

Cap'N And Dock By F. B. Thompson

Most of us are familiar with the Agricultural Extension Service, but we are hearing more and more about marine extension either in the terminology of fisheries extension or seafood extension. We would like to comment today on some of the ingredients we feel are necessary for the successful extension agent.

The first step any extension agent must take is to gain the confidence and the acceptance of the audience he hopes to serve. This means that the individual himself must be acceptable, along with the kinds of services he is offering. Since fisheries extension is pretty much of a new type of activity across the country, it is not unusual for an individual fisherman to look upon it with a degree of suspicion, or doubt. Gaining acceptance then is the number one priority. For the guy who has a genuine liking for people, who has a background that compliments the job he is trying to do, who possesses a recognition of the fact that information transferred is a two-way street—for this kind of a guy, acceptance comes easier and faster than it does for the know-it-all who figured he could jam innovation down somebody's throat and make them like it.

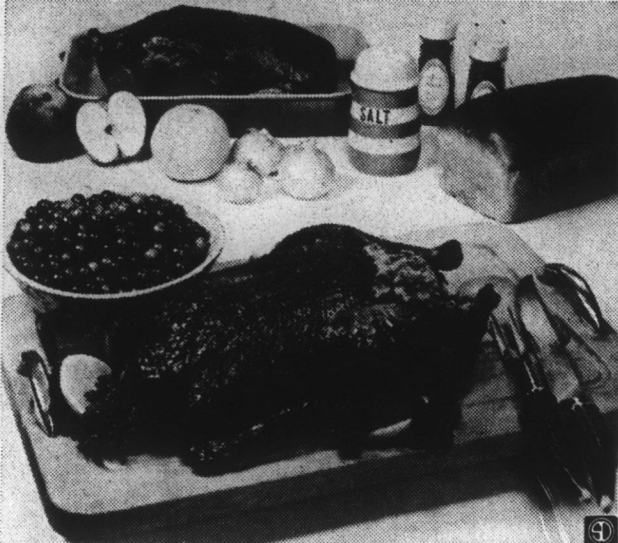
From here, we believe there are three other qualities an agent should have to call upon, and each traces its roots back to acceptability. The first of the three is empathy. The agent has to identify closely with the fisherman or processor in terms of their interest, their educational level, their essential interdependency, and the time they are willing to invest in trying out new techniques.

The second of the elements or qualities the fisheries agent must call upon to perform his role is that of endurance. It may take a year for the agent to get the attention of the fisherman or processor and for them to realize that the agent isn't a special investigator from some regulatory agent who is trying to do him in. There are many techniques in gaining the confidence of people whether it be sitting on the fish box

chatting about common interests or whether it be joining with the boys or whether it be attending meetings or whether it be the adaptation of some other technique, it takes a rounded person to develop conversations and understanding so that the agent cannot wait for answer. Agricultural extension services successfully so endure in many disguises. A third element, one which relates to endurance, is frequency of contact. A marine extension agent starts out with a commitment to help the people become more efficient in a variety of ways. Ideally, the marine extension agent is a guy who "pounds the dock" day in and day out. Questions arise that cannot wait for answer. Agricultural extension services maintain county offices, close to the scene of action. Contacts with agricultural audiences are therefore frequent. A marine program evaluation — including feedback—is available on a regular basis. This also is an objective of the marine extension specialist. There is one last ingredient necessary to the successful role of a marine extension agent. This is the agent's own background in fisheries and relates to the people that he is trying to assist. The problems of the fisherman, however, go considerably beyond those previous areas of confidence mentioned. There are tax and accounting problems, corrosion, navigation, legal constraints, pollution, sanitation and a variety of other items which may come up in the daily operation of the processor or fisherman. The effective agent then will try to establish contact with experts in these fields, whether they are university based or are working in state or federal government or industry. He will tap these resources regularly in order to assure that the programs he hopes to get across to the fishermen are sufficiently broad in scope to be responsive to their needs.

There is no well charted course for a marine extension man assisting our industry. The programs that are developed to meet the needs of the people require two-way cooperative street. Through cooperation and coordination successful marine extension programs can be developed for the benefit of our industry.

Stuffed Duckling à la Cranberry



Fresh cranberries are in season now. What better way to enjoy them than in a juicy young duckling, stuffed with fresh, tangy cranberries.

CRANBERRY DUCKLING (Makes 4 to 6 servings)

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| 2 cups Ocean Spray fresh cranberries | 2 cups bread stuffing mix |
| 1 cup sugar | ¼ teaspoon salt |
| ¼ cup water | ¼ teaspoon thyme |
| ¼ cup butter or margarine | Dash of pepper |
| ¼ cup chopped onion | 1 cup sliced apples |
| ¼ cup chopped celery | 1 4- to 5-pound duckling |
| | 2 tablespoons orange juice |

Combine cranberries, sugar and water. Bring to a boil; cook until cranberries begin to pop. Strain, reserving cranberry syrup and pulp.

Melt butter and add onion and celery. Sauté until vegetables are tender. Add the cranberry pulp, stuffing mix, salt, thyme, pepper and apple. Toss slightly with fork to blend. Stuff and truss duck. Prick skin to allow fat to drain off. Roast in slow oven (325°F.) for about 45 minutes per pound, or until skin is crisp and meat is tender. Drain pan drippings into a bowl about every half hour. Skim fat from pan drippings and reserve juices.

About ½ hour before duck is done, baste with a mixture of the reserved cranberry syrup, ¼ cup reserved pan juices and the orange juice. Baste duck every 5 to 10 minutes during last ½ hour of roasting.

Hunters and fishermen spend about \$150 million for state hunting and fishing licenses each year.—Sports Afield.

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EXTENSION WORKER HONORED—Miss Edna Bishop, right, who recently retired as Albemarle Area extension agent, was honored at a luncheon meeting Tuesday by Albemarle Sound Area Conserved Products Association. She was presented a silver dish by Mrs. S. E. Caroon, left. In the center is Mrs. Frank Barnes, president.

From The Chowan Herald Kitchen

Continued from Page 3

baking powder and salt. Add to creamed mixture alternately with milk, blending well. Stir in oatmeal and pecans. Spoon batter into well-greased five-cup ring mold. Bake 30 to 35 minutes. Remove from oven and immediately unmold onto a wire rack. Cool five minutes. Drizzle with glaze made by combining two-thirds cup sifted confectioners' sugar and two tablespoons maple-blended syrup. Garnish with pecan halves.

As far as we are concerned, corn bread, just plain, can hardly be improved upon but, if we served it for breakfast, we'd like it sparkled with something like bacon or even corned beef. We have a corned beef fan at our house but we haven't tried adding corned beef to corn bread.

Recently the Underwood Kitchens came out with a corned beef spread. They recommend Corned Beef Corn Bread to serve with eggs for a better breakfast idea. We have tried the spread for a delicious sandwich and the corn bread is bound to be good.

Corned Beef Corn Bread
2 cans corned beef spread.
½ cup chopped walnuts.
1 pkg. (8½ oz.) corn muffin mix.

½ cup milk.
1 egg, beaten.
Combine corned beef spread, chopped walnuts and corn muffin mix until thoroughly blended. Make a well and add the beaten egg and milk. With as few strokes as possible, stir until ingredients are combined. Batter will be slightly lumpy. Pour batter into a greased 8 x 4 x 2 loaf pan. Bake at 400 degrees for 30 to 35 minutes. Serve hot. Serves six to eight.

Quickies
Conjure up a special quick treat. Spread eight ham-burger bun halves with a mixture of one can deviled ham, one tablespoon minced onion and one tablespoon ketchup. Top each with a slice of American cheese and broil until cheese is bubbly. Presto! Eight open-face sandwiches.

Make a tasty hot hors d'oeuvre from ingredients on the shelf. Combine one can chicken spread with one-half teaspoon Worcestershire sauce. Spread on 12 toasted party bread slices. Broil one minute and sprinkle with paprika.

Make a party pate the easy way. Combine two cans liverwurst spread with three-fourths cup softened butter

and two cans three-ounce cans chopped mushrooms. Refrigerate until serving time, and serve with pumpernickel slices.

Corned beef and Swiss is a sandwich favorite. Now make it the easy way with spreadable corned beef. Combine one can corned beef spread, one teaspoon each minced onion and prepared mustard. Spread on four slices of bread. Top with a slice of Swiss cheese and four more slices of bread. Grill in butter.

My Neighbors



"We're supposed to watch you—you're not supposed to gape at us!"

CHEVY'S NEW LITTLE CAR IS OPEN FOR BUSINESS.

We call it Vega. We also call it "the little car that does everything well." Because it does.

Everything? Everything.

Vega moves well, stops well, steers well, rides well, handles well, responds well, passes well, travels well, parks well, wears well, and is priced well under what you'd expect to pay for such a talented little car.

In our highway tests, Vega has been getting gas mileage in the neighborhood of the little imports, which isn't a bad neighborhood.

Yet unlike your average little car, ours steps right out when you step on the gas.

The engine is a specially designed overhead cam four with a lightweight aluminum alloy block. It turns slowly and quietly at turnpike speeds, with power to spare.

Disc brakes are standard in the front. So are bucket seats, except on the truck.

How we doing so far?

Numbers speak louder than words.

The wheelbase is 97 inches. Total length is just under 170 inches, or nearly four feet shorter than a full-size Chevrolet.

Height of the coupe is just 50 inches, nine inches lower than the leading import.

Width: a nice stable 5½ feet. Weight: 2,190 lbs. for the sedan. Engine displacement: 140 cubic inches.

Fuel economy: about 25 mpg, with the standard engine and transmission, in our highway tests.

Horsepower: 90. You can order: 110. (80 and 93 hp, SAE Net.) Seating capacity: 4 adults.

What it all adds up to is a lot of little car.

Three cars and a truck. Vega turned out so well that we couldn't turn out just one.

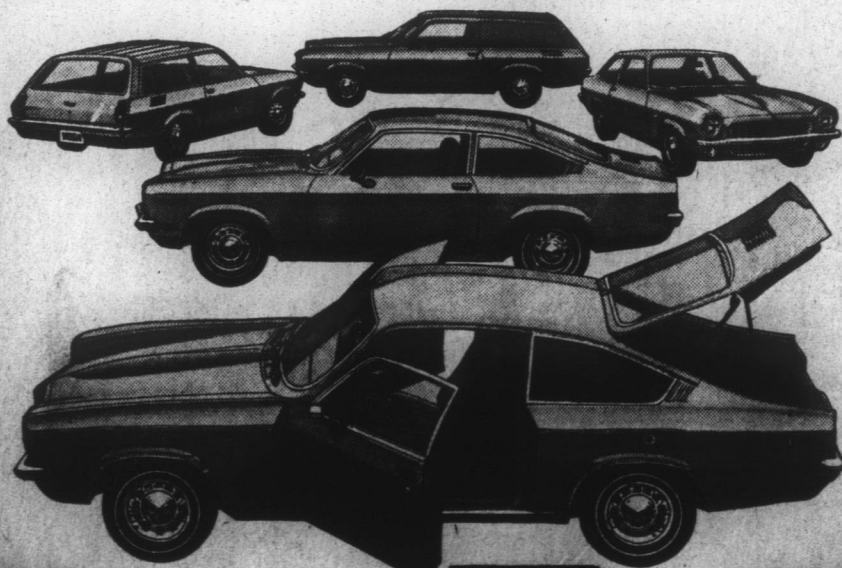
So we're turning out four: the sporty little hatchback coupe shown open and closed in the foreground below; the sedan, on the right; the Kamback wagon, on the left; and the little panel truck, in the rear.

Oh, and a special GT version of the coupe and wagon which we'll show you later on.

September 10th is Opening Day.

All 6,300 Chevrolet dealers are handling Vega, so you shouldn't have to go very far to see and drive one.

Chevy's new little car is open for business. Look into it.





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