

Neighborhood Leaders Occupying Important Role In Farm Activities

Leaders Serve To Contact All In Communities

By JOHN W. GOODMAN, Assistant Director of Extension N. C. State College

North Carolina's 29,000 Neighborhood Leaders, men and women, occupy an important role in carrying America's wartime agricultural program to every farm family in the state. They are serving in a volunteer army that is always on the march and the unselfish service that they have rendered in so many activities has proven that there is unlimited patriotism among rural leaders.

Formerly agricultural areas were organized on a township basis but there was found much overlapping of service in many sections. About two years ago this was changed to a neighborhood basis and since Pearl Harbor the wisdom of this change has been proven. The Agriculture Extension Service of N. C. State College has been of great value in bringing about this change.

A Neighborhood Leader serves in a small area, within walking distance of all the families in the community council. He knows



JOHN W. GOODMAN

every one intimately, since they all attend the same church and the children go to the same rural school. The families visit back and forth, with the women borrowing from each other while the men exchange work. "The Good Neighbor Policy" becomes an established farm practice.

The value of the community council with active neighborhood

leadership has been shown in the scrap and salvage drives, in the Victory Garden campaign, in the club work for boys and girls, in the sale of War Savings Bonds and Stamps, in the food conservation program, in the production of more food and feed crops and in many other ways.

The community council and the neighborhood leader program is the democratic method of solving farm problems and of helping all farm families to render a greater service to themselves, their community, and their country, state and nation. They can more effectively cooperate with all organizations and agencies. They can better inform themselves, coordinate their efforts, and plan for that which is to the best interests of the community. Rural leadership is developed, morale is maintained on a high basis, and opportunity is offered for a greater social participation in rural affairs.

At the present time the Neighborhood Leader is not only doing good work in the second Victory Garden campaign but he is also encouraging the planting of more peanuts, soybeans, the full limit of the cotton acreage, and all food and feed crops. He is also encouraging the production of more milk, more poultry, more hogs and beef cattle to the end that the Nation may have an

PORKERS AT LIVESTOCK MARKET



Where could you find a better collection of porkers than are shown in this picture taken on a sale day at Wilkesboro Livestock Market? The market, which has auction sales every Monday afternoon, has grown rapidly since it was established. Cattle, hogs, sheep and other livestock are sold each sale day. The market affords the farmer an ideal place to sell or to buy.

Home Demonstration Club Women Of Wilkes County Making Progress With Their Organized Curb Market

abundance of food with which to supply its armed forces and allies, with enough at home to assure every one an adequate diet.

Neighborhood Leaders are making surveys and giving careful study to the best methods of utilizing farm labor and equipment so that a serious man power shortage may not develop on the farm. They are asking growers to plan their work much farther in advance that formerly and to figure every possible means of swapping work. They have found that farm families are not interested in working for wages on neighborhood farms, but they are keenly interested in planning and swapping work on an equal basis so as to get the most out of all available labor.

The Neighborhood Leader Program is based upon the sound principle of one neighbor helping another and it is fostering a spirit which helped our forefathers conquer the wilderness and make this country what it is today. It is not only valuable in solving local problems but it also helps to marshal public sentiment on national issues, which is so vital to the democratic form of government.

Under the leadership of the State College Agricultural Extension Service and in cooperation with other agricultural agencies, the neighborhood leaders are carrying valuable information on farming to the last family at the end of the road. They have gladly accepted, without pay, the responsibility of explaining all programs and other information to their neighbors and of urging them to take action along suggested lines. This larger group of unselfish farm men and women are serving as assistant farm and home agents within their own communities and their services are invaluable.

The neighborhood leader is in truth a Red Cross worker, a rural fire warden, a county agent, an air raid spotter, a civilian defense worker, a rationing expert, a selective service board member and many other things—all rolled into one. His or her opportunities for service are unlimited.

The work of these leaders in North Carolina has won the respect, admiration and appreciation of all those with whom they have worked and I for one would like to assure them that their services are deeply appreciated. The spirit with which they have accepted the responsibility of their duties gives us all great encouragement.

Over 28,000 youths in India are receiving government technical training.

In 1942 They Sold \$3,272.49 Worth of Home-Produced Items On Market

By MRS. ANNIE H. GREENE, Home Demonstration Agent

Progress has been reflected in the growth of the Home Demonstration Curb Market since 1939 when it was first organized. Total sales for the year 1939 were \$1,124.92 compared with sales for 1942 of \$3,272.49.

The market serves as a retail agency and provides farm women with a direct outlet for such products as poultry, eggs, butter, vegetables, cakes, breads, merts, canned foods, flowers, and all other items produced on the farm.

The market is managed by the sellers with the guidance of the Home Demonstration Agent. The success of the market is largely due to Mrs. Ralph Swanson, secretary and treasurer, who has certainly given time and efforts to maintain good relations between sellers and customers and make the market grow.

The other sellers on the market should not be forgotten because they have certainly been faithful and have given much to the market. The sellers are:

- Mrs. Ralph Swanson, Boomer, N. C.; Mrs. M. V. Robinson, Pores Knob; Mrs. Sam Pennell, Moravian Falls; Mrs. Selma Pennell, Moravian Falls; Mrs. C. C. Campbell, Moravian Falls; Miss Annie Lou Ferguson, Boomer; Mrs. N. E. Hendrix, Boomer; Miss Eva German, Boomer.

Where Will Money Come From?

People ask: "Where will the money come from?" to reach the thirteen-billion dollar objective of the Second War Loan. The answer is simple. The people HAVE the income.

When we produce munitions or peacetime goods, or anything else, we likewise produce income. For every dollar of production, there is a dollar of income.

The problem of war finance boils down to this—if individuals and businesses receive more income after taxes than there are things produced for them to buy, then excess funds arise. The government deficit is matched by the combined surplus of everybody else. This surplus should be put into Government securities to wipe out that deficit.

They give their lives... You lend your money.



STRAIGHT SHOOTING

Requires Plenty Of Good



WILKES CAN PRODUCE IT!

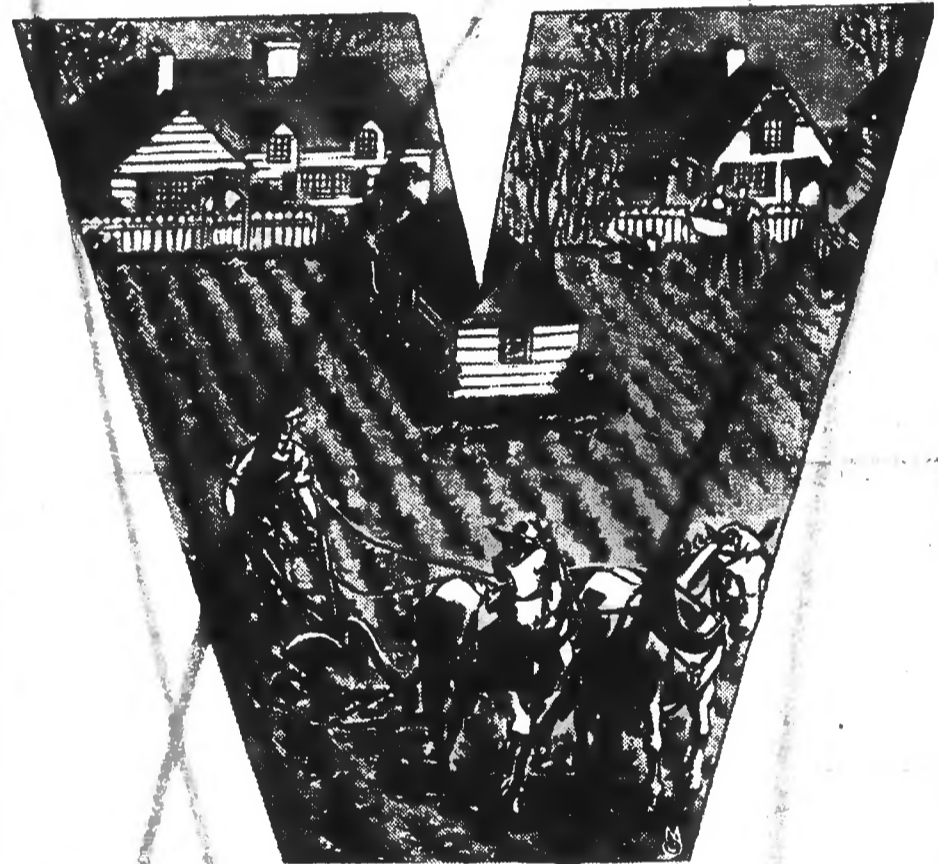
We're expecting MUCH from our fighting forces, and they're expecting FOOD from us. They deserve it... for upon them depends Victory, and their ability to "carry on" depends upon proper and sufficient food.

Join the "FOOD FOR FREEDOM" campaign and do your BEST for those upon whom depends so much! We congratulate all who are cooperating and urge everyone to conserve as well as produce, so there will always be ENOUGH!

BUY BONDS AND STAMPS

Wm. A. BRAME

Agent Pilot Life Insurance Co.
OFFICE BANK OF NORTH WILKESBORO BLDG.
North Wilkesboro, N. C.



Make Every Foot Count!

PRODUCE A VARIETY OF



Help Feed Our Fighting Nation... And Our Allies!

MAYBE YOU'VE PRODUCED FOOD IN THE PAST, BUT THIS YEAR YOU ARE BEING ASKED TO INCREASE YOUR EFFORTS TO THE UTMOST. THERE CAN'T BE TOO MUCH FOOD, BUT THERE COULD BE TOO LITTLE! IT TAKES STRENGTH AND COURAGE TO FIGHT BATTLES, AND FOOD SHORTAGES DON'T ADD TO A FIGHTER'S AMBITION TO GO ON UNDEFINITELY WITH NO FOOD IN HIS STOMACH. LET'S BE ABLE TO TELL THEM WE HAVE PLENTY OF IT, AS PAYMENT FOR THE HEROIC EFFORTS THEY ARE MAKING FOR US. WE CONGRATULATE ALL PRODUCERS OF FOOD, BE THE AMOUNT LARGE OR SMALL, FOR EVERY QUANCE WILL COUNT—EITHER HERE OR OVER THERE!

BUY VICTORY WAR BONDS AND STAMPS

● V. C. FERTILIZERS ●
CERTIFIED WOOD'S SEEDS
FOR FIELD AND GARDEN
ALL KINDS OF GARDEN TOOLS!

A FIGHT TO THE FINISH, AND WE MUST WIN!

Cash Fertilizer & Seed Store

TELEPHONE 373

J. G. Greene, Prop. North Wilkesboro, N. C.



Action!

That's What We're Getting ON THE BATTLEFRONTS And Our Fighters Want Action ON THE HOME FRONT!

LET'S ALL BACK THEM UP TO THE LIMIT... PRODUCING AND CONSERVING FOODS OF ALL KINDS SO THAT THEY WILL CONTINUE TO BE THE BEST FED SOLDIERS IN THE WORLD... THEY DESERVE IT!

FOOD

is needed not only for our fighting forces and our Allies more than ever before in the history of our country... as the Farmers, Poultrymen, Dairy-men and Orchards of this section... to be commended most highly for the extra effort they will put forth this year to produce that extra food which is so essential to Victory.

BUY BONDS AND STAMPS

E. V. Williams

— Dealer In —
General Industrial Machinery
For Practically All Purposes
TOOLS • MOTORS • MATERIALS
— Entire Plants Bought and Sold —
North Wilkesboro, N. C.