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**After Cleaning Comes Wax,  
Best Friend Homemakers Have**

Try Your Own Soap

**Just Gettin' Ready  
As Time-Consuming  
As Housework Itself**

**Offer Tips on Housecleaning**

Your Health Can't Wait

**Slick Trick**



**One's Housekeeping  
Can Be Minimized**

**To Vacuum Almost Everything  
Is Best System for Housewife**





## Housewives Benefit

# Home Agent Can Offer Helpful Hints

**PRINCESS ANNE** — Having trouble choosing furniture for your home? Want to learn to sew, refinish furniture or plan dinners with more variety and economy?

The home demonstration agent in Princess Anne County can help you. That's her job.

In each of the states, the Department of Agriculture and state program of education for out-of-school women. Funds are provided by the federal, state and local governments.

This extension service is administered locally by the home demonstration agent — in Princess Anne's case, Mrs. Elizabeth Deal, a vivacious, sparkle-eyed home economist on the staff of Virginia Polytechnic Institute.

She is assisted by Miss Lois Erdman and two secretaries, Miss Sandra Walsh and Mrs. Doris Pinkham.

Mrs. Deal said their job is to give information to people and to encourage them in the use of that information.

To do that, Mrs. Deal sees individuals in their homes and in her offices, talks to groups, visits clubs, conducts classes, gives demonstrations, plans house tours and exhibits, writes and prints information and distributes literature.

How can a resident of Princess Anne or Virginia Beach avail her-



### Help for Home Sewers

Mrs. Deal (Left), Gives Tips on Pattern Cutting to (Left to Right) Mrs. Jean Shell, Mrs. Hazel Ballance, Mrs. June Miller and Mrs. Lillian White.

self of these services?

She can contact the home demonstration office at Princess Anne Court House for an answer to an individual problem. She may join together with some of her friends and form a home demonstration club, or she may attend one of the regularly scheduled classes.

Classes now in session include tailoring, beginning sewing, weight control and furniture refinishing. A class in home management for brides is planned for next spring.

Originally, such extension service was planned for farm women. But it is being used increasingly in urban areas.

How will you fix that lamb left over from Sunday's roast? Check with Mrs. Deal. She may have just the recipe for you.

## VII. The Look Ahead

This year has brought results of work done over a long period in this area:

1. The increase of participation of women who were not members of Home Demonstration Clubs.
2. The increase of news coverage with more respect for Extension as a teaching agency.
3. The more serious approach to program planning by Home Demonstration clubs.
4. The contribution made by Extension to the county as shown by it being included in the plans for the merger (Princess Anne and Virginia Beach) with apparently no question as to its necessity.

Suggestions for the year ahead are:

1. To continue to show and tell how home economics and Extension can help individuals and families to use more wisely the resources they have.
2. To continue to reach more people more effectively by using mass media to a better advantage.
3. To attempt to learn more about topics of interest on which to offer information to county-wide groups.
4. To continue efforts to stay up with new developments in Home Economics and Extension and study ways to use the information in the most meaningful way.

through an informal monthly meeting, which gives the professional home economists in the area the opportunity to meet together, discuss matters and program of mutual concern, and suggest cooperative approaches for carrying out these programs.

C . Professional Improvement

One agent attended the Home Management Workshop, National Home Demonstration Agents Association Meeting and V.HEA meeting, in addition to the regular district and state meetings for the purpose of training in Program development, community 4-H club organization, etc.

Three new books were added to the professional library. These and reading in professional journals are being used to improve professionally.

The agent completed Light Class (3rd from top) sponsored locally. A consumer information program on Fabrics was attended also. The Craftsman's Fair in Elizabeth City, North Carolina, was attended.

During early 1961, the Assistant Agent used leave time to work and complete her Master's degree. The degree was conferred by Drexel Institute of Technology, Philadelphia, Pa., in June, 1961. The area of major concentration was clothing and textiles.

The Assistant Agent is a member of the Va. Home Economics Association, the American H.E.A. and the National H.D. Agents association. She is working with the local committee to arrange the state home economics convention to be held in spring of 1962, at Virginia Beach.

Throughout the year, the Assistant Agent participated in Extension training sessions, for example, New Agents Training and 4-H Community Club training. These workshops clarified to her the role of an Extension Agent and have been extremely helpful in improving as a professional worker.

By attending county-wide events, such as the Court Room dedication services where you come in contact with elected representatives improves relations. Being facetious, a young assistant improves relations, too!

This will sound trite, but any contact made by shopping, at social events, or while on the job increases opportunities for creating good will for Extension. These events give an opening to tell of information which Extension has to offer.

This Home Demonstration Agent has been named advisor to the Board of Directors of the Farm Bureau. This is quite a recognition of the Home Economics side of the program. When the sweet potato marketing Association was formed, it was suggested that the Home Demonstration Agent might help to inform the public about buying, storage and using of these potatoes produced in Princess Anne. This was done and the association accepted the proposed leaflet, (One is included in this report).

As programs come up during the year that are of mutual interest, commercial concerns have been invaluable in helping carry through activities of educational value. Sears Roebuck in Norfolk cooperated in having educational Electromation activities take place in their store relating to kitchen planning. They also supplied personnel to help teach a kitchen planning class (see II-B). A local fabric store worked with the Home Agent to select coordinated suiting fabrics (fabric, lining, etc.) in an attempt to better serve the needs of the local people.(see II-D)

The working cooperation with other area home economists has always been good in the county. The power company home economists and home economic teachers have cooperated in planning and executing Electromation activities (see II-B). This cooperation has been cemented partially

VI. A. For Special Consideration

The most outstanding Achievement has been the increased interest of the woman's editor of the daily newspapers. Eight years ago when this Agent came to the county, it was just about impossible to get an article of any kind in the paper. By keeping on trying to explain and showing more patience than felt, this year has seen a request for information which resulted in a series of articles on spring cleaning (enclosed).

Each time information has been sent, articles have been published giving publicity to an event such as a class or passing along safety rules during National Safety Week. A series on Kitchen Work Centers is being worked on now with one paper, the Virginian-Pilot.

The Ledger-Star has an office at the Beach and recently has acquired a new woman's reporter. She did an article on the Tailoring Class which resulted in eight phone calls and that many more folks enrolled in the class.

Though this section only appears in the Virginia Beach and lower part of the county, it reaches lots of people.

Relations with these people are such that many more people can be reached with home economics information.

B. Progress in Public Relations

Progress from this agent's viewpoint has resulted from more frequent office conference. It leads to better understanding of problems and program participation.

Cooperative work between Welfare Department and Extension Civil Defense and Extension Health Department and Extension, schools and Extension, improves and broadens understanding between workers. It also shows how much can be accomplished through working together.

B. A family that appears to have accomplished a great deal is the Ford White family.

The Ford White family moved to a rural section of the County about three years ago from the city of Virginia Beach. The family consisted of Mr. and Mrs. White, and their four children; Kathy, three years of age; Jackie, eleven; David, twelve; and Jimmy, fourteen years old.

Mr. White was a construction superintendent who thought there was much to be gained by the family living in the country. They bought a farm and repaired the old farm home and improved the lawn.

Mrs. White had had some training in Home Economics and was interested in growing and freezing food. She joined the local Home Demonstration Club. The children became interested in 4-H, and Jimmy in F.F.A. work, also.

Just when they were really getting started in this new way of living, the family learned that Mr. White had cancer of the brain. Immediately much had to be changed, or rearranged, financially, socially, and physically. Through Extension's help, a cow was found to provide milk, pasteurization taught, chickens were found so David could have the poultry project and the family fresh eggs. The moral support of the members of the H.D. and 4-H Clubs and the involvement offered by activities helped maintain the family's equilibrium.

Mrs. White and Jackie have both been presidents of H.D. and 4H clubs respectively. Mrs. White has served as 4-H Project leader.

The whole family has made a contribution to the county and Extension. They have received help from Extension in adjusting in the change required by the move the area. In addition, help given by Extension agents and groups helped them adjust to the illness and death of Mr. White. Assistance is continuing by helping Mrs. White improve her sewing skill, so that she can supplement the small income the family receives.

This year individual requests for assistance principally in House Furnishings and Kitchen Planning have been far more numerous than ever before. Whereas, only a half-dozen a year were received earlier, this year the number is twenty-three.

V. Leadership

A. Growth of Leadership

1. Over-all Program Leaders

	1959	1960	1961
a. County Agricultural Extension Service Board		13	15
b. Youth Council	8	72	13
c. Home Economics Council	5	48	50

2. Home Demonstration Club Leadership

	1957	1958	1959	1960	1961
No. organizational leaders			78	52	52
No. Project Leaders (subject matter)	17	153	60	91	128
No. Federation Pro. of Work chairmen	17	17	14	13	13
No. Program Development leaders	17	17	14	13	13
No. result demonstrators	6	6			1
No. training meetings by specialists	2	1	1	2	2
No. training meetings by dist. agents					
No. training meetings by agents	7	8	10	12	23
No. training meetings by others	1			2	
Attendance at all trng. mtgs.	305	167	155	323	198
No. meetings held without an agent	115	52	155	118	93
No. meetings leaders assisted		284	All	All	All
Demonstrations by leaders	201	135	130	128	131
Talks and discussions by leaders	100		26	50	20

3. 4-H Club Leadership

	1957	1958	1959	1960	1961
No. Club Officers	144	110	110	108	80
No. adult project leaders	4	2	4	4	8
No. junior project leaders	2				2
No. result demonstrators					
No. training meetings by specialists					
No. training meetings by dist. agents					
No. training meetings by agent	4	1	1	5	4
No. training meetings by members club dept.	1				
No. training meetings by others	1	1			
Total attendance at ldr. tr. mtgs.	11	14	6	123	33
No. 4-H leaders trained individually	8	6	3	5	6
No. club mtgs. held by ldr. without agent	10	14	16	14	56
No. additional meetings at which leaders assisted			12	90	15
No. demonstrations given by adult ldrs.	10	14	6	23	19
No. demonstration given by jr. ldrs.	5	10		5	4

## IV. Scope of Work

	1957	1958	1959	1960	1961
No. H.D. Clubs	20	20	10	13	14
Membership	500	500	323	323	266
No. H.D. Groups (Unorganized)				1	
Membership				8	
No. 4-H Clubs	25	19	19	18	21
Membership	1210	902		778	554
No. YMW Clubs					
Membership					
No. Community Clubs					
Membership					
No. Home Ec. Committees	1	1	3	2	4
No. General Interest Committees					1
No. Youth Committees	3	3	3	2	2
No. Other Organizations				2	9
No. Farm & Home Dev. Families	5	4	5	5	9
No. Other Families Reached	1500	1500	1500	350	1700
No. Different Families Reached				500	2720

To reach families and individuals not in organized Home Demonstration Clubs, Agents are doing many things. Already described in II-D, are mass media efforts in radio and weekly papers. Included also was a report on exhibits in commercial establishments.

In addition to these, other ways are by offering assistance and information through groups already organized. This year these include: P-T.A., Women's clubs of county and district; Lion's Auxiliary, Aerology Wives Club.

Such work may be a demonstration on Selecting Fabrics, talk on Nutrition for You, Civil Defense. Last year judging with suggestions for improving skill in clothing selection and construction in county, sub-district and district was a means of reaching over fifty women. Another was Simple Inexpensive Christmas Gifts to Make.

This year four families being worked with by the Welfare Department were aided through materials and home visits. Subjects covered were: Feeding the Family, Making a Spending Plan, Family Relations and Child Care.

through participating in this activity. The 4-H members felt that this was an important activity that should be continued.

Public Speaking Contest

Late in March the county-wide Public Speaking contest was held at Kempsville Junior High School for 4-H members. In this contest and in the Share-the-Fun contest, junior 4-H Club members were most active. This opportunity gave the boys and girls a chance to present a talk before an audience, an experience that helped in their development toward becoming better citizens by learning to express themselves clearly and effectively before a group.

Other Activities

Throughout the year, 4-H boys and girls carried on many activities with the help of their leaders. During National 4-H Week, three community clubs put up a very effective exhibit on 4-H Club work in local stores. Tours relating to project work have been planned and carried out with the help of the leaders. With the growing need for effective club leadership, this initiative taken by some of the leaders and members is believed to be a big step in the right direction toward a stronger 4-H Program.

inhabitants are not rural people and this term seems to apply better than "Rural Life Sunday". The vesper service in observance of 4-H Sunday was held at Camp Farrar. Families and 4-H'ers gathered for a picnic-style supper, after which the 4-H'ers themselves gave the vesper program in the vesper area. This is an important yearly activity for developing the Heart "H" in 4-H Club work in the county.

#### Share-the-Fun

This year the county-wide Share-the-Fun was held in February. The contest was held at the Bayside Elementary School auditorium, and the performance took place before a capacity crowd. This activity is another that is widely participated in in our area. Altogether over thirty acts were performed in the contest, and we look forward to equal or greater participation in the Share-the-Fun contest for 1962. Here, again, this program often interests boys and girls in becoming 4-H members.

#### Achievement Night

In order to recognize outstanding work in different 4-H areas, an Achievement program was held in May. All the clubs were encouraged to put up exhibits for Achievement Night, and there were a number of excellent exhibits on display.

The boys and girls in the county were recognized for their achievements with scholarships to 4-H activities or with fitting gifts, donated by those interested in the 4-H program here in the county.

#### 4-H Donor's Party

In order to recognize the very valuable assistance given the county 4-H program by interested donors, a committee of senior 4-H members worked with the Agents to plan and give a party in their honor. The Agents feel the 4-H members gained a great deal in developing poise and self-assurance

given to them individually through home visits and through providing materials as they were requested.

#### C. Other Activities

During the year other 4-H activities took place that helped create interest in prospective 4-H members and encouraged boys and girls in 4-H Clubs to continue their good work.

#### 4-H Camp

Junior and Senior Camps were held at Camp Farrar at Virginia Beach during the summer. Camping activities always seem to stimulate interest among 4-H members and this year was no exception. At Junior Camp, twenty-eight junior 4-H girls entered wholeheartedly into the camping activities. Helping with the younger campers were three senior 4-H'ers serving as junior leaders. The youngest campers, as is often the case, were the most energetic in working for the award for the neatest cabin. Informing them that hiding their suitcases in an unused cabin was against the rules, and counted off for them did not dampen their enthusiasm one bit. Next morning they were back busily at work cleaning their cabin, this time with the suitcases in their own cabin!

Senior Camp was attended by five Princess Anne girls during the summer. The program that was planned was geared to their age level and the amount of enthusiasm that was shown by the campers indicated that there will be a great deal of interest in senior camping activities in the future. One Princess Anne girl attended Conservation Camp during the summer - that was all our quota would allow.

#### 4-H Sunday

The 4-H members observed 4-H Sunday in June of this year. The term "4-H Sunday" is used in our area because most of the Princess Anne County

table setting correctly.

Later in the year a meeting was held to instruct the project members how to give effective demonstrations.

#### Bread

The topics chosen to be studied in this project were the place of bread in the diet and menu, how to make bread, how to serve bread, and how to give a demonstration.

The goals of this project were:

1. To teach the history of bread making.
2. To teach how bread is leavened.
3. To teach how we make and serve bread.

The girls taking this project met in county groups or worked individually. Two meetings were held with this group. The first one included the members receiving requirements of projects and information. They also saw correct ways to measure ingredients and use leavening agents (baking powder and yeast).

Most of the group came to learn how to give a demonstration. The number of records turned in was better than usual in this project. There was more variety in what was made. As shown in the reports, more interest was shown in serving hot bread as evidenced by remarks the families made. Several mothers have appreciated the fact that these 4-H'ers learned to make and bake the master-mix. The other day, some person in the office asked for the bulletin on mixes. She reported she wanted it because she had heard about it from a 4-H members.

Other Projects: Your Room, Your Home, Washing, Money Management. The goal in these projects was to help individuals with project materials. Interest in these projects came mostly from senior 4-H members. Help was

In order to carry out these goals, the Agent worked with one county-wide group of girls. The others that did not attend this group received information through the mail.

The results were that nine girls attended the lessons in the class. Each made one new garment according to procedures recommended. These matched in quality of workmanship those adults in the tailoring class. The girls worked for the most part in the summer; however, some work was done on an individual basis during winter months. Help was given as requested.

After Agent training was given by Miss Echo and Miss McClaskey, this group came two Saturdays for training. The progress in posture, walking, carrying coats, gloves, etc., was amazing!

At the county contest, the judges could not decide between two of the contestants and so awarded a tie decision to Anne Connell and Virginia Oliver. Virginia Oliver placed third in the District Dress Revue.

#### Meal Preparation

The topic chosen to be studied in this project were table setting, choosing nutritional foods, careful measurement of ingredients, and how to give a demonstration.

The goals of this project were:

1. To teach nutritional need.
2. To teach how to give a demonstration.

Some of the members in this project met with the Agents for instruction. Others worked individually and with leaders.

Classes were held and instruction was given on nutritional needs and correct ingredient measuring. Proper setting of the table was discussed and the girls were given the opportunity to learn by practicing

blouses, and skirts.

Many of the girls used a sewing machine for the first time at these meetings. Their progress from their first project, a stuffed toy, to the final project, skirts and blouses, was very evident when they participated in the county-wide Junior Dress Revue. The judges of the Revue felt the girls had done so well that they divided the group into dress-occasion categories and awarded five blue ribbons and five red ribbons in the Junior contest alone.

One mother attended the classes regularly with her daughter and often commented on how much she was learning in helping her daughter. She helped some of the other children, too, in the fairly large and very inquisitive classes and expressed her willingness to become a neighborhood sewing leader if she had some help.

Make or Re-Make Your Clothing

The topics chosen for study in this project were: Wardrobe Planning; Taking a Wardrobe Inventory; Selection of Pattern and Material for a New Garment; and Restyling and Repairing Usable Garments.

The goals of this project were:

1. To help girls make a wardrobe plan.
2. To help girls restyle any garment needing it which is worth such.
3. To teach selection of fabric and pattern suitable for girl for rayon or wool or blend.
4. To teach construction practices recommended for project chosen as putting in interfacing, lining, etc.
5. To teach selection of accessories to go with this.
6. To have ten girls participate in class taught by agent.

which was nutritionally balanced.

Individual Home Economics Projects

So You'd Like to Sew

The topics chosen for study in this project were: Your Sewing basket; stuffed toys; collar; skirt; blouse; and topics of individual choice.

The goals of this project were:

1. To teach girls enrolled in the project to use the proper tools for work and to have a convenient place to store them.
2. To place the pattern correctly on their fabric.
3. To cut fabric correctly.
4. To use sewing machine.
5. To learn simple construction processes such as straightening material, measuring carefully, having pattern on grain, stitching straight, hemming, clipping and notching curved seams.

In order to accomplish these goals the groups met and worked with the agents. They were a county-wide group and some of the mothers attended with the children. These mothers served as leaders by helping their own children and the others as questions came up. Individual members not having leaders to help them were worked with on an individual basis.

The county-wide sewing meetings were held for two hours on Saturday mornings and afternoons at the Courthouse by the Agents. Approximately sixty-five girls attended the first meetings in which stuffed toys were made. The variety produced from the two patterns used was remarkable and showed the girls had ability and initiative of their own once started on the project.

Meetings held later followed with instruction given on making collars,

fire; Choosing a menu that is nutritious; Serving meals outdoors; and different methods of preparing outdoor foods.

The goals of the project were:

1. To teach selection of menu from the standpoint of good nutrition and easy preparation.
2. To teach articles needed for serving and ways of packing when carrying food for outdoor eating.
3. To teach a variety of methods of preparation.

This project was offered to 4-H members in summer club groups and to individuals.

There were a few individuals who selected this project and material was mailed to them. Reports from these members were good, but no great interest was shown. However, when a Senior 4-H member and an All-Star, Virginia Kelly, started a new community club, and they decided on Outdoor Cookery for a club project, interest increased! At first, the Agent had a difficult time getting the project manual but finally succeeded.

They planned some phase of the project to be covered at each meeting. The club meets twice a month. They have had many cookouts. One was scheduled and it snowed. Result - cook out, held just the same, although the newspaper photographer could not make it.

Reports show a number of dishes prepared, as well as other required information. The best result seems to be the increase in variety of foods served and the young peoples' willingness to assist with family cookouts. Since in our area there is a great interest in eating out, this is a help to these families. This club had an exhibit on Outdoor Cookery for 4-H Achievement Day and won a blue award. The exhibit showed the correct way to have the fire made, a way of preparing food, and a menu

Conversation from parents and members indicated an awareness of the desirability of looking neater. Also mentioned was the recognition that proper care of clothing increased the length of time that they looked good. Many mothers commented that they did not know the difference between pressing and ironing! The proper storage of sweaters and other winter woollens was demonstrated and did result in better storage procedures among the boys and girls.

This project appeals to older members too, even though it is primarily intended for younger ones. They say to be taking the project reminds them to do these things which they should. A suggestion here would be to have some material especially adapted to the older member and what they do.

#### Safety

Safety topics of study included bicycle safety and home safety studies. One exhibit in a local shopping center concerning home safety resulted from the study of this project by one community club.

#### Introduction to Dairying

Since much interest in the Dairying Project was shown in the school clubs, the Home Agents arranged a tour of Bayville Farms Dairy for those children interested. Most of these children were urban children. The children and parents attending the tour got a real thrill from seeing the dairy operations. It is certain that this tour helped stimulate parent interest in 4-H Club work and was a useful educational experience for both parents and children.

#### Outdoor Meals

The topics chosen for study in this project were: Building a

B. 4-H Project Work

Project work in Princess Anne County includes two phases: club projects and individual projects.

During the year the clubs chose the following projects as club projects: Looking Your Best, Outdoor Cookery, Safety, Introduction to Dairying, and Introduction to Forestry. The Home Agents supervised the first three projects and gave project instruction for them in the school 4-H Clubs. As the need arose, project instruction was given in the school clubs in the other project areas also.

Looking Your Best

This project was chosen by four clubs as their club project. Also it was offered to individuals. The plan was followed to give demonstrations to clubs and send material to individuals enrolled in the project.

The topics studied were: Rate Yourself, Care of Hair, Care of Hands, Care of Feet and Shoes, Caring for Clothes, Pressing Skirts and Slacks, and Storing Clothes.

The goals of this project were:

1. To teach the effect good grooming has on the individual's feeling and looks.
2. To teach ways to care for hair, skin, shoes, hands, etc.
3. To teach proper way to care for and store clothes.
4. To teach proper way to press garments.

It is hard to tell results from observation since we see 4-H members after being at school and playing. Also, the "Rate Yourself" sheets were not too helpful in judging the progress.

meeting. That committee was the one on the points system. For many years in Princess Anne a cup has been given to the Club which attains the most points. Some of the activities listed on this report have changed, but mostly they remain the same. They are the activities concerned with having a good 4-H Club meeting. In being represented at a County Council meeting, at camp, or project contests, each club can accumulate points. The list includes points given to clubs who participate in certain welfare activities and extra things, such as tours, and recreational activities. Exhibits for Achievement Night and for National 4-H Week are given points also. The committee decided what was well to recommend to the Council as to the number of points to be awarded for each activity. Then the County Council as a whole voted to accept the recommendation of the points committee. At the County Council meeting in the fall, officers were elected and training was given to the new club officers present.

#### 4. All Stars

This year the All Stars were called together in a meeting to consider how they might best serve the county 4-H Program. Of their own wishes they did not organize into a formal group; however, they did express a willingness and desire to be of assistance in the 4-H Program. In accordance with their wishes, the agents called upon the All Stars when they could assist in the 4-H Program and found them very helpful and a major addition to the programs in which they participated. One such program was the vesper service they planned and gave at Conservation Camp. Others participated as individuals in various activities.

### III. County Extension Program - Youth

#### A. Organization

##### 1. County Youth Council

This is composed of members from the 4-H Council, All Stars, and Youth Committee. The function of the Youth Council is to coordinate efforts of these groups.

##### 2. County Youth Committee

This committee is composed of a 4-H father, a 4-H mother, a 4-H girl, a 4-H boy, a 4-H leader and a principal. These people hear suggestions made on what are some of the problems of young people in the county, try to find some ways for solving these problems, and attempt to estimate the contribution that 4-H could make in these problem areas. It is through this committee that the members have the opportunity to tell leaders what would be helpful. It also is a method for having the leader and the principal better understand some of the goals and some of the activities of the 4-H program.

The committee makes recommendations which are then carried to the Youth Council.

##### 3. County 4-H Council

The County Council is composed of officers of each 4-H Club in the county and the leaders. These officers were invited to the initial meeting of the Council in the fall, which was a dinner meeting. The County Council is a coordinating force for all of the 4-H Clubs in the county. It elected its own officers and it appointed committees, such as the 4-H Sunday committee.

It appointed another committee that reported at the annual dinner

This also gave the Agent the opportunity of talking to the builder about Kitchen Planning. The one regret both Agent and the family have is that work together was not started while home was in the planning stage. One thing in the kitchen is most inconvenient. Though a suggestion for partial help was made, the family doesn't want to do this right now. It may happen later.

One other assistance rendered was to inform Frances that she could get help on ways to operate her new oven by calling the Home Service Personnel at the local Virginia Electric and Power office.

Another achievement in this story is that Julian heard the Agent tell his mother that the 4-H boys and girls in the Electric Project had assembled lamps for their study centers. He says he wants to join 4-H when he is 10!

working out.

It did not occur to either Beverly or Frances that Extension could help with this kind of individual need. They had both had other contacts with Extension, however. The Agent was asked to help with House Furnishings for a new home. A plan was made, stores visited and plans changed, as needed. Pieces of furniture that were already owned were planned for use in the new home. Some old family pieces, a bed, a corner cupboard, china and glass were also planned for.

The Agent suggested possible color schemes and worked with a local concern and Frances on selection of drapery fabrics. Type of furniture and placement was the original request for assistance. Use of accessories already owned and selection of new ones was the topic of several conferences with both Frances and Beverly. In helping the son with selection of draperies and bedspread for his room, the Agent made a suggestion for a study area and lighting the area. Beverly made a board which fits on the present low desk which can be used on another as Julian grows. Lamp kits were ordered and put together and placed according to recommendations. Now Julian's little friends want Beverly to build them one.

This led to giving the booklet, Light for Better Living. Suggestions for improving light in other parts of the house have already resulted in buying 3-way sockets and large harps for old lamps. These are being changed by Beverly. Frances is shopping for new correct shades. Two under-counter lights in the kitchen are planned. Also, a wall lamp over the kitchen dining area.

Their family goal of furnishing the new home attractively is well on its way to completion. Friends comments and the family's feeling of satisfaction indicate this as successful.

have had good reports from material inserted in the fashion booklets from pattern companies. They have requested any and all types of information. They have bought a new store and will have room for exhibits which we have been invited to use to teach.

Two requests from groups to help with clothing problems have come since this effort, one by phone while writing this report.

Also, they have asked the Agent's help and suggestions on methods of doing things and things Extension recommends for certain construction processes.

It appears that this will reach large numbers of people. The door has definitely been opened.

#### E. Farm and Home Development

Work with one new family has occurred this year. The opportunity came about because of the urbanization trend. The Beverly Sawyer family farm was sold to the Aragona development people for a housing project. It was owned jointly by the mother (father dead) and three children, two sons and a daughter. The daughter lives out of the County. The mother and son, Beverly, his wife, and one son lived in the old family home. It was big, drafty, and in need of repair. Income from farming had not allowed for much in the way of repairs. The son's wife, Frances, had been teaching to supplement family income after her son was in school. This also helped the situation of having two families in one house.

When the farm was sold, both brothers and their mother had to relocate. One brother has an afflicted child, and the mother did not feel that she could fit into the picture. She also felt that the other son and his family needed to have their own home for awhile. A small apartment over a store near other people was found for her and seems to be

mation on styles, fabrics, findings, and know-how. The clothing specialists, Miss Groseclose and Miss McCleskey, were consulted and thought it a wonderful opportunity. So plans proceeded. A week was set, merchandise ordered, publicity arranged and we were on!

First, some of the merchandise was sold out so fast that the Agent brought some samples of her own.

Second, the Agent was invited to go to a viewing of spring styles and fabrics in order to ascertain the type of information that could be learned to help consumers. It provided an excellent learning experience. The agent learned a little of the manufacturing and merchandizing segments of the clothing business. In listening to buyers talk, she learned some of the things they have to guess on and work with. How they decide the types of things needed by their public was an interesting conversation with an out-of-state firm representative. The questions of how release of information affects the market and how they handle consumer complaints were discussed. It was the first time back of the counter.

Third, people did come for assistance who had read the publicity. Four people (not home demonstration) were added to Tailoring class just beginning. One woman said she had never known how to buy a pattern.

Fourth, the Agent learned that you have to nudge opportunity just a little. For example, when not helping someone, the Agent stood by the pattern counter and looked interested. She also learned that once people learned there was help, they did want it. The Reubens thought this would be good, but weren't quite sure. They weren't sure how people would react to such information. Afterwards, they were completely pleased because customers were. They asked the Agent to plan to come whenever her schedule allowed.

Fifth, they send people with sewing problems to Extension. They

paper. Sometimes no article appears in one issue, however, two articles may appear in the next issue. Despite this sometimes irregularity in printing of the articles, the effort to obtain this coverage will be continued. It is realized that the weekly paper is probably the most thoroughly read newspaper, and coverage in weekly papers gives that much more opportunity to distribute information of help to people, urban and non-urban.

From time to time other opportunities arise to distribute information to urban people living in suburban housing developments. In spring of this year, a nutrition exhibit was set up in the main office of the Plaza Housing project. This gave the agent the opportunity to meet and discuss nutritional information with persons entering the office. Suggested menus were distributed to interested persons giving balanced menus for one week. Time was given by the Agent to be on hand to answer questions on nutritional problems.

This situation of reaching people in a county of rapidly becoming more urban has been approached from the angle of cooperating with commercial firms. One that has been most helpful is the Fabric Mart, owned by Mr. & Mrs. LeRoy Reuben. The Agent has made it a practice to meet and talk with firms in the area and offer any help Extension has. When preparing to begin the series of tailoring classes, various fabric shops and departments were visited. In attempting to find a source of supply for linings and interfacings recommended, it was learned that Fabric Mart was interested in helping consumers to get the needed materials. Not only that, they were interested in passing along information.

So work was begun on planning what could be done and how to work to accomplish this. It was decided that this fall, a special period of time would be devoted by the store and Agent in assisting shoppers with infor-

in the area to be appreciated. Some learned of the work of Kenneth Harris, a local artist, for the first time. These few may stimulate future activity in this subject.

The last event of the year will actually take place in next year, but was planned for in the Program of Work planning for the year. They decided to have a worship type program built around music and literature of Christmas. It will be held in the London Bridge Baptist Church, on December 11, and will include a play, a quartet, carol singing, scripture, and prayer. Reverend Edward Hughes, the pastor, will be present to welcome the group and pronounce the invocation. Coffee will be served by the London Bridge club. Mrs. Curtis Reid will be narrator.

D. Procedures for developing and carrying out programs with Urban Families

In order to reach as many people as possible in a largely urban county, increased emphasis has been placed on mass media as a contact for reaching more of the county people.

Radio spot announcements remain Extensions' radio communication with the public. Requests for information continue to come in from information given in these announcements. Frequently people comment on the fact that the agents are heard over the radio. These people are sometimes chance acquaintances having no contact with Extension other than the radio programs. Because the programs do reach these people, they are considered invaluable tools for informing the public and every effort is being made to constantly improve their coverage and quality.

During the past year successful efforts have been made by the Assistant Agent to supply the local weekly newspapers with articles of interest to homemakers. These news articles are submitted weekly and the newspapers have been using them. Sometimes articles appear weekly in the

apprehension that this would be just a trip. This proved a false fear. After considering places that would show what they said they wanted to learn, the Craft House and George Wythe House were selected. The Agent studied and reviewed information and conducted the group of twenty-seven. In every instance, they were interested in learning what was being taught. Not once was the remark, "Isn't that cute" heard. Rather, "Now, I like that proportion", or "That's a lovely large chest which is in proportion to the size of the wall behind it." It was even past lunch time when the group thought of lunch. It is possible to teach in this kind of situation if proper preparation and motivation have received attention. Remarks such as "Now I know what people see in that old furniture", "No wonder my mother's big old table makes my small dining room look crowded."

The tour of Seashore State Park was arranged with the superintendent who accompanied us on the tour. He explained how the Park had recently come to be opened to the public and rules for visitors to follow. Materials were distributed and as we followed the trails, the Superintendent answered questions. Thirty-two people observed the kinds of trees, and birds. Many of those on the tour were not from the area. They not only learned about its assortment of trees, but saw some that were the same as the region from which they had come. Everyone learned something and it would appear that their appreciation of art in nature was deepened.

The tour of the Norfolk Museum of Fine Arts had only a small group present. Arrangements were made for the tour and for obtaining materials used in explaining the various exhibits by the Agent. The time set competed with several other events which accounted for the small attendance (we believe). The small group was amazed that such a wealth of art was

Leaves were gathered and the same principles reviewed in making a composition to fit frame. All selected compositions regarding use in a place in the home of a certain size, over a table, sofa, etc. The Agent showed how to spatter paint. The composition, framing, and hanging of pictures was discussed at the same Leader Training Meeting as Making Leaf Prints.

When the Achievement Committee selected the Use of Driftwood as the topic for a speech for the Achievement Program, it was decided not to do that in a club meeting. Another change was to combine August's topic of Table Setting and the Use of Accessories with the monthly demonstration, Making Meals Attractive. Both groups of leaders were trained at the same time by the Agent. Under II, B., Subject Matter, the results of this were explained in detail. It proved to be one of the demonstrations of the year that resulted in the largest number of favorable comments.

Miss Margaret Capps, Librarian at the Virginia Beach - Princess Anne Library, reviewed the book, Hawaii, by James Michener. Thirty-two women attended. Coffee was served afterwards. This gave the women a chance to meet Miss Capps for this first time. Also, this was the first opportunity she had had to give a Book Review, and meet a County Club group. It increased interest shown in reading. Two clubs have had members ask about how you receive reading certificates.

The tours were arranged by the Agent working with Colonial Williamsburg and the superintendent of Seashore State Park.

The purpose of the tour to Williamsburg was to observe how people in one period had applied the Art Principles to their architecture, Furnishings, and Accessories for their way of living. The Agent had a little

The program consisted of a style show of garments made in special interest Tailoring Classes. The commentator was Mrs. Lee Reid. This took place during the lunch. The speaker was Mrs. Fred Volker, Sr., who gave a demonstration and lecture on driftwood. She emphasized art principles taught in Program of Work and gave information on selection and use of driftwood to make homes more attractive. The Achievement Committee had driftwood they had gathered for sale.

Program of Work

This year the Home Demonstration Program of Work Committee planned the activities having the most appeal to the largest number of club members in any year the Agent has been in the County.

Club members had selected Art in Daily Living as the area at the planning meeting. They also made suggestions for activities in the area. These suggestions were brought by the Club Chairman to the county-wide Program of Work Committee. Selections made by them were on the basis of number of clubs requesting topics. The committee asked the help of the Agent with the teaching of Art Principles; the Making of Leaf Prints; Picture Framing and Hanging. They also asked if the Agent would obtain information concerning tours and to secure a person to give a Book Review.

The Agent prepared material with the help of Miss Perry, Extension Rural Arts Specialist, and trained leaders (club program of work chairmen). The Leaders, as a group, did one of the best jobs the Agent has seen done by leaders on a demonstration. Such comments as, "Now I know why I didn't like that big lamp on that little table", and "No wonder I felt like the room was falling apart", showed they were applying the art principles of proportion and unity to their home situations.

they worked, if it was requested. At that time, more help was given to the few who were reupholstering.

C. Other Activities

Lotus Festival

The Home Demonstration Committee was asked to sponsor a candidate for Lotus Queen. The Lotus Festival is a week-long sequence of events planned to call attention to the efforts of the Cape Henry Woman's Club to save the growth of this rare variety of Lotus in the county. The Committee decided to sponsor a candidate and asked the Agent to get pictures of 4-H Senior girls so that a committee could select a candidate. This was done and Carol Dunton was chosen. The Committee made posters and club presidents picked them up and distributed them and jars to hold money to stores, etc. Votes were set by the sponsoring group at a penny-a-vote. This gave some good publicity to the program of Extension. It was helpful to cooperate with other county clubs in a project of interest to all. Also, it gave the 4-H Program and 4-H member some recognition. Carol was not the winner but was a part of all the festivities. The Home Demonstration Committee had a car in the parade. They also entertained Carol and her mother at lunch and presented a gift to Carol. About \$50.00 was returned to the Home Demonstration County Treasurer. Expenses for poster material and gift had to be deducted from this amount.

Achievement Program

The thirteenth annual program was a luncheon meeting at Pine Tree Inn. Eighty-five women attended in spite of a hurricane threatening. This was the largest number present except for the tenth anniversary and at programs where families were invited.

As an area-wide activity, the local committee arranged a consultant-type service on planning kitchen work areas in a Norfolk store. The entire committee participated in the activity during the week ending October 21, at Sears Roebuck and Company.

At best evaluation of this type of program is difficult. Those people involved in all the various activities became aware of information and information sources available. Application of the information given is an individual matter, but it is anticipated that possibly more requests for assistance with kitchen planning could result. Time will tell. Persons not in organized Extension activities participated in the class and tour and did request individual help on personal kitchen problems at the time these activities took place.

#### Furniture Refinishing

Another special interest topic chosen at the program planning meeting was Furniture Refinishing. The problem is simply that furniture has to be refinished at intervals because of wear.

One preliminary meeting for groups showed equipment and tools for removing old finish. Remodeling old pieces was discussed, also, at this meeting, though this was not included in the request.

Then the types of finishes were shown and factors in deciding on which one to use were discussed. The Agent used different articles here.

For those re-doing upholstered pieces, an exhibit of fabrics and other materials was used to assist in helping them make the decision on what to buy and how much.

Those in the class then met at a convenient suitable place in the neighborhood for work sessions. The Agents were available for help as

Electromation Activities

In cooperation with the objectives of the Virginia Farm and Home Electromation Council, a Committee was formed to plan the Electromation Program on an area basis (Princess Anne County, Norfolk County, Norfolk). The purpose of the local committee is to cooperate with the State Council in bringing before the public certain emphasis areas. For 1961 the emphasis has been Kitchen Work Areas and Equipment. The chairman of the local committee is the Agent. Home Economics teachers and local power supplier home economists served on the committee along with the area home demonstration agents and assistants.

To bring the importance of good planning in the kitchen work areas before the public, many activities were carried out on a county level, and the entire committee worked on an area project.

In the county, the agents presented information to six Home Economics classes at Princess Anne High School on planning kitchen work areas. A tour of four well planned kitchens was held and a class given on kitchen planning centered around the kitchen work areas. News articles were written to supplement the information being presented, and radio programs reported the activities. All activities were planned and carried out based on the realization that many un-informed homemakers want and need this kind of information, but are often unaware that it is available or how to obtain it.

In order to assist persons with appliance selection, and kitchen planning, appliance dealers and builders in the county were contacted and facts sheets concerning appliance selection, use and care, as well as building materials and plans, were supplied to them as requested to distribute to customers.

ing courses and one group requested help in basic sewing construction. At the time, two courses were being taught, some newspaper publicity on activities in the county stimulated interest in these courses and many inquiries were made concerning the availability of construction courses.

In participating in these classes, one group desired to learn basic construction methods in order to become better beginner sewers. The tailoring groups desired to improve their sewing skills by learning the more difficult processes of tailoring. Many of these homemakers find that developing their sewing skills eases the strain on the family budget as well as provides a useful outlet for their creative needs.

An effort was made in teaching these classes to give the necessary information to the participants at the meeting itself. The women then went home and completed the steps shown during the meeting on their own garment. Time was allowed during the meetings to help with any special problem that came up. Arranging the meetings in this way saved Agents' time and gave the people the information they needed to go ahead with their work.

The results of the Tailoring classes held earlier in the year were shown at the Home Demonstration Achievement Day. The suits and coats were modeled and the cost of materials given. The County Agent and Assistant County Agent attended this program and the general reaction of the group was reflected in their comments. They were impressed by the attractiveness of the garments and very impressed by the obvious savings that the women had made in constructing their garments rather than buying them. At the present time, two of the classes are in session and requests have been received for additional classes early next year.

the County Agent made the recommendations as to what was needed. This was the first time that this type of activity, as far as the Agent knows, had any real background of scientific information. It had just been a matter of a person saying, "I like petunias", and therefore having them, or someone giving the person something and their just sticking it down some place. This will not move very rapidly, but the results already seen in cleaning up and the acceptance of the recommendations on fertilizing and lime have been carried out. One family has interested their neighbors in drainage, which was very badly needed on their street. So, the results, of course, in terms of what they wish to learn could nearly be said to be 100%. This will continue and the group does plan to meet once a year to review and to see if any changes need to be made in what they had down they wanted to do and to learn.

The General Interest Committee on Rural Arts and Crafts did not meet, since only one member came to the meeting.

The Home Demonstration Committee is, of course, the executive committee for the clubs in the county. It makes plans for the choice of demonstration topics. It makes the budget and considers ways and means of earning money so that the budget can have the necessary operating funds. This past year the committee has set up plans for subject matter area. They have helped in the solicitation for the County Hospital. At the present time, there is no county hospital. All the clubs have assisted in this. They lent their support to the various drives for cancer, etc.

#### Special Clothing Courses

Throughout the year clothing construction courses were planned as the need for them arose. During the year, three groups requested tailor-

gested that we work on the buying of food and the second year on the buying of fabric. The committee felt that information should be presented through mass media channels, but put in places where it can be picked up also. They planned to contact one of the housing projects and discuss the possibility of using a demonstration or exhibit which would help those people to become better buyers. Results of this are in D. The Fabric exhibit was discussed at their meeting and work on consumer information on fabrics is reported in D. of this section.

The Home Grounds Improvement Committee was formed of a group of people who became interested in this subject, through the home and community beautification program of work area. Many of the people involved are new home owners, with new lawns. Some are people who have just gotten around to doing something about their surroundings, and the problems or needs were to get information which they wanted to help them do this job in the most satisfying and pleasing and probably inexpensive manner. The attempt was made to answer individual requests here. No county-wide thing was planned, because this was an outgrowth of a county-wide program. Many of these folks had shrubbery or flowers in mind and were able through information which was presented, to see that in some cases, this was not what they really wanted. They were assisted with making a plan and then were helped to make a long-term thing in which they decided that this would be a program extended over several years. Cooperating was Mr. Vernon Watts, from the Experiment Station, who visited the families with the Agent to go over their plans with them, to make recommendations on what they wanted to do, or had in mind. Many of them had already sent in soil samples. Those who had not were encouraged by Mr. Watts to do so. Then, of course,

present for the Leader Training Meeting assured her that this was just one of the problems that you had to work with, and so, when it happened, you did not fold up, you did not quit, you tried to work it out. She was the first leader to write the office and say, "After the Leader's Meeting, I worked with my husband on this plan. We are so pleased because we actually are going to have more to spend than we thought, since we put it down on paper and actually faced the situation." She enclosed with this comment her plan, asked for comments by the Agent, and offered to have her plan used, if her name was not used anywhere the Agent would like to use the story. This seemed to be a real help, because here was a couple who, for thirty years, had had a nice level of living, a nice income, a nice home and car. Now, because of a severe cut, together with what illness brings in the way of worry, resulted almost in a "give-up" attitude. It would not be hard to have that happen to anyone under similar circumstances. Extension helped them face the problem, which was that, though the income was reduced, it still could be managed. The result was that they did make a money management plan. They did see that things were not quite as bad as they feared, once they got them on paper, and they did see that there was some leeway in what they could do, and what they could have. It seems that this is a significant contribution, when we consider the increase in this age group in our overall population, and this will be a problem with most of them, it would be supposed.

The County Home Economics Committees

The Consumer Education Committee has as their goal, the making of available information which would help people, women, especially, to become better buyers. The previous two years, this committee has sug-

has been done at these meetings so far has been to weigh them, to distribute material and explain it, to give each member a chance to tell what her problem is; does she get discouraged, does she feel real hungry, what does her family think, is she having a problem with providing meals for those in the family not having the same problem that she has. These are discussed and suggestions made for possible ways to handle the problem, and the nurse is most helpful here, since she has a problem herself. She also can back up the material, as well as statements made by the Agent, such as "This is a medical problem", and the person should see their doctor when some question comes up.

This has merit in that it shows that the county offices are cooperating to help the people; it gives credence to things expressed orally and through written material by people who do know, but it helps when several people agree that this is correct. The group will continue and plans are being made to follow-up the members participating so that they will not get back into the same condition.

One significant story which might be repeated here in connection with the Management subject matter area is the help that was given to one couple; an older couple, in which the man had just retired because of a disability. They have been accustomed to having a good deal more money, before this retirement which had with it a reduced retirement because of being necessary due to illness and as well as being ahead of the regular retirement age. This person was the leader for the monthly management plan, and at first, seemed to think that this could not apply to her because they were going to have so much less that it was going to be a matter of "hand-to-mouth" existence. The Agent and the other people

to their comments.

In Preparing Budget Beef Cuts, the regular cookery principles of how you prepare any less tender cut was taught, and recipes were used, and it was enjoyed. It was the one thing during the year which did have this type of presentation, and in this county it seems that once in awhile they do like to sit and watch someone do something and show them. The Agent thinks that this fulfills a need, as well as re-emphasizing the nutrition being taught in the Foods & Nutrition section of the year's work and backing up the fact that less tender cuts could be prepared so they were tasty and good, and of course, in many cases, could be a savings if you used your cost-per-serving information.

4. Other accomplishments and results are shown by the number of people taking part in the weight control group. It is impossible to ever get 100%, but it seems that the interest shown by those who have come, plus the fact that three non-club members have been invited by club members to participate is an indication of the seriousness of the result of this demonstration. Also, the point was gotten across that the time to do something about this is when you begin to put on the first five to ten pounds. The good nutrition is most helpful. Here we had the help and support of the Health Department. Dr. Garrett was contacted and already knew about the Program, but did talk with the Agent on the way that the Princess Anne group planned to function. He offered the use of the scales which, of course, are accurate, and the meeting room in the Health Clinic, and one of the nurses has been sitting in on the meetings. Having a weight problem herself, she is a real addition to the group as she sympathizes with the problem. What

trained by the Foods & Nutrition Specialist, Miss Cameron, and leaders did do an excellent job here. In Making Meals Attractive, it was pointed out that the rush of today's activities by all family members, the time at home together being of limited length, that it was very important to a family's sense of well-being and its closeness, to use this time to the very best advantage. Meal time, of course, being one of the times when people are most likely to get home at the same time. This demonstration resulted in the most complimentary comments on Club Reports of any that this Agent has ever helped with. They, evidently, went into this thing of family living and family solidarity at length. They mentioned that it was something that needed to be repeated more often, that families needed to be reminded and needed to remind themselves. In our area, a large section of population transfers in and out because of being connected with the Armed Services, it is hoped that some of them will carry this idea with them. Also, as families change from one growth period into another, it was felt that this could be of help, too. A recent instance, might illustrate this point: One woman who said that never before had she had such a hard time trying to finish anything she was doing, whether it was cleaning or clothing construction or what, and finally, in visiting a sister, realized that the problem was that she is home alone, and that is why it is hard for her to do it. Now she is working on this. She realizes that she and her husband now are the only members of the family left at home, and that they will need to reopen conversations which for years they have not had the opportunity to have, that they will need to plan meals and meal times and time together so that no one lacks companionship. So, this made this demonstration appear to the women to be one of the most helpful, according

Foods & Nutrition

1. The problems were lack of inspiration and information necessary to get and maintain proper weight, and lack of knowledge of ways to make simple meals attractive.

2. The people were to learn that overweight is caused principally by overeating, how to adjust diet to body needs, why obesity is a health problem, and how to lose weight by using good nutrition standards. It was hoped that people would learn to eat according to body needs, and that being overweight could be very dangerous.

3. To carry out this program, the leaders assisted with discussions in overeating. They had demonstrations on How to Adjust Diet to Body Needs, and helped get names of people who could be helped in weight control. It was felt that the Agent could be of help in working with the leaders on weight control. The object of the demonstrations was to teach good nutrition habits; good food habits. This being rather technical, the Agent attended meetings to assist leaders in case her assistance was needed. Many of them seemed to feel that information given by the Agent carried with it a little more weight. This may not be what should be true, but in a field such as this, where there is so much mis-information and incorrect information, the Agent felt that it was very important that real facts be presented and backed up. The leaders were asked to get a list of those people who wished to participate in the Weight Control Group, and did so. One club has a bowling date on the third day in the week, which was selected for the weight control group, and therefore, their three members could not participate, however, the information is being sent to them and they are being urged to do as the group does.

In Making Meals Attractive and Preparing Beef Cuts, the Agent was

into because of not knowing how to do this. It seemed, too, that an advantage was that they feel now that they have more control because they know more about how to control their use of money as a resource.

The Beef Buying was one of the best attended demonstrations in many months. The planning group, in the beginning, had started out with just buying meat, and the Agent asked them to clarify this, thinking that it might be helpful to try to stick to just one thing. They decided on beef. As you look at it from procedure planning standpoint, it is important to help the planning group narrow the subject so that information given can relay to an area or topic rather than cover the waterfront. This proved to be the key to this, and the demonstration did result in requests for this Meat by the Serving pamphlet mentioned above. It did result in a great deal of more confidence felt as expressed in comments by the women on their ability to do better shopping.

The demonstrations on Advertising Safeguards and Taking Advantage of Special Buys did acquaint those attending the demonstration on how you could rate advertising as to it being promotional, or as to it being informative. Real ads were used so that they could see this. They also realized that special buys could be just that, and also that they might be second-handed, outmoded, inferior sales merchandise brought in for this special event. This was timed so that the White Sales in May would be going on and these ads were used, and it was very illuminating to watch the expressions on faces as the leaders said, "Now you know that is something that I have done and did not think about." Reports indicated that it was another item of information which was helpful to the women as they tried to manage this income to get the most for their money.

It appeared from this Leader Training Session, as well as from reports on club meetings, that this now had been established as a difference between a selling group and an educational group. This, it is felt, will increase the use of Extension and the understanding of what it teaches.

4. Accomplishments in this area - The Check Sheets returned indicated that there was a great deal of information and a gaining in knowledge of the needs for making a plan for the use of money. From conversation as well as from reports from individual club members and leaders, it was indicated that after this program was presented in the clubs that the women felt that they could control money. It seemed before this that it was a matter of saying, "Well, there can't be enough to go around, so it really doesn't matter. I will just get what I can and then do without the balance." The Agent thinks this "give-up" feeling is one of the most disastrous. When we think of families who have to do without things because of this feeling, it seems that this was a real need, felt by the planning group. At the conclusion of the presentation, several members in one club said, "This is the third time that we have attended some teaching on money management, and this is the best presentation, and the most useful that we have ever had." This, of course, made the Agent and the Specialist feel very pleased, because these decisions they had had to make. Another established thing which seemed an accomplishment is that any plan needs to be adjusted. Many families felt that it was necessary once you made a plan to stick to it regardless. After learning that any business has to re-check during the month to see how it stands, families seemed to get the impression that they were operating a business and that they could check and could change, and did not have to get into some of the situations which they were getting

use and assisted her in deciding how much and what type of this might be presented. At this conference, it was decided that beef could be bought by need, that the more expensive cuts are not more nutritionally more desirable, the reading of food advertisements for week-ends was discussed, and what was done here to help them identify the leaders, helping them to understand what the advertisements really meant. In addition here, cost per serving was emphasized to a great degree. A new little pamphlet which can be enclosed in a billfold of either a man or woman was used and was distributed later to club people. This was most helpful because it was the first experience of the Agent's in dealing with a person who was this well acquainted with merchandising as it is done in the stores. The nutrition end, of course, the Agent had received training on over the years, and also had the practical application of having purchased food for her own family, but this pamphlet was a great deal of help. This pamphlet, done by Dr. Long and by Mrs. Thompson, in Food & Nutrition, has been one of the most requested things which has been offered to the public during the year.

Under Advertising Safeguards, here again, the agent was trained by the Home Management Specialist in connection with the Consumer Education Specialist. Firms in the area were visited, the Better Business Bureau was contacted and material provided, and some of this material helped explain its role in protecting the consumer. It was pointed out again and again that the need for the consumer to be informed about whatever they are buying is the main point of watching advertising. One of the most significant things here seemed to be that the people did learn that an educational program like Extension has nothing to sell, and therefore reports facts alone. These facts often have seemed dry and uninteresting.

to best advantage by leaders in their clubs. Another point of consideration was how could the leaders for the month that the Agent would be doing the demonstration be used to assist in the demonstration. In the first topic, Making A General Plan for Managing Money, leaders were brought in and trained to help see the need for making the money management plan, and at each club meeting they presented this. In most cases, they took the information which was going to be presented the club member home and made a money management plan of their own, and therefore, could speak rather authoritatively on what they had learned from going through this experience themselves and the advantages of having the experience. The Agent used poster boards to show how you divide expenditures in making your money management plan, how you estimate income, and used a figure which was thought to be a reasonable one for the group involved, and then, of course, the material on which they were to make their own was distributed. The leaders further assisted by asking that at the next month's meeting, that this would be taken up and returned to the office for any of those who wished more assistance. Names of individuals were not put on all of these, only club names, however, there seemed to be no hesitancy about it, and since no one was required it was felt that no hostility could be stirred up. This proved to be correct. Fifteen people did return the Check Sheet and most included the money management plan which they had made. A copy of the Check Sheet is included with this report.

One other way that leaders were asked to assist here was to keep tab of those members reporting not having made their plan, and offering to serve as help or to bring this need to the attention of the Agent.

The topic Buying Beef was assisted by Dr. Don Long, on the Specialists Staff at VPI, who brought a great deal of information for the Agent's

formation to this group to help them improve their yards in the most satisfying and pleasing and inexpensive manner. This committee is an outgrowth of a county-wide program which was conducted. The group plans to meet once a year to review and see what changes, if any, need to be made.

B. Subject Matter and Special Emphasis Areas.

Management

1. The problems were lack of knowledge in general management of money, in buying, in interpreting advertisements, and in when to take advantage of special buys.

2. The people were to learn the importance of planning use of money, the need for making a spending plan, how to buy beef according to need, how to read and understand what advertisements mean, and to know how to take advantage of special sales.

3. Home Demonstration leaders were trained to assist with showing need for making money plans and reasons for making a money plan. The leaders followed through after their demonstrations with a check sheet and returned this to the office. The leaders collected various advertisements. They have names of young couples and retired couples who needed work on their special needs.

Though this way of working had been used when this area of management had first appeared in our program, this being the third year in which we have worked in the fields of management in this county, it was decided that this would be a good way to continue working. The method used was for the management specialist, Mrs. O'Brien, to work with the Agent in setting up the program to decide which of the topics could be more advantageously handled by the Agent, and which could be used

This council met once this year.

3. The County Home Economics Committees

The Consumer Education committee has as their goal, the making of available information which would help people, women, especially, to become better buyers. The previous two years this committee has suggested that we work on the buying of food and the second year on the buying of fabric. The committee felt that information should be presented through mass media channels, but put in places where it can be picked up also. They planned to contact one of the housing projects and discuss the possibility of using a demonstration or exhibit which would help those people to become better buyers. Results of this is in D. Another plan that this committee has is to have the committee assist with the setting up of exhibits.

The general interest committee on Rural Arts and Crafts did not meet, since only one member came to the meeting. It was planned from the beginning that the tour of the old homes in Princess Anne would continue until all had been visited.

The Home Demonstration Committee is, of course, the executive committee for the clubs in the county. It makes plans for the choice of demonstration topics. It makes the budget and considers ways and means of earning money so that the budget can have the necessary operating funds. This past year the committee has set up the plans for the subject matter area. They have helped in the solicitation for the county Hospital. At the present time, there is no county hospital. All the clubs have assisted in this. They have lent their support to the various drives for cancer, etc.

The Home Grounds Improvement Committee is formed out of a group of people interested in this subject. An attempt was made to get in-

through annexation the county lost one of its largest shopping centers, this is still within easy reach of county people. They, of course, continue to shop in the near-by city of Norfolk and probably will continue to do this. There is no real lack of marketing or shopping facilities for consumers. Of course, on the Agricultural side, it is felt that there is definite need for marketing facilities for farm products. This can affect families. For one example, in any local store, the sweet potatoes provided for sale are imported from out of the county and/or state, and are not of the same quality which could be obtained if the local farmers could market their own crop. This is not a matter of bias, but it actually is the situation. Many things, of course, have contributed to this, and this situation is being studied and being worked on.

## II. County Extension Program - Adult

### A. Organization

#### 1. The County Extension Service Board

The Agricultural Extension Service Board is set up in Princess Anne County on a plan which is suggested by the State Administrative Staff. On it are representative people from the Agricultural Council, the Youth Council, and the Home Economics group, or Council. The Board meets to hear reports from the three phases, Agriculture, Home Economics, and Youth.

#### 2. The Home Economics Council

This is the third year which the Council has been organized. It includes representation from the Home Economics committees, consumer education, and recreation and rural arts, and the Home Demonstration committee. This year, the Long Time Yard Improvement Committee was added.

urbanized, can easily be seen from these figures.

Types of Agriculture are: Agronomy, Horticulture, Livestock, and Dairying. The largest source of agricultural income is dairying.

At the present time there is a big drive to build a County Hospital. There has been an increase in number of doctors having offices in the County and on the edge of the city.

The telephone service is supplied by two companies - a privately owned one and the Chesapeake and Potomac.

Recently in the County there has been employed a Recreation Director, whose main responsibility is to work with Little League ball clubs, to assist with the planning for summer and afternoon use of playground facilities in connection with the school buildings. It is hoped by some that this person will have a part in planning recreation programs for all county people, regardless of age. This does not mean that the folks who have expressed this wish the Youth Program to be any less, but they feel that other age groups need recreation also.

The health and medical care facilities of the county are handled by a doctor and staff of nurses, all of whom are very dedicated to doing the most and the best to see that county health is promoted and that education for health is done. This department likes very much to work with the other county people who in anyway can give information to them concerning needs or can provide information for ways of doing this; for example, teaching nutrition.

Though largely the marketing done by county people is done in the county, there are stores at the Beach which now are open year-round and which provide year-round clothing. There are stores in the county which represent most of the major food chains operating in our area. Though

Princess Anne is one of the counties which is experiencing an explosion in population because of the rapid urbanization that is taking place within its borders. The source of income is still largely the Federal Government. A recent report for the Norfolk, Portsmouth, and Norfolk County, and Princess Anne County area showed the figure to be somewhat more than some have reported it. This was divided into Federal and State and County government employees. The Federal, of course, being the largest, over 50%.

As to the newspapers, in the city of Virginia Beach, there are two county papers and one of the daily papers, whose main office is in the city of Norfolk, has a Beach office. The other daily paper does not have an office in the area. Progress has been made this year with the feeling of these people toward Extension and toward the importance of having news from the County. There are several radio and T.V. stations in the area. One has recently changed channels, so that now it has a more powerful broadcast beam and, of course, can reach more people. The local radio station, W.B.O.F., had been most helpful in giving the Agents time, but recently the problem there has been that they have been able to sell this time and we have not yet been given another spot.

The County has an area of 324 square miles and a total population of approximately 85,000; of the  $\frac{3}{4}$  are white. Of the total population, at the last census,  $\frac{1}{4}$  are urban, but we are fairly sure that with the new census, that is going to take a big jump. Rural non-farm people account for 66% and rural farm, 10%. The total agricultural census (1954) figures indicate a reduction of 202 farms less and a drop in the number of white persons operating from 720 to 591. Of an approximate land area in the county of 170,880 acres, the proportion in farms has dropped 8% since 1950. So, the statement made earlier, that the county is rapidly becoming

## I. County Situation

Princess Anne County is located in the southeast corner of the State of Virginia. It is bordered on the south by North Carolina, on the east by the Atlantic Ocean, on the west by Norfolk County, and on the north by Hampton Roads, a large body of water forming one of the finest natural harbors in the world. Virginia Beach, the nearest city and which lies within the boundaries of Princess Anne County, has a permanent population of between 5,000 and 6,000 as given in the 1950 census. From June through October, it attracts large numbers of tourists from all over the United States who enjoy its fine beaches. The largest city in this area is Norfolk, also the largest in Virginia.

Princess Anne County is one of the oldest in the State, and you could say in the Nation, because the boat that went to Jamestown stopped when they entered the capes and gave thanksgiving and some of the early settlers returned to the area and built homes. Notable among these is the Adam Thoroughgood House, which is thought to be the oldest brick home still standing in America, though that has been questioned, because a home nearby, but not in as good a state of repair is thought to have been built by the same builder. The dates for this home are thought to be 1636-1639. What is most amazing about this county at the present time is that within several hundred feet of this oldest brick home is one of the newer and more elegant housing projects in the county. The growth of housing projects has been increased substantially and the number of people living within the county boundaries has increased. It has had many other effects, besides increasing the number of people. This situation, for instance, has led to a break down of older community lines and urbanization is causing many changes in how people live.

The two most outstanding contributions to family living were the information given and the activities engaged in by families while learning to make and manage a spending plan. The "how" of doing this was important and helpful. Even more needed was learning that a family could plan and direct the use of its money.

The topic of Weight Control contributed to the family's health. Family members were helped to see how much being overweight can affect health. They were assisted in learning and practicing good food habits. Problems which arose from trying to change food habits were discussed and ideas given for solutions.

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ANNUAL NARRATIVE REPORT

COUNTY  
EXTENSION  
WORK

FILED

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Assistant Agent

Assistant Agent

Assistant Agent



1961

Princess Anne  
County