CHAPTER 1

INTRODUCTORY

TWENTY-TWO hundred interstate, State, district, and county fairs and a large number of industrial and commercial expositions are held in the United States in the late summer and early autumn of each year.

Many of these are already planning exhibits, demonstrations, and contests on food conservation. Many others will doubtless find it possible to perform a service to their country through the promotion of food economy if suggestions and plans on exhibits, demonstrations, and contests are put into their hands. The main purpose of this pamphlet is to provide such material in usable form. A further purpose is to present a few of the important ideas which the Food Administration deems it most desirable at this time to bring to the attention of millions of people who will attend these gatherings.

The subjects of immediate importance for treatment in fairs and expositions are—

Save the Wheat.
Economy in Use of Fats.
Canning, Drying, etc.
Better Use of Milk.

As it is not possible to go into detail in this pamphlet, and as it is desirable to leave the final touches to the ingenuity of those preparing the material, the only attempt at completeness has been confined to the first two subjects, which may be regarded as samples.
Cooperation

A number of organizations will be interested in exhibits and demonstrations on food conservation, including the following, which are taking the leadership in conservation work in all sections of the country:

Federal Food Administrator of each State.
Extension Department, State College of Agriculture.
State and County Extension Agents of the United States Department of Agriculture.
State Department of Agriculture.
State Division of the Women’s Committee of Council of National Defense.

The first step toward a fair exhibit may be taken by any of the above, or by a local chamber of commerce, a local trades assembly, or other interested group. In many cases the management of the local fair will be first to act, the secretary calling upon the State college of agriculture or the county extension agent and others for assistance.

It is expected that the demonstrations, food exhibits, and such features as the bread-making contest and “Emergency Bread” lunch counter will come under the direct management of the College of Agriculture or county agent. In any case their approval of all details should be obtained.

Volunteer Helpers

Doubtless, through the cooperation of the interested organizations, much volunteer aid in the preparation of State and county fair exhibits will be available.

The value of using such cooperation can not be overemphasized, although the possibility of securing it is not always fully realized. Particularly is this true in the case of some of the fairs which, in the past, have not enlisted the aid of committees or groups of citizens in carrying out special educational features.

Preparation of Exhibits

The rough sketches included in the pamphlet were made with a view to their reproduction in larger form by local artists. They
may be made up on paper, cardboard, or wall board with a border or frame to give them finish. They should be as large as possible in order to catch and hold the attention of persons who would not take time to study small exhibits. Sizes suggested as effective are 30 by 50 inches or 40 by 40 inches.

Photographs of some of the displays suggested are also included, together with descriptions which will make it possible to set them up locally.

Finally, in the appendix of this pamphlet a number of directions to exhibitors are printed in the hope that they may be helpful in case amateur exhibitors are called in to cooperate in preparing the fair material.

Adaptation of Material

It is not to be expected that any fair will make use of all the suggestions offered in this pamphlet. There are too many kinds of fairs and too many variations in time, space, financial support, etc., to encourage this idea.

It is hoped, however, that some of the varied suggestions will meet the conditions of every one of the 2,300 fairs to be held in the United States this fall and that many fairs and expositions will find space and resources to make the food conservation exhibit complete.

Space Required

The exhibits, demonstrations, and activities that are described call for space of three kinds:

1. An auditorium or other space where seats are provided.—Here a considerable group of people may gather for the public judging of loaves of bread entered for the bread contest. Programs including informal conferences on practical home and farm conservation topics, with lantern-slide talks and motion pictures, could also be given here.

2. Exhibit space.—This should consist of a series of shallow booths, with wall or screen space at the back for posters and cartoons; long counters or rows of tables in front of the booths for displays of food and other objects, and a railing along the aisle.

It is estimated that the suggested space for the three topics, "Save the Wheat," "Economy in Use of Fats," and "War Food Facts,"
will be from 60 to 75 feet on the aisle with a depth of from 6 to 10 feet. This estimate is based on the use of wall space for posters or panels with dimensions of 30 by 50, 30 by 40, and 40 by 40 inches, with several inches of space between them, and an arrangement of displays on tables along the aisle as described in diagrams, illustrations, and text.

If a smaller space is used, it would be much better to omit some of the exhibits than to crowd them.

Available space will necessarily vary so greatly in different fairs that details of the division of space are not further suggested here.

3. Space for demonstrations.—Space and equipment for the bread-making demonstration in charge of the State college of agriculture would be agreed upon in conference between representatives of the fair association and the State college of agriculture.

Probably the ideal arrangement would be to have—

(a) A booth or railed-in space on a busy aisle; and
(b) A nearby room seating 40 to 50 people with demonstrators and equipment duplicating the aisle exhibit.

This arrangement would give the more inquiring and interested women a chance to see and hear more than is possible when standing in a busy passageway.

Commercial Exhibits

Commercial exhibits, either of foods or of appliances, however meritorious, should not be combined with the educational exhibits and demonstrations.

Commercial exhibits should be given a place quite apart from the space occupied by the food conservation and State college of agriculture exhibits and demonstrations.