

HINTS FOR HOMEMAKERS

By Mrs. Winnifred Parker, Home Service Director, Virginia Electric and Power Company

Hot Rolls

Now that cooler weather is peeping around the corner (it is probably not the same corner around which prosperity is hiding) our home-making mind turns to hot breads. Many of us haven't bothered to make rolls all summer—at least not regularly. The family will enjoy their appearance, and they may be made with very little effort, or you may take lots of pains with them. Suit your convenience.

Some common faults found in rolls are:

- 1. Heaviness—due to low grade flour or not rising sufficiently before baking. Using liquid that has not cooled sufficiently will kill in entirety or in part the delicate yeast plants and there is little or nothing to raise the dough. This last cause is the one most common for a beginner's failure. The liquid should be blood heat or feel barely warm to the hand.
2. Tough crust—due to being under light when put into the oven; excess of salt; poor flour; or too much handling after it is light.
3. Pale crust—due to drying of rolls during rising; excessive salt, or improper cooking temperature.
4. Streaks through the roll—due to addition of too much flour at molding stage or drying on top of dough before molding. Dough should be covered carefully to prevent drying. Oiling the top of dough set to rise either before or after molding is an aid to retaining moisture.
5. Coarse grain—due to excessive rising before baking or being placed in too low a temperature to start baking. The proper temperature for baking rolls stops the rising process and kills the yeast first thing. Browning follows and thorough baking through and through. In electric oven 375 to 400 degrees is hot enough. If rolls are placed in a hotter oven than 400 degrees they are apt to either get too brown or not be thoroughly done inside. Small rolls will bake in 20 minutes, but longer is necessary for large rolls. Rolls placed close together require longer to bake.

Some homemakers are using the following method and finding it satisfactory for rolls and muffins. The heat shield is removed from the oven, and the rolls placed on a plain rack near the center of the oven. (The darker the pan the higher it should be placed.) With the thermostat set at 500 degrees (it will never get there) turn top and bottom units on high for five minutes. Then switch both units to medium for five minutes, at which time turn them to low for five minutes. Both switches are then turned off, but the rolls are left five minutes longer. Only small rolls are satisfactory by this method and not every one likes the result with small rolls. It is quite satisfactory for muffins. To preheat the oven (with the heat shield in) to 375 to 400 degrees and bake 20 to 30 minutes at ways gives satisfactory results.

The following recipe is the very simplest process by which rolls may be made. They are called—
Easy Rolls
Dissolve one yeast cake and one tablespoon sugar in one-half cup warm water. Add one-half cup warm milk, two tablespoons melted fat, two cups flour and beat until smooth. Add one teaspoon salt and one and one-half cups flour or enough to make a moderately firm dough. Knead thoroughly. Roll out, cut with biscuit cutter, place in oiled shallow pan, leaving space between. Oil top, cover, and let rise two hours or until light, that is double in bulk. Bake 20 minutes at 375 to 400 degrees.

Not so easy but worth the trouble are—
Chester Rolls
Mix three-fourths cup fat, one cup mashed potatoes, one cup flour, one-half cup sugar, and one tablespoon salt. Add one cup warm milk and two

NOTICE
Having this day qualified as administrator of the estate of James Edwin Harrell, deceased, late of Martin County, North Carolina, this is to notify all persons holding claims against said estate to present them to the undersigned for payment on or before the 22nd day of August, 1932, or this notice will be pleaded in bar of any recovery thereon. All persons indebted to said estate will please make immediate payment.
This the 22nd day of August, 1932.
W. H. HARRELL,
Administrator.

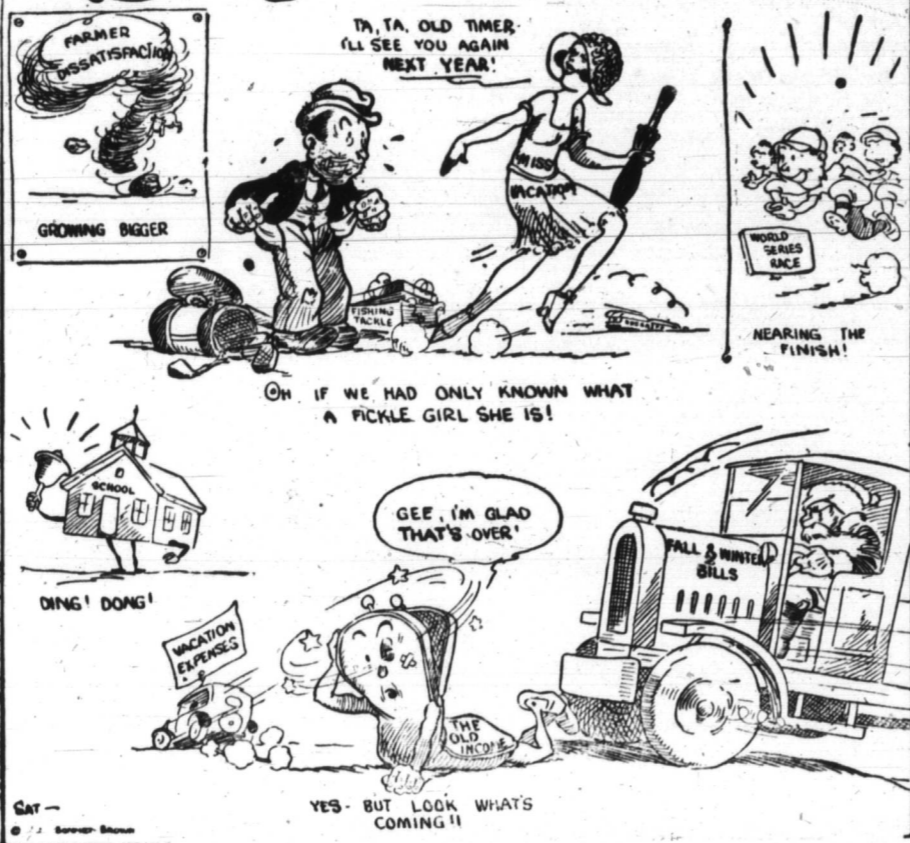
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YOU will be pleased with our high quality workmanship... all work guaranteed... we maintain a complete repair service... no job is too difficult.

H. D. Peel PEEL JEWELRY COMPANY

Little Pen-o-grams

September



PLANT NOW FOR GREENS DURING COMING WINTER

Collards and Turnips Most Popular; Few Others Are Suggested

For a supply of green, leafy vegetables this fall and winter, the year-round gardener must make final planting this month. Collards and turnips are the most popular of these vegetables, but for variety a few other crops, such as kale, spinach, broccoli salad, and ten-degrees should be added to the plantings," says E. B. Morrow, extension horticulturist at State College. "The last two mentioned are new additions

beaten eggs. Blend one yeast cake in one-half cup warm water and add to first mixture. Beat well, cover and let rise two hours or until light. Work in five to six cups flour, knead well, oil top; cover and let rise until double in bulk; four to six hours. Mould into desired shape, place on oiled shallow pan. Oil top, cover, and let rise until double in bulk. Bake 20 to 30 minutes at 375 to 400 degrees, roll dough is "light" when the dough does not spring back if pressed with the finger. This is just the opposite of the test for "done-ness" in a cake. This is just the opposite of the test. So if the pit made by the finger fills up let the dough or rolls rise still longer, but if it remains dough is ready for next process.

WANTS

PIANO—WE HAVE A BEAUTIFUL upright piano in this community that will be returned to us. For lack of storage space, we will transfer this account to some responsible party, allowing all that has been paid on same. Terms if desired. Quick action necessary. Address Box 478, Concord, N. C. 93 3t

BICYCLE FOUND ON MAIN Street in Williamston Monday, September 5th. Name of bicycle, "Simmons Banner." Owner may get same by proving ownership.—See Clinton Johnson at Parker Grocery Company, Williamston. 2t

to our list of greens but are proving popular with growers and consumers. Plantings of kale, broccoli and tendergreen should be made early in September and again about the latter part of the month or early in October, states Mr. Morrow. These plantings will furnish a leafy vegetable for the greater part of the fall and winter and will also give a welcome change to the diet.

While spinach is not as popular with Southern gardeners as the other greens it is probably the tenderest of all and should have a place in every garden," says Mr. Morrow. The first planting of this crop should be made early in September with another planting about the first of October. The Virginia Savoy variety has given best results in this State, and Mr. Morrow recommends this variety for both plantings. Mr. Morrow states that it is now a little late for most root crops, but that

FARM BOARD NOT TO SELL COTTON AND WHEAT NOW

Makes Decision To Aid Cotton and Wheat Sections

Washington.—Sales of stabilization of wheat and government controlled

early varieties of turnips, such as White Milan, Purple Top Strap Leaf, and either early maturing varieties may be planted with fair assurance of a good crop. Radishes can also be planted once each week up to within five or six weeks of the first killing frost. For early spring onions, Mr. Morrow recommends the Norfolk Queen and White Pearl varieties with plantings in the third or fourth week of September.

cotton definitely were halted recently until next year.

This decision was announced by chairman Stone of the Farm Board, after it being made possible for a \$50,000,000 reconstruction corporation loan to be made to the cotton stabilization corporation and the cooperatives.

"These steps are being taken and loans obtained," Jones said, "so that cotton growers will get the full benefit of their crop this year and for the purpose of enabling the organization to gradually liquidate their holding during periods when more active demand is anticipated.

Stone made his announcement in two statements, one issued on behalf of the cotton groups and one for the grain stabilization corporation.

The latter said its unsold wheat stocks amounting to less than 3,000,000 bushels as compared to 250,000,000 bushels 14 months ago will now be

"reduced by sale before January 1, 1933, except such sales of this 3,000,000 bushels as may be made for shipment to foreign countries that other-

wise would not be important buyers of United States wheat."

Demonstrations with home mixed tobacco fertilizers by farmers in Mitchell and Yancey Counties show best returns from mixtures with high potash content. The mixtures used analyzed 12-4-6 and 8-4-6.

Farms For Sale N.C. Joint Stock Land Bank C. V. Cannon and G. B. Cox, Office Washington Street, Williamston, N. C.

Newspaper Advertising

THIS IS WORTH READING

Display advertising in which the articles advertised are fully described has proved to be the most effective by far. Tests on advertising were made some time ago by the Chicago Tribune. Advertisements in which the descriptions of various articles were limited to one or two lines were run along with others carrying five lines of descriptive matter. The latter proved to have double the response.

Last Spring an Eastern concern made a complete canvass of its trade territory to ascertain the type of advertising with most appeal. Ninety per cent of those questioned were found to favor full description of merchandise together with prices. A few favored price alone and a smaller number favored the general prestige-building type. A merchant who is familiar with his own merchandise is apt to think because he knows every detail of the merchandise that every one else does. That is not true. People like to know just what they are going to buy; they like to have it described in detail, even to size and dimensions.

Mail order houses discovered this early in the game, and they have gone so far as to illustrate practically every item of merchandise, some in colors, and described to the smallest detail. They sell entirely through the printed word. What an advantage the local merchant has over the mail order catalog, if he would advertise along similar lines.

Catalogs are printed twice a year, while your county newspaper is printed twice a week. The merchant has the advantage of presenting seasonable advertising—he has the advantage of personal contact. The story of his goods is fresh each issue and the story is news. He has the advantage of the newcomers in the trade territory and the younger people who marry, who, before, had no thought of where to buy. The field is always widening for the local merchant if he has the vision to go out and fight for the business.

To fight for business, all that is necessary is proper advertising, which will sell the people on his store. The merchant who advertises for business with regularity, rain or shine, good roads or bad, is the merchant who is making advertising successful for him. The fact that people know where his store is means little. People like to know just what this merchant is doing, what new merchandise he has and why they should buy it. This is a day of competition and advertising leads the way.

The Enterprise

TEXACO AGAIN SCORES

JOHN PARROTT, Jr., AMERICA'S YOUNGEST LICENSED PILOT, COMPLETED A ONE-DAY FLIGHT LAST WEEK FROM

MANTEO TO MURPHY AND RETURN

Under the Auspices of the Dare County Chamber of Commerce, Girdling North Carolina in An Airplane From the Farthest East to the Farthest West, Chooses

TEXACO GASOLINE AND TEXACO MOTOR OIL

Young Mr. Parrott takes no chances; Like Lindbergh he plans every detail of his flight with meticulous care. He knows his Texaco Gasoline and Texaco Motor Oil, and his judgment is supported by aviators everywhere, including Pan American Airways and Transcontinental & Western Air, Inc., whose planes use Texaco Gasoline and Texaco Motor Oil. Texaco Gasoline and Motor Oil were used in the "Flying Boudoir" which recently broke all endurance records.

HARRISON OIL COMPANY

DISTRIBUTOR TEXACO PETROLEUM PRODUCTS

Williamston, N. C.