Farm Wives Get National Salute In November you spot the sticker displayed by others, honk *twice* and

FARM WIVES are in the rdue receiving overdue recognition for their contribution to agri-

The month of Nove The month of November, 1973 has been designated. "National Farm Wife Month." Secretary of Agricul-ture Earl Butz 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 mag-azine 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



your present job? Do you have



make it.

the five 1 the month: "We Salute Farm Wives ... Proud Partners in 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 accompany-ing each sticker tells farm wives:

sticker can order it from the magazine's home office at 733 N. Van Buren, Milwaukee, "Be sure to display this sticker on your car or pickup and join in the fun: When

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 win-

dow coverings-slatted blinds.

Windows are very necessary to man's psychological well-being but they're extremely in-

efficient — they let heat in in summer, and they let it out in winter. So, aside from consid-

erations of beauty and ease of

maintenance, the search has been for a window covering

that will minimize this effect

- scientists call it a "thermal

The most efficient device de-

veloped to date? Slatted blinds.

recent advances in reflective

finishes, blinds can make a dif-

ference of 10° to 20° over a

window that is unprotected or

one covered with drapes or a

A Thermal Barrier

In winter, modern blinds

non-reflective shade.

With modern engineering and

barrier."

ind him more than coerative. He not only signed lengthy proclamation, but uded farm women in a special meeting set for the occawave at your counterpart. By honking the horn and joining in our Two Toots for Farm

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."

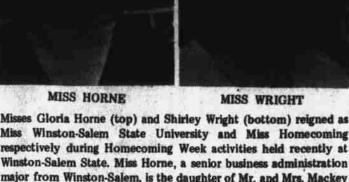


Wives' campaign, you'll be showing that you, too are proud to be a farm wife!"

(Farm women who would like a free copy of the bumper

Next the staff worked at

WI 53202.)



Miss Winston-Salem State University and Miss Homecoming respectively during Homecoming Week activities held recently at Winston-Salem State. Miss Horne, a senior business administration major from Winston-Salem, is the daughter of Mr. and Mrs. Mackey K. Robinson. Miss Wright, a junior nursing major from Spartanburg, South Carolina, is the daughter of Mrs. Ada M. Wrights.

products, are machine wash-

water rinse.

rug, add some towels to bal-ance the load. The dyes are fast and shouldn't bleed color, but test for fastness first.

Decorating Tips By Linda Forrest Designer Hardwood Institute DECORATING WITH MOTHER NATURE'S HELP

lat., Nov. 10, 1978

house.

fascinating oak design

ing mirror in a single free-

created in a new, more

rustic, oak grain, adaptable

used in the style. Oak will

also be seen smoothed down

for the handsome Country

French dining rooms that re-flect today's trend toward

gracious simplicity in styl-

ing, warmed by the use of

Mother Nature's own mate-

young adults.

THE CAROLINA TIM

"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 re-flects 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 frend is the great amount of oak that will be seen in new rial. Oak has the character

and graceful markings nec-essary for this style that Since oak is a hardwood reflects ease and comfort that resists dents, wear and Versatile oak, bleached hard knocks, it is showing and fair, will even be showup repeatedly in bedroom ing up in ultra-modern styles as the letter-shaped base styles designed for youngsters, that segment of the

for glass-topped tables; or population who won't treat as made-from-one-piece end their furniture carefully. One tables, where the gently sloping wood forms both the is an all-in-one unit that intable-top and the legs; or as corporates a bunk-bed, desk, the rugged arm and back-rests of butcher-block sofas closet, drawers and dressand chairs. standing unit. Another is

CARD OF THANKS

The family of the late Mrs. for both adolescents and Virginia Thorpe Bridges wishes to thank their many friends In the dining room, rough rugged oak will be seen in and neighbors for the many massive Jacobean styling kind expressions of sympathy that maintains the integrity during the illness and death of of the period by using the same dark wood originally 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

97he Now Washbasket

them clean?"

By Bobbie Hill Hobby kits have sparked a resurgence of nostalgic past-times like crocheting Afghans, hooking throw rugs and cross-

stitching quilts. And with this revived popularity has come the question: "How do I keep These brightly colored things, offered through knit shops, mail order houses and



Use the gentle wash cycle, which is a 6-minute warm

If you are washing a hooked

as premiums with consumer

water wash with cold rinse. Then dryer dry on a low or "delicate" setting. If your washer does not have a gentle cycle, wash only three minutes in warm water. then set the dial for a cold