this program? \_\_\_\_\_

If yes, by what means: staff conference \_\_\_\_\_

individual \_\_\_\_\_

2. Did you call in an advisory group? \_\_\_\_\_ Date \_\_\_\_\_

If yes, (a) give groups they represented \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(b) What message(s) did you decide to promote for "Calling Consumer Week"? \_\_\_\_\_

\_\_\_\_\_

(c) What time schedule did you set? \_\_\_\_\_

\_\_\_\_\_

(d) Through what channels did you decide to work, i.e., department stores, women's clubs, radio, etc. (list)? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(e) Check methods planned:

Open house \_\_\_\_\_

Point of sale notices by posters \_\_\_\_\_ by stuffers \_\_\_\_\_

Leaders \_\_\_\_\_ 4-H members \_\_\_\_\_



Table tents \_\_\_\_\_ Radio \_\_\_\_\_ Television \_\_\_\_\_ News media \_\_\_\_\_

Posters \_\_\_\_\_ Newsletters \_\_\_\_\_ Name others: \_\_\_\_\_

3. Did you call in a promotional group representing:

Radio \_\_\_\_\_ TV \_\_\_\_\_ Press \_\_\_\_\_ Leaders \_\_\_\_\_ Business firms \_\_\_\_\_

Name others: \_\_\_\_\_

4. Did you get local financial support? \_\_\_\_\_ From whom? \_\_\_\_\_

5. How did you implement the program?

Following original plan as checked under 2 above, write short narration describing which things were done and what messages were conveyed through what channels.

(Attach)

6. What was the impact of this week's program?

Additional phone calls  
Additional office visits  
Requests for information  
Requests for holding meetings, speaking, etc.

Established Clientele	New Clientele
_____	_____
_____	_____
_____	_____
_____	_____

7. Check areas about which questions were asked and information requested:

Management, credit, money, etc. \_\_\_\_\_  
Consumer problems, buying and care

Food \_\_\_\_\_

Clothing \_\_\_\_\_

Household goods \_\_\_\_\_

Housing \_\_\_\_\_

Other \_\_\_\_\_

Consumer problems, skills  
Food preparation and conservation \_\_\_\_\_

Clothing construction \_\_\_\_\_

Household furnishings \_\_\_\_\_

Housing \_\_\_\_\_

Crafts \_\_\_\_\_



Landscaping \_\_\_\_\_  
Other (name) \_\_\_\_\_  
Human relations, child care \_\_\_\_\_  
Other \_\_\_\_\_  
\_\_\_\_\_

8. Briefly answer the following questions:

(a) Do you think the program was a success in informing a new audience about Extension's role in consumer education? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) Did you get a new concept of consumer problems and needs? Comment. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If not, what other help did you need? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(d) Should we repeat such programs? \_\_\_\_\_ If so, how should it differ? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Attach news articles or circular letters used.

# State of North Carolina

## EXECUTIVE DEPARTMENT

### STATEMENT BY GOVERNOR DAN MOORE

In response to a request from

The North Carolina Agricultural Extension Service

I am pleased to call attention of the citizens of North Carolina to

The service offered by Home Economics and Agricultural Extension Agents in each of our 100 counties in educational programs to help in wise consumer choices. With the major shift in the last century in the area of goods and services, the change basically has been from a producing to a consuming society. The North Carolina Agricultural Extension Service can provide and is providing Tar Heel families with unbiased, reliable Consumer Information so they can get maximum satisfaction for money spent.

Therefore, I am pleased to designate the week of November 14-18, 1966, as

CALLING CONSUMERS WEEK IN NORTH CAROLINA

and I commend the observance as being a worthwhile endeavor.

Raleigh, October 18, 1966.

*Dan Moore*

AGRICULTURAL EXTENSION SERVICE  
NORTH CAROLINA STATE UNIVERSITY AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

OFFICE OF THE DIRECTOR  
Box 5157 ZIP 27607

September 30, 1966

Dear County Extension Chairmen:

Twenty Home Economics Agents from North Carolina's urban areas met in Raleigh on last Wednesday to brainstorm ideas for calling attention to the County Extension Office as a source of consumer information.

We hope that the ideas generated can be used by all Extension Offices to develop activities for the week of November 14th.

The agents who were here suggested that this program be discussed at staff conference. We will have news articles, radio tapes and newsletters for your use. We will feed you other information as it is generated. The enclosed resume' of the meeting is for your information. We are sending copy as well to some of the Home Economics Agents.

Sincerely,

*Eloise Cofer*  
Eloise Cofer  
Assistant Director

*George W. Smith*  
George W. Smith  
Associate Director

EC:em

cc: District Chairmen  
Dr. Hyatt  
Jan Christiansen  
Jarles Alberg



AGRICULTURAL EXTENSION SERVICE  
NORTH CAROLINA STATE UNIVERSITY AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

November 3, 1966

DEPARTMENT OF AGRICULTURAL INFORMATION  
Box 5037 Zip 27607

Dear Home Economics Agent:

This packet completes the radio and newspaper releases prepared for your use by the state home economics staff.

We would like to point out some of the uses you can make of this information.

You may wish to use the newspaper articles for newsletters or hand-out sheets as well. Just remove the headline from the story before you mimeograph it.

You will probably wish to use the radio scripts for television shows or for other verbal presentations. They were prepared to be read aloud; rather than in newspaper style.

Consumer Capsule may be used in different ways. You may use the ideas expressed in radio and television shows, newspaper articles and circular letters. In addition, you may use them for your direct-dial tapes. The information provided after each asterisk should be sufficient for one tape. For example:

\*When buying clothing, remember, seconds usually need a closer examination than irregulars. Mends, runs, or tears will affect wearing quality. But if you inspect closely, you may find a good buy to fill a need.

\*When you buy crab meat, consider the pasteurized kind. It comes packaged and marketed the same way as the fresh but has a much longer refrigeration life.

You may wish to be more personal in your letter to leaders. The enclosed letter addressed "Dear Community Leader" may better serve as a guide. Chances are you will wish to run your letter on "Calling Consumers" letterhead.

Sincerely,

*Janice R. Christensen*

Janice R. Christensen  
Home Economics Editor

JRC:fr  
Enclosure

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS, NORTH CAROLINA STATE UNIVERSITY AT RALEIGH, 100 COUNTIES AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING





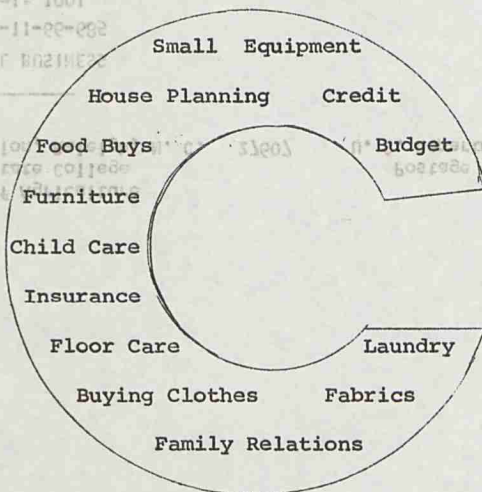


Agricultural Extension Service

# Calling Consumers

NOVEMBER 14-18

HAVING TROUBLE MAKING EVERYDAY CONSUMER DECISIONS?



CONTACT US

WE'RE HERE TO HELP YOU!

(If we don't know the answers, we will try to find them).

YOUR COUNTY HOME ECONOMICS EXTENSION AGENTS

*Rose Badgett*  
Rose Badgett

*Joyce Spoon*  
Joyce Spoon

*Martha Branon*  
Martha Branon

Box 699

Asheboro, N. C.

Tel - 625-4351

*Will not keep copy of  
letter sent to leaders.*

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS, NORTH CAROLINA STATE  
UNIVERSITY AT RALEIGH, 100 COUNTIES AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING

U. S. DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.  
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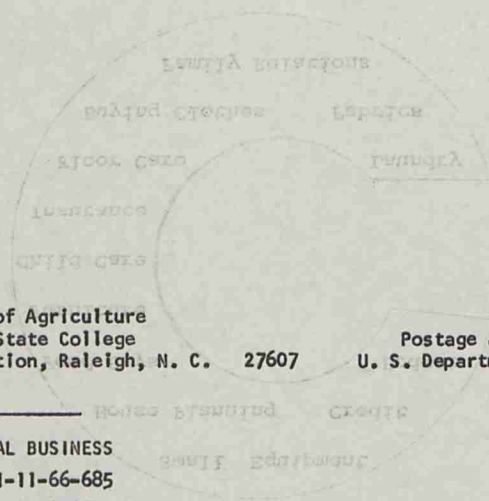
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*Sent to Women's Clubs in County*

**Agricultural Extension Service**



# *Calling Consumers*

**NOVEMBER 14-18**

Post Office Box 664  
Concord, North Carolina

Dear Madam,

We are asking your help in an effort to inform people about the consumer information and education offered by the North Carolina Agricultural Extension Service.

Home economics information and other consumer programs have been a vital part of Extension work since it was established under the Smith-Lever Act by Congress more than 52 years ago. We are proud of this service and want to make it as helpful as possible to all families.

We are making a special effort to reach the large number of young homemakers with consumer information. Our many elderly people also need this information. We are preparing materials to advise families with low income who find it increasingly difficult to manage limited family finances. Even experienced consumers need a source of objective information now and then.

At the Extension office in the County Building in Concord, we have the latest information in what to buy, how to use it and how to care for it. This know-how is available to people in your area for the time it takes to make a telephone call or write a letter.

In your role as a community leader, you have a chance to inform others of the consumer help available from the county Extension office.

We appreciate your efforts in this endeavor.

Sincerely,

*Mildred P. Watts*

Mrs. Mildred P. Watts, Assoc.  
Home Economics Extension Agent  
Cabarrus County

MW/ec

enc.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS, NORTH CAROLINA STATE  
UNIVERSITY AT RALEIGH, 100 COUNTIES AND U. S. DEPARTMENT OF AGRICULTURE COOPERATING

## SHOPPING GUIDES FOR MEN'S SUITS

It is important to know how to judge quality in men's suits because a man's suit is an investment. Although the consumer can't see many of the things that contribute to the quality of a suit, he doesn't have to invest his money blindly, Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ County, notes. There are several ways to judge a suit's quality.

A man should look for the hallmarks of quality as he shops for a suit. If a suiting fabric is a stripe or a plaid, the patterns should match at seams, front closing and pocket openings. While matched patterns add to appearance, rather than durability, they do indicate a high standard of construction.

Hang of the sleeves also testifies to suit quality. For comfort and good appearance they should set so the front of the sleeves comes to the center of the pocket as the sleeves hang naturally. Notice both sleeves because in low-grade suits they often hang differently. Then, the wearer will find that one sleeve is less comfortable than the other and may wrinkle more at the sleeve head. Sleeves in good quality suits are carefully shaped and rolled with no pressed-in creases. Pressed-in creases accent the natural folds at the bend of the arm.

Inspect the coat lining, Miss \_\_\_\_\_ advises. It should be smooth and easily fitted, with no wrinkles.

The type of workmanship and materials used in a coat foundation, between the outer fabric and lining, accounts for many important differences between high- and low-grade suits. The consumer can apply a few simple tests to help him judge quality. For example, gently roll forward a tip of the collar or lapel. If it is permanently shaped, it flips back into place immediately.

When trying on a suit, lean forward. In a good-quality suit the V-line formed by the roll of the lapels will not buckle out, because the inside construction makes the lapels set close to the body regardless of how the wearer bends.

A man should try out a suit as he tries it on. He should walk and stand naturally and view the suit from all sides. He should get up and down, flex his arms and sit with his knees crossed. He should

(MORE)

move about as he ordinarily does. Suits of man-made fibers may feel larger than all wool suits will, Miss \_\_\_\_\_ says.

Minor alterations, such as shortening the sleeves or lifting a shoulder with additional padding, often will be needed. But major alterations, such as shortening a coat or resetting the sleeves are not advisable.

A man should never buy a suit proportioned for a body build other than his own, Miss \_\_\_\_\_ adds. It can never be satisfactorily altered to fit him.

For more information on selecting and caring for men's clothing, call or write Miss \_\_\_\_\_ at \_\_\_\_\_ (building - town).

There is no charge for this consumer information service.





CALLING CONSUMERS

## TIPS ON STRETCHING YOUR MEAT DOLLAR

The largest part of the American's food dollar goes for meat. We are a nation of meat eaters.

The recommended two servings daily of food from the meat group make quite a contribution to your nutritional needs. For the average adult, it will supply: 20% of the calories for energy; 40% of the protein or muscle building material; 6% calcium for bones, muscles and nerves; 40% of the iron for blood building; 14% vitamin A for good eyesight; 32% thiamine (vitamin B<sub>1</sub>) for steady nerves; 26% riboflavin (B<sub>2</sub>) for smooth skin and clear vision; and 10% ascorbic acid (vitamin C) for healthy gums and blood vessels. Meat is considered one of the most important natural sources of all the B vitamins - from thiamine (B<sub>1</sub>) to B<sub>12</sub>.

Almost half of every dollar spent for meat goes to buy beef. There are more variations in the cuts and quality of beef found in the grocery store than other meats.

To get more meat for every dollar spent, use these guidelines:

**BUY BEEF** by **GRADE** and **CUT**. There are eight U.S.D.A. grade names for beef. From the top grade to the lowest, they are: USDA Prime, Choice, Good, Standard, Commercial, Utility, Cutter and Canner.

These grades refer to quality of meat - tenderness and proportion of lean meat to bone and fat. They have nothing to do with the nutritive value. They do indicate the method you should use to cook them to get the most tender and tasty final product.

The grade is stamped the full length of the carcass in harmless purple ink. Each large whole cut of meat also carries a U. S. or N. C. Inspection Stamp. This indicates the meat was slaughtered under sanitary conditions, the meat is from a healthy animal and was suitable for eating at the time of inspection. It tells you nothing about the quality of meat.

Choice and Good grades of beef are the ones you will see most often in your grocery store. Prime - the highest grade - goes chiefly to restaurants.

Standard and Commercial grades of beef are rarely marked with these USDA labels. Since they are not top quality, the packer or chain store may prefer to mark it with a "house" label such as "Thrifty", "Economy", "Star" or other name of their choosing.

Other grades of beef go into canned meats or some meat product. They are just as wholesome and nutritious as the top grades but are less tender.

Grade or quality and price of meat go together. Top grades are the most expensive. Also the cut of meat you choose determines the cost. The more in demand tender cuts - T-bone, porterhouse, sirloin and rib cuts - cost more than the less tender cuts. Save ten to fifteen or more cents a pound by selecting the less tender cuts from the fore quarter.

**CHOOSE RIGHT METHOD for COOKING MEATS.** Select the cut and grade of beef according to the way you plan to cook it. You waste good money when you buy the more expensive cut such as round steak and say "Grind it, please". You get the same food value and flavor for less money by buying lean all meat stew or a cut of chuck and having it ground.

The term "Western" beef misleads many people into believing it indicates tenderness. This is not true. A low grade "Western" T-bone steak is just as tough as one cut from a locally grown animal of the same grade.

For stews, pot roasts, ground meat or casserole dishes, use the less expensive cuts of meat of the lower grades of beef. You waste money by buying the tender cuts of Choice beef for these dishes. Learn to prepare the less tender cuts so they are fork tender and tasty.

Naturally tender cuts of meat can be cooked with dry heat such as oven or pan broiling, pan frying or roasting in an open pan.

**KNOW the AMOUNT TO BUY - and COST PER SERVING.** A rule of thumb for the average number of servings of meat per pound is:

Boneless meat - 4 servings per pound

Small amount of bone (as round or sirloin steak) - 2 or 3 servings per pound

Large amount of bone (as spare ribs or backbone) - 1 or 2 servings per pound.

The cost per pound is not a true guide to getting the most meat for your money. Two to three ounces of lean meat is considered a serving. If appetities call for a larger serving - buy accordingly.

**TAKE ADVANTAGE of MEAT SPECIALS.** Many stores offer certain cuts or a particular type of meat as beef, pork, lamb or chicken as a drawing card for customers on week-ends or special weeks. It has been estimated that you can save at least ten per cent by taking advantage of specials.

**To stretch your meat dollar:**

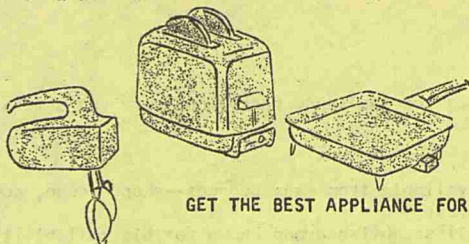
Buy by grade and cut

Choose the right method for cooking the cut you buy (or buy the cut you can afford and cook by the recommended method)

Know the amount of meat to buy and cost per serving

Take advantage of store specials and bargains.

Prepared by  
Foods and Nutrition Department  
North Carolina State University at Raleigh  
U. S. Department of Agriculture, Cooperating  
North Carolina Agricultural Extension Service  
Raleigh, North Carolina  
October 1966



### GET THE BEST APPLIANCE FOR YOUR MONEY

The best appliance for your money is not the one which costs the most, has the most convenience features, or has the greatest flair or eye appeal. It is the appliance which will:

- . Meet needs and give years of satisfactory service
- . Be used frequently and to best advantage
- . Be given the care and repairs needed for satisfactory performance and durability

### BEFORE INVESTING IN ANY APPLIANCE--LARGE OR SMALL--DECIDE:

#### 1. Why buy

- . What purpose will be served--comfort, convenience, economy, prestige?
- . Will it be used frequently enough to justify its cost?
- . Could this money be used to better advantage for something else?

#### 2. Which--brand and model

- . Is the brand well known with a reputation for satisfactory performance and durability?
- . Do not mistake a similar sounding name for a well known brand.
- . What features will be of value to you?
  - Adequate size for needs and convenient use
  - Well constructed from durable materials
  - Easy to use features--controls easy to read and manipulate, movable parts easy to remove and replace, easy to care for features
- . Will standard model serve your purpose?
  - The standard model does the same basic function as the deluxe model.
  - The quality workmanship and materials are usually the same for a manufacturer's products--standard or deluxe.
  - The standard model is less expensive to buy, repair, and usually to operate.
- . Is a deluxe model needed?
  - The deluxe model offers more convenience features and more eye appeal.
  - The deluxe model is more expensive to buy, repair, and frequently to operate.
- . Does the appliance and cord carry the safety seal? The Underwriters Laboratory or the American Gas Association seals indicate the appliance has been tested for safety from fire and/or electrical shock, if it is installed and used according to recommendations.
- . Will last year's model be acceptable?
  - Appliances do not depreciate as rapidly as cars. Usually money can be saved if last year's appliance meets the need in every other respect.



- . What warranty does the appliance carry? Be sure you understand it.

3. Where to buy

- . Appliances are available from many sources--shop around, compare prices and features.
- . Is the dealer well established and known for his reliability in backing products he sells?
- . Does the dealer offer good service?
- . Will the dealer install the appliance? What are the costs of installation?

4. How to buy--cash or credit

- . A cash purchase costs less.
- . What will credit cost? Shop around for credit--compare costs.
- . Credit cost minus the cash cost = the dollar cost of credit.
  - Save money on credit purchases by making a large down payment and paying off the balance in a short time.
  - Credit costs most when no down payment is made and the payments are extended over a long period of time.

USE AND CARE OF THE APPLIANCE:

The right use and care of the appliance is a must if you get the most for your money, and satisfactory service and durability. General suggestions include:

- . Return warranty card to manufacturer after purchasing the appliance.
- . Carefully read the instruction book before using the appliance.
- . Use and care for the appliance according to the manufacturer's recommendations. Install the appliance according to recommendations.
- . Eliminate unnecessary service calls by checking the points suggested in the instructions before calling a serviceman.
- . When service is needed, get an authorized serviceman for the job.

REMEMBER: To get the best appliance--thoroughly investigate models, features, and prices in relation to your needs before you invest.

Prepared by Thelma Hinson  
Home Management Specialist  
North Carolina State University at Raleigh  
U. S. Department of Agriculture, Cooperating  
North Carolina Agricultural Extension Service  
Raleigh, North Carolina  
October 1966



## DOES IT PAY TO ADVERTISE?

Sometimes we see or hear advertising that seems very silly, and we wonder about the cost of advertising. Does advertising cause prices to be higher than necessary? Is it worth anything to us as consumers?

Advertising is a necessary part of our American way of doing business. It aids the distribution of goods produced in our free economic system, and helps us all enjoy a higher level of living.

The cost of advertising a product nationally is a part of its production cost. Manufacturers add advertising costs to the costs of equipment, raw materials, and labor used in manufacturing the product. However, by advertising the producer is usually able to produce and sell larger quantities of goods. Therefore, he may be able to buy raw materials at lower prices because he buys them in larger quantities. If it is a really good product that he makes, you are probably buying it as cheaply as you could without advertising, because many other people are buying it, too.

When the retailer advertises, he also hopes to so increase the volume of sales that all costs to him, including advertising, are more than covered so that his business makes a profit. The more he sells, the less the cost of advertising per unit of goods sold.

We enjoy radio and television programs at no direct cost to us because of advertising. Newspapers and magazines are also cheaper for us to buy than they would be without advertising.

Advertising lets us know when new products are available on the market, and should give us facts about various items we want to buy. Sometimes an advertisement does not give enough information, or may give misleading information. It may encourage us to buy things that we do not need or want.



Consumers need to look for facts in advertising. Advertising is good when:

- It tells us about new products available
- It describes the merchandise we want to buy, or its special features
- It uses good pictures
- It is easy to read and understand

In addition to these characteristics, local advertising should tell:

- Where to buy the product
- What the price is
- When the store is open

Consumers should look for:

- The name of the product
- The name of the manufacturer
- Location of store or stores where product is sold, and their hours
- Description of product--sizes and/or colors available, and special features of the product
- Full price of the product

Don't be mislead by questionable terms:

- "Deluxe," "premium" quality--who knows what this means?
- "Full quart"--a quart is a quart, 32 ounces
- "Family size"--how big is your family?
- "Up to \$\_\_ off"--off what? That dealer's previous price? Another dealer's price? Last year's price?

Learn to look for facts in advertising; don't be mislead by glamorous words or endorsements by people whose way of life is entirely different from yours. Get your money's worth!

Prepared by Mrs. Justine Rozier  
Home Management Specialist  
North Carolina State University at Raleigh  
U. S. Department of Agriculture, Cooperating  
North Carolina Agricultural Extension Service  
Raleigh, North Carolina  
October 1966

Clip and save for TV "Special" Thursday, Nov. 17, 8 p.m. on Educational TV coast-to-coast.

## Official Answer Sheet NATIONAL FOOD BUYERS QUIZ

(Circle correct answer)

1	True False	18	a b c d
2	True False	19	a b c
3	True False	20	a b c
4	True False	21	a b c d
5	True False	22	a b c
6	True False	23	a b c
7	a b c d	24	a b c d
8	True False	25	a b c
9	True False	26	a b c
10	True False	27	True False
11	True False	28	a b c d
12	True False	29	True False
13	True False	30	a b c
14	True False	31	True False
15	True False	32	True False
16	True False	33	a b c
17	True False		

<b>SCORE:</b>	<b>RATING:</b>
Over 30 correct answers	Excellent
27 - 30 correct answers	Good
23 - 26 correct answers	Fair
Under 23 correct answers	Let someone else do your food shopping

For Free Copies of:

- TIPS ON SELECTING FRUITS AND VEGETABLES (MB-- 13)
- HOW TO USE USDA GRADES IN BUYING FOOD (PA-708)
- QUESTIONS AND ANSWERS USED IN NATIONAL FOOD BUYERS QUIZ (C&MS-51)

Write to:

FOOD QUIZ  
Washington, D. C.  
20250

Produced by WETA/Channel 26, Washington, D.C. with the assistance of the  
U.S. Department of Agriculture, Consumer and Marketing Service.

## WAYS TO CUT THE HEAT BILL

When winter starts to move in, families begin thinking about how to heat their houses as economically as possible. To help you keep your heating bill under control, Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ County, offers these suggestions:

First, be sure the house is insulated. If it is, you've probably already found that insulation can pay for itself in as little as five years. An easy way to check its effectiveness is to put one hand on a partition between two heated rooms and the other on the ceiling, or an outside wall. If both surfaces feel equally warm, insulation is giving effective protection.

Insulation may be blown into the attic or batts may be installed. If you install insulation yourself, follow instructions carefully, to assure maximum heat control.

Storm windows and doors will reduce heat loss, especially in older houses. A well-fitted storm window can cut heat loss through a window as much as 50 per cent.

As an alternative, cover windows on the inside with heavy plastic. Tape plastic to window frame. Tape all edges; masking tape does a good job.

Another alternative is to attach plastic to window and door screens. To do this, remove screens, tack plastic to the inside of the frames, then replace screens. The wind cannot blow plastic off so easily if it is attached to the inside of screens.

Check for heat leaks in the shell of the house, especially around doors and windows, Miss \_\_\_\_\_ suggests. This goes for storm doors, too.

Replace worn, torn, or otherwise ineffective weather stripping. Doors and windows are likely to warp or shrink, making even comparatively new stripping unequal to the task of shutting out winter's icy blasts.

Your house, like a boat, has caulking where structural units meet, such as the joints between window frames or chimneys and walls. If caulking is cracked or missing, get out putty knife and caulking compound for a quick repair job.

Have the furnace checked by a reputable serviceman. Call him in for an annual cleaning and general inspection of mechanism and controls. Ideally, your furnace should run almost constantly. If it is always switching on and off, you are wasting fuel and money reheating chilled quarters.

Keep the air moist, with a humidifier if necessary. Dry air requires a higher temperature to maintain equal comfort.

After you set the thermometer in the morning leave it alone, unless no one is home during the day. For comfort and economy, turn heat control down at night, but not below 65 degrees. You won't save on fuel bills if the furnace has to do double work in the morning to bring the temperature up more than 5 or 6 degrees.

Close off rooms or parts of the house not being used, Miss \_\_\_\_\_ advises. Draw draperies or shades at sundown. The dead-air pocket behind them acts as insulation.

If you have other questions about housing or house furnishings, call or write Miss \_\_\_\_\_ at \_\_\_\_\_, \_\_\_\_\_.  
(building) (town)

There is no charge for this consumer information service.

MAN CANNOT  
BUY LOVE

All men have to continually find some way to prove they are men. It may be a nine-year-old boy risking his neck to climb a tall tree near some girls, or it may be the young Sioux Indian of the past, who split his breast with little sticks until the blood ran freely down his body.

Men still use different ways to prove their masculinity, Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ County says. Some types of literature in our time lead a man to believe he can prove his manhood by being a woman's man outside the family. Those who follow this course find it a way of increased frustration, for this road proves nothing. The truth is that no man can buy love for himself at any price.

Another way many men try to prove their manhood is by purchasing things for their children that they don't need. When a father buys an expensive bicycle for his three-year-old and a new car for the same child when he's 16, he is not buying these things for the child at all. He is buying these things to show the world he is a strong, successful man. And he may be ruining the life of his child.

A young person needs a father who is predictable, dependable and steady. A man who tries to buy the love of his children with money is erratic and unpredictable. This father fills his children with deep fear, for they don't know what to expect from him. He would do better to keep his money and give them himself. A good father spends the family's money first for food, clothing, good housing and education; luxuries should be secondary, Miss \_\_\_\_\_ observes.



\* Avoid overheating when the pan is empty. And don't use steel wool or scouring powder or pads.

\* Cleaning is easy..simply wash out the pan with detergent and water, then rinse and dry. Should particles of food stick, remove them gently with a wooden spatula.

Up in the Air



**about  
food  
stamps?**

# USE FOOD STAMPS TO BUY GOOD FOOD

Good to eat

Good for you

## CHOOSE THESE:

--Meat, poultry, fish, eggs

--Greens, collards, carrots, spinach,  
broccoli, sweet potatoes or yellow squash

--Tomatoes, raw cabbage, oranges or  
grapefruit

--Milk, cheese

--Breads and cereals

For more buying tips

JUST--

CALL--WRITE--VISIT

Your County Extension Office...  
Your Consumer Education Center

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L 120-C

November 1966



*Up in the Air*



***about  
rugs  
and  
carpets?***

Invest your house furnishings dollar in a rug or carpet that will give your family maximum service and pleasure.

Here are some points to consider:

--No single fiber, pattern or construction method is best suited for all purposes

--The best guarantee is a reliable manufacturer's label

--The best single guide to quality is the thickness and depth of the pile

--A bargain means shopping for a particular brand or style to see if the price has been reduced

--Proper installation with a rug cushion can increase the life up to 50 per cent if the carpet gets proper care

CALL--WRITE--VISIT

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L 120-B

November 1966

Every man needs to know that within his nature is the desire to meet the needs of one woman and one family. If he fails here nothing else quite makes up for it. But when a man can share the hopes, values, joys and sorrows of life with one woman and one family he begins to feel deep inside that he is really a man.

-30-

(Leo F. Hawkins)



BUYING GUIDES GIVEN  
FOR KITCHEN TOWELS

If you're planning to buy kitchen towels at white sales or any time here are a few shopping reminders from Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ County.

Although kitchen towels should be highly absorptive and sturdy in construction, they should also be soft and flexible for easy handling. If you wish, select towels that will add a colorful note to the kitchen.

Kitchen towels are usually made of linen, cotton, or combinations of cotton, linen and spun rayon. Linen has natural characteristics that make it desirable, as it absorbs moisture readily, dries quickly and is lint-free.

Cotton is less expensive than linen; yet when given special finishes, it acquires the same characteristics. Spun rayon, combined with cotton and linen, adds to a towel's absorptive and non-lint qualities. Towels made from this blend cost less than towels made from pure linen, Miss \_\_\_\_\_ explains.

Most kitchen towels contain a sizing when new, she adds. A small amount of sizing is not objectionable.

For efficiency in drying dishes, select towels that are 28 inches long or longer. Also, read the label to find out what service a towel should give.

Buying suggestions for other types of household linens are available upon request from Miss \_\_\_\_\_. Call or write to her at the County Extension Office, \_\_\_\_\_, \_\_\_\_\_ (building) \_\_\_\_\_ (town).

### WHICH RUG OR CARPET SHOULD YOU BUY?

- \* You can choose from wall-to-wall carpeting, room-size rug or area rug. Each type has its advantages.
- \* Wall-to-wall carpeting--has a luxurious appearance and warmth. It conceals floors in poor condition and helps control noise. It unifies a room and furnishings and makes a room appear larger.
- \* Room-size rug--like wall-to-wall carpeting has a luxurious appearance and warmth and helps control noise. It can be turned to distribute wear and can be taken up for cleaning. A room-size rug can be used in another house if you move.
- \* Area rug--unifies a conservational area of color or pattern and gives a furnished look when it's not possible to have a larger rug or carpet. An area rug separates one area from another in a multi-purpose room and such a rug is easy to clean. Area rugs are available in many sizes and shapes -- round, oval, square, rectangular or free form.

### REMINDERS FOR FOOD MARKETING

- \* Plan whole menus in advance--a week ahead is a good idea. Shop for all staples and storable items needed for the week at one time.
- \* Make out a complete shopping list and group like foods together, such as dairy products, to save steps at the store.
- \* If possible, shop when the store is least crowded and allow yourself plenty of time.
- \* Check for in season, plentiful and locally produced foods.
- \* Buy foods in quantity whenever possible, keeping available storage space and usefulness of product in mind. Find out the unit price--sometimes items marked "special" are at their usual prices.

### SOME WAYS TO STRETCH FOOD DOLLAR

- \* Use thrifty meat cuts that have the same flavor and food value as the more expensive cuts. Consider chuck roasts, pot roasts, short ribs, end-cut pork loin roasts, smoked picnics, pork shoulder steaks and roasts.
- \* Use low cost, nutritious vegetables, such as potatoes, onions, carrots, parsnips, turnips and rutabagas, often in your menu plans.
- \* Read food ads and clip coupons ahead of time. Keep up-to-date with food prices, then you'll know if special prices are really bargains.
- \* Buy more than one can or package if a quantity discount is offered only if you can use the extra package to advantage.
- \* Be a considerate shopper. If you pinch, drop or squeeze produce, you and other shoppers pay higher prices to cover the loss.

### FACTS WORTH KNOWING ABOUT LIGHTING

- \* Select the proper bulbs, shades and diffusing bowls so you get light without glare and shadows.
- \* When replacing light bulbs, use ones with the same wattage and style as those the lamp manufacturer recommends. Replacing with the correct size and style bulb will assure you of safety and no overheating within the lighting fixture.
- \* Avoid using clear glass bulbs that will cast harsh shadows. When you use colored decorator bulbs, you reduce the light available by 50 per cent.
- \* The right diffusing bowl softens and directs the light rays and protects you from looking directly into the light bulb. A diffusing bowl helps distribute light more effectively up, down and around. The best diffuser is one that spreads and softens the lights without letting the light source show.

### SAFE DEPOSIT BOX FOR IMPORTANT PAPERS

- \* A safe deposit box is the most secure place to keep important family papers. Protected from theft and fire, you can keep documents vital to your family in one place where they won't be mislaid or lost.
- \* A safe deposit box is the ideal place for such family records as birth, marriage, and death certificates. Also protect and keep together citizenship papers, passports, social security records and other retirement plans.
- \* Insurance policies and papers that show ownership of property, savings bonds, stocks, notes and a copy of your will should be in the box, also any military service records of family members.
- \* It would be well to have an inventory of your household possessions in the safe deposit box. In case of fire or other disaster, such an inventory would be important in getting a satisfactory adjustment.

### WHEN YOU SHOP FOR AN AUTOMATIC BLANKET

- \* Look for the manufacturer's guarantee--it's your most reliable guide for a good buy.
- \* Read all labels. Labels should give you such information as: The blanket has contoured bottom corners that fit over sheets and mattress to help hold the blanket in place; the blanket has nylon bindings that will last the life of the blanket; the blanket is sized for a twin bed or a double bed. Also the label should state length of the blanket.
- \* Also read the label to see if the instruction book is included. Sometimes the book is folded within the blanket that is sealed in a plastic wrapper and you won't find it until you remove the blanket from its wrapping.
- \* Before using the blanket the first time, read the instructions carefully and follow them exactly. Perhaps an automatic blanket you used before was made by a different manufacturer and the heating control may not be the same as the blanket you just bought.



\* When you use a spray wax and many other products in aerosol packages, it's essential that you hold the container as upright as possible for efficient operation. If there's an arrow on the dispenser button, be sure the arrow is lined up with the mark on the can. This keeps the dip-tube in the liquid and you won't waste pressure. If you run out of pressure before the liquid is used, you won't be able to empty the can.

\* Refrigerated biscuits make quick, delicious dumplings. About 15 minutes before the pot roast or stew is done, place biscuits on top of it. Cover tightly and steam 15 minutes.

\* The weekly amounts of money spent for family living add up to amazing totals. In 40 years of married life, the average couple with two children spends about \$56,000 for food.

\* The average supermarket can supply six thousand to eight thousand different items. Department of Agriculture researchers found that some stores display as many as 85 to 135 different cuts of meat and poultry and 70 to 100 different kinds of canned vegetables.

### HIDDEN DIVIDEND

\* If you're throwing away sirups from canned fruits, you're pouring money right down the drain. Here are some ways to use the sirup:

- . Sweeten raw fruit or mix with other fruit juices for a beverage for breakfast or snacktime.
- . Combine with a small amount of sugar, cook about 10 minutes, then serve as a pudding or cake sauce.
- . Use for part of the liquid in gelatin salads or desserts.
- . Heat and spoon over pancakes or hot cereal.
- . Spoon over baked ham or roast pork to glaze the top.

### GUIDES FOR MAKING A SHOPPING LIST PRACTICAL

\* When you shop for clothing, include sizes and preferences for various items. Do this for each person on your list. It may be helpful to keep an up-to-date record of sizes on a card in your billfold or handbag.

\* For home furnishings, you need information on measurements of rooms, windows or furniture. Also you'll need to take with you sample swatches of paint, floor coverings and decorative fabrics that are to be matched or coordinated with new items you buy.

\* When you shop in a department store, list the items to be bought in a workable order--from basement or first floor up, or from top floor down. In a shopping center, shop one side of the street, then back on the other.

\* Shopping as a family could be handled this way--split the shopping list among family members with each person responsible for certain items.

### BUYING CHILDREN'S CLOTHING

\* When buying children's clothing, remember how quickly children outgrow their clothes. Will garments you buy now be wearable next season? During years of rapid growth, large stocks of extra clothing may be an unwise investment.



#### GUIDES FOR USING COLOR

- \* Color can establish the mood of a room, create excitement, or invite rest.
- \* There is no one rule for the use of color, but some guides include: Try building a color scheme around an existing pattern in a fabric, wallpaper, floor covering or picture.
- \* Consider the amount and position of natural and artificial light in a room. Notice the exposures of the room and use colors accordingly.
- \* Color repeated throughout a room can contribute to a sense of unity; too many colors in a room will destroy unity.
- \* Use color to create effects, make rooms appear larger, ceilings higher.

#### KINDS OF HAM SOLD TODAY

- \* Most retail stores today sell only two kinds of ham...either fully cooked or cook-before-eating. Meat packers are branding hams with one or the other of these terms so that you can tell at a glance what kind you are buying.
- \* You can serve fully-cooked ham without further cooking. Or you may heat it. When heating, allow 22 to 25 minutes per pound for a half ham. Canned hams are also fully cooked and may be served cold or heated according to taste.
- \* Cook-before-eating hams require additional cooking time before you serve them. For a half ham, allow 14 minutes for each pound and bake at 325 degrees.

#### REGULAR CHECKUPS FOR VACUUM CLEANER

- \* For its best performance, give your vacuum cleaner regular checkups. These parts are included in these checkups--belt, bag and brush.
- \* Empty or change the dust bag often for best results. The dust bag needs open pores for breathing and it must not be used for dust storage. Disposable bags make the emptying job more pleasant. Use only bags designed for your cleaner. Some warranties don't hold if you use bags made by companies other than the manufacturer of your cleaner. Replace and clean the secondary filters in suction cleaners occasionally.. And always consult the instruction manual for the care of your cleaner.
- \* Brushes need regular checking. Bristles should be long enough to extend below the nozzle lips on floor tools. Brushes don't cost too much and they are easy to replace. And remember the brushes on dusting and upholstery attachments. Check these for wear, and occasionally wash the brushes with soap or synthetic detergent suds, rinse well and dry before using.
- \* The belt is an essential part of the cleaner...check it for signs of wear, such as nicks and looseness. The belt on an upright cleaner should be tight enough to turn the brush roll.

#### CARE REMINDERS FOR YOUR NONSTICK FRY PAN

- \* To preserve the finish, use only wooden or non-metal spoons or spatulas. Never cut food while it's in the pan.

#### WHY AN ALLOWANCE FOR CHILD'S SPENDING?

- \* Learning to handle money is as much a part of a child's training as is learning to read and write.
- \* Managing allowance money teaches a child to cope with problems similar to those he'll face as an adult.
- \* With an allowance, a child practices making choices. He learns to manage within the limits of his allowance.
- \* An allowance can lose its educational value if a parent dictates exactly how a child is to spend his money.
- \* A young child's first allowance might include his own church contribution and two or three nickels a week to use as he wishes. As he grows older, he may buy some of his clothing out of his allowance money.

#### USING PLAIDS FOR HOME SEWING

- \* Choose your pattern carefully, preferably a pattern that has been designed with plaids in mind. Some patterns are unsuitable for plaids because they have too many pieces.
- \* Use the same care in choosing a fabric that you do a pattern. The more regular the pattern in the fabric, the easier the plaid is to work with. A pattern that's repeated often is easier to work with than a random one.

#### WHEN YOU BUY A SUIT

- \* Buying a new suit is an adventure, for it represents a considerable portion of your clothing budget. Here are things to think about when you look at suits:
- \* The style of the suit is important from the standpoint of your budget. Classic styles are less likely to become dated. Trimness and good fit are musts in suit styling.
- \* Look for signs of hidden quality. If there's a collar, does it roll smooth? Are the edges of the collar and lapels firm and crisp? Pick up a corner of the collar or front facing and bend it back. If it snaps back into place quickly, you may feel quite sure the interfacing is resilient and of good quality.
- \* Is the lining of good quality? Is there enough ease in it so it won't pull out when you wear the suit? A pleat down the center back of the lining is a mark of a well-fitting one.
- \* Base your color choice on becomingness, instead of fashion. Be sure the suit color fits into your wardrobe color scheme.

#### BUYING SPICES

- \* Buy spices in small amounts. Spices easily lose their aroma, color and flavor and cost is increased when you buy in quantity too large to use within a reasonable amount of time.

#### MEAT FACTS GOOD TO KNOW

- \* To store smoked meats, such as ham, bacon and sausage products, refrigerate just as carefully as you do fresh meat. And for the best flavor, use smoked ham and bacon within a week.

\* Use a meat thermometer when you roast meats and you'll get the same degree of doneness each time. Since all meat cuts differ in chunkiness and amount of bone, time schedules for cooking can only be approximate roasting times. A meat thermometer, which registers the internal temperature of the cooking meat, is the only true test of the doneness of a roast.

\* On the average, a steer that weighs in at a thousand pounds becomes only six hundred pounds of dressed beef. Dressing percentage varies from one animal to another.

#### HINTS ON BUYING COMMERCIAL MIXES

\* To get the most in satisfaction for you and your family, keep these things in mind:

- . Study labels for name, weight and ingredients. Directions for mixing should be clearly stated.

- . Consider what you're paying for mixes. Some mixes contain only flour, salt and a package of yeast. To make the rolls, you still must add eggs, milk, shortening and sugar. It may not be worth the extra cost just to have flour measured for you.

- . Consider the variety of mixes available when making a choice to please your family.

- . Consider what additional ingredients you must provide.

- . Consider the possibility of giving the product some individual touch of your own.

- . Mixes have a limited shelf life, so buy often to assure a satisfactory product.

#### OLD SHOES CAN BE GUIDE TO BUYING

\* Take a good look at your old shoes and learn what mistakes to avoid when you buy a new pair.

\* If the sole didn't wear evenly, the shoe was too short--the sole should wear in the center.

\* If the top part of the shoe bulges over the sole, then the shoe was too narrow. Worn pockets for the toes in the sole are a sign that shoe was too tight.

\* Shoes were too short if the heel pushed under and lifts were needed often. Another sign of being too short is when the shoe wears at the toe tip.

\* Puckers or wrinkles along the arch indicate the shoe was probably not long enough from the ball to the heel. The back was pushed forward. Maybe the overall length was right, but the proportion was wrong.

\* If the shoes are out of shape, it could mean the size was all wrong.



TO OWN OR RENT

\* Thinking of buying a new house? You've probably thought of all the reasons why you should. But have you considered the disadvantages? Among those you should consider are these:

\* Owning a house requires time and money for upkeep.

\* Property values may go down.

\* The family who owns becomes less mobile than the one who rents. On the other hand, if you rent, you don't have to worry about what may move next door--undesirable neighbors, a filling station. You can always move.

\* Your living requirements change--first you have small children, then teenagers, then none at all at home. The same house probably isn't suitable for all situations. If you rent, you can change as your situation changes.

SELECTING HOUSE PLANS

\* A small house can't have everything, but it's surprising how much architects, and housing specialists can include in new plans for three-bedroom houses.

\* These plans are arranged compactly to include many desirable features usually found in only larger, more expensive homes.

\* Plans that include 960 square feet or more will include bedrooms, living room, bath, kitchen-dining room, family room, storage and utility area.

\* If you are planning to build you may wish to look at the plans available from your County Extension Office.

\* There is no charge for working drawings or blueprints.

CABIN OR VACATION HOUSES

\* If you're planning a vacation house in the mountains or at the seashore, you might like a cabin designed by the U. S. Department of Agriculture's Farm Building Plan Exchange.

\* You will find free plans which include one-room cabins, A-frame or many small house designs.

\* Your County Agriculture Office will be able to provide you with free blueprints.

HOW MUCH FISH TO BUY?

- \* When you buy whole fish, as it comes from the water, allow about one pound per person.
- \* For dressed fish allow a half pound per person or three pounds for six people.
- \* For steaks, fillets or sticks, allow a third pound per person or two pounds for six people.

BUY SWEET POTATOES TO FREEZE

- \* Even though raw sweet potatoes do not keep well long in most kitchens, buy several **weeks'** supply when you find good ones at an attractive price.
- \* Freeze them for convenience.
- \* Your home economics Extension agent can give you instructions for the three basic ways to freeze sweet potatoes.

BUYING CRAB MEAT

- \* When you buy crab meat, consider the pasteurized kind.
- \* It comes packaged and marketed the same way as the fresh but has a much longer refrigeration life.
- \* Its price compares favorably with the fresh, unpasteurized crab meat.
- \* It offers convenience and low spoilage risk.

SOME GUIDES TO BUYING KITCHEN UTENSILS

- \* The variety of kitchen utensils available today can complicate the job of choosing the right ones for your use.
- \* To help you decide which cooking utensils to buy, here are a few questions to ask yourself:
  - . Will this size utensil best meet the needs of my family?
  - . Can I use this utensil in several different ways?
  - . Is the cost right for this type utensil?
  - . Do I have storage space for it?
  - . Is the utensil made of a material that will hold its shape under normal use?
  - . Is it stamped "U.S. Standard Measure?" Standard size utensils help insure satisfactory results from standard recipes.



WHAT IS A BARGAIN IN CLOTHING?

\* A sale item isn't always a bargain. But various kinds of sales afford reductions on regular merchandise, ranging from 10 to 50 per cent.

\* Sale merchandise may be of first quality and it may include irregulars or seconds. Irregulars or seconds may be good buys if you're a well-informed shopper.

\* Irregulars may have imperfections in weave, size or knit. But if wearing quality and general appearance are not affected and the irregulars fill a clothing need, you can class them as good buys.

\* Seconds usually need a closer examination than irregulars. Mends, runs or tears will affect wearing quality. But if you inspect closely, you may find a good buy to fill a need.

\* Remember to consider a bargain garment just as you consider other planned purchases. You must decide when a bargain is of value to you and your family.

WHAT YOU SHOULD KNOW ABOUT DISHWASHING COMPOUNDS

\* Always use a dishwashing compound that's made especially for electric dishwashers. Laundry detergents or hand dishwashing compounds are too weak for machine use. Because of their chemical formula, hand dishwashing compounds may cause the machine to operate improperly.

\* The amount of compound you need depends upon the size of the load, the amount and type of food soil and the mineral content of the water. Follow the manufacturer's directions for your own dishwasher.

\* Cloudy glasses and dishes may result from using too much compound. Too little compound causes greasy film or food stains to cling to dishes.

\* If the compound doesn't dissolve, recheck the loading. A large item may have blocked water from the detergent dispenser.

\* Don't use a compound that has hardened due to improper storage. Usually a product that's older than two years won't give the best results.

POOR INVESTMENT

\* Household appliances you don't use are a poor investment. To get full value from money you've invested in appliances, learn to use and care for each appliance correctly. Try to use the appliance in as many ways as you can, and always refer to the manufacturer's instructions when necessary.



CALLING CONSUMERS!!

Up in the Air-----

about fabrics and finishes?

about children's toys?

about rugs & carpets?

or

other consumer buying decisions?

CALL YOUR -

County Home Economics Extension Office

375-6777

(In cooperation with National Food Buyers Quiz, may we supply you with  
the answer sheet for Thursday's Educational Program?)

---

*Up in the Air.*



***about  
fabrics  
and  
finishes?***

As a person who enjoys sewing, you've probably discovered that:

--there are many new fabrics

--there are new finishes on fabrics

--there are over 100 notions to choose from

These new fabrics, finishes and notions may call for special sewing techniques--special care and stain removal treatments.

For help in making these decisions

JUST--

CALL--WRITE--V

Your County Extension Office...  
Your Consumer Education Center

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L 120-A

November 1966



*Up in the Air*



***about  
children's  
toys?***

Through play your child learns, practices new skills, experiments, develops his imagination and works out some of his own problems.

The toys you buy make a difference. Which is best?

- a) a wind-up toy your child can watch or,
- b) a plain toy he can use in many ways?

- a) a toy that Daddy likes or,
- b) one that children can play with by themselves?

- a) a three dollar toy that will last ten days or,

- b) a ten dollar toy that will last three children?

(answers: b,b,b)

For gift ideas--

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L 120-E

November 1966

Many families spend a fair slice of their family income for household equipment. If this is the case in your family, buy equipment that will give you years of satisfactory service.

To get this service from equipment, you should first buy a quality product. Then you must use it in the right way and care for it properly.

Your best assurance of a satisfactory product is to select equipment from an established manufacturer. Since the reputation of a manufacturer is based on customer satisfaction--brand name manufacturers want to build products that serve well.

Also, select the right dealer--one with an established reputation and business. Be cautious of going-out-of-business sales. Who will back your purchase?

In addition, check to see that service is available locally. Availability of service and parts locally is a must from the standpoint of convenience and reducing maintenance and repair costs.

Then look for fundamental and value features--those that save time, work, money, or add to the usability of the equipment. Many complex gadgets have no real use value--and they may end up being service headaches.

After you buy equipment, fill out the warranty purchase card and mail it to the manufacturer. This registers your purchase with the manufacturer and will be helpful should equipment need repair during the period of warranty coverage. So the next time you buy household equipment buy satisfactory service. For more tips on buying and caring for household equipment, call me, Miss \_\_\_\_\_ at \_\_\_\_\_. I'll be most happy to answer your questions.  
(telephone)

FOR RADIO USE ONLY

What kind of garments do you buy your children? This is important to think about--for it has been found that you can make a child self-conscious if you choose the wrong garments for him.

It seems the clothing your child wears has a lot to do with his personality development. Well-fitted, comfortable garments in harmonious colors give a child a sense of well-being and self-confidence.

Fortunately children's garments today are more sensibly designed than they were 50 or more years ago. In fact, many current fashions are made for children--they are simple in design and loose enough to allow ample room for stooping, reaching and growing.

As a general rule, girls dress themselves earlier than boys. You can encourage this self-help by buying your child one-piece garments that he can easily get into and out of.

There are other self-help features you can look for when buying children's garments. Choose fasteners that are easy to handle. Whenever possible, select a garment that features the same type of fasteners throughout. Also, you'll do well to teach your child to handle one type of fastener at a time.

Get large buttons--they're much easier for small hands to work with than tiny ones are. Sashes look nice, but they are hard for a child to tie and keep tied. Separate belts can be a nuisance and may become lost. Tack them in place. Pajamas, panties and the like will be easier for your child to put on if they have elastic waists, rather than button closures.

At the same time your child is learning to dress himself, teach him how to care for his clothing. Provide storage facilities he can use and reach, such as low hangers, low shelves and bottom drawers.

A child likes to look nice in his clothes. So if you make your child's clothes, be sure you sew well enough for the garments to look



*Up in the Air*



***about  
small  
equipment?***

As appliances become more numerous and more complex, selection becomes more difficult.

Buying know-how is a must. These tips may help you choose the "right" appliance:

- analyze your wants and needs

- know how much you can afford to pay

- know how you plan to use it

- know how often you will use it

- know where you plan to store it

- buy only an established brand of merchandise from a reliable dealer

- know what service you can expect

For more information--

CALL--WRITE--VISIT

Your County Extension Office...  
Your Consumer Education Center

There is no charge for this service

Published by

THE NORTH CAROLINA  
AGRICULTURAL EXTENSION SERVICE

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North Carolina State University at Raleigh and the  
U. S. Department of Agriculture, Cooperating. State  
College Station, Raleigh, N. C., George Hyatt, Jr.,  
Director. Distributed in furtherance of the Acts of  
Congress of May 8 and June 30, 1914.

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L 120-D

November 1966

"hand-made" rather than "home-made." And here's a reminder about hand-me-downs. If you're going to use them, give them life and style. Make sure the fabric is good and that the color and texture is suited to the child.

It all adds up to this. Each child in your family needs garments that are suited to different occasions, and to him.

-----

PLEASE CHECK AND PUT IN BOX

Are you a regular market customer? Yes ☐ No ☐

Are you an occasional market customer? Yes ☐ No ☐

Have you ever been to the market before? Yes ☐ No ☐

Are you a Home Demonstration Member? Yes ☐ No ☐

Do you have a 4-H member in your family? Yes ☐ No ☐

Are you familiar with the Extension Service and the information  
it offers? Yes ☐ No ☐

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_



SPENDING PLAN  
CAN AID FAMILY

Every family member has his or her idea of what they want just as soon as the money is available. Dad is probably dreaming of a bright shiny new car, Mom is wishing for a new sofa for the living room, the young lady of the house is hoping for new clothes and the young son would like to be riding a new bicycle.

Chances are this situation fits every family even though the items wanted might be different, Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ county, observes. It takes only a few minutes to see that in order to reach family goals, wants and needs, someone must be a good manager with the family money.

A budget or spending plan is a tool to help a family spend its money wisely and reach its goals. A budget can help cut out inefficient spending and give the family more for its money. Preparing a budget takes planning and following a budget takes determination, Miss \_\_\_\_\_ points out. Cooperation from the whole family is a must.

To be workable, a budget should be tailored to the family; it should be adapted to a family's needs and income.

Family members will find it easier to keep track of dollars if they use a family financial record book. The book need not be expensive or elaborate--a loose leaf notebook will serve the purpose, Miss \_\_\_\_\_ says. Family members will need to determine a form for recording expenses and income, she states.

The first step in making a spending plan is to set family goals. What does the family want and need?

The next step in making a budget is estimating the family's income. Before family members can plan wisely, they need to know how much money they will have during the planning period. After

"CALLING CONSUMERS"  
REPORT TO HOME ECONOMICS EXTENSION AGENT

REPORT CARD

Who is:

Name \_\_\_\_\_

Address \_\_\_\_\_

*[Handwritten signature]*

Good ☐

Excellent ☐

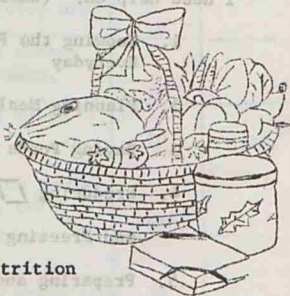
My score was: \_\_\_\_\_

Poor ☐

Fair ☐

\*\*\*\*\*

Use the Foods to Eat



Department: Foods and Nutrition  
Audience: "Penny Savers"

County \_\_\_\_\_

Neighborhood \_\_\_\_\_

Date \_\_\_\_\_

REPORT TO HOME ECONOMICS EXTENSION AGENT

Who is:

Name \_\_\_\_\_

Address \_\_\_\_\_

My score was: Excellent ☐ Good ☐  
Fair ☐ Poor ☐

\*\*\*\*\*

I need help on: (Check ones needed) ☒

1. Knowing the Foods to Eat Everyday ☐
2. Planning Meals ☐
3. Buying Foods ☐
4. Producing ☐ Canning ☐  
and Freezing Foods ☐
5. Preparing and Serving Foods ☐

**MRS. PENNY SAVER'S SCORE ON STRETCHING  
THE FOOD DOLLAR FOR HEALTH**

**Measuring Myself**

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

	Perfect Score	My Score
1. Well informed .....	10	_____
2. Planned meals ahead with the family's needs and tastes in mind	10	_____
3. Choose foods high in food value:		
- Fruits and vegetables- in season	10	_____
- Milk and cheese (especially dry milk and cottage cheese).....	10	_____
- Meat, fish, chicken and turkey (economical cuts, dry beans, peas, eggs) .....	10	_____
- Whole grain or enriched bread and cereals .....	10	_____
4. Cut down on sweets and rich foods low in food value (candy, soft drinks) .....	10	_____
5. Dress meals up with color (nuts, carrots, apples) and food value ..	10	_____
6. Make fancy desserts from wholesome every day foods .....	10	_____
7. Eat with my family every day .....	10	_____
<b>TOTAL SCORE</b>	<b>100</b>	_____

\* \* \* \* \*

Your County Home Economics Extension Agent is a reliable source for information, and she can assist you with your homemaking problems. You may wish to list others here:

1.

1. Well informed .....

2. Planned meals ahead with the family's needs and tastes in mind

2.

3. Choose foods high in food value:

- Fruits and vegetables - in season

- Milk and cheese (especially dry)

- Milk and cottage cheese .....

- Meat, fish, chicken and turkey

(economical cuts, dry beans,

3.

peas, eggs) .....

- Whole grain or enriched bread

and cereals .....

4. Cut down on sweets and rich foods

low in food value (sandy, soft

drinks) .....

\*\*\*\*\*

Prepared By

Bessie B. Ramseur, Specialist

Nutrition and Food Conservation

A. and T. College

Greensboro, North Carolina

100

TOTAL SCORE



Save on equipment by keeping it repaired. There is no such thing as inexpensive repairs. Save money by dealing with an authorized repair man, Miss \_\_\_\_\_ advises.

Before having repairs made, get an estimate of the cost. On old equipment, the repair may cost more than the value of the equipment.

For other money-saving suggestions on buying and caring for small equipment, call or write Miss \_\_\_\_\_ at the County Extension Office, \_\_\_\_\_, \_\_\_\_\_.  
(building) (town) There is no charge for this service.

(Thelma Hinson)

## SUGGESTED NEWS ARTICLE

North Carolina consumers can realize savings on household equipment. But it takes careful planning when buying, operating, and repairing equipment, Miss \_\_\_\_\_, extension home economics agent, \_\_\_\_\_ County, observes.

Basically a consumer can save household equipment dollars by buying a quality product that meets the family's needs, using it in an efficient manner, and giving equipment the care and repair it needs.

Here are some guides that may help:

Buy a well-known brand from a reliable dealer who offers service locally. This is especially important for major appliances. Service calls from a distance may increase the cost.

Money can usually be saved by buying from a local dealer, Miss \_\_\_\_\_ points out. Household equipment sold door-to-door is usually more expensive to buy and to get serviced, she explains.

Buy only equipment that is needed and that can contribute to the family's needs. Much money can be wasted on small household tools and gadgets that are never used. A consumer should buy "sets" of equipment only when the family really needs and will use all pieces in the set.

Buy only convenience features that are worthwhile to the family. Standard models will perform the same basic job as deluxe models. Convenience features save labor, but are they worth it? Deluxe models cost more to buy and more to repair.

Pay cash for equipment and save the costs of credit. If using credit, shop around for the best source. Make as large a down payment as possible and pay the remainder as quickly as possible to cut down on the costs of credit, Miss \_\_\_\_\_ recommends.

When possible, buy equipment during sales, or after new models are out. Last year's equipment does not depreciate so fast as last year's automobile.

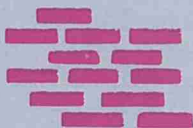


it takes more  
than **STRING**  
to **FLY A KITE**



It takes know-how, a desire for fun and a gentle breeze to launch this *thing* of paper, sticks, and string. Only then do you feel the thrill of a high flyer's tug on the line.

But it's easier to launch the kite with a little help—  
and



**it takes  
more than  
BRICKS  
to BUILD A**

## **HOUSE**

—it takes a lot and a plan—and a lot of planning plus a desire to have a better house.

You are a decision maker—for you must make decisions as to

Whether to remodel or build • Whether to Dig a basement • Where to put the bath(s);  
about

Adequate wiring • Landscaping • How to get the money

If these seem like a lot of problems call your Extension home economist for housing and house furnishings information. She can help.

**it takes  
more than  
having a**



**HOUSE  
to be a HOMEMAKER**

To be a decision designer for your family, it takes coaching and coaxing. It takes time to plan, patience, energy, and use of family talents. It takes family cooperation. It takes love, too.

To make the most of your assets, call your Extension home economist who specializes in management and family relationships.

**it takes**



**more than FOOD to**

**MAKE A MEAL**

It takes creativity, knowledge and skill to prepare gourmet delights 1,095 times a year.

It also takes—

Knowing your food needs • Getting the most for your food money • Catering to family food habits • Perhaps, some freezing and canning—and, incidentally, knowing how to cook

Before the going gets rough, call your Extension home economist.

\* \* \* \* \*

To grow and grow expand your vision about your family, community, state and nation through continuing education in classes and workshops in

Creative crafts • Child development • Credit and legal affairs • Choosing household furnishings and equipment • Clothing construction and care • Current consumer education • Cultural understanding • Community improvement • Current affairs in the community and world

To learn more about the professional assistance you can get in all areas of *family living*, call your County Agricultural Extension Office, located in your county seat.

Ask for the Extension home economist—she has the latest information and professional competence to help you.





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Misc. 20

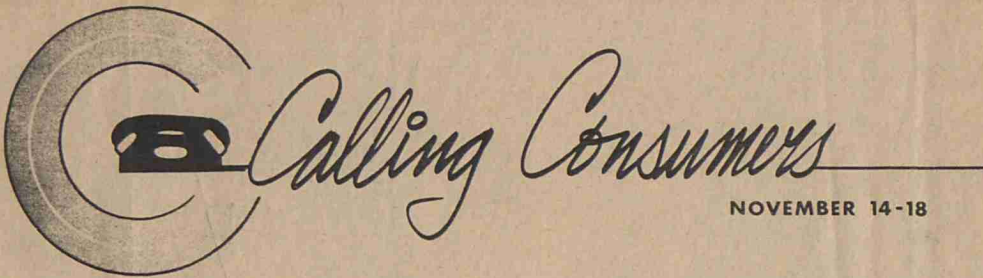
Follow the equipment manufacturer's recommendations for use and care. Proper use and care will prolong life.

Trade-in value on equipment is low so save money by using equipment as long as it gives satisfactory service rather than replacing it with a more modern model.

(MORE)

# FOCUS ON

*New Honoree*



NOVEMBER 14-18



Mrs. Rebecca Hall



Miss V. B. Lowery

## Home Economics Extension

**Agents**

— OFFER —

### CONSUMER INFORMATION

ON

FAMILY LIVING PROBLEMS

....WISE FINANCIAL MANAGEMENT

....BETTER NURITION AND HEALTH

....BETTER FAMILY RELATIONSHIPS

....WISE USE OF TIME AND ENERGY

....ADEQUATE, ECONOMICAL AND

ATTRACTIVE CLOTHING

....IMPROVED HOUSING AND HOUSE FURNISHING

....CHILD CARE AND TRAINING

....MORE BEAUTIFUL HOME SURROUNDINGS

....BETTER FOOD CONSERVATION PRACTICES

....OTHER TOPICS RELATED TO FAMILY

LIVING

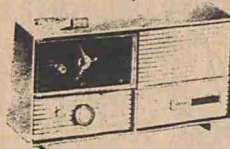
## Through Channels



Telephone



Newspapers



Radio



Television

MEETINGS

NEWS LETTERS

TOURS

VISIT (Home & Office)



# Extension Service Comes To Rescue

BY PAT ALSP  
Record Staff

Homemakers have lemons crop up every day. It is inevitable when they deal with food, clothing and the health and happiness of "severe damage can result from a single exposure to

Mrs. B. R. Nance of temperature much too high, Overman St., Guilford County from repeated exposures, has found an invaluable days or weeks apart to temperature of information for home temperatures only a few degrees at the Guilford County Extension Office at 403 West more St.

It recommends that a storage temperature of zero degrees Fahrenheit or lower be maintained to have the best quality in frozen goods.

She was introduced to extension service and bulletins by Mrs. H. G. Fager, president of the Guilford Home Demonstration but she is anxious for body to know "you don't to be a member of a demonstration club" to the bulletins.

Mrs. Nance is amazed the variety of information available to the consumers free on request from the extension service.

All of her canning, and sewing bulletins are worn and many of the marked "very good" and excellent."

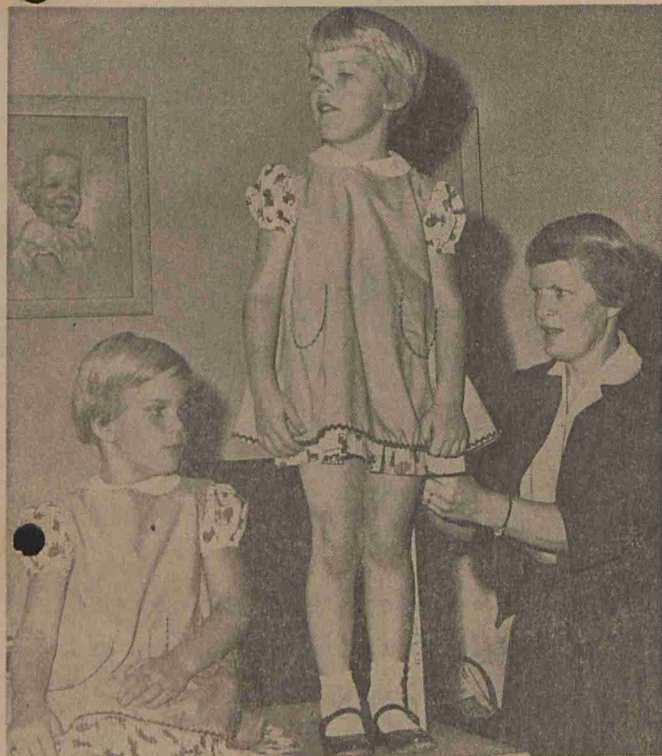
"I was amazed to find the bulletin 'Home Food of Fruits and Vegetables' that avacados can be as a puree but not whole sliced."

She also learned in bulletin on "Home Canned Purchased Frozen Foods" that the most common of loss of quality in foods is storage at too temperature.

The bulletin states Mrs. Nance suggests if homemakers don't know which bulletins they need, to visit the extension office and take a look at the bulletin board. "The bulletins are all placed on a peg board, and are quite visible. Just walk around and down and make your choice," she said.

If you need to know how to select new garments and house furnishings, buy kitchen towels or new electrical equipment or how to care for these things, the Guilford County Extension Service will either have a bulletin for you or Miss Maude Middleton will be glad to help you with your problems by letter or phone.

With today's cost of living at an all-time high, these services, all free, might give any homemaker's budget a boost.



Thrifty Consumer

Mrs. R. B. Nance And Daughters Miriam, Left, And Tabbie Ann

## 'Calling Consumers Week' Coming

Nov. 14-18 has been designated as "Calling Consumers Week" by Governor Dan K. Moore as part of a nationwide effort to inform people about the consumer information and education offered by the Cooperative Extension Service.

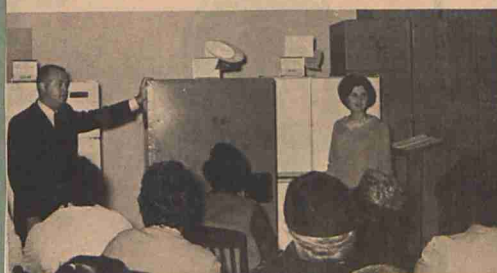
Miss Maude Middleton, extension home economics agent of Guilford County, has announced.

The Guilford County Extension Offices at 403 West Sycamore St. and 1214½ East Market St. have five home economists prepared to give Tar Heels reliable and unbiased

consumer education, Miss Middleton said.

She pointed out that in the past 50 years the society has changed from a producing to a consuming body. "As more goods become available, individuals will face more choices, notice greater pressure to buy,

and will make more buying decisions," Miss Middleton dicts.



## Scenes At Fashion Show At Sears

Consumers were up in the air this week at the Household Equipment demonstration, said Mrs. Rebecca L. Hall. The demonstration entitled, "Fashions On Parade", held in the Training Room of Sears Roebuck Store, Hanover Shopping Center drew a captive audience of approximately 151. A satisfying feature was the attendance of men, as they are also consumers.

Consumers were amazed as Miss Joyce L. Warren, Representative of Carolina Power and Light Company, discussed and demonstrated the many points to consider in making wise Household Equipment decisions. Miss Warren stressed that Consumers can save dollars by buying only quality products that meet their family needs, efficient use, care and repair. Miss Warren stressed buying a well known

brand from a reliable dealer who offers service.

Another key point was convenience features save labor, but are they worth it? Buy only convenience features that meet family needs.

Miss Warren informed the audience that for prolonged life, follow the equipment given on equipment repairs. Save money by dealing with an authorized repair man.

This special demonstration is just one of the many valuable educational experiences where consumer information is available through the Home Economics Extension office.

For money saving suggestions on buying and caring for equipment, call 762-9505, write or visit Mrs. Rebecca L. Hall at the Home Economics office, 222 Division Drive.

## Agent Gives Tips For Buying Canned Foods

The can opener is no longer considered a gadget, it's a necessity. For the average homemaker opens about two cans of food each day.

According to Miss Rose Badgett, extension home economics agent, Randolph County, canned goods, one of the first convenience foods, is still one of the most popular. Today there are over 500 different canned food items on the market, not counting the various brands or can sizes.

For consumers wishing to get the best value for the money they spend, Miss Badgett offers these shopping suggestions:

Read the label. It should tell the name of the product, net weight or volume, ingredients, and name and address of the processor. Other in-

formation, such as type of pack, grade and directions for use may be included, although these are optional.

Notice the price. Canned foods may be priced singly or in units. They may be packed different size or weight cans. Also, since they are packed under different brand names, the budget-wise shopper should figure the cost per serving. She will also do well to keep in mind the way the food will be prepared.

If shelf space is available, the wise shopper can take advantage of "specials" and quantity buys. Having canned foods on hand not only adds to the convenience of meal preparation; it may mean the difference between balanced meals and just meals, Miss Badgett concludes.



# Tarheels To Observe Calling Consumers Week

"Calling Consumers," a nationwide effort to inform people about the consumer information and education offered by the Cooperative Extension Service, will be observed in North Carolina November 14-18.

In explaining the occasion, Mrs. Helen Neill, Mrs. Wanda Winecoff and Mrs. Joyce Armstrong, extension home economics agents in Henderson County, said that "consumer education has, for a long time, been an important part of Extension's educational program. However, many Tar Heels are not aware that they can receive reliable and unbiased consumer education from us."

It has been pointed out that in the past 50 years our society has changed from a producing to a consuming society. As more goods and services become available, individuals will face more choices, notice greater pressure to buy and will make more buying decisions.

The North Carolina Agricultural

Extension Service can provide North Carolina families with information that will help them know what to buy, how to use it and how to care for their purchases.

In giving support to "Calling Consumers Week," Governor Dan K. Moore said, "I am pleased to call attention of the citizens of North Carolina to the service offered by Home Economics and Agricultural Extension Agents in each of our 100 counties in educational programs to help in wise consumer choices. The North Carolina Agricultural Extension Service can provide and is providing Tar Heel families with unbiased, reliable consumer information so they can get maximum satisfaction for money spent. I commend the observance as being a worthwhile endeavor."

Any consumer may call or write the Extension office at 645 Maple Street, Hendersonville, for additional information. There is no charge for this service.

January 1, 1961.

## Consumer Capsule

Released through the Home Economics Extension Office by Mrs. Helen S. Neill:

### Food Marketing Reminders

- Plan whole menus in advance—a week ahead is a good idea. Shop for all staples and storable items needed for the week at one time.
- Make out a complete shopping list and group like foods together, such as dairy products, to save steps at the store.
- If possible, shop when the store is least crowded and allow yourself plenty of time.
- Check for in season, plentiful and locally produced foods.
- Buy foods in quantity whenever possible, keeping available storage space and usefulness of product in mind. Find out the unit price—sometimes items marked "special" are at their usual prices.

### Ways to Stretch Food Dollars

- Use thrifty meat cuts that have the same flavor and food value as the more expensive cuts. Consider chuck roasts, pot roasts, short ribs, end-cut pork loin roasts, smoked picnics, pork shoulder steaks and roasts.
- Use low cost, nutritious vegetables, such as potatoes, onions, carrots, parsnips, turnips and rutabagas, often in your menu plans.
- Read food ads and clip coupons ahead of time. Keep up-to-date with food prices, then you'll know if special prices are really bargains.
- Buy more than one can or package if a quantity discount is offered only if you can use the extra package to advantage.
- Be a considerate shopper.



(Staff Photo)

If you pinch, drop or squeeze produce, you and other shoppers pay higher prices to cover the loss.

"CALLING CONSUMERS" Week is in the offing and three Durham home economics extension agents prepare for it by putting up a sign at the Foster Street Agricultural Building. Left to right are Mrs. Effie Cherry, Miss Martha Edmondson and Mrs. Helen Edwards.



**MRS. PHYLLIS C. STAINBACK**  
... Discusses Savings And Investments



**MISS JANE CARTER**  
... Demonstrates Electrical Appliances

## Home Economists' Work Is Vital To Consumer

(Editor's Note) November 14—such information in this county. These persons are the three local Extension Home Economists, Miss Jane Carter, Mrs. Phyllis C. Stainback and Mrs. Esther B. Roscoe, who work responsible for providing the year round providing con-

sumer education and other related materials to residents interested in raising their standards of living. The following article is written to inform the public of something of the background and duties of these economists.)

### Miss Jane Carter

Miss Carter, who has served as assistant home economics agent for Vance county since July 1964, works in the areas of 4-H and Youth as well as in various areas of home economics with both adult and youth.

Main objectives of her work is to reach young people with an educational and worthwhile learning experience in which they learn by doing and to provide homemakers in Vance county with information to help them solve some of their problems and make their homes and environments a better place in which to live by using their resources to the fullest extent.

She is constantly receiving materials and training in ways to reach more youth and works with adults who are willing to give of their time and services for the improvement of the youth in their community.

Through Miss Carter's work, young people receive new and up-to-date information and training in the various areas of home economics such as equipment for the home, care and use of new fabrics on the market today, foods and their use, and best techniques for food conservation and budgeting the family food dollars.

### Mrs. Phyllis Stainback

Mrs. Stainback, who works primarily with Home Demonstration club women, has been home economics extension agent in this county since April, 1961. Prior to that time, she served as assistant agent here for nearly two years.

One of the main objectives of her office is to assist people, including youth, in solving their everyday problems in each home economics area.

She is trained periodically in all subject matter areas of extension service; therefore, she is provided with a continuing learning process which updates home economics education and keeps her in "the know".

Since each day poses a different problem for the economist, this serves as a constant challenge to her abilities.

The daughter of Mr. and Mrs. Horace Corbett of Farmville, Mrs. Stainbac was educated at Farmville high school and East Carolina College where she was

A native of Randolph county, Miss Carter is one of six children of Mr. and Mrs. L. J. Carter, owners of a farm and supermarket. She is a 1960 graduate of Asheboro high school, and in 1964 received the B.S. degree in Home Economics education from U.N.C. at Greensboro.

She is a member of the American Home Economics Association, North Carolina HEA, and National, North Carolina and East Central District Associations of Extension Home Economists.

## Consumer Education Open House Friday At Office Building

November 14-18 is Consumer Education Week for North Carolina home economists. Consumer education is a vital part of all educational information given by local extension home economists. Miss Jane Carter, Mrs. Esther B. Roscoe, and Mrs. Phyllis C. Stainback.

A special feature of the local observance will be Consumer Education Open House and the weekly home demonstration club market sale, a local service offered to consumers.

Residents are asked to plan now to have a short visit with their local extension home economists on Friday, November 18, from 3 - 5 p.m. at the Home Demonstration Club Market and Consumer Education Open House in the Vance County Office Building, Bottom Floor, Henderson.



## Co-Op Extension Service Conducts Information Effort

"Calling Consumers," a nationwide effort to inform people about the consumer information and education offered by the Co-operative Extension Service, will be observed in North Carolina November 14-18.

In explaining the occasion, Mrs. Rebecca L. Hall and Miss Verna Belle Lowery, extension home economics agents, New Hanover County, said that "consumer education has, for a long time, been an important part of Extension's educational program. 'However,' they added, 'many Tar Heels are not aware that they can receive reliable and unbiased consumer education from us.'"

The agents pointed out that in the past fifty years our society has changed from a producing to a consuming society. As more goods and services become available, individuals will face more choices, notice greater pressure to buy and will make more buying

decisions, they observed.

The North Carolina Agricultural Extension Service can provide North Carolina families with information that will help them know what to buy, how to use it and how to care for their purchases, they said.

In giving support to "Calling Consumers Week," Governor Dan K. Moore said, "I am pleased to call attention of the citizens of North Carolina to the service offered by Home Economics and Agriculture Extension Agents in each of our 100 counties in educational programs to help in wise consumer choices. The North Carolina Agricultural Extension Service can provide and is providing Tar Heel families with unbiased, reliable Consumer Information so they can get maximum satisfaction for money spent. I commend the observance."

## Agent Gives

## Tips for Buying Canned Foods

The can opener is no longer considered a gadget, it's a necessity. For the average homemaker opens about two cans of food each day.

According to Mrs. Wanda Winecoff, assistant extension home economics agent, Henderson County, canned goods, one of the first convenience foods, is still one of the most popular. Today there are over 500 different canned food items on the market, not counting the various brands or can sizes.

For consumers wishing to get the best value for the money they spend, Mrs. Winecoff offers these shopping suggestions:

Read the label. It should tell the name of the product, net weight or volume, ingredients, and name and address of the processor. Other information, such as type of pack, grade and directions for use may be included, although these are optional.

Notice the price. Canned foods may be priced singly or in units. They may be packed in different size or weight cans. Also, since they are packed under different brand names, the budget-wise shopper should figure the cost per serving. She will also do well to keep in mind the way the food will be prepared.

If shelf space is available, the wise shopper can take advantage of "specials" and quantity buys. Having canned foods on hand not only adds to the convenience of meal preparation; it may mean the difference between balanced meals and just meals, Mrs. Winecoff concludes.



MRS. ESTHER B. ROSCOE  
... Gives Ideas On Home Furnishings

## Education

ceived the B. S. degree in Home Economics in 1959. She did graduate work at N.C. State University.

A former 4-H club member, she was 1955 National 4-H winner in home economics. She was a member of the N.C. 4-H Honor club, and the Home Economics Phi Omicron, scholastic honorary society.

Mrs. Stainback is presently affiliated with the East Central District Extension Home Economists Association, N. C. Extension, HEA, National Extension HEA, N.C. Home Economics Assn., and American HEA.

She recently served as an official representative from the East Central District to the National Extension Home Economists meeting in Chicago, Ill., and in 1967 will be chairman of the East Central District.

She is married to Grady Thomas Stainback and the couple has a 10-month-old son, Barron Kentley.

### Mrs. Esther Roscoe

Born and reared in Warren and Vance counties, Mrs. Roscoe states that her primary responsibility is to bring the latest scientific information and research in home economics to the people of the county both urban and rural and to encourage the application of the same.

Her formal education includes elementary and high school at John R. Hawkins High School, Warren; four years at Shaw University, Raleigh; with a major in Home Economics and minor in General Science leading to a B. S. Degree and a Class A teaching certificate. She did graduate work at North Carolina College; work in supervision, Columbia University; three summer school extension sessions, North Carolina State University; one summer session in foods and nutrition, Iowa State University; and one six-weeks session in family life, North Carolina College. She has taught home economics at John R. Hawkins High school, three years and served as home economics agent in Chowan county, Edenton, three years. Since August, 1949, she has served as home economics agent for Vance county.

During this time she was saluted by the North Carolina Extension Service for being the first to effectively organize for community 4-H clubs in North Carolina.

She was asked by the Federal Extension Service and granted a leave for six months to work with a group of home economics agents from Kenya. In 1963, she trained one group of Home Economics Extension Agents here in the county from Kenya.

She has served as a supervising training agent for potential extension agents and was given special recognition by Federal Extension Service for work done in house furnishings.

She is a member of the following organizations: American HEA, Negro N.C. NEA, North Carolina HEA, State Federation of Garden Clubs, former state director of Junior Garden clubs; NCFCW, Zeta Phi Beta Society, State Honorary Society, and other groups.



# Extension Service Offers Benefits to



MRS. SARA CASPER

... Wake County Home Economics Extension Agent ...

By MARSHA DANIEL  
Woman's Staff Writer

"My freezer has been off for about twenty four hours. How can I tell whether or not I can still use all the meat which was thawed out?"

Mrs. Sara Casper, Home Economics Extension Agent, told this woman that as long as her meat had ice crystals in it, it was refreezable.

Mrs. Casper is one of five capable women at the Wake County Extension Department who are on hand to help you with any home economy problem you might have — from the best way to remove grass stain, to the best fabric to use for lining draperies.

The Extension Service is operated through North Carolina State University with county extensions in all the hundred counties of North Carolina.

This week the Extension Service is observing "Calling Consumers Week."

In conjunction there will be

## Urbanites

a state wide effort to inform the consumers of North Carolina of the work being done by the Extension Service,

"So many urban women think that the Extension Service functions merely on a rural level," said Mrs. Casper. "The Home Economics Extension is a service available to all homemakers," with special emphasis on reaching the urban consumer.

During "Calling Consumers Week" Mrs. Casper and the Extension Service will be working with department stores in the area to help homemakers look for certain qualities when buying, and to help them get the most from their buying dollar.

The function of the Home Economics Extension Service is to aid the homemaker in finding the most efficient way to operate her household.

"We do not give information on specific brands," said Mrs. Casper. "But, when a woman is buying a pan, she should know that although aluminum will not rust, it is discolored by mineral water.

"She should buy according to her particular needs. We are here to help keep her informed and show her what she has to choose from."

Home Demonstration Clubs are another feature of the Extension Service. These clubs

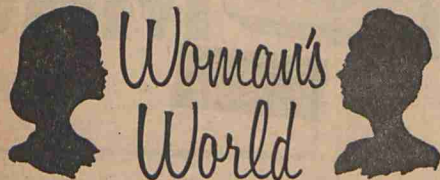
are groups of women who meet once a month with a leader to learn the latest techniques of sewing or cooking.

The newest of the home demonstration clubs is in Brookhaven. At their last meeting, the women learned how to plan and to cook holiday foods that could be frozen for future use.

The home demonstration clubs may be formed in any community or neighborhood where there is sufficient interest.

The Extension Service publishes several interesting and informative booklets which are available on request.

The booklets cover a variety of topics from making low calorie desserts to controlling household pests; from making pickles and relishes to cultivating a beautiful lawn.



THE RALEIGH

NOVEMBER  
PAGES



## Consumer Capsule

Released through the Home Extension Office by Mrs. Helen S. Neill, in connection with "Calling Consumer Week"

### Which Rug Or Carpet Should You Buy?

\* You can choose from wall-to-wall carpeting, room-size rug or area rug. Each type has its advantages.

\* Wall-to-wall carpeting has a luxurious appearance and warmth. It conceals floors in poor condition and helps control noise. It unifies a room and furnishings and makes a room appear larger.

\* Room-size rug—like wall-to-wall carpeting has a luxurious appearance and warmth and helps control noise. It can be turned to distribute wear and can be taken up for cleaning. A room-size rug can be used in another house if you move.

\* Area rug—unifies a conversational area of color or pattern and gives a furnished look when it's not possible to have a larger rug or carpet. An area rug separates one area from another in a multipurpose room and such a rug is easy to clean. Area rugs are available in many sizes and shapes—round, oval, square, rectangular or free form.

### Safe Deposit Box For Important Papers

\* A safe deposit box is the most secure place to keep important family papers. Protected from theft and fire, you can keep documents vital to your family in one place where they won't be mislaid or lost.

\* A safe deposit box is the ideal place for such family records as birth, marriage, and death certificates also protect and keep together citizenship papers, passports, social security records and other retirement plans.

\* Insurance policies and papers that show ownership of property, savings bonds, stocks, notes and a copy of your will should be in the box, also any military service records of family members.

\* It would be well to have an inventory of your household possessions in the safe deposit box. In case of fire or other disaster, such an inventory would be important in getting a satisfactory adjustment.

### When You Shop For An Automatic Blanket

\* Look for the manufacturer's guarantee—it's your most reliable guide for a good buy.

\* Read all labels. Labels should give you such information as: The blanket has contoured bottom corners that fit over sheets and mattress to help hold the blanket in place; the blanket is sized for a twin bed or a double bed. Also the label should state length of the blanket.

\* Also read the label to see if the instruction book is included. Sometimes the book is folded within the blanket that is sealed in a plastic wrapper and you won't find it until you remove the blanket from its wrapping.

\* Before using the blanket the first time, read the instructions carefully and follow them exactly. Perhaps an automatic blanket you used before was made by a different manufacturer and the heating control may not be the same as the blanket you just bought.



Observer Photo By Tommy

EXTENSION AGENT MRS. HEDGEPEETH (LEFT) STUDIES A NEW FIBER

... with her at store's fabric counter is homemaker, Mrs. George

# Home Agents Welcome Consumers' Questions

By CORINNE NEWBERRY  
Observer Staff Writer

There may be a few less confused consumers in Mecklenburg County by the end of the week, or at least the Extension Service hopes so.

Mecklenburg's Service agents, along with others in the state, are in the midst of "Consumer Calling Week," and they're welcoming calls and questions from homemakers on just about every subject from children's toys to fabrics and finishes.

Although the service is always open to questions from mothers and housewives, Extension Agent Kathleen Nelson this week hopes it's reaching especially the young homemaker or mother who doesn't know about the service and how it can help her.

Advice, of course, is free. And if a home visit is necessary, an agent will comply with the request.

ice office on Trade Street, where interested women are welcome any week day for a visit.

Although Extension agents deal primarily with Home Demonstration and 4-H clubs, they frequently give programs for clubs in the county and service individuals, too.

THEY CAN help plan the remodeling of your kitchen, the landscaping of your yard, interior designing of your rooms, the budgeting of your food money and give suggestions in many other areas.

And, since they can't give programs for every club who invites them, the Service

As Mrs. Bobby Hedgepeeth, one of four women agents, said, "The calls help a lot when a mother wants to know how to install a gusset in a garment but she has three children and she can't carry them all to a meeting to find out."

home economists hold a training meeting every third Friday of every month at the County Court Arcade.

Clubs may send representatives to the training meeting for instructions on homemaking topics.

Consumers may get in touch with the Service this week by calling the Mecklenburg County Court House.

THE STATEWIDE project this week is concerned with three home topics which the services feel are most bewildering to housewives: the new fabrics, finishes and notions which call for special sewing techniques; the best carpet or rug fibers and quality for the money; and wise selection of children's toys.

But they can answer questions on other consumer puzzles, and they urge you to call before the week is out. "Consumer Calling Week" ends Saturday.

Pamphlets on these and other topics—such as food buying—are also available in the Service



# "Calling Consumers" Week Set By Governor Moore Nov. 14-18

"Calling Consumers," a nationwide effort to inform people about the consumer information and education offered by the Cooperative Extension Service, will be observed in North Carolina Nov. 14-18.

Consumer education has, for a long time, been an important part of Extension's educational program. However, many families are not aware that they can receive reliable and unbiased consumer education from the county Extension office.

In the past fifty years our society has changed from a producing to a consuming society. As more goods and services become available, individuals will face more choices, notice greater pressure to buy and will make more buying decisions.

The Agricultural Extension Service can provide families

with information that will help them know what to buy, how to use it and how to care for their purchases.

In giving support to "Calling Consumers Week," Gov. Dan K. Moore said, "I am pleased to call attention of the citizens of North Carolina to the service offered by Home Economics and Agricultural Extension Agents in each of our 100 counties in educational programs to help in wise consumer choices."

## "STRETCH YOUR MEAT DOLLAR"

The largest part of the American's food dollar goes for meat. We are a nation of meat eaters. Almost half of every dollar spent goes to buy beef. There are more variations in the cuts and quality of beef found in the grocery store than other meats. To get more meat for every dollar spent, use these guidelines:

Buy beef by grade and cut. There are eight USDA grade names for beef. From the top grade to the lowest, they are: USDA Prime, Choice, Good, Standard, Commercial, Utility, Cutter and Canner.

## "WAYS TO CUT THE HEAT BILL"

When winter starts to move in, families begin thinking of heating costs. To keep your heating bill low, consider these

sure the house is  
if it is, you've  
easily found that in-  
pay for itself in

as little as five years. To check its effectiveness, put one hand on a partition between heated rooms and the other on the ceiling, or an outside wall. If both surfaces feel equally warm, insulation is giving effective protection.

## SAVE ON HOUSEHOLD EQUIPMENT

To save on household equipment you must plan before you buy, use the equipment properly and make necessary repairs.

Buy only equipment that is needed, much money can be wasted on small household tools and gadgets that are never used.

Buy only convenience features that are worthwhile to the family. Standard models will perform the same basic job as deluxe models. Convenience features save labor, but are they worth it? Deluxe models cost more to buy and more to repair.

Buy a well-known brand from a reliable dealer who offers service locally. This is especially important for major appliances as you will want parts to be available for quick repairs.

## MAN CANNOT BUY LOVE

All men have to continue to find some way to prove they are men. It may be a nine-year old boy risking his neck to climb a tall tree near some girls, or it may be the young Sioux Indian of the past, who split his breast with little sticks until the blood ran freely down his body.

Men still use different ways to prove their masculinity. Some types of literature in our time lead a man to believe he can prove his manhood by being a woman's man outside the family. Those who follow this course find it a way of increased frustration, for this road proves nothing. The truth is that no man can buy love for himself at any price.

Another way many men try to prove their manhood is by purchasing things for their children that they don't need. When a father buys an expensive bicycle for his three-year-old and a new car for the same child when he's 16, he is not buying these things for the child at all. He is buying these things to show the world he is a strong successful man. And he may be ruining the life of his child.

A young person needs a father who is predictable, dependable and steady. A man tries to buy the love of his children with money is erratic and unpredictable.

# Country And City Cousins Profit From Same Service

Monday through Friday, Nov. 14 through 18, has been designated by the Agricultural Extension Service as "Calling Consumers Week," according to Miss Maude Middleton, Guilford County's home economics extension agent.

The whole purpose of the special week, Miss Middleton says, is to "let the people, especially urban people, know about the great variety of educational programs they can get for the asking from their home economics agents."

Subject matter ranges widely from aphids to zinnias, the

extension agent points out, but just now the county's 36 clubs sponsored by extension service are particularly concerned with family goals and values.

"Choosing Day Care for Your Child" offers help and information to young working mothers in selecting a day care center.

At the other end of the scale families are encountering problems relating to retirement or preparation for retirement, and Miss Middleton hopes Calling Consumers Week will make the public aware "of professional assistance that is available in that and other areas of family living."

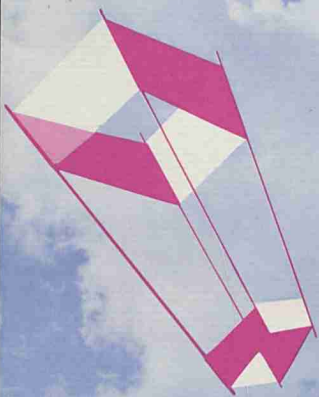
She is concerned, too, that the public generally is still

thinking of the extension service in terms of the old "home demonstration" clubs that chiefly taught canning or offered a social hour once a month to rural women.

The service is just as valuable to city people, who have to make the same every-day consumer decisions: problems of budget, wise food buys, child care, laundry, simple repairs, floor care, buying clothes, house planning and a score of others.

"Call, visit, write" the consumer education center of the county extension office for materials on any of the subjects, Miss Middleton urges. There is no charge for the service.

A booklet being circulated during the consumer information week points out that just as "it takes more than a string to fly a kite, it takes more than bricks to build a house, it takes more than having a house to be a homemaker and it takes more than food to make a meal."

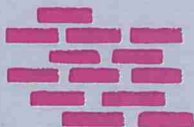


it takes more  
than **STRING**  
to **FLY A KITE**



It takes know-how, a desire for fun and a gentle breeze to launch this *thing* of paper, sticks, and string. Only then do you feel the thrill of a high flyer's tug on the line.

But it's easier to launch the kite with a little help—  
and



**it takes  
more than  
BRICKS  
to BUILD A**

## **HOUSE**

—it takes a lot and a plan—and a lot of planning plus a desire to have a better house.

You are a decision maker—for you must make decisions as to

Whether to remodel or build • Whether to Dig a basement • Where to put the bath(s);  
about

Adequate wiring • Landscaping • How to get the money

If these seem like a lot of problems call your Extension home economist for housing and house furnishings information. She can help.

**it takes  
more than  
having a**



**HOUSE  
to be a HOMEMAKER**

To be a decision designer for your family, it takes coaching and coaxing. It takes time to plan, patience, energy, and use of family talents. It takes family cooperation. It takes love, too.

To make the most of your assets, call your Extension home economist who specializes in management and family relationships.

**it takes**



**more than FOOD to**

**MAKE A MEAL**

It takes creativity, knowledge and skill to prepare gourmet delights 1,095 times a year.

It also takes—

Knowing your food needs • Getting the most for your food money • Catering to family food habits • Perhaps, some freezing and canning—and, incidentally, knowing how to cook

Before the going gets rough, call your Extension home economist.

• • • • •

To grow and grow expand your vision about your family, community, state and nation through continuing education in classes and workshops in Creative crafts • Child development • Credit and legal affairs • Choosing household furnishings and equipment • Clothing construction and care • Current consumer education • Cultural understanding • Community improvement • Current affairs in the community and world

To learn more about the professional assistance you can get in all areas of *family living*, call your County Agricultural Extension Office, located in your county seat.

Ask for the Extension home economist—she has the latest information and professional competence to help you.



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Misc. 20



Swift whirring motors and gleaming chrome...signal lights that say "when" and temperatures that stay constant. These features are all part of the dazzling and sometimes bewildering world of small electric appliances.

Perhaps you've already discovered this...as appliances become more complex, selection becomes more difficult. This means buying know-how is essential to you as a consumer.

Wise buying begins at home. Do a little armchair shopping with current catalogs and publications to find out what's available. You'll find there are appliances that will do many different jobs in many different ways. But no one appliance will satisfy the wants of every individual.

Analyze your own wants and needs. Then ask yourself a few questions. Who is going to use the appliance? Where will it be used? How often? Where are you going to store it?

Prices vary greatly, but here's a good rule of thumb--you'll pay more for such convenience features as automatic controls, finer craftsmanship, deluxe styling, luxury finishes and luxury materials. How you will use the appliance should determine which of these features are important to you. Be sure you are getting the features you really need. No need to substitute glamour for utility.

For your own protection, buy only an established brand of merchandise from a reliable dealer. When you do this, you can be assured of getting services and repairs when needed.

For more information on buying and caring for appliances, call me at \_\_\_\_\_. I will try to answer your questions for you.  
(telephone)