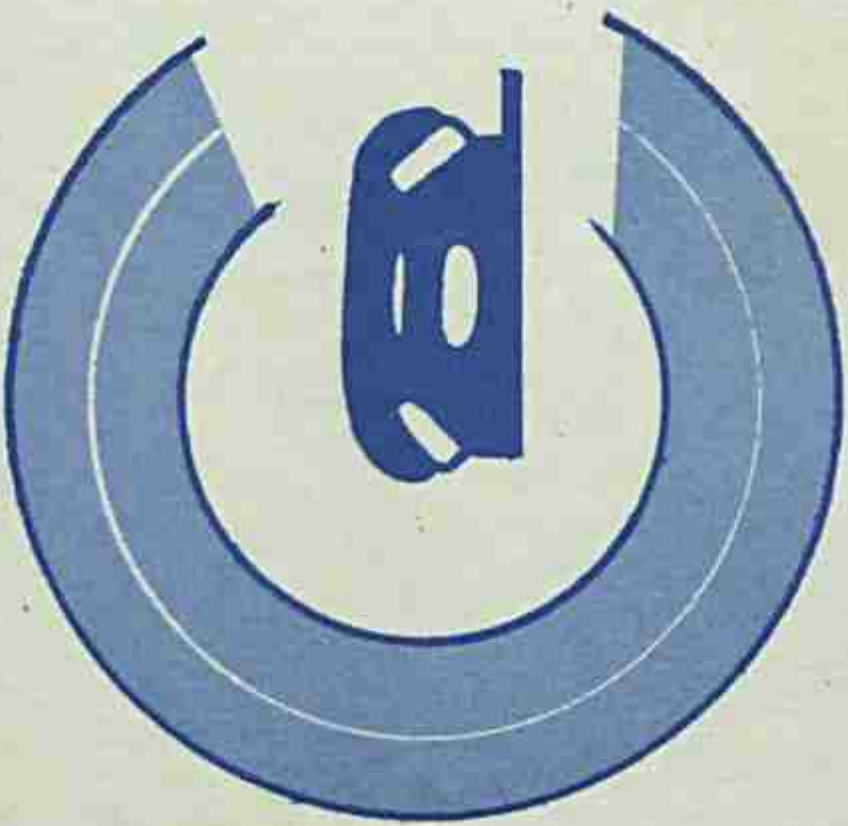

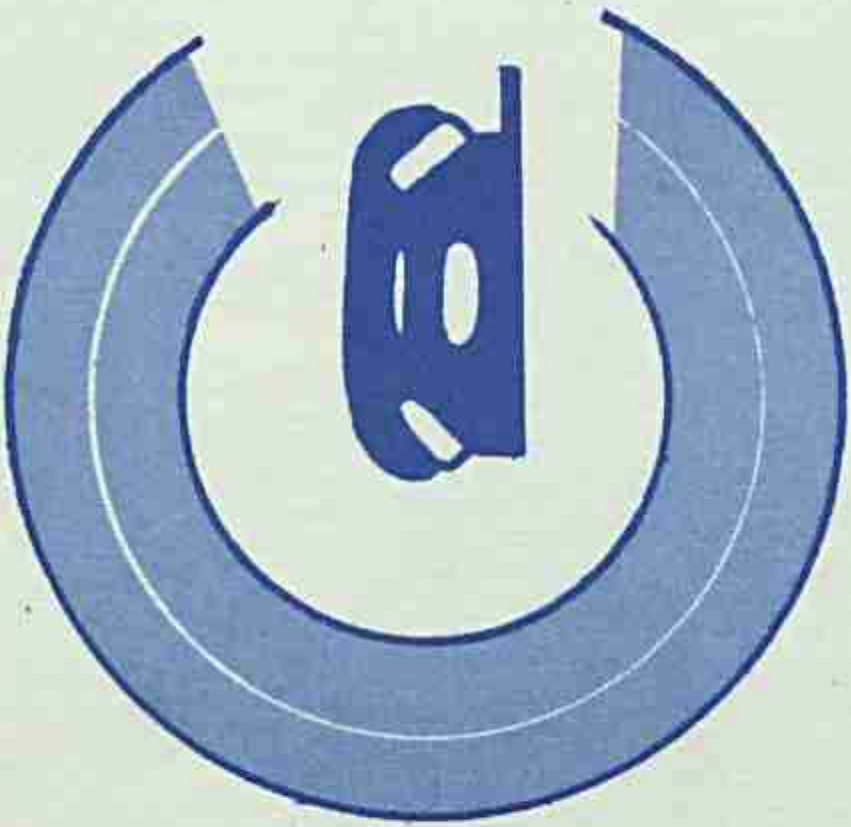

Calling Consumers:

how much feed does an Aard-Vark need?

An aard-vark is a big eater. When he's at home, that's in central Africa, he dines on ants and termites. But when he moves to the United States, he spruces up his eating habits. In fact, he becomes downright pernickety.

He eats about 39 ounces, or over two pounds of food, a day. His food is a mixture of dog food; pablum; evaporated milk; cooked horse meat, with natural juices; three drops of children's vitamins; two grated hard-cooked eggs, and water.

Chances are you're not buying food for a teen-age aard-vark. But you may be concerned about food for family members of any age. And you may be puzzled about rising food costs and getting the best value for your money.

The aard-vark can't seek advice from an expert about his food or shelter needs or any other consumer problems. He's a loner!

But there's no reason for you to be a loner. There's an expert in your county who can give you reliable and accurate advice. She's your Extension home economics agent. Or if you're puzzled about landscaping or lawn care, your county agent can help you.

So keep your eyes open for "CALLING CONSUMERS" coming up in your county on November 14-18.

You can get help on your consumer needs. An aard-vark can't.

POOR AARD-VARK!

For the latest in unbiased, scientific information on:

...What to buy,
....How to use it,
.....How to care for it,

Visit...Call...Write

YOUR COUNTY EXTENSION OFFICE

Also...Watch...For

CALLING CONSUMERS--NOV. 14-18

Calling Consumers:

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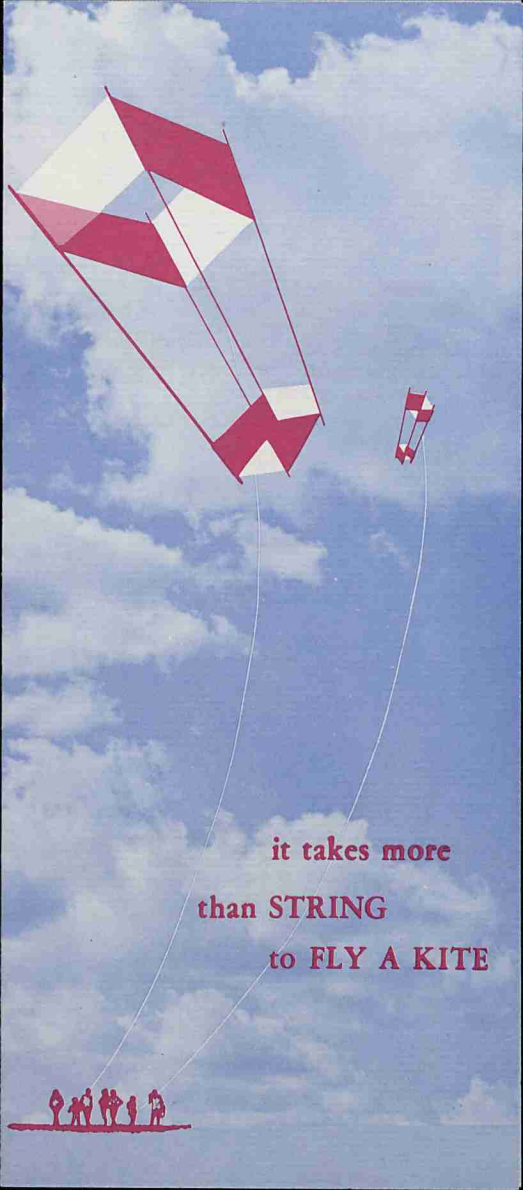
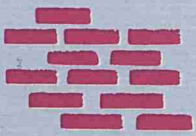
CALLING CONSUMERS--NOV. 14-18


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.

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.

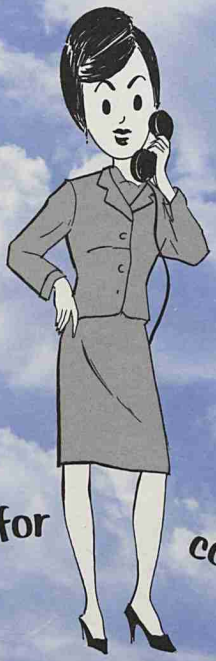
Published by

THE NORTH CAROLINA
AGRICULTURAL EXTENSION SERVICE

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.

Misc. 20

up in the air



about
CONSUMER
PROBLEMS?

for consumer information ....

Call Your County Extension Office _____

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

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
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L 120-D November 1966

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--VISIT

Your County Extension Office...
Your Consumer Education Center

There is no charge for this service

Published by

THE NORTH CAROLINA
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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.

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--

CALL--WRITE--VISIT

Your County Extension Office...
Your Consumer Education Center

There is no charge for this service

Published by

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L 120-E 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

Your County Extension Office...
Your Consumer Education Center

There is no charge for this service

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L 120-B November 1966

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

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

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
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

OFFICE OF THE DIRECTOR
BOX 5157 ZIP 27607

October 26, 1966

TO: Certain Home Economics Agents

We hope that you are as enthusiastically planning for "Calling Consumers Week" as we are.

Jan Christensen and Jarles Alberg are as busy as elves producing the materials the committee of agents who were here September 27 requested (see my letter of September 28). The specialists have made 3-minute tapes to be sent directly to the stations for use the week of November 14-18.

Will you please let us know about the plans you are making and try to keep clippings of news releases that appear in local papers. Also, any meaningful slides you can make will be appreciated. We will pay you for those we choose to keep or duplicate.

We have a deadline of November 3rd for having materials ready for your use.

The attached order blank is for your use in requesting specific pieces. Please fill out one order per county and return at once. Note that some pieces will be sent one to a county as soon as we can reproduce them.

You will need a rubber stamp with the telephone number of your office, and your mailing address or street address to fit a space about 2 1/2 x 1/4 inch. This will be used to stamp each of the stuffers or other pieces you send out. The posters will need to be hand lettered with your telephone number.

An evaluation sheet for the week (one page) will be sent with the first batch of material.

Remember that the chief objective of this campaign is to spread the word about the Extension Office as a Consumer Education Center to people who do not now know it.

Best wishes,

Sincerely,

Eloise Cofer
Assistant Director

Enclosures
cc: County Ext. Chairmen

CALLING CONSUMER MATERIALS

Available from State Office. (Please check number needed and return at once to: Dr. Eloise Cofer, Box 5097, Raleigh, N. C.)

Posters - Up in the Air About Consumer Problems? (Large size - 17 x 22) _____
(Small size - 8½ x 11) _____

Consumer Calling - Stuffers or table tents 5 1/2 x 4 1/4 in. --
Consumer Decisions Never Bother an Aardvark -- These are people problems. General info on areas of consumer education covered by agents _____

Up in the air about: Food Stamps? _____
Rugs and Carpets? _____
Fabrics and Finishes? _____
Children's Toys? _____
Small Equipment? _____

Consumer Calling letterhead - for special letters or invitations _____

Leader Lapel tags - square, you add ribbon with Leader on it _____

Other materials to be sent as soon as reproduced (one per county)

General News Story
News Articles in Family-Living Subjects
Radio Tapes Directly to Stations
Script Used for TV Show
Radio Scripts You Can Use
Copy - Governor Moore's Statement
Copy - Script TV Sound-on-Film spot (sent directly to stations)
Suggestions for "Consumer Tip"
Several pages titled "Consumer Capsule" may be adapted to press, radio or telephone message

It Takes More Than String to Fly a Kite (100 per county)

A promotional brochure prepared in cooperation with the Public Relations Committee of the Home Economics Agents Association to inform homemakers about the services of Home Economics Extension.

Each specialist department has information on subject matter that you can use for handouts. Look through your files for ones sent in 1966, 1 or 2 pages in length, and reorder those you wish to use. Two samples are enclosed. The Aardvark piece was used at the Fair. It is just for your information, not available.

AGRICULTURAL EXTENSION SERVICE
NORTH CAROLINA STATE UNIVERSITY | AT RALEIGH
SCHOOL OF AGRICULTURE AND LIFE SCIENCES

OFFICE OF THE DIRECTOR
BOX 5157 ZIP 27607

October 31, 1966

TO CERTAIN HOME ECONOMICS EXTENSION AGENTS:

You have received one packet of material to be used for the week of November 14-18 for Calling Consumers. Another packet will arrive this week. We will be filling your orders for the printed material as soon as you return the order blank sent on October 26. Mailings related to this program will be stamped Calling Consumers for your convenience in identification.

Enclosed is the evaluation form mentioned in the letter of October 26--sorry, I underestimated the number of pages--it's doublespaced and mostly checking so forgive me. Please return this by December 1 whether or not you participate in the program. This will help us to determine the impact of such programs. Please involve all of the staff in making the evaluation.

Best wishes,

Sincerely,
Eloise Cofer
Eloise Cofer
Assistant Director

EC:em
cc: County Extension Chairmen

AGRICULTURAL EXTENSION SERVICE
NORTH CAROLINA STATE UNIVERSITY | AT RALEIGH

SCHOOL OF AGRICULTURE AND LIFE SCIENCES

DEPARTMENT OF AGRICULTURAL INFORMATION
BOX 5037 ZIP 27607

November 3, 1966

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. Christenson

Janice R. Christensen
Home Economics Editor

JRC:fr
Enclosures

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

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

(MORE)

figuring income, estimate family expenses, Miss_____advises. Now set up the spending plan. Remember to base the budget on the goals, income and expenses of the family.

The best way to have money available for major expenses and future goals is to set aside money regularly. Earmark it. Otherwise, if family members wait until the end of the week or month, they may have nothing left to set aside.

If there are debts or past due bills, plan the budget so they can be cleared up, Miss_____suggests. Then on the spending plan, enter the expenses the family expects to have each month.

Now family members are ready to answer that big question--Where did the money go?

Add the figures in the spending plan and compare the total with the estimated income. If the figures balance--that's fine. If the income exceeds the expenses--that's even better. If the expenses exceed the income, re-evaluate the plan. Adjust the budget.

A budget is something one must keep working and reworking until it fits the family and satisfies individual members, Miss_____ cautions. Do not expect to have a perfect budget the first time. But with each succeeding budget, expect improvements. Know where the dollars go.

-30-

(Home Management Specialists)

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.

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)

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.

-30-

(Thelma Hinson)

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.

-30-

(Mary Em Lee)

PERMANENT PRESS
IS FORWARD STEP

Permanent press is another step forward in the history of the textile world, reminds Miss_____, extension home economics agent,_____county.

A whole range of permanent press garments, which have been shape-set so as to need no further ironing after wear and laundering, is on the horizon.

Men's and boys' pants were the first such items produced successfully, Miss_____says. Now there are permanent press sport shirts and dress shirts for men and boys, and a number of sportswear items for women.

Permanent press is the result of extensive research and experimentation, the agent points out. Special blends were formulated to retain fabric strength after being subjected to the new high-heat treatment. Polyesters, cottons, cotton-nylon stretch, and acrylics have taken permanent press with no ill effects. Various types of fabric weaves are being processed with the new finish.

Discoloration has been a cause of some concern, since most colors popular with the garment industry do not withstand the high temperatures needed to set creases. Each dye must be tested to determine the amount of color change it will undergo during the pressing process, Miss_____explains. Whites tended to yellow, but suitable resins are correcting this problem.

A tendency of the fabric to pucker has been eliminated as machine operators learn to work on permanent press fabrics, she notes. Designers are encouraged to use as few seams as possible on garments made of permanent press fabrics. Correct fit is essential on permanently creased pants because alterations may affect the position of the center crease on legs and turned-up cuffs.

-30-

(Mary Em Lee)

DYNAMIC CHANGES
IN TEXTILE WORLD

Startling changes are taking place in the textile world today, notes Miss _____, extension home economics agent, _____ County. In fact the changes in fibers, fabrics and fabric finishes are occurring so rapidly, it's small wonder the consumer is confused when she selects new garments and house furnishings.

According to Miss _____, "the purpose of all this change is to achieve fabrics that need minimum care, yet lose nothing in beauty or attractiveness and to develop garments that can be laundered at home, yet need little or no pressing."

Miss _____ believes the consumer can purchase easy-care garments and fabrics with more confidence if she:

1. Learns to identify new fibers and finishes.

2. Looks for the manufacturer's hang tags. They are her best guide.

3. Realizes that fabrics made with 50 per cent or more synthetic fibers need the least pressing and have the best "easy-care" properties.

4. Saves the hang tags. The homemaker may wish to pin hang tags near her washer or file them nearby so she can refer to care instructions just before laundering a garment. Attaching the hang tag to the same hanger as the garment may help her identify the proper tag with the right garment.

5. Realizes that although a fabric may be washable, the garment may not be. She should be especially aware of trimmings and buttons; they may have to be removed for successful laundering.

6. Looks for well-constructed garments.

For the latest consumer information about new fabrics, finishes and notions, call or write Miss _____ at _____ (building) _____ (town). There is no charge for this service.

-30-

(Mary Em Lee)

FURNISHINGS FABRICS
CAN BE "CARE FREE"

Clothes no longer have a corner on durable press qualities, points out Miss _____, extension home economics agent, _____ County. Home furnishings fabrics are now being given the treatment.

This means bedspreads, curtains and draperies will remain smooth and wrinkle-free with no pressing needed, even after repeated machine washings and tumble dryings.

Therefore, when you buy curtains, draperies or a new bedspread, Miss _____ suggests you look for a label that indicates durable press qualities have been built into the fabric.

Such fabrics will probably be blends of polyester fibers and cotton or rayon, she notes.

Polyester fibers lend strength, shape retention and abrasion resistance. They can be heat-set to hold shape or creases. On the other hand, cotton and rayon fibers are chemically precured so they have a built-in memory to stay smooth, hold pleats and creases and hold their shape. These fibers, teamed together, or with other fibers, such as acetate, spandex or acrylics, can bring a new "care free" era to house furnishings.

A variety of fabrics, colors and patterns now come in polyester and cotton blends, Miss _____ says. Among them are batistes, lawns, homespuns, poplins, linen-type fabrics, broadcloths, gabardines, bengalines, oxfords, sailcloths, twills and hopsackings.

No matter which fabric is your choice, Miss _____ suggests you read the label to see if a durable press finish is listed.

For further information on buying house furnishings, call or write Miss _____ at _____ (building) _____ (town). There is no charge for this service.

-30-

(Mrs. Lillie Little)

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).

-30-

(Mrs. Lillie Little)

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 _____, extension home economics agent, _____ 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 _____ 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, Miss _____ concludes.

-30-

(Iola Pritchard)

FOR RADIO USE ONLY

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

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)

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.

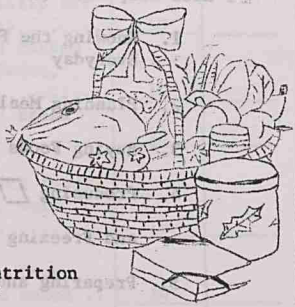
At the same time your child is learning to dress himself, teach him how to care for his clothing. Provide storage facilities he can use and reach, such as low hangers, low shelves and bottom drawers.

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 "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.

"C A L L I N G C O N S U M E R S"

REPORT CARD



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	
TOTAL SCORE	100	

* * * * * * *

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. _____

_____

_____

2. _____

_____

_____

3. _____

_____

_____

****

Prepared By

Bessie B. Ramseur, Specialist
Nutrition and Food Conservation
A. and T. College
Greensboro, North Carolina

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?

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

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.

Release Nov. 14

TAR HEELS 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 Nov. 14-18.

In explaining the occasion, Miss _____, extension home economics agent, _____ County, said that "consumer education has, for a long time, been an important part of Extension's educational program. "However," she added, "many Tar Heels are not aware that they can receive reliable and unbiased consumer education from us."

Miss _____ 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, she 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, she 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 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

(MORE)

unbiased, reliable Consumer Information so they can get maximum satisfaction for money spent. I commend the observance as being a worthwhile endeavor."

Miss _____ says you can call or write her at the Extension office in _____ (building), _____ (town), and she will help advise you on wise consumer choices. There is no charge for this service.

Dear (community leader) :

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 incomes 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 (building), (town), 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,

Miss _____

SUGGESTED RADIO SPOTS

You and the members of your family make consumer decisions every day. Do you know that your county Extension office has the latest unbiased, scientific information to help you decide on what and how to buy? Learn to be a better shopper. Get more satisfaction from the money you spend for your home. For suggestions on what to buy, how to use it and how to care for it, call or write your county Extension office in _____ (building), _____ (town). The office is open _____ (time) Monday through Friday.

- - - - -

Do you wish you were a better shopper? You can get help with your consumer decisions. Just call or write your county Extension agents in _____ (building), _____ (town). They can give you helpful suggestions on what to buy, how to use it, and how to care for purchases.

- - - - -

For the latest in unbiased, scientific information on how and what to buy for your home, call or write your county Extension agents in _____ (building), _____ (town).

CHOOSING DAY CARE
FOR YOUR CHILD

If it is necessary for your preschool child to spend the day away from you, outside your home, you will want him in a place that is safe, clean and healthy.

Preschool children need to be supervised and they need to be with someone who likes children, Miss _____, extension home economist, _____ County says. This type of care could be provided by a family member, neighbor, day care home, day care center or nursery school.

If day care is your best bet, Miss _____ says you may have your choice of two types: family or group.

Family day care, or care of children in a home, is particularly useful for children over three who for some reason do not get along well in a fairly large group.

Group day care, on the other hand, involves several children. It is the kind of care usually planned for children between the ages of three and school age.

When choosing the best day care center for your child consider carefully people, places and programs, Miss _____, advises.

Among the people you must think about are your child and his special needs and the day care center staff.

There should be at least one staff member to every 10 children, Miss _____ notes. Staff members should have some skill with children, be friendly and understanding, and should demonstrate an ability to take care of emergencies.

Check to see the day care center has plenty of indoor and fenced outdoor play space, has adequate sleeping space and has passed sanitation and fire inspections, the home economist advises. It is essential that there be a separate room where children who become ill can stay until their parents can come for them.

(MORE)

In evaluating the program, remember that the day's schedule should include normal activity, such as reading, music, and art, and provide safe and suitable toys. Be sure your child has a well balanced hot lunch and has milk or juice with cookies or crackers in mid-morning and mid-afternoon. A regular period for rest or sleep on his own cot is another must, Miss _____ acknowledges.

For more information on selecting a day care center or on other child rearing practices, call or write Miss _____ at _____ (building), _____ (town). There is no charge for this service.

(Frances Jordan)

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).

-30-

(Mrs. Lillie Little)

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 Mesure?" 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.

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.

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)

FOR RADIO USE ONLY

If time is a major concern for you, lend an ear to this. Perhaps you can help stretch those precious minutes by using convenience foods.

Here's why. Convenience foods can help save meal preparation time in these ways:

They offer built-in maid service. Much of the preparation, such as peeling, shelling or measuring has already been done for you.

Also, you don't have to spend your time gathering ingredients or selecting recipes. Often the ingredients are already together and the preparation instructions are listed on the container.

In addition, you may save on clean-up time. Fewer utensils are needed when mixing convenience foods than when preparing the same dishes from scratch.

Chances are you'll save cooking time when you use convenience foods, for items that are already partially prepared may take less baking time. As an added bonus, you may save trips to the supermarket Convenience foods store well so you can buy several items at a time and store them in the cupboard or refrigerator for later use.

With all that maid-service, this question may come to mind: Do convenience foods cost more than similar items prepared from scratch? Often they do not.

One study, done by research workers at the U. S. Department of Agriculture, showed this--about a third of the convenience foods they studied cost the same or less than their counterparts prepared at home.

Even so, before you decide to use convenience foods, consider the quantity and quality of ingredients used, the taste and how the product fits into family menus.

It all adds up to this. Today most foods can be purchased--fresh or processed. Before a wise homemaker, such as yourself, decides which to buy she should take into consideration her family's needs and likes and her time, money and know-how.

TEENAGERS WILL TALK
IF PARENTS WILL LISTEN

Getting teenagers to talk to them about their problems is one difficulty many parents share. But, more teenagers will talk about their disturbing conflicts if parents handle the situation correctly, believes Miss _____, extension home economics agent, _____ County.

Perhaps rule one in parent-teenager communications is for the parent to listen. When a young person rushes in with something disturbing, silly or trivial, he needs a listener. Often he is not looking for an answer; he just needs someone to talk to. If the parent says, "I'm busy, tell me later," and closes the door, he may close the door of communication between himself and his teenager for a long time.

In addition to listening, a parent needs to learn how to hear. Catch the feelings expressed by using your parental "inner ear," Miss _____ says. The words "Daddy, may I come in?" may really mean, "Can I be included in your life?"

After listening to your teenager, try to avoid asking unnecessary questions. One of the biggest complaints teenagers register about parents is that they quiz like F.B.I. agents.

Many parents find that by listening to teenagers talk about trivialities, the time comes when they will also hear about their disturbing conflicts.

For more information about teen-age and parent communication, contact Miss _____ at _____ (building), _____ (town).

-30-

(Leo F. Hawkins)

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.

-30-

(Charlotte Womble)

YOUR MILK DOLLAR BUYS HEALTH PROTECTION

If yours is an average American family, you spend one-sixth of your food dollar for milk and dairy products.

For your investment, you get good nutritional returns as well as eating pleasure. It will provide about two-thirds of your daily calcium needs for building and keeping strong bones and teeth, one-half your needs for the health protecting B vitamin - riboflavin, one-tenth of another B vitamin - thiamine, needed for steady nerves and one-fourth of the protein you need daily for building and keeping muscles strong. No other food dollar you spend buys as much health protection as the one you spend for milk.

To s-t-r-e-t-c-h your milk dollar, consider using part non-fat dry milk or evaporated milk to meet your day's quota. Three or more cups for each child and two or more cups for each adult is recommended. Evaporated and dry milk contain more milk solids than fresh, fluid milk. They have the same amount of protein, calcium and riboflavin as fresh, fluid milk. The cream, which contains fat and vitamin A, and water have been removed from non-fat dry milk. Evaporated milk has had only one-half the water removed and retains all of the fat and vitamin A as whole milk.

Sauces made with milk, when added to meats or vegetables, stretch the use of these more expensive foods. Also it is a way of giving added food value and variety to meals.

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

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_1) for steady nerves; 26% riboflavin (B_2) 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_1) to B_{12}.

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.

(Over)

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.

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CALLING CONSUMERS

VITAMIN C - MORE NUTRITION FOR YOUR MONEY

Many people think of the citrus fruits - oranges, grapefruit, and lemons - as our only means of getting vitamin C. They are our richest source, it is true. However, many North Carolina grown foods - if prepared and cooked right - can supply the vitamin C needed daily. Most of the vitamin C is destroyed when vegetables are cooked for an hour or more. Vitamin C is sensitive to heat, water, and air. To get this vitamin to the table without being lost:

Eat daily a raw fruit or vegetable, canned tomatoes, or canned or frozen orange juice

Gather or prepare fruits and vegetables just before using

Wash quickly and never soak them. Cook only until tender, don't overcook

Cover green vegetables to speed cooking or use a pressure saucepan

Use every drop of the liquid from cooked or canned vegetables. It absorbs vitamins and minerals.

The body has no storage space for this vitamin. It must be eaten every day. Old and young alike need vitamin C daily to help:

Keep the teeth and gums healthy

Build strong bones and teeth

Strengthen the walls of the blood vessels

Heal wounds

Increase resistance to certain infection.

To get your money's worth, consider not only the cost per serving but the amount of vitamin C you are buying.

The following table may be used as a guide for determining the cost of a day's supply of vitamin C for the average adult. You will need to substitute local prices for the ones given in this table:

(Over)

COST OF A DAY'S SUPPLY OF VITAMIN C FROM FRUIT AND VEGETABLES

Item	If Purchase Price Per Pound is: Cents	Cost Day's Supply Vit. C Average Adult Cents	Amt. Food to Give Day's Supply Vit. C
Cabbage	10	4	1½ cups, raw
Oranges	10	4	1 medium
Grapefruit juice and orange juice, frozen	35	4	3/4 cup
Grapefruit juice & orange juice, canned	10	4-5	3/4 cup
Grapefruit	10	6	1/2 medium
Broccoli	20	7	2/3 cup
Kale, trimmed	25	7	1-1/3 cups
Collards	15	9	1-1/4 cups
Strawberries, fresh	35	10	1 cup
Cabbage	10	11	2-1/4 cups cooked
Potatoes	10	14	4 med. cooked
Tomato juice, canned	15	15	2 cups
Tomatoes, fresh	25	20	2-1/2 medium
Cantaloup	20	21	2/3 medium
Pineapple juice, canned	15	27	3-1/4 cups
Peaches, fresh	15	35	9-1/2 medium
Apples	15	61	12 medium

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FOR RADIO USE ONLY

What do you look for first when you buy frozen bread? The baker's name? The price? Those things are important, but neither one is the first thing to look for. Find the thermometer in the frozen food cabinet and look at the temperature. It should be zero degrees or colder. It should stay this cold to keep the bread's freshness in frozen storage.

Notice how the bread is packaged. It should wear a wrap of good frozen food packaging material, well closed. And the package should be free of air. Air is universally known as the enemy of good quality frozen foods, including bread.

You may know a brand of bread that you prefer, and, of course, the price matters to you. You want to get your money's worth. As a general thing, bread that is frozen starts out as better than ordinary bread. Whether it comes to your table better than ordinary depends on the way it is handled--all the way from the baker's oven to your table.

Throughout the country, there are special choice breads baked in loaves and frozen. For some reason, we find very few of these on our local markets. We do find the better breads shipped to stores frozen--then sold as fresh bread. This is common practice.

It would be better bread if you could buy it frozen, then thaw it in the oven at a temperature somewhere between 120 and 140 degrees. This means you would pull it through the staling temperatures--that is, between 20 and 65 degrees--quickly.

You can buy frozen yeast doughs now and give your family the treat of bread-a-baking aromas throughout the house, without having to make the bread from scratch.

Also, you have a choice of biscuits to be heated in the oven, cornbread squares and hushpuppies for the heating, English muffins and bagels fully cooked, and fancy rolls ready to heat--all far richer and far better than "mother used to make."

Take some kind of insulated bag or box with you to the store. Protect the temperature of your frozen breads and doughs. Here's why. One woman bought rolls which rose so much on the way home that she had to bake them; though she hadn't planned to serve them until the next week. So for convenience sake and for goodness sake, pay attention to the temperature of the frozen food cabinets where you buy frozen bread, to the way you take it home, and how you handle it at home. Otherwise, neither the name of the baker nor the price will mean much.

WHAT TO LOOK FOR
IN BUYING READY-MADES

How a garment looks and how well it wears depends a lot on the fabric, reminds Miss _____, extension home economist _____ County.

Today's fabrics have many hidden qualities that make them almost impossible to identify by looks and feel alone, Miss _____ observes. Therefore, the consumer should become acquainted with the characteristics of these fabrics in order to judge them.

She should ask herself these questions: Is the fabric fast to sunlight, gases, washing, drycleaning and perspiration? Will it ravel easily? Is the fabric suitable to the style of garment? Does it have a finish? Will the fabric stretch and get out of shape easily?

In addition the consumer should look for the following clues to good workmanship: Clothing should be cut with the correct grain, lengthwise, crosswise or bias; if fabric has a design or print, the pattern should be matched at the seams; garments should have ample seams for alteration; seams should be finished to prevent raveling; stitching should be secure; strain points should be reinforced; and hems should be ample for lengthening.

Also, look for well-constructed buttonholes and decorative trims, Miss _____ suggests.

When trying on clothes, keep the following in mind: If the garment requires a great deal of alteration, pass it by, especially if the bodice must be altered. The garment should be comfortable when sitting, standing, walking or bending. The garment will not change size when drycleaned or laundered. Then the consumer should give herself the mirror test--try the garment on and study it from back, front and side.

In addition, a consumer should check the labels that come with a garment for care garment requires; fiber content in garment; shrinkage control; special finishes on fabric; name of retailer and manufacturer.

It is good to file identification tags for future reference, Miss _____ says. Mark on each tag the garment from which it came.

For more information on buying clothing, call or write Miss _____ at _____ (building), _____ (town). There is no charge for this consumer service.

(Mary Em Lee)

FOR RADIO USE

You don't have to have a large clothing budget to be well-dressed. In fact, the lady voted to the top ten bracket should be one who manages to look chic on a limited allowance.

If you're trying to build a successful wardrobe on a limited budget, it is far wiser to have a few good clothes--rather than lots of inexpensive ones. For good clothes, that is those that show good taste--will remain wearable in quality and line though exotic fashion trends may come and go.

Look close at hand and far ahead when you do your clothes buying. Use the common sense plan. Be fair to yourself and your pocketbook.

Remember that clothes are considered an index to a woman's character. They reflect to a large extent what she is, what she thinks and what her attitude toward life is. You want your clothes to say nice things about you.

The master key to appropriate dress is your knowledge of the lines correct for your particular figure type. You'll do well to analyze yourself for style purposes. Decide which natural lines of your figure are strong and pleasing. What lines are not so attractive. Know what illusion of height and width your silhouette gives from front back and side views.

Keep in mind that there is magic in line and design. Learn how to relate the line of your clothes to you. There are some things you can alter. Diet and exercise may help you tone down or round out your curves. But when it's a matter of being too tall or too short, you'll need to use your skill of dress to emphasize your best points and to play down your less attractive ones. Dress illusion is a justified form of deceit--and it's a fascinating project to work at. For tips on clothing selection call me at _____. I'll be happy to work with you.

TIPS FOR BUYING
COATS AND SUITS

Coats and suits are considered major purchases in our clothing budgets. Because they are expensive clothing items, extreme caution should be taken in their selection, believes Miss _____ Extension home economics agent, _____ County.

Before going out to buy a coat or suit, the wise shopper will make a plan based on her needs and wants. One should consider the following features before the purchase is made: fabric and trimmings of good quality, garment will withstand wear and have easy care features, good workmanship and proper construction methods, properly sized to insure a good fit, becoming to the wearer in style and color, and correct color and style for the entire wardrobe.

When judging fabric for a coat or suit, factual tags or labels help, Miss _____ points out. Information labels should tell the consumer the following about the fabric or fiber: name of fibers, percentage of each fiber used, and special finishes.

Less expensive coats tend to skimp on tailoring and finishing details, Miss _____ notes. Signs of inferior finishing are: narrow unfinished seams, a lining that does not lie smoothly and poor stitching. On the other hand, good workmanship in coats and suits give the garment a mark of quality. This desired feature is determined by the way the garment is cut, sewed and finished and by the type of trimming or detail that is used.

Is the garment cut with the "grain?" If cut "off grain" the coat or skirt will sag out of shape and will not wear well.

Seams should lie flat and be even in width. If fabric is tweed or loosely woven, seams should be bound or double stitched.

The hem should be flat, even in width, with stitching invisible from the right side and finished with good quality tape.

(COATS AND SUITS)

Buttonholes should fit over buttons evenly, not too long or too short. Machine-made buttonholes should be firmly worked, even and close stitched.

Often the quality of the whole suit may be determined by the lining and the way it is put in. Good buys in suits and coats have linings that are serviceable and good looking. Lower quality linings may wear out, pull out at the seams, shrink, change color, and may not be drycleaned. Linings of better quality coats often have a full length pleat down the center back to add comfort and keep the lining from being strained.

Before buying a coat, check these points for fit:

Collar should fit closely at neckline and lie flat against the back of the neck.

There should be no wrinkles under the arm or across the back. Sit, stand and walk in the garment in front of a long mirror; raise your arms to detect binding or straining.

Sleeves should hang straight from the shoulder and reach the wristbone when your arm is bent. A long sleeve should reach the wristbone when you touch the lobe of your ear on the same side.

In a coat, the hem should be no more than 1-1/2 inches longer than the clothes to be worn under it.

The shoulder line should be straight from neck to highest point of sleeve.

A well-chosen coat or suit can be worn year after year; but an unwisely chosen one becomes a disappointment. So know what you need and want and look for one that has everything desired at the price you want to pay, Miss _____advises.

(Mary Em Lee)

CONSTRUCTION IMPORTANT IN
HIGH-QUALITY FURNITURE

Construction is as important as material in securing quality furniture, reminds Miss _____, extension home economist, _____ County.

To evaluate construction, you must look behind, inside and under a piece of furniture to see how it is made, what materials are used and how it is finished. Examine drawers, doors, drop leaves, all visible joints and test for rigidity, she advises. These suggestions may help you.

Doweled or mortised and tenoned joints resist strain, Miss _____ says. A dowel is a wooden pin which fits into holes in the pieces to be joined. It gives rigidity. A double dowel joint uses two wooden pins, instead of one, and offers greater resistance.

A tenon is a rectangular projection which is covered with glue and inserted into the mortise or hole, Miss _____ explained.

Corner blocks glued and preferably screwed to chair or table rails reinforce corners to increase rigidity.

Table tops should be fastened to the base with screws or steel clips. The latter permit the top to "ride" as wood swells or contracts. Glue alone does not allow for this swelling. All surfaces should be flat and evenly finished, the agent notes.

Drawers should slide in and out evenly and smoothly. Corners of drawers are dovetailed, that is, notched to fit together, in good quality furniture. They may be nailed or glued together in inexpensive pieces.

Doors should close smoothly and fit well. Examine hinges to be sure the door does not sag, Miss _____ advises. Extension table leaves should fit perfectly and be of the same wood and finish as the

table. Be sure the hardware is carefully detailed, suited to the design of the furniture, smooth and well attached, and strong enough to stand pull and strain.

For more information about buying house furnishings, call or write Miss _____ at _____ (building), _____ (town). There is no charge for this consumer service.

(Mrs. Lillie Little)

FOR RADIO USE ONLY

Sale. That word is magic to most women. For there is something about a sale that has appeal. Maybe we just want to test our buying skill to see if we really can get something for nothing. Or maybe we believe we are contributing to the family income by saving a few pennies. Whatever the reason for going to a sale, be a wise shopper and get your money's worth.

Before buying ask yourself "why is this item on sale?" See if the reason the item is on sale makes any difference to you. Here's what I mean.

When buying clothing, find out if the style is on its way out. If so, you may wish to pass it up. However, if you can wear the garment a great deal right away it may be an excellent buy.

Also, notice if the garment is shopworn, soiled or damaged. The cost of drycleaning could bring the price back up. On the other hand, if a garment is damaged, a clever seamstress may be able to mend it and therefore get an excellent buy.

Know if the item is an irregular or second. Seconds have flaws such as mends, tears or runs which may or may not show or affect wear. Examine a garment carefully before buying. Irregular hosiery, for example, may have imperfections of color, knit or size, but these will probably not affect wearing quality.

Perhaps the garment is of a color or style that did not sell. But if it looks well on you--you may find it an excellent purchase.

Perhaps the price was reduced because only hard-to-sell sizes are left. Under these circumstances, you can often find excellent buys in sample garments or shoes.

Then, by all means, notice the construction. Is a portion of the garment put together wrong? Are the seams ripping out? The woman who sews may be able to correct these faults. For her the bargain may be a real bargain--for someone who does not sew, the investment may not be a wise one.

WELL-CHOSEN FURNISHINGS
ARE PLEASANT TO LIVE WITH

When house furnishings are well-designed, of sound construction and well-finished, they are pleasant to live with through the years, believes Miss _____, extension home economist, _____ County. To have such furnishings, a family must begin with a plan--a plan that fits its house and its way of life.

Since good design and workmanship is found at all price levels, Miss _____ offers some suggestions to help families make wise furniture selections:

1. Shop around--It pays to compare merchandise and check prices at various stores.

2. Learn to read labels carefully for facts about materials and construction.

3. Look for the manufacturer's name on the tag or label attached to the furniture. A reputable manufacturer is proud to identify his products and stands behind them should anything go wrong.

4. Study woods and other materials used in making furniture. A single piece of furniture may be made of several different woods chosen for very good reasons. Furniture is usually designated by the name of the wood used for the exposed surfaces.

5. Learn to recognize good construction features. Look behind, inside, and under to see how the piece is made and what materials are used. Examine drawers, doors, all visible joints and test for rigidity.

6. A good finish is a definite indication of quality. The back and underside of high quality furniture is sanded smooth, sealed and finished to reduce the chance of wood swelling and shrinking. Inspect the finish in a good light.

7. It is a foregone conclusion that a chair, table or any other piece must perform the job for which it was designed. If you are buying a desk or table, sit down and see if it is a comfortable height. A similar test will help determine the comfort and usability of other pieces.

For more suggestions on selecting house furnishings, call or write Miss _____ at _____ (building), _____ (town). There is no charge for this consumer education service.

(Mrs. Lillie Little)

FOR RADIO USE ONLY

Are you interested in buying a rug or a carpet? If so, you are probably confused by the wide variety of rugs and carpets on today's market.

Carpets are being manufactured in an ever increasing variety of fibers, colors, textures and designs. Also, scientists are working constantly to develop better man-made rug fibers as well as to improve the performance of the natural fibers.

Since this is the case, you should become a well-informed consumer before you make an investment in a rug. To do this, look at and compare different brands and fibers and talk to other consumers.

Here are some tips that may help you select a rug or carpet:

First--consider the fibers. You are not buying fiber names when you buy carpeting. You are buying resilience, abrasion resistance, easy maintenance, resistance to soiling, tracking, pilling and fading. These qualities are determined by the fibers that are woven or tufted into them.

All fibers have these properties in varying degrees. It's up to you to learn the characteristics of the fibers and then choose one which will best fit your needs at a price you can afford.

Second--the yarn should be strong, bulky, and springy to give resiliency. Several ply yarns are twisted together to give the strength needed in carpets.

Third--the density of pile is judged by the closeness of the rows and the depth of the pile. The more yarn or pile per square inch the better the quality. Work your fingertips back and forth into the pile to test the amount and compactness of surface pile.

Fourth--study the carpet backing as well as the surface pile. The underside must hold the pile yarns in position and provide a firm foundation. A quality backing is tightly constructed but flexible enough to roll without bending or cracking.

Fifth--color is an important factor. Choices are almost unlimited. Remember that the floor is part of the background so you should choose a color which will blend in with the furniture.

Select a carpet you will be proud to have underfoot. Keep in mind fiber content, yarn, density of pile, carpet backing and color. You'll be glad you did.

FOR RADIO ONLY

If you're in the market for a smooth surface floor covering--keep this in mind. The floor is one of the largest areas in a room. In fact, the floor covering you choose could set the decorative theme for the rest of the room.

In addition, you'll wish to select a floor covering that will offer you comfort, convenience, satisfaction and durability for the money you spend.

Fortunately, when you select resiliant floor covering, you'll have your choice of many different materials--including linoleum, rubber tile, asphalt tile or the special plastics. Since each one has its good points and perhaps a negative one or two--you'll do well to know the characteristics of each and what care it will need.

As you shop, you'll find you have two basic types of floor coverings to choose from: Permanent and temporary. You can buy permanent coverings in tiles or in sheet form. The sheet variety comes in rolls six feet wide and up to 100 feet long. This allows a minimum number of seams. Tiles have two advantages--one: you waste less material if the floor space is broken up by recess areas and two: tiles are easy to replace if broken or damaged by wear.

Temporary floor coverings are either felt base or vinyl print. They are available as yard goods and produced in six, nine and twelve-foot widths. Permanent and temporary coverings differ widely in performance, cost, service and the type of care they need.

No doubt about it--selecting the right smooth surface floor covering can be a big job--unless you're well informed. If you are interested in more information on the various types of smooth surface floor coverings available, ask me for a free copy of the bulletin "Resilient Floor Coverings."

TIPS ON SELECTING WARDROBE

* Your best wardrobe, regardless of its cost, will serve you well if chosen using the following points as a guide:

- Appropriateness to the occasion
- Suitability to the personality of the wearer
- Correctness in size and fit
- Becoming in color
- Suitability to your pocketbook

RULES TO FOLLOW WHEN BUYING A SEWING MACHINE

* Trade with a reliable business concern. Then read and understand the contract before you sign.

* Try out the machine. Don't expect a low-priced machine to give the same performance a higher-priced model does.

* Make your own buying decisions. Refuse to be influenced by high pressured sales personnel or advertising claims.

* Buy only what you can afford. Check on the size and number of monthly payments you will be required to make. If payments are too large, they may become a strain; if payments are too small, you may pay unnecessary interest charges.

* If you talk a dealer into lowering his prices, you may not be as shrewd as you think. He may make up the loss in "extras," such as charges for delivery, service or lessons which are normally free.

QUALITIES TO LOOK FOR IN UPHOLSTERED FURNITURE

* Look first at the color, texture and pattern of the fabric covering.

* Then check the style and size of the piece to see if it suits the room.

* Check with the salesperson to see if it has these features:

- Sturdy, hardwood frame, securely glued, doweled and braced.
- Firmly woven, closely interlaced webbing, securely attached to frame.
- Springs of tempered steel placed close together and firmly anchored.
- Each spring tied eight times with strong twine which is securely fastened to frame.
- Firm fabric covering over springs to prevent seepage of filling.
- A generous amount of a good quality filling.
- Protective padding of soft cotton to cover filling and to insure a smooth surface for cover.
- Muslin cover to permanently hold stuffing; usually used in good quality furniture.
- Upholstery fabric resistant to wear, soil and fading.

TYPES OF SALES

* Promotional--follow a fairly definite pattern, such as January or August white sales. Special purchases or new merchandise may be offered for sale.

* Clearance--is a way of getting enough space to display new merchandise or models. By shopping wisely, you can get good values.

* Stimulative--is a way to stimulate selling during dull periods. These may include back-to-school sales, Mother's Day sales, two-for-the-price-of-one sales.

* Anniversary--commemorate the founding of the store. Reduced regular stock is sold as well as special purchases. The special purchase merchandise standards may not always be as high-quality as the regular merchandise, but if the items meet your needs, they are still satisfactory buys.

BEFORE YOU BUY CLOTHING ON SALE ASK YOURSELF

* Do I really need it?
* How will I pay for it?
* Will it fit into my wardrobe plan?
* Do I really like it that much?
* Does the garment fit well?
* Are the care instructions with the garment?

STOP FOOD DOLLAR LEAKS

* Buy only what you can use
* Make wise buying choices
* Be sure you can provide proper and adequate storage for the items you buy
* After you buy food, prepare and serve it in ways that will bring out its true flavor and tempt family appetites

DIFFERENCE BETWEEN A BLEND AND A COMBINATION OF FIBERS

* A blend is made by mixing two or more kinds of fibers together before the yarn for the fabric is spun.

* A combination is made by mixing fibers in the weaving--one fiber may be used in the lengthwise yarn and another kind of fiber in the crosswise yarn.

* Although a blend and combination may contain equal amounts of the same fibers, the two fabrics may have different characteristics.

SPEND THE CLOTHING
DOLLAR WISELY

Clothes play an important role in the lives of most families. From a health standpoint they protect the body. They can also serve as great morale builders because suitable, attractive and well cared for clothes gives confidence and self respect to the individual.

Miss_____, extension home economist, _____County, says families are often judged by the clothes they wear. "Fortunately, it's not the amount of money spent on clothing or the size of the wardrobe that determines whether a family is well dressed or not," she adds. "If a family plans carefully, they can have appropriate clothing for every occasion with comparatively few clothes."

Getting full return for all money spent on clothing should be the aim of every member of the family, Miss_____points out. A wise family makes every dollar count by applying these three important practices--make a clothing plan, watch your P's and Q's (price and quality) when buying clothes, and care for clothing properly.

Miss_____states that the secret of a family being well dressed at small cost is to plan the wardrobe carefully, wasting nothing, and making the most of what every member already owns. Clothing is expensive and a well made plan will help prevent unnecessary and careless buying. Remember that impulse buying will leave its mark on your wardrobe. If practiced, you will end up with a large assortment of perfectly good clothes that will not go with anything else.

(MORE)

Every member old enough should have a part in planning the clothing budget. The first step in making a plan is to analyze the family activities in terms of clothing.

After the clothing needs are determined, an inventory of the present wardrobe is important to give the family a clear picture of the clothing you have. Put your plan on paper by listing all clothing on hand. Divide the clothes into three groups--those you will keep; those you will re-style, remodel and repair; and those you will discard or give away.

As a shrewd shopper you must remember to buy only those clothes needed and written in your plan.

(Mary Em Lee)

CALLING CONSUMERS

October, 1966
Basic script on "WHEN YOU BUY BEEF TO FREEZE" to use for radio, leader reports, newspaper articles, and to add visuals to and use for demonstrations at meetings and on TV.
Nita Orr
Specialist in Frozen Foods
N. C. Agri. Ext. Service

WHEN YOU BUY BEEF TO FREEZE

"We hae meat that ye can eat." This slogan identifies a meat market in Canada - not far across the United States-Canadian border. Sandy Allen (who learned some of his management practices at the School of Business, University of North Carolina in Chapel Hill) runs this market. It must be a source of satisfaction to the families in that shopping area...for it is important to buy "...meat that ye can eat".

We want beef "that ye can eat" (and that is worth its cost) in our freezers. We ask: should I buy beef to freeze when it is on special sale? Should I buy beef by the quarter or half at "hanging weight"? Or buy it already cut into roasts, steaks, and patties? Should I buy beef already packaged to freeze or should I package it myself?

What does "hanging weight" mean? It means the weight of a side of beef or forequarter or hindquarter before it is cut, trimmed, and wrapped. Cutting loss

usually ranges from 23% to 30% but can, and often does, go higher. The amount of cutting loss depends on whether the beef is "high yield" or "low yield". "High yield" meat has more lean meat than "low yield", though the amount of lean does not determine the quality. If you want to know the quality of the beef, buy USDA graded meat. If you do not know the grades, ask your County Extension Agent.

If you buy a half of beef, don't let anybody sell you two forequarters. Your own intelligence, if you stop to think, tells you that a half beef is one forequarter and one hindquarter. It is so identified by the meat industry. But unless you know how beef should look hanging on the rail, you can be "taken in" when you see one front hanging on the rail in the normal manner and the other front hanging with the shank end up with the short ribs removed. This makes it resemble a hindquarter but does not put steaks into it.

No rule fits all situations, so do some simple arithmetic and see what the estimated cutting waste will be on "hanging weight" beef. Then compare the price with that of beef by the piece.

Whether or not you package your own depends on cost and quality of job. Does the beef seller use proper packaging material and know how to put it on?

Can you do a better job? The ideal thing is to have your beef packaged and frozen before you bring it to your freezer. Some places are equipped to do this. It avoids the risk of overloading your freezer with unfrozen beef.

Santa Claus has not gone into the beef business yet, so do not expect the best meat at a too low price. Don't be lured into a business place by low-advertised prices then let yourself be switched to meat at a higher price than it should be. This happens. Called "bait and switch" - bait advertising, switch selling - it is not the best way to buy.

There are beef sales and beef sales. Some are good some are not. Ask yourself: Is this beef worth the money? Do I have room for it in my freezer without crowding out other needed foods?

So if you plan well and buy beef wisely for your freezer, you can say with our Canadian neighbor "We hae meat that ye can eat" and maybe you can add "...and it's worth what it cost".

SELECT FREEZER TO
MEET YOUR NEEDS

When you buy a freezer, use the PCA guide, advises Miss _____, extension home economics agent, _____county. These letters stand for performance, convenience and appearance.

When checking for performance, be sure the freezer is built to keep its inside space cold enough for the job it needs to do. Will it hold a temperature of zero for frozen food storage? Will it get colder than zero to freeze the food? If you plan to freeze food, and not just to store already-frozen food, be sure the freezer has enough reserve refrigerating power for the job. Unfrozen food put into a freezer with too little reserve power will not go down to zero as promptly as it should, she explains.

Do not depend entirely on brand name, Miss _____suggests. A favorite company may make a good refrigerator, but that same company may or may not make a good freezer.

The greater the amount of refrigerated surface in the freezer, the better it performs, Miss_____says. In a chest type it is better to have refrigeration coils on all four sides and at one end, rather than on just two sides. In an upright, it is better to have refrigeration coils in the walls and under the shelves, rather than just in the walls or just under the shelves.

The better insulated a freezer, the better it performs.

Be sure of sturdy door construction on an upright freezer, Miss_____advises. For many reasons it is better not to have shelves on the door. If you want one without door-shelves you can likely get it from any company, if you specify this is what you want.

(MORE)

Once you get a freezer in your house, you will likely decide to freeze food as well as store already-frozen food. If so, buy a freezer that will get food to zero all the way through the package within 24 hours.

When checking for convenience, you may find that some freezer styles have gadgets designed for this purpose. Since extra gadgets may mean added service costs, you'll do well to ask yourself, "Is this gadget a real help?"

Consider the freezer that defrosts itself. It has these advantages: 1) No frost to blur labels and food in "see through" wrappers and no frost to use storage space, 2) Faster freezing and more uniform temperatures throughout the freezer, 3) No defrosting saves your time, effort, energy and disposition at least once or twice a year.

On the other hand, the frost-free freezer has these disadvantages: 1) Usually costs more to buy and operate, 2) The flow of air around and on the packages will dry out anything that is there to dry out. This calls for perfect food packaging, 3) A good gasket seal is doubly important. Any leakage will tend to make the freezer run more often.

What type freezer will be more convenient for you? Do you need the top of a chest type for work space? Are you tall enough to bend over and get food from the bottom of it easily? Is there enough floor space for it?

Is there room for the door of an upright freezer to swing open? Is the floor strong enough to hold a heavy load in a small space?

(MORE)

If not, can you brace it properly? Do you mind bending down to get food from the back corner of the bottom? Can you reach the back of the top shelf?

Chest and upright freezers, equally well made, give equal performance, Miss_____says. The initial cost of the same amount of inner space may be slightly higher in an upright freezer.

In this guide for buying a freezer, appearance comes last. Buy your freezer according to these guides: performance, convenience, appearance.

(Nita Orr)

BLOCK PRINTING
WITH VEGETABLES

RALEIGH--Block printing, usually done with wood, can be done with vegetables. Miss _____extension home economist_____ county, says fabrics printed with vegetables can add charm, individuality, and a personal touch to the kitchen.

To do vegetable block printing on kitchen aprons, curtains, or towels, you need these materials: a suitable fabric; block printing inks; brayer or roller, four inches wide; scrap masonite or glass; newspapers or rags to catch spills; palette knife or small spatula; and vegetables. Potatoes, okra, onions, cabbage, or peppers are excellent choices.

Before starting work, Miss_____suggests you launder fabric to remove sizing. Press.

Slice vegetables in half. Then with a sharp paring or pocket knife, carve shapes or designs you wish to use. Cut carefully. To produce clear print, vegetables must have a smooth surface.

Use the palette knife or spatula to mix block printing inks. If using small amounts, mix directly on masonite or glass. When using large amounts, mix inks in jars. Keep lids closed tightly when inks are not being used.

With brayer or roller, roll inks on masonite or glass. Roll only a small amount at one time.

Place cut side of vegetables on inked surface. Lift up. Test designs and colors on scrap fabrics. When satisfied with color and

(MORE)

print, apply design on good fabric. If more than one vegetable is used, Miss_____suggests you make all prints with one vegetable before going on to the next.

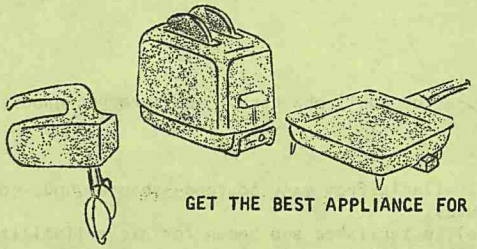
Designs can be creative. Try imaginative overall, border, contemporary, or informally balanced designs.

When you've finished, clean up work supplies with varsol, turpentine, or a similar solvent.

Let printed fabric dry completely. It may take from 24 to 48 hours for ink to dry depending, in part, on how heavily ink was applied.

After ink is dry, set colors by pressing wrong side of fabric for two or three minutes with a hot iron.

(Marjorie Shearin)



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:

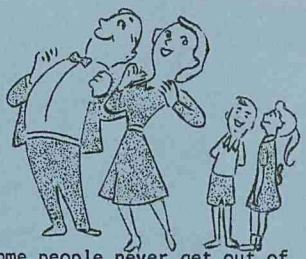
The right use and care of the appliance is a must if you get the most for your money, and satisfactory service and durability. General suggestions include:

- 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

HOW DOES IT FEEL TO BE OUT OF DEBT?



Is this a good feeling that you often have? Some people never get out of debt, and seem to feel that they must make new debts even before the old ones are paid off. Is your family carried away with galloping debt?

Everyone has certain routine payments that he doesn't consider debt, because of the way they must be paid. Keeping the rent (or house payment) paid on time, paying for utilities, such as water, electricity, and gas or oil, when bills are due--this is basic to keeping the household running. Wise families take care of these bills promptly. Good managers call them "fixed expenses," and allot money from income for these expenses before doing any other spending.

Food for the family is often considered a "fixed expense" also, since it usually takes a large bite out of the paycheck. We must have food to live, but we sometimes let food expenses grow larger than necessary because we enjoy eating and have poor buying habits.

We must have clothing of some sort, and there are other necessary expenditures for living today--transportation, medical, and educational, to name a few.

Some families can manage their money so that all bills are paid when they are due. Many other families cannot. Which family is yours? Experienced money managers tell usethat we can sleep better at night when the bills are paid. If your debts seem to be endless, or get larger for no obvious reason, try these ideas to work your way out of debt:

1. Keep on working to insure income.
2. Get family cooperation on keeping "fixed expenses" as low as possible.
3. Keep on paying your bills, even if you can pay only a small amount on each bill every month.
4. Examine your spending. Why did you buy, or charge, that last purchase? Was it absolutely necessary?

5. Stop buying (or charging) everything but those things most essential to life and sanity. If you can do this for even a brief period you should notice some relief from financial pressure.
6. Be a wise shopper. Know quality. Compare prices. Buy in season and in the right quantity. Must you buy the "deluxe" model?
7. Shop for credit when you must use it. Some interest rates, or carrying charges, are less than others. Make as large a down payment as possible.
8. Cut the amount of interest you pay by making larger payments than requested monthly. Do this especially on accounts where interest is charged monthly, and on the biggest accounts.
9. Try to charge less each month than the amount you pay on accounts.
10. Avoid debt consolidation loans. They often lead to more debt.
11. Avoid the "use now--pay later" plan, except for durable goods. Psychologically, it is much harder to pay for food, vacations, and other items that you have already consumed, than to make payments on a refrigerator that you use every day and expect to last long after the payments are completed.
12. Never buy something just because someone else did. Who are you trying to impress? You are some one of worth. Impress others with your real personal and financial integrity.

If you have never experienced the feeling of being out of debt, why don't you try it? If you are out of debt you can have cash to save for emergencies and buy things you really need. Buying with cash often means further savings. It may take a lot of will power to get out of debt, but it can bring rich rewards and a wonderfully independent feeling.

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

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 syttem, 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
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U. S. Department of Agriculture, Cooperating
North Carolina Agricultural Extension Service
Raleigh, North Carolina
October 1966

COPY OF TELEVISION SCRIPT-ASPECT
Prepared and Used by
Janice R. Christensen
Home Economics Editor

Pix
Old Fashioned
scene

About a hundred years ago--so I'm told, most people were pretty self-sufficient. They made their own clothing, grew their own food supply--perhaps built their own houses. Today it's different--most of us depend upon someone else to do these services for us.

MS of
Jan

That means we're a society of consumers. The decisions we have to face center around spending the money we have for those items we desire and need. In plain blunt English--it's getting the best value we can for the money we have to spend.

Let's think about this for a few minutes. In the United States we spend more than 350 billion dollars a year. That's a lot of cash! Much planning should be devoted to the spending of such a huge amount of money. Long-term goals as well as short-term satisfactions are involved.

Now, I'm willing to concede that there are a lot of very competent consumers, but there are also many people who are just beginning to cope with the consumer decisions that have to be made daily. For example, half of the first-time brides

Pix
Young girl

are teenagers faced with the selection of housing and house furnishings. There is also our large youth population with money to spend and with very little experience on which to base decisions. These young people spend between 15 and 20 per cent of their allowance on clothing--they need to know textiles, how to compare quality, and how to use the information on labels...when caring for clothing.

(MORE)

Pix
Clothing workshop

Other members of the family are concerned about clothing, too. Perhaps you can get the greatest satisfaction from your clothing dollar by learning to sew at a clothing construction workshop. And you'll be learning about fabrics and ready-to-wear at the same time.

Pix
Well-dressed man

And here's another member of the family we can't ignore. That's the man of the house. For in the past year or so, men have become more style conscious--from the tips of their shoes to the tops of their hats.

Pix
Men's fashions

As one reknown fashion designer told a group of women about a year ago. "Ladies, you're going to have to share the fashion spotlight with men." He's right.

Pix
Textiles

There are other things the clothing consumer has to think about. Fabrics and textiles are a fast moving, dynamic field.

Not long ago we were concerned about four fabrics --cotton, wool, silk and linen. Now we've got acrylics, polyesters, modacrylics, spandex and many other families of synthetic fibers.

Pix
Brand names

Not only that but these fabrics may have special finishes--they can be waterproofed, moth proofed, fire proofed, crease resistant, stain repellant, shrink resistant, colorfast--and goodness knows what else all.

These fabrics may need special sewing techniques --they may call for special stain-removal and special care treatments.

Pix
Laundering

And the word care brings out the importance of knowing about laundry equipment, soap, detergents, bleaching agents, bluing compounds, and about recommended laundering and drycleaning practices.

(MORE)

Pix
Supermarket

Clothing is just one field where consumers have decisions to make. They also have many things to consider when they arrive at the supermarket, for they have about 8,000 items to choose from.

And the same food item may be bought fresh, canned, frozen, stewed, dried, fried, baked, broiled, roasted, toasted or broasted. Which to buy?

Pix
Diet food

There's another whole category of food products that's catching the eye of the consumer. We're a weight-conscious nation--and there are plenty of low-calorie, diet pack foods to tempt us. There are, of course, pros and cons for using these foods.

Pix
Small equipment

As consumers, you should also be aware of the small equipment items that can help make homemaking easier.

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.

As these appliances become more complex, selection becomes more difficult. This means wise buying know-how is essential for you as a consumer.

MS of
Jan

So far we've talked about some of the things that you have to think about when you buy clothing, food and household equipment. Here are some general tips that may help you gain greater satisfaction from the dollars you spend.

Pix
Impulse buying

One good practice is to know what you need before you go shopping. Here's what I mean. Often merchandise is displayed to encourage impulse

buying. But here's a sad fact of life. Too much impulse buying can leave you with too little money for important expenses.

Pix
Arm chair
shopper

Another good practice is to do comparative shopping, especially for items, such as household equipment. You may compare prices on similar items in retail stores, mail-order catalogs, discount houses or a manufacturer's outlet. At home you can do some armchair shopping by looking at mail-order catalogs and newspaper and magazine advertisements.

Pix
Planning menu

Of course, small items, such as groceries can take a large share of your income--when you add them together. Since it would be very time-consuming to shop comparatively for each small item, you might try this. Do your comparative shopping on the basis of all grocery items that you buy--that is, shop at the store where the groceries you buy most often cost you the least.

Pix
Clothing
styles

Another good practice is this--buy basic styles and models. Basic designs usually stay in style longer than fads or high-style garments...and basic designs are usually easier to care for and repair.

Pix
appliance

Here's another example, this time in the equipment field. A well-built, middle-of-the-line model may cost considerably less than a top-of-the-line model--with its many features. In addition, repair and upkeep costs on the basic model may be less...there are fewer parts to wear out... and since the mechanism is less complex it takes less skill to repair.

MS of
Jan

Also, paying cash can help you stretch your shopping dollar. Use of credit is a service you

have to pay for. So before you buy on credit, know how much the privilege is going to cost you. The amount you spend on interest may better be used elsewhere.

Of course, I haven't begun to mention all the things you can do to make your shopping dollar go further. We'll talk about that more, later in the program.

MS of Jan

At the beginning of the program we talked about some of the consumer decisions people have to make when they buy clothing, foods and small equipment. That's a mere drop in the bucket compared to the many other items families have to consider.

Pix Spraying

As a consumer you should be aware of safety factors that affect all family members. Home safety teaching includes such topics as storage of household supplies, safe handling of pesticides and proper use of electric equipment.

Pix House

Furnishing a home takes a large percentage of your consumer dollar. As you learn about quality of house furnishings, you also learn about color and design.

Pix Landscaping

Each time you make a change in your house--from improving the lighting--to building more adequate storage--to getting rid of insects or other pests to landscaping--you are making consumer decisions.

Pix Furnishings

If you are furnishing your first home, you'll need a lot of good background information before you even start--it amounts to a large investment.

A big investment, such as a home can involve savings, use of credit, present investments and insurance.

(MORE)

In addition, there is the money you spend on family recreation, the playthings you buy for the children, the gifts that family members exchange at birthday and Christmas time. These items are all part of your family's spending plan.

Pix
Home visit

No question about it. You and members of your family make consumer decisions every day. And if you sometimes wish you could get help with these decisions--on what to look for--how to use it--and how to care for it--here's a reminder. Your County Extension Office has the latest in unbiased scientific information to help you with these decisions.

In fact, Extension agents in each of the 100 counties in North Carolina are willing to help you. A personal visit to the office, a telephone call or a letter will alert the agents to those problems that are puzzling you.

To give you specific information that helps answer the questions you have, the agents might send you a bulletin from our State University, from the U. S. Department of Agriculture, or material that has been written especially to answer some local question.

Pix
Individual
conference

They may help you through individual conferences, or perhaps special interest meetings with local business experts.

Pix
Teacher

The Extension staff--the home economics, agricultural or youth agents--may be your teachers. But Extension agents have many people helping them. You might be taught by a volunteer or an assistant who has been trained by the professional staff. Also, professional workers

(MORE)

from other agencies, who receive special training, can relay consumer information to families they serve.

Pix
TV

Information to help you, the consumer, is often brought to you through Extension news columns, television programs and radio shows. In this way, we keep a constant flow of information going out to you.

Pix
Several
people

When members of the North Carolina Agricultural Extension Service plan a consumer education program, they have one goal in mind--to help Tar Heel families get the greatest possible satisfaction for all family members from the resources at their disposal. This is a big order! But we do it almost every day--52 weeks a year.

Pix
Man with
telephone

Consumer education has been an important part of Extension work for many years. But not everyone knows that. So we're setting aside the week of November 14-18 as "Calling Consumers" week in North Carolina. We're going to remind everyone that the County Extension Office is truly a consumer education center. We invite you to participate in the event--especially if you have special consumer problems. Again, although we answer consumer questions the year round, Extension agents are putting special emphasis on consumer information--Nov. 14 through 18 during a week for "Calling Consumers."

MS
Jan

-30-

FOCUS ON

New Honoree

Calling Consumers

NOVEMBER 14-18

Mrs. Rebecca Hall

Miss V. B. Lowery

Home Economics Extension

Agents

— OFFER —

CONSUMMER INFORMATION

ON

FAMILY LIVING PROBLEMS

....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

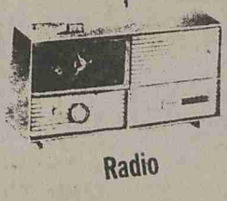
....BETTER FOOD CONSERVATION PRACTICES

....OTHER TOPICS RELATED TO FAMILY LIVING

Through Channels

Telephone

Newspapers



Radio

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