

Farm Wives Get National Salute In November

FARM WIVES are in the national limelight this month, receiving overdue recognition for their contribution to agriculture.

The month of November, 1973 has been designated "National Farm Wife Month." Secretary of Agriculture Earl Butte recently signed a proclamation making the occasion official.

The aim of the special "month," according to its backers, is to "raise public awareness of the farm wife's role in today's society and as a partner to her husband in the industry that feeds the world."

The whole idea originated in the offices of Farm Wife News. "Since women in all roles of our society are striving for and achieving recognition today, we felt that, as publishers of the only magazine exclusively for rural women, it would be fitting if we struck a chord for the farm wives of America," says Ann Kaiser, FWN's editor. "From the reaction so far, the chord was obviously music to their ears."

"Basically, we want to spread the word that today's farm women are alive and alert... are working hard for their farms and their communities... are aware of what is going on in the world and are ready to lend a hand to make it better."

Some elaborate plans were put into motion to achieve this goal. Farm Wife News staffers first distributed 200,000 bumper stickers, boldly displaying the theme for

the month: "We Salute Farm Wives... Proud Partners in Agriculture!"

The bright yellow stickers are showing up on car and pickup bumpers across rural America, and there's a lot of honking going on along rural roads, due to a little "extra" FWN staffers threw in. The promotion piece accompanying each sticker tells farm wives:

"Be sure to display this sticker on your car or pickup and join in the fun: When

you spot the sticker displayed by others, honk twice and wave at your counterpart. By honking the horn and joining in our 'Two Tools for Farm Wives' campaign, you'll be showing that you, too are proud to be a farm wife!"

(Farm women who would like a free copy of the bumper sticker can order it from the magazine's home office at 733 N. Van Buren, Milwaukee, WI 53202.)

Next the staff worked at getting the Secretary of Agriculture to "make it official,"

and found him more than cooperative. He not only signed a lengthy proclamation, but lauded farm women in a special meeting set for the occasion.

Farm broadcasters and farm magazine editors have been contacted, too, and have been encouraged to interview farm women during November.

John V. Tunney, Senator (D-Calif), eating on \$1.25 a day:

"I learned that I don't like it. You spend most of your time thinking about food."

Fashionable Slatted Blinds Solve Home 'Energy Crisis,' Add Dimension In Decor

In these energy-conscious days of fuel shortages and air-conditioning "brown outs," homeowners are returning more and more to an ancient solution to the problem of window coverings—slatted blinds.

Windows are very necessary to man's psychological well-being but they're extremely inefficient—they let heat in in summer, and they let it out in winter. So, aside from considerations of beauty and ease of maintenance, the search has been for a window covering that will minimize this effect—scientists call it a "thermal barrier."

The most efficient device developed to date? Slatted blinds. With modern engineering and recent advances in reflective finishes, blinds can make a difference of 10° to 20° over a window that is unprotected or one covered with drapes or a non-reflective shade.



**A Thermal Barrier**

In winter, modern blinds bounce heat back into the room from which it normally would escape through the glass. So important is this thermal effect, in fact, that it always should be taken into account when calculating tonnage requirements for air conditioning and radiant heating units.

Inevitably, talk of slatted window blinds brings up dingy visions of the 'thirties' and the old-fashioned, fat louvers we call "Venetian." Yet forty years of improvements in technology and chemistry by such manufacturers as Levolor Loretzen, Inc., of Hoboken, N. J. have evolved new designs and finishes that are the talk of the home fashions industry. Increasingly, decorators and designers are specifying the revolutionary 25mm (less than one-inch wide) blinds not only for their efficiency, but because of the wide range of colors, finishes and the effects which can be obtained.

Unlike outdated draperies

**COMFORT PLUS BEAUTY:** Modern tape-less, easy-to-clean blinds like this slim-slat Levolor Riviera in a striped design conserve energy through a "thermal effect" and provide countless new decorating possibilities.

and window shades, the sleek slatted blinds provide a crisp, modern look which enhances the clean lines of contemporary architecture and offers a spectrum of dozens of colors ranging from warm browns and umbers through the rainbow to low-gloss, brushed and polished aluminum, the most reflective surfaces for maximum heat control.

**Easy Come, Easy Stay**

But the most telling argument in favor of the new slim-slats is cost efficiency. According to a recent evaluation by an independent research laboratory, the average installation cost per win-

dow of horizontal blinds is less than half of "good" draperies.

Not only that, replacement and maintenance costs are way down, too. Within 8-10 years, 86 per cent of our drapes have been replaced, while more than half of our blinds last longer than ten years—many for a lifetime.

Planning a change in window treatments? Look first at the new narrow blinds. You can't beat them for beauty, variety, efficiency and low cost. Look, too, for the Seal of Approval which you'll find only on top-quality blinds like the Riviera by Levolor.

Decorating Tips

By Linda Forrest  
Designer  
Hardwood Institute

DECORATING WITH MOTHER NATURE'S HELP

"There's an excitement today in owning the real thing. We've had too many imitations."

So says a top flight furniture designer, quoted in *Home Furnishings Daily*, about the trend toward a greater use of Mother Nature's own material. "What we are seeing reflects today's attitudes and life styles. This is a time when wanting the real thing is very important to young people in particular," he said.

One indicator of this trend is the great amount of oak that will be seen in new styles for every room in the house.

Since oak is a hardwood that resists dents, wear and hard knocks, it is showing up repeatedly in bedroom styles designed for youngsters, that segment of the population who won't treat their furniture carefully. One fascinating oak design is an all-in-one unit that incorporates a bunk-bed, desk, closet, drawers and dressing mirror in a single free-standing unit. Another is created in a new, more rustic, oak grain, adaptable for both adolescents and young adults.

In the dining room, rough rugged oak will be seen in massive Jacobean styling that maintains the integrity of the period by using the same dark wood originally used in the style. Oak will also be seen smoothed down for the handsome Country French dining rooms that reflect today's trend toward gracious simplicity in styling, warmed by the use of Mother Nature's own mate-

rial. Oak has the character and graceful markings necessary for this style that reflects ease and comfort.

Versatile oak, bleached and fair, will even be showing up in ultra-modern styles as the letter-shaped base for glass-topped tables; or as made-from-one-piece end tables, where the gently sloping wood forms both the table-top and the legs; or as the rugged arm and back-rests of butcher-block sofas and chairs.

**CARD OF THANKS**

The family of the late Mrs. Virginia Thorpe Bridges wishes to thank their many friends and neighbors for the many kind expressions of sympathy during the illness and death of our loved one.

Your kindness through cards, floral tributes, telegrams, food, visits and friendly words of comfort will remain with us always.

Reverend Horace Bridges and Family

WHAT'S NEW IN EDUCATION?

by William A. Fowler, M. Ed.

How well are you doing your present job? Do you have the skills required for the next step up the ladder or for a new job?

Not long ago, a government official reported that the average employee holds anywhere from five to nine different jobs during his career. Part of this job changing is the result of technology that creates new jobs requiring new skills.

For every employee equipped for such changes, perhaps 100 others can't make it.

More and more alert job-holders are upgrading their skills with home study courses. Around the country there are about five million people enrolled in home study. About 87 percent of them are taking career development courses. And 7,000 companies are supplementing their on-the-job training with correspondence courses.

Home study courses have lots of advantages. First, you don't have to be relocated for your training. You can learn at home. Along with basic course material you'll often receive training and audiovisual aids to help you learn faster and more completely.

The right home study course can help you win employment security in today's fast changing world.

To obtain your free directory of accredited private home study schools, write to the National Home Study Council, 1601-18th Street N.W., Washington, D.C. 20009.

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R for your child's safety

Parents who permit small children to roam the neighborhood unsupervised either alone or in groups on Halloween are courting disaster, warns Dr. Albert H. Domn, child safety specialist and medical director of the Prudential Insurance Company.

Malicious tricks, harmful handouts, and poorly lighted steps and doorways are just a few of the perils that cause serious illness and accidents, which can result in crippling, and even death to youngsters who go from house to house unattended on Halloween, Dr. Domn told local parents.

"Safety education and advance warnings are important, but small children, especially those under the age of eight, need personal on-the-scene supervision," he said.

"The best protection you can provide for your youngster is a well-planned Halloween party in the home."

"Prevent tragic burns by insisting that children wear non-flammable party costumes. Use flashlights instead of candles to light jack-o'-lanterns," Dr. Domn said.

Dr. Domn also urged parents to be sure that children's masks permit free vision and do not impair vision. Many children have been seriously injured from falls that could have been avoided if they had been able to see properly, he said.

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