

SECTION III: COOPERATION WITH OTHER PUBLIC AGENCIES

(Read instructions before completing.)

	Days Devoted By	
	County Staff	State Staff
	A	B
FEDERAL AGENCIES		
67. Agricultural Research Service .....		
68. Agricultural Stabilization and Conservation Service .....	3	
69. Bureau of Indian Affairs .....		
70. Bureau of Land Management; Bureau of Reclamation .....		
71. Department of Commerce (Area Redevelopment) .....		
72. Economic Research Service .....		
73. Farm Credit Administration .....		
74. Farmer Cooperative Service .....	1	
75. Farmers Home Administration .....	1	
76. Fish and Wildlife Service .....		
77. Food and Drug Administration .....		
78. Forest Service .....		
79. Housing and Home Finance Agency .....		
80. Rural Electrification Administration .....		
81. Selective Service .....		
82. Social Security Administration; Internal Revenue Service .....		
83. Soil Conservation Service .....	1	
84. Area Authorities (TVA, etc.) .....		
85. USDA Defense Board .....		
STATE AGENCIES		
86. Civil Defense (at both state and county level) .....	3	
87. Health Department .....		
88. Highway Department .....	1	
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging ..		
90. State Departments of Agriculture and Forestry .....	5	
91. State Department of Education (schools in general) .....		
92. State Employment Service .....		
93. Welfare Department .....	1	
94. State RAD Committee .....	2	
COUNTY AGENCIES		
95. Soil Conservation Districts .....		
96. Vocational Agricultural and Home Economics Departments .....		
97. County or area RAD Committees .....		

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members .....

4-H CLUB WORK

60. Number of 4-H Clubs ..... 9

61. Different 4-H Club members enrolled:

a. Boys .....	<u>11</u>
b. Girls .....	<u>121</u>
c. Total .....	<u>132</u>

63. Four-H Club members by years in club work:

a. 1st year .....	<u>86</u>
b. 2nd year .....	<u>30</u>
c. 3rd year .....	<u>13</u>
d. 4th year .....	
e. 5th year .....	
f. 6th year and over .....	<u>3</u>

62. Four-H Club members enrolled by place of residence:

a. Farm .....	
b. Rural non-farm .....	
c. Urban .....	<u>132</u>

64. Four-H Club members by age groups:

a. 12 years and under .....	<u>96</u>
b. 13-15 years inclusive ..	<u>33</u>
c. 16-20 years inclusive ..	<u>3</u>

65. Four-H enrollment in projects and activities:

(A member may be enrolled in more than one project or activity under each of the following groupings and should be counted each time.)

a. Agronomy (crops and soils) .....	
b. Horticulture (fruits, vegetables, landscaping) .....	<u>6</u>
c. Entomology and plant pathology .....	
d. Conservation (soil, water, forest, wildlife) .....	
e. Poultry .....	<u>1</u>
f. Dairy .....	
g. Beef .....	
h. Swine .....	
i. Other livestock .....	
j. Engineering (include electricity, tractor, automotive) .....	<u>16</u>
k. Management on the farm .....	
l. Marketing and business .....	
m. Management in the home .....	<u>13</u>
n. Clothing .....	<u>122</u>
o. Food and nutrition .....	<u>69</u>
p. Home improvement and furnishings .....	<u>1</u>
q. Family life education .....	
r. Personal development (public speaking, grooming) .....	
s. Health .....	
t. Safety .....	
u. Recreation (include crafts) .....	<u>1</u>
v. Community and public affairs .....	
w. Career exploration .....	
x. Total enrollment in projects and activities .....	<u>229</u>

66. Junior 4-H Club leaders:

a. Boys .....	<u>0</u>
b. Girls .....	<u>1</u>

54. Adult voluntary local leaders assisting in the conduct of county extension work.  
(Read instructions before completing.)

	Men A	Women B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below .....	6	15
b. In adult agricultural and related fields .....	7	84
c. In adult home economics and related fields .....		275
d. In work with young adults .....		
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders .....		9
(2) Project or subject-matter leaders .....		18
(3) Other adult leaders .....		
f. Total DIFFERENT adult leaders .....	13	401

HOME ECONOMICS EXTENSION WORK

55. Organized clubs or other groups continuously carrying on adult home economics extension work:

a. Number of groups .....	19
b. Number of members .....	375

56. Special audience and specific interest groups:

a. Organized by extension and worked with in home economics extension work:	
(1) Number of such groups worked with .....	1
(2) Attendance at meetings held with these groups .....	20
b. Not organized by extension:	
(1) Number of such groups worked with .....	3
(2) Attendance at meetings held with these groups .....	57
(3) Number of leaders in non-extension organized groups trained by extension during the year .....	3

WORK WITH YOUNG ADULTS

Work designed to meet the continuing education needs of men and women, primarily out of school, unmarried, and in the age range of 18-25. Report all worked with of this age group regardless of whether they are also reported elsewhere.

57. Extension sponsored groups of young adults:

a. Number of groups worked with .....	
b. Number in such groups .....	Men: _____
	Women: _____

58. Number worked with through young adult programs (jointly sponsored groups, non-extension groups, and individuals not in groups):

Men: \_\_\_\_\_

Women: \_\_\_\_\_ 25

SECTION II: PROGRAM EMPHASIS  
 (See instructions for Section II.)

	Days Devoted By	
	County Staff	State Staff
	A	B
11. Planning and management of the farm business .....	1	
12. Field crops, pasture, range (production and on-farm marketing)..	5	
13. Soil management .....	3	
14. Horticulture (production and on-farm marketing) .....	4	
15. Forestry (production and on-farm marketing) .....	1	
16. Soil and water conservation, wildlife .....	4	
17. Plant pathology .....	20	
18. Entomology .....	23	
19. Agricultural chemicals (pesticides, additives, etc.) .....	11	
20. Dairy (production and on-farm marketing) .....	0	
21. Poultry (production and on-farm marketing) .....	1	
22. Livestock (production and on-farm marketing) .....	2	
23. Animal and poultry health .....	2	
24. Marketing and utilization .....	1	
25. Consumer education in use of agricultural products .....	1	
26. Agricultural engineering .....	9	
27. Dwellings and equipment .....	24	
28. Home grounds improvement .....	16	
29. Planning and management in the home .....	5	
30. Family economics .....	2	
31. Home furnishings .....	18	
32. Clothing selection and care .....	21	
33. Clothing construction .....	136	
34. Food preparation and selection .....	33	
35. Food preservation .....	2	
36. Nutrition .....	7	
37. Human relations, child development .....	0	
38. Health .....	3	
39. Safety .....	7	
40. Recreation .....	12	
41. Outlook .....	5	
42. Community development and resource adjustment .....	1	
43. Manpower development, employment information .....	0	
44. Public affairs .....	9	
45. Rural defense .....	1	
46. Leadership development .....	50	
47. Extension administration, organization .....	23	
48. Program planning .....	54	
49. Supervision of extension personnel .....	XXXXX	
50. Inservice training received .....	38	
51. Miscellaneous (cannot be charged to above items) .....	55	
52. Total days worked (items 11-51) .....	610	
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work .....	288	
b. Young adult work (ages 18-25) .....	2	
c. 4-H Club work .....	319	
d. Work with other youth and youth serving groups (within 4-H age) .....	1	

SECTION I: SUMMARY OF SELECTED EXTENSION TEACHING ACTIVITIES

(See instructions in Section I for columns A-B-C-D-E-F.)

Teaching Activities	Work Done By --					
	Home Agents A	Youth Agents B	Agricultural Agents C	County Total D	State Staff E	Grand Total F
1. Farm, home, firm and other out-of-office visits .....	135	229	202	566		
2. Office calls .....	448	166	634	1,248		
3. Telephone calls (received or made) .....	2,295	1,280	4,712	8,287		
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines .....	1	33	52	86		
b. Prepared by state office and released through county extension offices .....	0	0	9	9		XXXXXX
5. Broadcasts made:						
a. Radio .....	5	37	35	77		
b. Television .....	0	1	0	1		
6. Publications distributed directly to the public .....	2,900	766	1,604	5,270		
7. Circular and commodity letters written .....	59	41	20	120		
8. Training meetings held for local leaders:						
a. Adult work (1) Number .....	16	2	7	25		
(2) Attendance .....	364	50	91	505		
b. Youth work (1) Number .....	(1)	14	3	17		
(2) Attendance .....	(12)	156	60	216		
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number .....	(5)	74	14	28	116	
(2) Attendance .....	(41)	657	105	652	1,414	
b. Youth work (1) Number .....	(23)	3	(2) 71	10	84	
(2) Attendance .....	(988)	41	(42)1188	522	1,751	
10. Meetings held by local leaders:						
a. Adult work (1) Number .....	256	1	5	262		
(2) Attendance .....	3,961	7	28	3,996		
b. Youth Work (1) Number .....	-	0	236	30	266	
(2) Attendance .....	0	2,072	970	3,042		



Hampton

Sixteen new leaders and nine previous leaders were trained during 1962-63. Sixteen of these are continuing to serve in 1963-64. In addition sixteen new leaders have been secured for 1963-64.

Some of the Hampton 4-H Clubs are still weak. Leaders need more training in working with young people as well as in subject matter areas.

Hampton 4-H Club leaders need to develop a deeper interest in and understanding of the total 4-H Club program. Only a small percent of the leaders attend leader training meetings which they certainly need.

The Hampton 4-H program also needs to expand to other areas of the City. Many children of 4-H age are not yet offered the opportunities of 4-H. Finding leaders and 4-H members, catching their interest and training them is a challenge for years to come.

Hampton

do not know but should in order to be better homemakers.

It is recognized people are not as anxious to be educated as would be desirable.

C. 4-H

The 4-H program in Hampton has grown in both size and strength in 1963. Only three of the 1962 clubs reorganized in September for the 1962-63 year. These were Clover Leaf Juniors, Circle and Cardinal Clubs. Later in the year the Pioneer and the Mallory Pioneer Clubs reorganized with new leaders and many new members. In the Spring four more clubs organized. These included the Lucky Clover, Holly, Warriors and Seashore Clubs. This gave a total of nine clubs with a total enrollment of 137 for the 1962-63 year. Sixty-one of these completed one or more projects and turned in a project record. Seventy-two of these reenrolled for the 1963-64 year.

In September 1963 six of these clubs reorganized for the 1963-64 club year. These clubs included the Clover Leaf Juniors, Cardinal, Mallory Pioneers, Holly, Seashore and Warriors. Two of these clubs also split forming the Clover Leaf Seniors and the Mallory Pioneer Seniors. Two others were formed, the Dalettes and the Livewires. The total enrollment for the 1963-64 year is 132.

The seven Dress Revue and Demonstration winners who represented Hampton in the District Contests all took blue, ribbon honors. The three senior members all represented the district in State competition. They won a blue, a red, and a white award.

Hampton

recognizing their needs in planning and carrying this program with training. The cooperation and interest of the husbands is an indication that the work is serving the people. The women's recognition of their civic work showed they are not only interested in themselves but in the welfare of others. This was especially good public relations for Extension Service.

The Extension Service work in Hampton has been more widely recognized this year than ever before. Moving the offices to a better location and improved offices and workroom have contributed to this.

More women outside of Home Demonstration Clubs have been reached this year than before. This is due to the enthusiasm of the club women, in their willingness to work with groups as leaders, in other women being interested in the things they heard and saw in the newspaper that we were doing. The community sewing class of non-Home Demonstration Members will help reach into new areas. There have been many weak places in the year's work. The agent would like to see more women take a leadership role and give themselves an opportunity for greater development. Four Home Demonstration Clubs fell apart this year due to women not being willing to do their part for the club. Five new clubs were organized late in 1963 and one in the spring of 1963.

Another weak point is not reaching more new audiences and in getting everyone to know what services Extension has to offer. Also, in not being able to make more women aware of what they

IV. APPRAISAL OF PAST YEARS' EXTENSION WORK

A. AGRICULTURAL

The Ornamental Horticultural program conducted during the year met the approval of the many homeowners in the area served, judging from the great interest shown in personal contacts made. The personnel of radio station WGH, over which many programs on ornamental horticulture were aired, were pleased with their audience acceptance of the information given by the local Agricultural Agent. These programs were instigated by the radio station when they saw a need for this type of program in their schedule. The programs ran from June through the end of the year on a regular schedule of about five days a week.

A definite improvement in lawns was noted and diseases and insects were not as much of a problem as before. Many home were landscaped during the year and the overall beautification of the area continued at a greater pace.

B. HOME ECONOMICS

In looking back over the year's work in Extension Home Economics, this agent feels it was a good year in the women's work. The leadership of the Home Demonstration Club women is very good. These leaders and the agent always want to make it better, but when two-thirds of the women take an active leadership part in the work this is better than any other locally organized group.

They had a good sound educational program developed by the people. Here the leadership showed up well in the leaders

Hampton

her. Her Mother became a project leader to help encourage Linda.

The efforts of all concerned were rewarded this year. During the spring and summer, Linda became very enthused with her 4-H Clothing project. She worked very hard to finish a blouse and a matching shift and hat for the Tri 4-H Fair. She modeled the shift in the Dress Revue at the Tri 4-H Fair and again at the New Market 4-H Exhibit this fall.

When school began this fall she attended willingly. She is learning to make a corduroy shift in her 4-H Clothing project and is planning to take the Foods and Nutrition project this Spring.

The ribbon she won on her shift meant much to Linda. She can not see the total effect 4-H has had on her. However her Mother and leaders are much aware of how much 4-H has meant to Linda. There are many types of success. Often that which is hardest to see has the most lasting effect. Linda is truly a 4-H success story.

Hampton

made many new friends in their own neighborhood and throughout Hampton. They are showing good leadership ability and are taking every opportunity for farther development. Their enthusiasm for Home Demonstration Club work is an inspiration to the other clubs and to non-members. They even have a waiting list to join their club.

C. 4-H

4-H builds youth! The tremendous influence 4-H has toward desirable growth and development of young people is wonderful and sometimes almost unbelievable.

Some young people reflect what they gain through 4-H by achievement and awards. Other young people show growth and development in less obvious ways. Linda Creekmore is the latter type 4-H Member.

Linda Creekmore is twelve years old and has been a 4-H Club member for three years. She is handicapped with a severe case of asthma. Because of this she has been absent from school often - so often that she is only in the 4th grade. She is very small for her age and extremely thin.

Linda has never liked school and has attended very little. A fit of crying brought on an attack of asthma. And so Linda is just now in the 4th grade.

When Linda became ten years of age she joined a 4-H Club. She was not too active compared to many of the other 4-H girls, but she did attend. Her leaders worked very hard to interest

Hampton

following the demonstration on "Pressing", they held a club workshop on making needed pressing equipment. Because they were interested in flower arrangement, they secured training from a local florist in the art of flower arrangement. They carried this to the "Show and Tell" day with an exhibit of arrangements and two demonstrators in place all day and evening to show how to make these arrangements.

The Pinehaven Club members acquire new knowledge and skill from many sources. They have called on the Bethel Home Demonstration Club to show them how to make such things as smocked pillows and nut placques. Nine members attended a class on pattern alteration taught by the Home Demonstration Agent this fall. Seven of these women then attended a series of nine classes by the Home Demonstration Agent on General Clothing Construction.

The Pinehaven club assisted with carrying out the open house, spring social, put on by the Hampton Home Demonstration Clubs. They also assisted with a window exhibit for National Home Demonstration Week. Besides helping with the exhibits at the "Show and Tell" day in the fall, they put on a skit for part of the evening program.

Nine members attended the District XI Federation Meeting. Four members attended the State Home Demonstration Federation Meeting and Institute of Rural Affairs.

Through their Home Demonstration Club these women have learned techniques and skills of better home making. They have

III. SUCCESS STORY

A. COOPERATION OF GARDEN SUPPLIERS

It was felt by the Agricultural Agent that the major efforts made in cooperating with local dealers in garden and home supplies in order to have available recommended pesticides, fertilizer, seeds, and services were very successful and that mutual benefits, from the standpoint of the dealers themselves as well as their customers, were achieved. Not near as many complaints were heard from home owners about not being able to secure needed supplies and services as here to fore.

B. NEW CLUB

Sometimes a community is "ripe" for an organization. This home agent is glad the women living on Saunders Road decided to organize a home demonstration club.

The Pinehaven Home Demonstration Club was organized in March 1963. The home agent talked with them about the home demonstration program, the place of the home agent and what they could expect from her. She also discussed their responsibilities to their club. They immediately sprang into action with plans to take advantage of every opportunity offered through this organization. The Bethel Home Demonstration Club, being the nearest to them, assisted them where they could.

This club has not missed a leader training meeting or having their monthly demonstration. They have held club workshops to make the things they wanted to make. For example,

Hampton

Community Improvement (Home Demonstration Clubs)

In the work done by the home demonstration clubs on Home and Community Beautification, each club was to beautify or assist other clubs in beautifying some community spot in the city.

Six clubs decided to concentrate on the Buckroe Shopping Center. They secured the cooperation of the City and the Shopping Center. Things accomplished were: ditch in front of shopping center has had drainage pipes laid and the ditch filled with dirt and grassed. This project will continue into 1964 for more improvement. The Riverdale Club assisted with the beautification of the entrance to the Riverdale area. The Langley Club assisted with some plantings and care of grounds at the Langley View School.

Hampton

giving recommendations for roadside weed control measures, the seeding of roadbanks and city streets. Assistance was also given on the landscaping of certain public buildings and school grounds. The Peninsula Committee for Parks and Planning were assisted further during the year in the landscaping of small park areas and in the beautification of streets by the planting of additional ornamental plants.

The local agent served as one of the judges where a \$200.00 prize was presented to one of the organizations where the best improvement of public areas in that community had been achieved. News articles on the protection of trees from insects and diseases were written and published during the year concerning major outbreaks of diseases and insects.

The expected acquisition of additional city-owned parks and open space areas during the year was not successful due to lack of funds. Plans for the acquisition of funds for these purposes were made during the year from local and outside sources. Most of the beautification of public areas made during the year were on a small scale by local garden clubs. The Federation Program for the Hampton Home Demonstration Clubs was Home Grounds Beautification for the year. The local agent checked the material compiled each month by the club chairmen in charge, before it was distributed to the individual clubs prior to their monthly meetings in which the material was to be presented.

Hampton

with timely problems, helped to answer a lot of questions of interest to the large number of urban and suburban home owners and in the overall beautification of the area.

A Plant Disease Clinic was held on June 4 in the Peninsula Garden Center in cooperation with the Peninsula Council of Garden Clubs where a large number of people brought in plant materials which were damaged by insects and diseases in order to receive information on identification and control measures. Many weeds were also brought in for identification and recommendations for eradication. Dr. R. H. Gruenhagen, Extension Plant Pathologist; Dr. J. O. Rowell, Extension Entomologist; and Mr. A. H. Kates, Associate Extension Weed Specialist; assisted with the clinic.

On September 26 the Agricultural Agent met with the twenty-two men who are Superintendents of Grounds for the Drucker and Falk Reality Agency in Newport News. These men are located on the realitors firms' property on the Peninsula, in Richmond and Norfolk. Discussions were held on the Care and Maintenance of Lawns, Shrubbery, and general Landscaping. Demonstrations were given to the group on pruning of shrubbery and trees and on how to rid areas, adjacent to walks and curbs, of grass by chemical means rather than cultural practices.

The local agent worked very closely with Mr. Harold Swisher, Director of Parks, throughout the year in

Hampton

E. COMMUNITY AND PUBLIC AFFAIRS

1. Phase: Community Improvement

a. Situation

In Hampton the citizens are deeply concerned about parks and open spaces because of the rapid building of houses and commercial establishments with practically no provisions for parks. A Citizens Committee known as the Peninsula Committee for Parks and Planning consisted of interested citizens, civic leaders and representatives from Peninsula Council of Garden Clubs has become active in soliciting help from the City Governments and others in buying land and beautifying it. Some small areas already owned by the City are being developed by twelve to fifteen garden club groups with the assistance of the Agricultural Agent. There is a lack of parks and open spaces for the beautification of the City and recreation.

b. Objectives

To establish and beautify neighborhood parks, open spaces and roads and streets.

c. Progress Made

The local agent started during the month of June a series of radio broadcasts over station WGH and an average of three to four broadcasts were made each week. Due to the large number of calls received on ornamental horticulture problems, most of the broadcasts dealt with problems of ornamentals. These broadcasts which dealt

Hampton

4-H adult leaders are also active Home Demonstration Club Members.

4-H Club members and leaders also helped to spread 4-H club work in Hampton. Radio talks by 4-H members, news articles and 4-H events helped to create an interest in 4-H Club work in Hampton.

In October 1963 Hampton, Newport News, York, James City and Gloucester and the State 4-H Club Department worked together on a 4-H Exhibit placed in the New Market Shopping Center. The over-all objective of this project was to acquaint people in the Peninsula Area with the "Story of 4-H".

Hampton was responsible for planning and carrying out booths in 4-H Demonstrations and Automotive Care and Safety.

In the Hampton 4-H Demonstration booth, children from all the participating counties were given the opportunity to perform. Forty-one 4-H Club girls and boys gave demonstrations during the three day period.

The Agricultural Agent planned and carried out the Automotive Care and Safety booth.

It was impossible to estimate the number of people reached through radio, newspaper and the exhibit. New Market is the largest and one of the busiest shopping centers on the Peninsula. Thursday, Friday and Saturday are the biggest shopping days. The agents in this area were quite pleased with the total effect of this exhibit.

3. Phase: 4-H - Organizing New Clubs

a. Reason for Major Emphasis

In this densely populated area there are many children of 4-H age who need the training offered through 4-H.

b. Objectives

The over-all objective is to organize more 4-H Clubs in Hampton.

The teaching objectives included:

- (1) To interest young people of 4-H age in joining a 4-H club.
- (2) To create a greater awareness among adults of the value of a 4-H program and thus to acquire more interested and well trained 4-H adult leaders.

c. Progress Made

During 1963 nine 4-H clubs were active. Four of these clubs were new in 1963.

Hampton had a total enrollment of 137 during 1963. Sixteen new leaders were secured by the Assistant Home Demonstration Agent this year.

The Hampton Home Demonstration Club Members were the main source of help used by the Assistant Home Demonstration Agent in establishing new clubs. They helped locate and interest young people in 4-H club work. They helped locate 4-H adult leaders. In many clubs the

Hampton

leaders who attended State Leaders Conference did realize the importance of such an organization. It is hoped that through them the other leaders will also realize the role such an organization can play and will organize early in 1964.

Hampton leaders did develop greatly in leadership ability and self-confidence in 1963. They learned to request information and help from the Assistant Agent and other leaders as they needed it. They all felt they received the training needed to serve as leaders during 1963. However, the Assistant Home Demonstration Agent felt that more training was desirable and will be necessary for a growing program in 1964.

With training and guidance by the Assistant Home Demonstration Agent, most Hampton 4-H Leaders carried on their own 4-H programs and meetings. The Assistant agent attended meetings in three clubs where leadership was weak.

2. Phase: 4-H Adult Leaders Organization

a. Reason for Major Emphasis

Much of the training of the adult leaders has been given individually by Extension Agents. There has been an adult leaders organization in the past and an interest to re-organize has been shown by several leaders.

b. Objectives

The over-all objective is to increase the effectiveness of the Hampton 4-H program through better training made available by an adult Leaders Organization.

The teaching objectives include:

- (1) To create an awareness of the value to leaders of a 4-H Leaders Organization and thereby create an interest in having such an organization.
- (2) To provide leaders with the information and training necessary for them to have a worthwhile and active organization.
- (3) To help leaders pre-plan for their meetings.
- (4) To continue working with leaders organization.

c. Progress Made

Hampton 4-H adult leaders attended fourteen training meetings during 1963. They were trained by the Assistant Home Demonstration Agent through these meetings, home visits, office visits, telephone calls, literature and letters.

Most Hampton leaders did not see the need for a Leaders Organization this year. However, the five

Hampton

- (n) One 4-H girl from Hampton attending National 4-H Citizenship Short Course in Washington, D. C.
- (5) The 4-H Achievement program planned by adult leaders and carried out by 4-H members, under the guidance of the Assistant Home Demonstration Agent, gave many opportunities for 4-H members and leaders to receive recognition for work done during 1963. All active leaders helped prepare for and attended this program. Twenty-five leaders received pins for completing one or more years of 4-H leadership work. Sixteen new leaders were recognized. Fifty-four girls and six boys received pins and certificates for completing projects and turning in records on these projects. Over 200 4-H members, parents, and leaders and other interested people attended this program.
- (6) Five 4-H adult leaders from Hampton attended the 1963 Adult Leaders Conference. This gave them excellent leadership training and will contribute much to re-enrollment in 1964.

Hampton

- (4) Many special 4-H Meetings and activities helped keep Hampton 4-H'ers interested thereby contributing to re-enrollment. These included:
- (a) Two 4-H Council Meetings with total attendance of 80.
  - (b) One county dress revue with fourteen girls entering.
  - (c) One Share the Fun program with 200 attending and seventy-five 4-H'ers participating.
  - (d) County demonstration contests with eight girls entering.
  - (e) District demonstration contests with seven girls and one boy entering.
  - (f) State demonstration contests with three girls entering.
  - (g) Thalheimer's Day with seventy-five attending
  - (h) 4-H Rally Day with sixty attending
  - (i) Junior 4-H Camp with thirty girls and three boys and three adult leaders attending.
  - (j) Senior 4-H Camp with six girls attending.
  - (k) Tri 4-H Fair with sixty girls and eight boys and 20 leaders participating
  - (l) Nineteen girls from Hampton entered the Dress Revue held as part of the Tri 4-H Fair.
  - (m) District All Star Weekend with Hampton 4-H'ers serving as Chief and Scribe.

Hampton

Home Demonstration Agent as 4-H organizational and project leaders through fourteen adult Leader Meetings, literature, personal contact, and telephone calls. An exchange of ideas between leaders was another important method of helping leaders to develop their ability to work with 4-H Club Members. Well trained leaders have the ability and self-confidence necessary to interest and hold 4-H Club members.

- (2) 4-H adult leaders used 4-H members in junior leadership roles as often as possible. Many 4-H members of ages 12 and 13 helped train younger members in conducting 4-H meetings and in project work. Senior 4-H members took a more active role by actually serving as junior leaders.

These 4-H members were trained by adult leaders. Five senior members received valuable training through attending 4-H Short Course. Six senior members received training through senior 4-H Camp. Having a junior 4-H camp enabled juniors who were 12 and 13 to take leadership roles and receive valuable training there.

- (3) Each 4-H Club in Hampton held one business and two or more project meetings each month during 1963. Active clubs kept members and leaders interested and contributed to re-enrollment.

D. FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS

1. Phase: 4-H Re-enrollment

a. Reason for Major Emphasis

A large number of 4-H members in Hampton drop out each year. This is particularly true of the older 4-H club members.

b. Objectives

The over-all objective is to improve the quality of the Hampton 4-H Club program, thereby enabling 4-H adult leaders to re-enroll a higher proportion of 4-H members each year.

The teaching objectives included:

- (1) To help adult leaders improve their skills, effectiveness and confidence in working with 4-H club members.
- (2) To help adult 4-H leaders make greater use of older 4-H members as junior leaders.

c. Progress Made

Of the 137 4-H members enrolled in Hampton during 1963, 72 have re-enrolled for 1964. 107 girls and 30 boys made up the 1963 enrollment. The re-enrollment includes 63 girls and nine boys. Leaders for these seventy-two were secured and trained by the Assistant Home Demonstration Agent.

This progress in re-enrollment was brought about in the following ways:

- (1) 4-H adult leaders were trained by the assistant

Hampton

7. Other Phases (4-H)

The Assistant Home Demonstration Agent worked with twelve 4-H boys in Hampton in 1963. One leader for six of these boys in the Electric project was secured and trained by the Assistant Home Demonstration Agent. Two boys were taught the Electric project by the Assistant Agent as no leaders could be found to work with them. Eight boys completed projects and six turned in records. The other four boys dropped 4-H before completing projects.

Hampton

b. Miscellaneous

The home agent has telephone calls on many an varied subjects pertaining to the home. Many of these women are only reached through these telephone calls. Some of these calls do require a home visit to take care of the problem.

6. Other Phases Unanticipated

a. Housing

The home agent has helped five families with improving their new house plans and two others on remodeling.

Six families have been assisted with plans for more storage in their home with either additions to the house or in the room.

The home agent worked up plans for remodeling a building into the new Extension Offices and Workroom.

e. Home and Community Beautification

Home and Community Beautification was the Federation Program of Work chosen by the home demonstration clubs. The committee planned each month's topic for discussion. Each to be about 5-10 minutes long. The leaders of different clubs wrote up the information, mostly from Extension bulletins. The Agricultural Agent read, corrected or added where needed and approved before these were sent out to the other leaders. Topics used were:

- (1) How to prepare a new bed for a Flower Border.
- (2) Tips on Care of Roses.
- (3) Planting Spring Bulbs.
- (4) How and When to Prune Flowering Shrubs.
- (5) Choosing Annuals for our Area.
- (6) Tips on Care of Azaleas and Camellias.
- (7) Tips on Lawn Care.
- (8) Tips on Plant Propagation.
- (9) How to Pot Geraniums and Begonias.
- (10) Planting Fall Bulbs.
- (11) How and When to Prune Evergreens.
- (12) Sprays for Evergreens
- (13) How to Care for Poinsettias.

Hampton

d. Consumer News

The home agent planned to send a quarterly consumer news letter to club members. Two of these were written (July and September) but failed to be sent out.

c. Rural Arts

The home demonstration clubs planned for special work on Gift Sewing Ideas in preparation for Christmas. The committee decided to put their efforts to making this a nice affair and not have an Achievement Day. They got good cooperation from every club. They used the basement of the Presbyterian Church. In the large room they filled tables all around the room with handmade articles for suggestions. On each article was the name and telephone number of the person who made the article so information could be obtained. In six other rooms, the women kept ten demonstrations going so people could see how certain things were made. This carried out the title of the day, "Show and Tell".

The women have a good exchange of ideas and share their know-how with other clubs.

Four leaders from Hampton went to York County to teach leaders how to make the sewing box. Four leaders from Newport News came to Mrs. Rowe for her to teach them how to make the sewing box.

b. Home Furnishings

- (1) The leaders gave the demonstration on "Choosing Linens and Bedding" to the home demonstration clubs after being trained by Miss Habel, Home Furnishings Specialist. The objective was to learn how to get their money's worth when replacing and buying sheets, towels, mattresses and springs. They were given guide lines on things to look for, how to evaluate information, and make decisions on buying mattress, springs, and linens. Some club members have expressed to the home agent of how informative they felt this demonstration to be.
  
- (2) The home agent has many calls, phone and office, for help on personal problems in home furnishing: Selecting and buying furniture for specific areas; care of rugs; arranging furniture in a specific home; choosing draperies and curtains; making curtains and draperies; kinds of paint that will meet certain needs; and pest control are some of the most prominent problems. Much of this personal help is requested from non club members.

These are some of the things being done to assist women in management of their home furnishings.

5. Other Phases Planned

a. Home Management

- (1) The Home Demonstration leaders gave the club demonstration on Use and Care of Small Appliances after being trained by Mrs. Donald Hedgepeth, VEPCO Home Economist. The women found a wider use of some appliances they have, some decided they could use another appliance or two to good advantage.
- (2) The leaders gave the demonstration on "Fuses and Circuits" after receiving training by Mr. Mac Wilson, VEPCO Engineer. This was not an easy demonstration for the women to give making some of them work harder in order to present the information, others invited Mr. Wilson to give the demonstration to their club members.
- (3) The women requested help with some business management for their families. They were given a choice of Life Insurance, Health Insurance, Liability Insurance, Wills and Deeds, Using Banking Services. Each secured a local business man to give them this information. Six clubs selected insurance; seven, wills and deeds; six, using banking services.
- (4) Most home demonstration club members are looking for ways to enable them to better manage their time, efforts, and money in the role of managers of the home. Efforts were made through all club demonstrations and workshops to meet this need.

Hampton

and fifteen white ribbon awards. Adult leaders encouraged members to participate in the Fair. Adult leaders and older 4-H girls helped label and arrange exhibits for the Fair.

- (5) One Hampton 4-H Club girl entered the Foods and Nutrition Division of the Virginia State Fair. She received one blue and 1 red award.
- (6) Leaders worked with the 4-H girls on Achievement Records. One girl entered county and district competition. She received a red and a white award respectively.

Hampton

the year. These leaders were trained through one workshop, home visits by the assistant agent, other leaders, office calls, telephone calls and educational literature.

- (2) Hampton 4-H Foods and Nutrition leaders worked with sixty-nine 4-H members in Foods and Nutrition project groups. Thirty-six of these members completed the project and turned in a project record. Approximately twenty-five others completed their project work but failed to turn in a project record. Others failed to complete project work due to moving their residence or changing schools.
- (3) Eight 4-H girls participated in the 1963 Hampton Demonstration Contest. In the Junior division three girls took first place honors which made them eligible for district competition. All three took blue ribbon honors in District competition.

In senior competition Linda Rushing and Toni Rew took top honors in Hampton competition. They also took 1st place honors in district. Linda took blue ribbon and Toni white ribbon honors in State competition.

- (4) A marked improvement in the number of 4-H girls exhibiting foods representative of their 4-H Foods and Nutrition Project work in the Tri 4-H Fair was seen. They received nineteen blue, nineteen red,

4. Phase: Foods and Nutrition (4-H)

a. Situation

Studies indicate a growing need for improved diets among our young people. Many Mothers in Hampton were employed outside the home leaving little time to plan nutritious meals for their families or to teach nutrition and meal preparation to their daughters. Many girls are interested in learning to cook and could, through training in Nutrition and Food Preparation, do much to help improve the diets of their families and themselves.

b. Objectives

The over-all objective of the 4-H Foods and Nutrition program was to make available instruction on Nutrition and Food Preparation to all 4-H adult project leaders and all 4-H girls enrolled in the Foods and Nutrition Project.

The teaching objectives included:

- (1) To train 4-H Foods and Nutrition project adult leaders in nutrition and meal preparation.
- (2) To teach good nutrition and meal preparation to all 4-H girls enrolled in the Foods and Nutrition Project.

c. Progress Made

- (1) Six 4-H Foods and Nutrition project leaders and one junior leader were secured and trained in 1963. These leaders held project meetings throughout the

Hampton

trained by Miss Cameron, Nutrition Specialist. This gave the women a good lesson in what to believe of what they hear and read and a good basis to evaluate facts from fiction.

- (4) As many homemakers pack lunch for their husbands or children they wanted some new ideas. The leaders were trained by Miss Cameron, Nutrition Specialist, to give this demonstration to their club members. This was supplemented by a program, "Look What You Can Do With Bread", by Mr. Wilder, Virginia Bakeries Association.
- (5) As this is a coastal area and seafood is plentiful but many of the homemakers coming from areas not using so much seafood, they wanted more on preparation. Miss Cameron and Miss Barton, Nutrition Specialists, trained leaders in various basic preparation methods. This was very well received by the members - some leaders even supplemented more recipes and dishes - most clubs made a club meal of this demonstration.

3. Phase: Food and Nutrition (Adult)

a. Situation

Many families or members of a family do not eat a balanced diet. Many homemakers need more knowledge of nutrition and how to get their families to eat the proper foods.

b. Objectives

- (1) To enable the women to better manage the planning of feeding their families well and assist them in building good food habits with members of the family.
- (2) To provide homemakers with knowledge of preparing seafood.

c. Progress and Methods Used

- (1) The leaders gave the demonstration, "Building Food Habits in Children", to interested clubs, clubs with several small children in them, after being trained by Miss Cameron, Nutrition Specialist. This opened many new thoughts and practices for these young homemakers.
- (2) The leaders gave the demonstration on "Balanced Diet for the Family" to interested clubs after being trained by the home agent. An attempt was made to show the women a simple method of being sure they were feeding their families a good diet.
- (3) The leaders gave the club demonstration on "How to Know Food Fads - facts from fiction" after being

Hampton

- (8) Four Junior Clothing Achievement Records were entered in county competition. Betty Wallace received a 1st place blue award and competed for district honors. She received a red award there. Ella Jane Wilson entered her Senior Clothing record in State Competition. It received a blue award.
- (9) Three Hampton 4-H'ers entered State Competition in the "Sew It With Wool Contest" sponsored by the American Wool Council in connection with the Virginia State Fair. Linda Rushing and Toni Rew entered the wool dress division of the junior contest. Linda took 1st place honors in her division. Ella Wilson entered the wool suit division of the senior contest. She took 1st place honors in her division and was declared over-all senior winner. She will enter regional competition next year.

Hampton

Adult leaders and older 4-H Members helped arrange and label exhibits at the Fair.

- (6) Nineteen 4-H girls from Hampton participated in the Tri 4-H Fair Dress Revue. Ella Jane Wilson of Hampton narrated the Public Fashion Show which followed the judging. Awards were presented as follows:

Senior Division - Blue - Ella Jane Wilson

Red - Jean Burgess

White - Toni Rew

Junior Division - Blue - Barbara Milby

Red - Ann Gomery

White - Linda Sharp

- (7) Leaders worked with the 4-H girls on keeping project records. In the various clothing projects, progress was made in this area. Of the sixty-five girls enrolled in "So You'd Like to Sew", twenty-two girls completed the project and turned in project records while approximately 25 others completed the project but failed to complete and turn in records. Twenty-one girls enrolled in "Make or Remake", twelve girls completed this project and turned in project records while four others completed but failed to turn in records. Of the thirty-six enrolled in "Looking Your Best", thirteen completed the project and records and twenty others completed the project but not the records. Several failed to complete work due to moving.

Hampton

agent, one workshop held by the assistant home agent and Specialist, home visits, telephone calls and educational literature. Two leaders helped train other leaders.

- (2) Hampton 4-H Members enrolled in Clothing Projects received instruction from 4-H adult project leaders at regular project meetings. Each leader held ten or more project meetings during the year.
- (3) Two county-wide clothing workshops for 4-H members were held by the assistant home demonstration agent. Six senior 4-H club members who plan to work as Junior Leaders in 1964 were trained in clothing selection by an Extension Specialist.
- (4) A city-wide 4-H Dress Revue was held with 14 girls participating. Ella Jane Wilson placed 1st in the Senior Division and Susette Kearns 1st in the Junior Division. Both girls participated in the district dress revue and both received a blue award. Ella Jane Wilson then participated in the State Dress Revue and received a red award.
- (5) A marked improvement was seen this year in the number of 4-H Club Members exhibiting articles and garments made in their 4-H Clothing project work in the Tri 4-H Fair. They received twenty blue ribbon awards, sixteen red awards and sixteen white awards.

2. Phase: Clothing (4-H

a. Situation

Hampton has a large number of working Mothers and many low income families. Many of them have little time and interest in teaching their daughters sewing skills. Many of these children are interested in learning to sew and could, through clothing construction training, do much to stretch the family budget.

b. Objectives

The overall objective of the 4-H Clothing program was to make available instruction in sewing skills to all 4-H Adult Clothing Project Leaders and all 4-H girls enrolled in the clothing project.

The teaching objectives were:

- (1) To training 4-H Adult clothing project leaders on correct clothing construction and selection techniques.
- (2) To teach correct sewing techniques to all 4-H girls enrolled in the 4-H clothing project.
- (3) To offer recognition and an opportunity for members to judge the quality of their work.

c. Progress Made

- (1) Twelve 4-H Adult Clothing project leaders were trained on correct clothing construction and selection techniques and in teaching methods. This was done through two workshops held by the Assistant home

Hampton

- (b) A Club demonstration on "Hems" was given by the leaders after thorough training by Miss McClaskey, Clothing Specialist. This helped all of the women to recognize how a good hem should look and know how to put it in whether they made the garment or bought it and needed to make a change in the hem. Three hundred women were reached.
- (c) Pressing is a very integrate part of clothing management, care and construction. The home demonstration club leaders gave the demonstration on "Pressing" to the clubs after being trained by the home agent and assistant home agent. This emphasized the different fabrics and finishes and how to press these to look best and give long life to garments. These women should manage their family clothing better. Around three hundred women were reached.
- (2) The women continue to hold hat making workshops. They are able to make hats with less expense than by buying the same hat.

Hampton

Forty-seven women made garments under the home agent, assistant agent and leaders supervision. Eight of these women are not in a home demonstration club. The twelve women in beginning sewing had sewed very little. Most of these women are making simple garments now. The eleven in better dress had all been sewing, some had taken sewing workshops under the guidance of the home agent, others for the first time, all wanted to be brought up to date on some specific construction details. All of these women are putting into practice things learned.

The two general sewing classes starting with seventeen members were in different degrees of sewing construction. Twelve finished one or more garments. One was called out of town due to illness in her family, the other four only wanted special help.

The tailoring class was taught by the assistant agent and two leaders. Seven women made suits or coats, all garments looked most professional when finished. This meant a good savings in money for each woman on her garment. This training will enable her to save money on other garments she will make. Some of these women will be trained to teach tailoring classes to other women.

Hampton

fit. Over three hundred women were reached.

Two city-wide workshops were held by the home agent to help women with getting a better fit in garments they make or have made. The first one was on "Selecting the Correct Pattern Size". This entailed a discussion on different pattern sizes, different makes of patterns and variances in the different makes and sizes. The women were measured and assisted in selecting the pattern size that best suited their measurements.

This workshop was followed by one on "Adjusting Patterns" held by the home agent and assistant home agent. The paper patterns were put together with seams, darts and using twill tape to get a fit. Adjustments were made in the paper pattern. The women took these patterns to make up into muslin for more fitting. Eighteen women adjusted patterns at this workshop; twenty others were adjusted before starting their garments in clothing classes. These women are making other women conscious of a good fitting garment.

(2) Clothing Construction

- (a) The following clothing construction workshops were held:
- 2 in Beginning Sewing
  - 2 in Better Dress
  - 1 in Tailoring
  - 2 in General Dress Construction

C. EXTENSION HOME ECONOMICS

1. Phase: Clothing Construction (Adult)

a. Situation

More women have a desire to make their own clothing in order to have what they want and to have better clothing more economically. Many homemakers with growing children feel the need of knowing more about clothing construction. Some women have the problem of getting a good fit in garments bought or made.

b. Objectives

- (1) To provide homemakers knowledge and skills of better fit in garments.
- (2) To provide homemakers with knowledge and skills in garment construction and care to give a professional appearance and give longer life to garments.

c. Progress Made

- (1) Many women were made aware of just how a garment should fit through the club demonstration on "Pointers to Look for in Fit" given by the home demonstration leaders after receiving training by the home agent. The women who buy ready-mades know more how to judge a garment they are anticipating buying. This enables them to manage their time, efforts and money better in that they will buy garments they will wear and not have to return as many garments. Those who make their own garments or have them made know better what they need in a good

Hampton

felt that the progress made was excellent and as a result more home owners than ever before were satisfied with the results of their labor in having more desirable home grounds and attractive surroundings. Many of the local dealers have expanded their scope of operations and offer more desirable shopping areas and services than were available before.

Hampton

of the concern expressed by the local agent that they were not providing all of the services that their customers desired.

During most all of the talks given by the local agent to garden clubs and womens clubs, the members were urged to demand of their dealers the latest recommended materials and services for their use. Many home owners who had poor results with their lawns were made aware of the fact that many of the grass seed varieties that they had been using were not suitable for the area. At most of these meetings it was recommended to the members that they go to see home grounds that were close by where desired results had been received by following recommendations from the staffs of the V.P.I. Research and Extension Divisions.

Mass media were used throughout the year stressing the importance of cooperating with their dealers in order that supplies and services were made available. One of the major problems noted was that of large chain store operations where the local managers had very little control over what materials they could stock and sell to the public. Some of these managers were very much concerned about this but were at a loss as to what could be done about it since most of the seed mixtures and varieties were packaged and shipped to their places of business by others than themselves. As a whole it was

Hampton

Dealers were also kept up to date as far as possible on the latest recommendations for the control of the most important insects and diseases of ornamental Plants.

The dealers were asked to place a poster in their place of business calling attention to the annual Plant Disease and Insect Clinic which was held during the month of June in the Peninsula Garden Center in cooperation with the Peninsula Council of Garden Clubs. Local custom spray and fertilizer operators received the same cooperation as the local dealers. These business people were urged to attend the annual State Turfgrass Conference which was held in Richmond from January 30-31 and several of them were in attendance.

Most of the seed and fertilizer dealers cooperated with the local Extension Office by giving out soil sample boxes and sheets to their customers for collecting soil samples. These soil samples were either brought to the local office for mailing to the soil testing laboratory or picked up by the local agent when visiting with the dealers.

Because some dealers have been reluctant to make available to the public recommended seed varieties and mixtures and pesticides, it was felt that by the special emphasis and cooperation given that much progress was achieved along these lines. The dealers were appreciative

B. MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

1. Phase: Working With Firms Supplying Supplies and Services

a. Situation

Dealers in seed, fertilizers, lawn and tree services tend to stock, sell, and service materials that are not adapted to the area. Food Store chains and others sell products that are formulated and packaged at central warehouses far removed from the area. Tidewater Virginia conditions are even drastically different from other areas in Virginia. There is a lack of available recommended agricultural products for home and farm use.

b. Objectives

To have dealers and custom operators only sell and service area customers with adapted and recommended products and services.

c. Progress Made

The yearly publication on recommended varieties of field crops for the coastal plains area were distributed along with the latest addition of the agronomy handbook to all of the local seed and fertilizer dealers. They also received the latest recommendation for turfgrass mixtures and vegetable varieties. Most of these dealers also received the monthly landscape notes and copies of the latest recommendations for fertilizers.

f. Farm Management

The farm management plan drawn up for the Kentucky Farm owned by Mr. E. W. Muller during the previous year, was carried out to a greater degree during the year. Land leveling operations, reseeding of pastures, construction of a new farm pond and cross fencing were completed on the farm during the year.

e. Soil and Water Conservation

Assistance was given to the board of directors of the Colonial Soil Conservation District in carrying out their educational program.

A Conservation Field Day was held November 6 where a tour was made to several farms in York, James City and New Kent Counties where various conservation practices had been carried out. On the E. W. Muller Farm in York County, land leveling operations, recommended pasture and alfalfa practices, and a farm pond were observed. In James City County the group observed other conservation practices they had put into operation including several concrete water tanks that had been constructed on a dairy farm by the use of removal steel forms furnished by the soil conservation district.

d. Forestry

Due to the absence of but a few tracts of timber in the area, most of the forestry work done was through assistance given to youth and others in forestry appreciation. Two 4-H club boys attended the State 4-H Forestry Camp held at Jamestown 4-H Camp during the summer. Assistance was given to school children who were studying forestry as a part of their work in conservation and natural resources. Several land-owners were assisted in forestry management practices.

c. Agricultural Engineering

A well stocked file on all available farm and home building plans was kept in the office and made available to those who desired building plans. Due to the few farms in operation during the year, most calls received for building plans were from home owners who desired plans for the yard and home and ones of a miscellaneous nature.

Assistance was given to home owners on ideas for rearranging various structures. The plans for fire places, especially those of an outdoor nature, and for lawn furniture proved to be popular. Some absentee landlords were supplied various types of farm building plans.

Hampton

Due to the drought, fire blight on pears and apples was not as severe during the year. Rosy Apple Aphis were severe on apple trees where no dormant sprays had been applied.

b. Fruit Production

Many home owners and part time farmers were engaged in the production of small fruits and tree fruits for home use and on a limited scale for roadside and general markets. The trend in the production of fruits for home use has accelerated due to many families with home freezers and a desire for fresh fruits.

Many calls for assistance were received for information on the spraying of fruit trees and hundreds of copies of the leaflet prepared by the Extension Horticulturists for home fruit growers were distributed. Also the local agent devoted considerable time in conducting demonstrations on the pruning of fruit trees and grape vines for small groups when it was found that the many calls for individual assistance could not be taken care of otherwise. The new printed leaflets giving information on the pruning of grape vines and fruit trees were well received.

The area Fruit School for several counties was held in the Denbigh Community Building in Newport News on February 13 with the local agent as host. Several specialists from the VPI Horticultural Department discussed various phases of the production and marketing of tree fruits with special emphasis on peaches. About thirty-five fruit growers were in attendance. This fruit school had previously been held in the area of Lancaster County.

Hampton

Peninsula, in Richmond and Norfolk. Discussions were held on the Care and Maintenance of Lawns, Shrubbery, and general Landscaping. Demonstrations were given to the group on pruning of shrubbery and trees and on how to rid areas, adjacent to walks and curbs, of grass by chemical means rather than cultural practices.

The local agent attended an area meeting of the Virginia Florist Association held at Seeley's Greenhouses in Norfolk on March 20. The director of the area is Mr. Pollard of Pollard's Florist in Newport News. He presided at the meeting. Dr. Paul Smeal, Associate Extension Horticulturist, told the group what the VPI Ornamental Horticulture Department is doing research work on in the field of floriculture. Several local florists and Mr. Harold Swisher, Director of Parks in Hampton also attended this meeting.

Because of the larger number of requests received for assistance in pruning ornamental plants, it was necessary for the local agent to hold several pruning demonstrations in different localities rather than try to fill individual requests.

In order to render better service in the landscaping of home grounds, the local agent attended a special summer school held at V.P.I. in August for extension workers and completed a course in advanced landscaping. About ten landscape plans for home owners were drawn up during the year. Assistance was also given in the landscaping of public buildings and churches during the year.

3. Other Phases Mentioned In Plan of Work

a. Ornamental Horticulture General

The local agent presented programs dealing with ornamental horticulture during fifteen meetings with garden clubs and womens clubs during the year. Major emphasis in these talks were on establishment and maintenance of lawns, landscaping of home grounds, selecting and planting of trees and ornamental plants and control of insects and diseases of ornamental plants. In order to render as much assistance as possible, mass media was used to give general and timely information on various ornamental horticulture problems throughout the year. For the first time a regular radio program was initiated by the local agent upon the request of the manager of station WGH. Dr. Paul Smeal made several broadcasts over the same station dealing with ornamental horticulture when he was in the area assisting the local agent.

A news story was written and published in the local newspapers giving detailed information on the Work-Study Program for careers in the Nursery Industry to be initiated at V.P.I. As a result of this story, some parents inquired about this as a career for their sons.

On September 26, the Agricultural Agent met with the twenty-two men who are Superintendents of Grounds for the Drucker and Falk Realty Agency in Newport News. These men are located on the realitors firms' property on the

Hampton

of many valuable plants from destruction.

Since the wax scales continue to be the number one pest of evergreen types of ornamental plants, a campaign was taken to better inform home owners on how to cope with this pest. Since the insect could be controlled only when they were in the immature and motile stages (which occurs locally around the first week in June), several newspaper articles, radio broadcasts and personal contacts were used to alert home owners as to the value of timeliness of <sup>the</sup> application of the insecticide recommended. The local pesticide dealers cooperated in this undertaken and they placed several advertisements in the local newspaper to inform the public as to what to spray with and when to use it. Local custom operators were contacted by the local agent and alerted as to the time to best eradicate the wax scales. Due to these efforts of cooperation, it was felt that the eradication and spread of the insect pest was controlled better than ever before.

Besides the use of mass media, the numerous meetings with organized groups and the cooperation received from pesticide dealers, numerous personal contacts by means of telephone calls, office visits and home visits were necessarily used to assist home owners and others in the control of the multitude of insects and diseases present in the area.

Hampton

and pamphlets furnished by the Extension Entomologist, were distributed in large numbers by requests to the local people, garden club members, and Home Demonstration members.

During the many meetings held with Garden Clubs and Womens Clubs during the year, the control of insects and diseases of lawn grasses and ornamental plants were discussed in addition to the information given on cultural practices.

Many of the radio broadcasts presented by the local agent over radio station WCH, or parts of them, were devoted to the timely control measures to be used for the control of insects and diseases of ornamentals. The local newspapers were very cooperative and used many local articles furnished them by the Extension Office to inform their leaders on problems of a timely nature concerned with the production of ornamental plants. The Sunday newspaper column written by the local agent was also used many times during the year to give timely control measures. During the year many problems were encountered with nematodes that were infesting boxwood and azaleas in particular. Large number of soil samples were collected and sent to the ornamental plant pathologist where nematode assays were made and control measures suggested for parasitic nematodes. It was felt that this assistance rendered on a large scale for the first time resulted in the saving

Hampton

Newspaper publicity and news releases for two radio stations were used shortly before the clinic was held. A large number of people took advantage of this clinic and brought in plant materials consisting of weeds and insects and disease damaged plants.

Local pesticide dealers were furnished with information on the recommended pesticides with supplemental timely information given throughout the year. It was felt that by working closely with the dealers that more correct information was given to the general public since the dealers have many contacts with home owners that would not be reached through the efforts of the local Extension Personnel and other ways. The information given to the dealers through the local office consisted of meeting with the individual dealers on a personal basis as well as by distributing to them through the mails printed material from the local and state office. Many of the dealers seemed to be better acquainted than ever before on the proper use of pesticides which they stocked and sold, whereas in years previous, it was felt that they knew very little about what to recommend for specific diseases and insects of ornamental plants.

Landscape Notes, prepared by the Extension Ornamental Horticulturist, Nurserymen's Notebook sheets, prepared by the ornamental plant pathologist, and various leaflets

2. Phase: Ornamental Horticulture - Insect and Disease

Control

a. Situation

From numerous garden club meetings, office calls, dealer contacts, visits, and from working with local nurserymen, home owners are in need of a lot of information on how to protect valuable horticultural plantings from insects and diseases. A high incidence of insects and diseases of ornamental plants exists in the area served consisting of about 130,000 people.

b. Objectives

To reduce the yearly destruction of ornamental plants by insects and diseases by various educational activities.

c. Progress Made

In cooperation with the Peninsula Council of Garden Clubs, a Clinic was held on June 4 in the Peninsula Garden Center located on Mercury Boulevard in Hampton, to assist growers on insects, diseases, and weed control methods of ornamentals. The Extension Plant Pathologist, Entomologist, and Plant Physiologist were present to give diagnosis and control measures. Letters about the clinic were sent to the 53 garden clubs presidents on the Peninsula and the 40 Pesticide Dealers on the Peninsula. The dealers were asked to prepare and post notices in their businesses in order that the general public might be informed and take advantage of the clinic.

Hampton

and newspaper stories from time to time were also used to provide information.

In cooperation with the Peninsula Council of Garden Clubs, a Plant Disease Clinic was held during the month of June in the Garden Center established by that group. Many diseased lawn grass specimens were brought to the clinic for diagnosis and recommendations for disease control. Dr. R. H. Gruenhagen, Extension Ornamental Plant Pathologist; Dr. J. O. Rowell, Extension Entomologist; and Mr. A. H. Kates, Extension Weed Specialist, assisted with the clinic.

In addition to the mass media used in the lawn grass program, numerous telephone calls, office visits and home visits were necessary because of the specific nature of some of the problems which home owners encountered in the production of turfgrass. Where more fertilizer had been applied on lawns, the disease problems in some instances seem to increase and much time was consumed by the local agent in explaining the use of fungicides. Also because of the recent scare, on the part of many of the uninformed, more emphasis than ever before was placed on the safe handling and use of chemicals.

Hampton

possible would be informed as to the recommended lawn practices for the area.

About 300 soil samples were tested for lawn plots through the local Extension Office during the year where specific recommendations for the use of lime and fertilizer materials were made in each case.

Several home owners were worked with very closely during the year on their lawn problems in order that their lawns could serve as demonstrations for others to visit during the year. Demonstration turfgrass plots established on the grounds of the James River Country Club were used to show home owners and others the different types of grass that could be grown in the area. These plots were established several years ago by the experiment station staff and Extension Personnel of V.P.I.

In order that as many home owners as possible might be informed on various lawn problems, a series of radio broadcasts were initiated during the year and about ten on an average were made each month. These broadcasts were taped in the local office by a representative of radio station WGH. Usually about five recordings were made at one time. These broadcasts were well received and it was felt that the use of this media was very beneficial in the overall lawn improvement program. Regular newspaper columns and

Hampton

A series of meetings were held on the establishment of lawns throughout the year where local slides taken on various phases in the seeding, fertilizing and management of lawns were shown. These meetings were held mainly with the local garden clubs and about twelve of these groups were included in the series of meetings. The members expressed great enthusiasm for the subject matter presented during these meetings. Since many of the lawn grass seed mixtures and varieties sold in the area are not adapted, the garden club members and others during the meetings were asked to express their concern and desires to their local dealers in order that adapted seed could be stocked and obtained locally.

The local seed and fertilizer dealers were contacted personally and asked to make available to the home owners in the area the materials which were recommended by the State College of Agriculture. These dealers also were asked to distribute boxes to their customers for the collection of soil samples for testing through the local Extension Office. Most of the dealers cooperated in this undertaken and samples were either brought to the local Extension Office by these dealers or picked up by the local agent. Bulletins on the seeding and care of lawns were also distributed through the local dealers in order that as many home owners as

II. PROJECT AREAS

Hampton

A. AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE USE

1. Phase: Ornamental Horticulture - Establishing and Maintenance of Lawns

a. Situation

In Hampton the establishment and maintenance of lawns is desired by most home owners. New lawns need to be properly established and many established ones need to be renovated. In the coastal region of Virginia neither cool season grasses or warm season ones thrive. Most lawn seed mixtures for sale are not adapted. Many home owners have moved in from other areas and need information on local conditions.

b. Objectives

To greatly increase the establishment of adequate lawns in area which is considered a problem area.

c. Progress Made

The Agricultural Agent, Park Superintendent in Hampton, the director of the Grounds Maintenance Division of Ft. Monroe, a representative of a local feed dealer, and two representatives from the Navel Weapons Station in York County attend the Third Annual Turfgrass Conference held in the John Marshall Hotel, Richmond, on January 30-31 where important information was received on the establishment and maintenance of turfgrass under various conditions.

Hampton

Extension Home Economics Adult program the leadership in Hampton will measure up to any area. In fact, over the years many women now take an active lead in church and civic organizations who started their leadership training in Home Demonstration work.

4-H: Hampton 4-H leadership is much improved in 1963. There are now 30 4-H adult leaders in Hampton working with 132 4-H Club Members in 9 4-H Clubs. These leaders are much more interested and active than they were in 1962.

Of these leaders one has had 9 years of experience, one has had 7 years, two have had 3 years, seven have had 2 years, and eighteen have had one year of experience. All of these leaders still need guidance and training in the total 4-H program. However, Hampton's leadership in 1963 is much stronger than 1962.

Hampton

different project demonstrations. Another training was given this committee on developing a new or continuing program with the use of outlook information to present and discuss with the local women to find their needs and desires.

Project Leaders: Twelve project training meetings were held to train 314 Home Demonstration Club leaders to give the monthly club demonstration. Not only were these leaders trained in subject matter but also in how to present this information to their own members in an interesting and informative way.

4-H Adult Leaders attended fourteen training meetings during 1963. Many other leaders were trained by agents through home visits, telephone calls, news articles, and educational literature. Leaders also received valuable training from each other through personal contacts and telephone calls.

#### D. APPRAISAL OF LEADERSHIP

The leadership of the P.C.P.P., Garden Clubs, Civic Clubs, Womans Clubs and others in the beautification of the City were considered to be of the highest order. These leaders were recognized to be leaders of the community in many activities who gave unselfishly of their time and efforts in many ways.

The leadership in the Extension Home Economics work is excellent. They take the initiative in planning, promoting, organizing and carrying out activities and programs. Most leaders take the responsibility given them and carry through whether in activity or project area. As in all groups there are excellent, fair, and poor leaders and some who will never lead, but in review, the contributions of leaders to the

Hampton

including: National 4-H Club Week, 4-H Club Sunday, County Dress Revue, County Demonstration Contests, 4-H Tours, County Share-the Fun Night, 4-H Rally Day, and the Tri 4-H Fair.

Three leaders attended 4-H Club Camp and one attended 4-H Club Short Course. Five Leaders attended the State 4-H Adult Leaders Conference.

C. WORK IN LEADER TRAINING

Fifteen meetings with Garden Clubs during the year by the Agricultural Agent were devoted to assist the members present to become leaders in their communities, in the ornamental horticultural program of the local Extension Service, in addition to the personal assistance the members received. In most cases the members were enthusiastic in the beautification of their communities and were eager to assist others.

The Peninsula Council of Garden Clubs, consisting of leaders in the various garden clubs, received training in the landscaping of community areas and public buildings.

Organizational: Training was given by the Home Demonstration Agent to the presidents of the home demonstration clubs as to their responsibilities to the club and city-wide organization. Also, an orientation was given of planned activities for the years' work and suggestions on how to carry these out.

Training was given the program development committee by the Home Demonstration Agent on how to carry out the planned program, also, suggestions were given on selecting leaders for

Hampton

publicity in the newspaper by having an article in the local newspaper each week on topics being studied, club meeting place and time. It is known that this is watched by many local people, city council and city manager. Each club assisted in setting up five educational exhibits in store windows to give the public an idea of what home demonstration work is about. This was not as successful as when each club had a separate exhibit. The women assisted in organizing new Home Demonstration Clubs and helped these clubs get started.

The Home Demonstration Club members have contributed their time and efforts to civic affairs in Hampton. They furnish a hostess twice each month to assist with the X-Ray Clinic of the Tuberculosis Association, one member is on the T. B. Association Board; one member is on the Peninsula Polio Board and clubs have assisted with the Mother's March; helped needy families; helped at Patrick Henry Hospital; Peninsula Aged Home. The Home Demonstration Clubs have assisted the 4-H Club work by helping find leaders; furnished money for one clubs' project work in foods and nutrition and fabric for sewing project, given scholarships to send 4-H members to camp; scholarship to send leaders to Leaders Conference.

Thirty 4-H Adult Leaders helped plan and carry out the Hampton 4-H program in 1963. They held one business and two or three project meetings monthly. They took the responsibility for the participation of their members in special activities

Hampton

the year for the establishment of public shelters and restrooms in the Highland Park area and the planting of several trees and other ornamental plants. Additional ornamental plants were planted in the vicinity of Victoria Boulevard, LaSalle Avenue and Mercury Boulevard. Mrs. J. E. Healy, Jr., was chairman of the committee which secured the funds and supervised the planting of these areas. The local extension personnel cooperated with the Womans Auxiliary of the Dixie Hospital Association in further planning of development of Dixie Hospital grounds during the year. As the results of this cooperation and assistance the grounds of Dixie Hospital have been greatly improved and excellent turfgrass consisting of creeping red fescue was established and maintained.

The Home Demonstration Club leaders make it possible to carry a big home economics program in Hampton. Besides the planning, these women secure leaders for the leader training meetings who: give all the worthy club demonstrations; give demonstrations to newly organized clubs; give demonstrations to other clubs. The leaders assist with City-wide workshops (classes) as tailoring, sewing classes, training other leaders in Hampton, Newport News, and York County. The federation program of work leaders prepared the monthly information to be given in the club meetings (one or two leaders would prepare a topic for a month and share with all other clubs), and organized their own community beautification project to carry out. The publicity committee handled all

Hampton

The officers and chairmen of the City Home Demonstration Club Council with the presidents of each Home Demonstration Club planned the goals and activities for all the clubs. They included such things as the Spring Social, furnishing hostesses to the X-Ray Clinic twice each month, assisting with the "Mothers March", assisting 4-H Club work, giving reading certificates and club pins, window exhibits, publicity. Each club president carried these plans to her club as well as planning with her club on that club's special activities.

4-H Leaders took an active part in planning and carrying out the 4-H program in Hampton. They planned with their club members for programs and activities for their local clubs. Leaders and 4-H Members planned and carried out activities for National 4-H Club Week including educational exhibits in schools and one store window. Hampton 4-H Leaders served on the planning committee for the Tri 4-H Fair. A Hampton leader served as chairman for this committee.

**B. CONTRIBUTIONS MADE BY LOCAL LEADERS**

The Peninsula Committee for Parks and Planning with the assistance of the local Extension Personnel were instrumental in the continuing landscape improvement of parks, streets and highways. Additional planning committees were established and functioned in the acquisition of additional park areas and open space areas for providing facilities for nature studies and civic beautification. Additional plans were made during

I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT

THE EXTENSION PROGRAM

A. WORK WITH PLANNING COMMITTEES

The local Extension Personnel cooperated with the Peninsula Committee for Parks and Planning which consisted of representatives of individual garden clubs, Peninsula Council of Garden Clubs, Home Demonstration Clubs, Womens Clubs, and civic organizations in community improvement.

The local women planned the Home Economics Extension Program in Hampton. The Home Demonstration Agent worked closely with these groups. She trained the program development leaders in how to work with their club members to get their ideas, needs and desires for monthly demonstrations and special workshops. Then after these suggestions were grouped from all clubs, the leaders planned the monthly demonstrations and workshops of special interest to make a good educational program. The federation program of work chairmen planned the specific monthly topics of Home and Community Beautification as well as the activity of beautifying community spots. It was left for each club or groups of clubs to choose their community spot to beautify. The Handicraft chairmen worked with their own club members in planning for club workshops and with other clubs in securing or furnishing leaders for different handwork ideas they desired. This committee planned the details of the "Show and Tell" day.

Table of Contents (continued)

	PAGE
IV. <u>APPRAISAL OF PAST YEARS' EXTENSION WORK</u> . . . . .	64
A. AGRICULTURAL . . . . .	64
B. HOME ECONOMICS . . . . .	64
C. 4-H . . . . .	66

I.	<u>INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT THE EXTENSION PROGRAM</u> . . . . .	1
	A. WORK WITH PLANNING COMMITTEES . . . . .	1
	B. CONTRIBUTIONS MADE BY LOCAL LEADERS . . . . .	2
	C. WORK IN LEADER TRAINING . . . . .	5
	D. APPRAISAL OF LEADERSHIP . . . . .	6
II.	<u>PROJECT AREAS</u> . . . . .	8
	A. AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE USE . . . . .	8
	1. Ornamental Horticulture - Establishing and Maintenance of Lawns . . . . .	8
	2. Ornamental Horticulture - Insect and Disease Control . . . . .	12
	3. Other Phases Mentioned in Plan of Work . . . . .	16
	a. Ornamental Horticulture General . . . . .	16
	b. Fruit Production . . . . .	18
	c. Agricultural Engineering . . . . .	20
	d. Forestry . . . . .	21
	e. Soil and Water Conservation . . . . .	22
	f. Farm Management . . . . .	23
	B. MARKETING AND UTILIZATION OR AGRICULTURAL PRODUCTS . . . . .	24
	1. Working With Firms Supplying Supplies and Services . . . . .	24
	C. EXTENSION HOME ECONOMICS . . . . .	28
	1. Clothing Construction (Adult) . . . . .	28
	2. Clothing (4-H) . . . . .	32
	3. Food and Nutrition (Adult) . . . . .	36
	4. Food and Nutrition (4-H) . . . . .	38
	5. Other Phases Planned . . . . .	41
	a. Home Management . . . . .	41
	b. Home Furnishings . . . . .	42
	c. Rural Arts . . . . .	43
	d. Consumer News . . . . .	44
	e. Home and Community Beautification . . . . .	45
	6. Other Phases Unanticipated . . . . .	46
	a. Housing . . . . .	46
	b. Miscellaneous . . . . .	47-a
	7. Other Phases (4-H) . . . . .	47-b
	D. FOUR-H AND OTHER EXTENSION YOUTH PROGRAMS . . . . .	48
	1. 4-H Re-enrollment . . . . .	48
	2. 4-H Adult Leaders' Organization . . . . .	52
	3. 4-H - Organizing New Clubs . . . . .	54
	E. COMMUNITY AND PUBLIC AFFAIRS . . . . .	56
	1. Community Improvement . . . . .	56
III.		
III.	<u>SUCCESS STORY</u> . . . . .	60
	A. COOPERATION OF GARDEN SUPPLIERS . . . . .	60
	B. NEW CLUB . . . . .	60
	C. 4-H . . . . .	62

# ANNUAL NARRATIVE REPORT

# COUNTY EXTENSION WORK

## *Virginia Agricultural Extension Service*

Edwin G. Adams

---

**Extension Agent**

Maude Weems

---

**Extension Agent**

Martha York

---

**Assistant Agent**

**Assistant Agent**

**Assistant Agent**



**1963**

City of Hampton

---

**County**

Other Educational Activities (continued)

Civil Defense - work with Home Demonstration Club members.

Public affairs work through Soroptimist Club of Business

and professional women.

Health education through Health Department (T B X-Ray Clinic).

Welfare Department - education or demonstration with some welfare

clients on use of surplus foods.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Community Improvement, Year - 1963

The Situation:

In Hampton the citizens are deeply concerned about parks and open spaces because of the rapid building of houses and commercial establishments with practically no provisions for parks. A Citizens Committee known as the Peninsula Committee for Parks and Planning consists of interested citizens, civic leaders and representatives from Peninsula Council of Garden Clubs has become active in soliciting help from the City Governments and others in buying land and beautifying it. Some small areas already owned by the City are being developed by twelve to 15 garden club groups, with the assistance of the Agricultural Agent.

The Specific Problem:

Lack of parks and open spaces for the beautification of the City.

The Program Objective:

To establish and beautify neighborhood parks, open spaces and roads and streets.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM	
To take the Leadership in planning landscaping and beautification of areas. The acquiring of spaces and labor and funds to be furnished by groups mentioned.	Peninsula Council of Garden Clubs	Inspect areas and help draw up plans.	Jan. thru March	Agent Park. Com.	
	Committee for Parks and Planning (Peninsula Group)	Arrange \$200.00 prize to be given by Council of Garden Clubs to club or group that makes most improvement to assigned park or area.	Nov. thru Dec.	Agent Committee Council of Gar. Clubs	
	Hampton Planning Commissioner	Assist Park Committee, Fire Chief in judging the contest.	Feb. & March &	Agent Park Com.	
	Ext. Landscape Bull.	Tour area before and after work is completed at end of year.	Sept-Oct.	Fire Chief	
	Ext. Lawns for Va. bulletin.	Meet with participants and Council of Garden Club.	Jan.	Agent	
		Arrange series of meetings with Council.	Nov.	Agent	
		Hold disease and insect clinic of ornamentals in Gar. Council Headquarters in Hampton.	June	Agent & Ext. Hort. & Ext. Entomologist	

EVALUATION:

Compile and publish results of judging contest, annual reports of park superintendent and council of garden clubs.

E. COMMUNITY AND PUBLIC AFFAIRS

Continued emphasis has been given by women's organizations, civic leaders and government bodies on the need for establishing parks, open spaces and recreational facilities in the City of Hampton by the Agricultural Agent. One reason for this concern is the rapid buying up of land for housing developments, stores, schools, and churches. It is felt by many that a lot of planning is needed whereby certain areas could be set aside for parks adjacent to major housing development areas and that the city should purchase other suitable locations for parks and areas to provide for open spaces where nature hikes and tours could be made. An active organization working with these programs has been organized and is known as the Peninsula Committee for Parks and Planning. The assistance of the local Agricultural Agent had been requested and given to help in the landscaping and beautification of areas already available. The Peninsula Council of Garden Clubs and womens Clubs are also active in these endeavors. A committee of the council has purchased, by means of donations, and planted crape myrtles and other shrubs along about six miles of principle highways in the City.

Local government officials, (new Park Superintendent and his staff), are to be assisted in several fields as far as educational work is concerned for the benefit of the entire population.

Landscape and turfgrass plans were drawn up for part of the grounds of the new Dixie Hospital in Hampton.

OTHER FIELDS TO RECEIVE ATTENTION DURING THE COMING YEAR ARE:

- City Recreation Department
- City Public Works Department
- City Parks Department

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H - ORGANIZING NEW CLUBS, YEAR - 1963

The Situation:

There are now six organized 4-H clubs with 90 members, 7 organizational and 11 project leaders in Hampton. In this densely populated area there are many children of 4-H age who need the training offered through 4-H.

The Specific Problem:

To interest young people of 4-H age in joining a 4-H club and to secure interested adults to work with them.

The Program Objective:

To organize more 4-H clubs in Hampton.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To interest young people of 4-H age in joining a 4-H Club	State 4-H Staff	Individual Contacts	as needed	Asst. Agent
	Present 4-H members and adult leaders 4-H publications	Publicity through the newspaper and exhibits	As needed	4-H members adult leaders Asst. Agent 4-H members Adult leaders
To create a greater awareness among adults of the value of a 4-H program and thus to acquire more interested and well trained 4-H adult leaders.	State 4-H Staff	Individual Contests	As Needed	Asst. Agent
	4-H members and Adult Leaders			Adult Leaders 4-H members
	4-H Adult Leader Publications.	Publicity	As Needed	Asst. Agent Adult Leaders 4-H Members
		4-H Adult Leaders Organization Meetings Workshops and Training Schools	6 Meetings Yearly As Needed	Asst. Agent Adult Leaders Asst. Agent

EVALUATION:

The number of new 4-H Clubs organized in Hampton will indicate the success of this program.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H - Adult Leaders Organization, Year - 1963

The Situation:

There are 7 organizational and 11 project leaders working with 4-H clubs in Hampton. Much of their training has been given individually by Extension Agents. There has been an adult leaders organization in the past and an interest to re-organize has been shown by several leaders.

The Specific Problem:

Lack of coordinated effort, on the part of the Hampton leaders, that might provide opportunity for leadership training.

The Program Objective:

To increase the effectiveness of the Hampton 4-H program through better training made available by an adult Leaders Organization.

<u>ORGANIZATIONAL OBJECTIVES</u>	<u>SOURCE OR ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To create an awareness of the value to leaders of a 4-H Leaders Organization and thereby create an interest in having such an organization.	State 4-H Staff Experienced Adult Leaders Leaders Handbook and other 4-H publications.	Individual Contact  Discussion at Leader Training Meetings  Pre-planning with Experienced Leaders	As Needed   Prior to 1st. Mtg.	Asst. Agent Adult Leaders  Asst. Agent  Asst. Agent
To provide leaders with the information and training necessary for them to have a worthwhile and active organization.		Hold City-wide Organizational Meeting	March	Asst. Agent
To help leaders pre-plan for their 1st meeting.				
To continue working with leaders organization				

EVALUATION:

The number and percent of leaders who attend the organizational meeting will indicate interest. Discussion with leaders on the effectiveness of these meetings in filling their interests and needs will help in evaluating the organization as it progresses. Continued attendance by leaders will also serve as a means of evaluation.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Re-enrollment, Year - 1963

The Situation:

A large number of 4-H members in Hampton drop out each year. This is particularly true of the older 4-H Club members.

The Specific Problem:

A large number of 4-H members especially older members drop out of 4-H Club each year.

Program Objective:

To improve the quality of the Hampton 4-H Club program, thereby enabling 4-H adult leaders to re-enroll a higher proportion of 4-H members each year.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF ASSISTANCE</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
A. To help adult leaders improve their skills, effectiveness and confidence in working with 4-H Club members.	4-H Program Planning Guide	Leader training in Program Planning.	June	Asst. Agent
	4-H Leaders Handbook	Adult leader organization	6 meetings yearly or when needed	Asst. Agent & Adult Leaders
	Re-enrollment publications from State 4-H Dept. National 4-H News	State 4-H Leaders Conference		State Staff
B. To help adult 4-H leaders make greater use of older 4-H members as junior leaders.	State 4-H Staff 4-H Leaders Handbook	Training Programs for adult leaders and junior leaders.	August	Asst. Agent

EVALUATION:

Observation and recorded information by leaders on re-enrollment, number of junior leaders, and the increased interest and action on part of 4-H'ers in 4-H program and activities will all be useful in evaluating the progress in 4-H re-enrollment.

D. PROJECT AREA - 4-H AND OTHER EXTENSION YOUTH PROGRAM

All 4-H Club work in Hampton is done in small community clubs. Project instruction is directed by leaders in the home with small groups that they can accommodate. There is a growing interest with parents and other adults in the community who are willing to help with project work. It has been hard to keep leaders trained and to keep children in club work. The children have more activities to draw them than they are able to do especially with school and church activities. It takes a dynamic group of leaders in a club to hold members.

OTHER ORGANIZATIONS ALREADY FUNCTIONING TO CARRY ON AGULT HOME ECONOMICS

EXTENSION WORK ARE:

1. Home Demonstration Club Committee
2. Sub-Committees:
  - a. Program Planning
  - b. Federation Program of Work
  - c. Publicity
3. Electromation

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Economics Committee, Year - 1963

The Situation:

Even with 20 Home Demonstration Clubs in this urban area only a small percentage of the women in Hampton are being reached with the Extension Service Program. There needs to be some method of reaching more women with new and up-to-date information. The newspaper refuses to take another regular column. Due to circumstances beyond the county staffs control the radio time was cut off. There appears to be a need in working out a means of reaching more women.

The Specific Problem:

Working out a means of reaching more women.

The Program Objective:

To organize a Home Economics Committee to help look into the situation, determine what lines of work are most needed and who can help with this.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To get assistance in:	District Agent			
1. Reaching more women	Home Demonstration County Chairman	1. Select leading homemakers from various communities.	February	Home Agent & Asst. Home Agt.
2. What is most needed	Leaders in Areas	2. Discuss with each personally what is needed and how they can be of assistance.	March	
3. How this may be done		3. Call meeting of leaders to discuss situation and look into needs.	April	Home Agent Asst. Home Agt. District Agent
		4. Set up plans for special home economics committees.	May	Leaders Home Agent Asst. Home Agt. District Agent

OTHER EXTENSION HOME ECONOMICS

HOME FURNISHINGS:

Choice of Linens and Bedding

Use and Care of Small Electrical Appliances

Fuse Boxes: Circuits

Handmade Christmas Gifts

These subjects are to be monthly demonstrations in the home demonstration clubs given by leaders after training.

Plans are for the Home Agent to send a monthly new letter to interested homemakers on phases of consumer buying, civil defense, outlook or any information that is pertinent at the time.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods and Nutrition, Year - 1963 (4-H)

The Situation:

Studies indicate a growing need for improved diets among our young people. Many Mothers in Hampton are employed outside the home leaving little time to plan nutritious meals for their families or to teach nutrition and meal preparation to their daughters. Many girls are interested in learning to cook and could, through training in Nutrition and Food Preparation, do much to help improve the diets of their families and themselves.

The Specific Problem:

4-H adult leaders need training in good nutrition and meal preparation so that they can teach this to all 4-H girls enrolled in the 4-H Foods and Nutrition Project.

The Program Objective:

To make available instruction on Nutrition and Food preparation to all 4-H adult project leaders and all 4-H girls enrolled in the Foods and Nutrition Project.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To train 4-H Foods - Nutrition project adult leaders in nutrition and meal preparation	Extension Bulletins	One leader training workshop on the 4-H Foods and Nutrition project.	June	Asst. Agent
		Individual training through personal contact.	As Needed	Asst. Agent
To teach good nutrition and meal preparation to all 4-H girls enrolled in the Foods and Nutrition Project.	Extension Bulletins	Project workshops and demonstrations.	Monthly	Adult Leaders
	Extension Bulletins	Demonstration Contests	March	Agents & Adult Leaders
	Tri 4-H Fair Catalogue	Judging & recognition through Tri 4-H Fair Foods exhibits	August	Agents & Adult Leaders
	4-H Awards Handbook	4-H Achievement Program	November	Asst. Agent

EVALUATION:

Observation, home visits, informal surveys, local contests, Tri 4-H Fair exhibits and project records will all help in evaluating the effectiveness of the 4-H Foods and Nutrition program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition, Year - 1963 (Adult)

The Situation:

Many families do not eat a balanced diet. Many homemakers need more knowledge of nutrition and how to get their families to eat the proper foods.

The Specific Problem:

The lack of knowledge and importance of certain foods in the diet lead many homemakers to serving unbalanced diets.

The Program Objective:

To improve food habits and skills in preparing certain foods.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To provide homemakers with knowledge and importance of nutrition for their family welfare.	Extension Bulletins	Method demonstrations	January	Specialist & Leaders
	Leaflet 128			
	Leaflet 129		February	Agent &
	Leaflet 130		September	Leaders
	MF 364			
HG 13				
Illustrative Material				
To assist homemakers with knowledge of how to lose weight and keep it off.	Extension Bulletins	Workshop	March	Agent
	Bulletin 219			
	Leaflet 133			
	HG 74			
	MF 308			
Health Dept. Movie films				
To provide homemakers with knowledge of preparing seafood.	MF 257	Method demonstrations	November	Specialist & Leaders
	Department of Interior (Fisheries)			

EVALUATION:

Informal survey of changes in family eating pattern. Keeping tabs on weight reducing class.

---

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
	4-H Awards Handbook	4-H Achievement Program	November	Asst. Agent

---

EVALUATION:

Observation, home visits, local contests, Tri 4-H Fair exhibits and project records will all help in evaluating the effectiveness of the 4-H Clothing Program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year - 1963 (4-H)

The Situation:

Hampton has a large number of working Mothers and many low income families. Many of them have little time and interest in teaching their daughters sewing skills. Many of these children are interested in learning to sew and could, through clothing construction training, do much to stretch the family budget.

The Specific Problem:

4-H Adult Leaders need training in proper clothing construction and selection techniques so that they can teach correct methods to the girls enrolled in the 4-H Clothing project.

The Program Objective:

To make available instruction in sewing skills to all 4-H Adult Clothing project leaders and all 4-H girls enrolled in the clothing project.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To train 4-H adult clothing project leaders on correct clothing construction and selection techniques.	Extension Bulletins	Two workshops for leaders on construction techniques.	June	Asst. Agent
	Singer Training on "Know Your Sewing Machine"	Individual training for leaders.	When needed	Asst. Agent
To teach correct sewing techniques to all 4-H girls enrolled in the 4-H clothing project.	Extension Bulletins	Project Workshops.	Monthly	Adult Leaders
		Recognition and judging through the 4-H Dress Revue.	March	Asst. Agent & Adult Leaders
To offer recognition and an opportunity for members to judge the quality of their work.	Tri 4-H Fair Catalogue	Tri 4-H Fair clothing exhibits	August	Agents & Adult leaders
		Tri 4-H Fair Dress Revue		

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year - 1963 (Adult)

The Situation:

More women have a desire to make their own clothing in order to have what they want and to have better clothes more economically. Many young homemakers with growing children feel the need of knowing more about clothing construction.

The Specific Problem:

Some women lack the knowledge of clothing construction, others want to know more and better ways of finishing garments.

The Program Objective:

To improve sewing skills and better fits in garments.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>By whom</u>
To provide home-makers knowledge and skills of better fit in garments	Leaflet 137	Method demonstrations	March	Agent & Asst. Agent
	MC 101	Workshops		
	Farmers Bulletin 1964	Pattern size	January	Agent
	MC 252	Pattern Alteration	January	Agent
To provide home-makers with knowledge and skills in garment construction and care to give a professional appearance.	Circular 868	Method Demonstrations	April	Agent & Asst. Agent
	MC 67	Workshops	September	Asst. Agent
		Beginning Sewing	March	Agent
		Better Dress	January	Agent & Asst. Agent
		Tailoring	February	Asst. Agent & Leaders

EVALUATION:

Through formal and informal survey to determine learned skills put into practice. Style shown at Achievement Day.

C. EXTENSION HOME ECONOMICS

Hampton continues to grow in population now reaching better than 95,000 people. Through the opportunities for employment in this area many young families are moving here from all areas of our country. With so many new things coming on the market, all ages are finding they need to be kept up to date in how to buy as well as how to use and care for many new things. More women are finding a need to learn more about clothing construction especially young homemakers with small children.

With more and more women working, girls are not getting home making training in the home as in former years. Mothers are not taking the time and interest in training the girls and are not as interested in encouraging them in home making techniques. More young women are starting homemaking with less training.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Working With Firms Supplying Supplies and Services, Year - 1963

The Situation:

Dealers in seed, fertilizers, lawn and tree services tend to stock, sell, and service materials that are not adapted to the area. Food Store chains and others sell products that are formulated and packaged at central warehouses far removed from the area. Tidewater Virginia conditions are even drastically different from other areas in Virginia.

The Specific Problem:

Lack of available recommended agricultural products for home and farm use.

The Program Objective:

To have dealers and custom operators only sell and service area customers with adapted and recommended products and services.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist Dealers and custom operators to learn and recommend products such as seed, fertilizer, spray materials, etc., that tried and proven:	Field crops recommendations issued yearly. Agronomy Handbook Extension Bulletins - Lawns for Va., Vegetable Gardening in Va., Nurseryman's Note Book Monthly Landscape Notes	Use Mass Media in publicising recommended seeds and fertilizers District Handbooks to all field crop growers Send Monthly Landscape Notes and Nurseryman's Note Book to presidents of garden clubs, H.D. Clubs and certain individuals. Send out garden letters each month to 75 gardeners	All Year  Fall & Spring All Year	Agent  Agent Agent
1. To acquire knowledge of recommended practices	Fertilizers for Virginia (Issued by State Dept. of Agriculture) Recommendations for Turf-grass and golf course and lawns.	Individual visits or office with custom operators	each Month Late Winter	Agent Agent
2. To stock and recommend to their customers approved products	Agronomy Dept. Publications. Leaflets by Ext. Plant Pathologist and Entomologist.	Visit all seed, feed and insecticide dealers and give out leaflets and bulletins on recommended varieties and spray materials.	Sept. & Feb.	Agent

EVALUATION:

Inspect dealers shelves to see if recommended products are in stock and available to farmers, gardeners, and home owners.

B. MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

Since many of the new home owners in the area, which now has a population of about 130,000 people, have had no previous experience in purchasing products for the production of ornamental plants and turfgrass, information is needed by them as to what products should be used and are recommended. Also, many dealers have had little experience in merchandising garden shop products since during the past most of the products which they stocked and sold were strictly for farm use. They need and desire much information as to recommended products and recommended practices necessary for successful ornamental horticulture production.

CONSUMER EDUCATION - Distribution of leaflets on Good Food Buys

Garden Letters

Landscape Notes

Nurserymen's Notebook

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Ornamental Horticulture - Insect and Disease Control, Year - 1963

The Situation:

From numerous garden club meetings, office calls, dealer contacts, visits, and from working with local nurserymen, home owners are in need of a lot of information on how to protect valuable horticultural plantings from insects and diseases.

The Specific Problem:

A high incidence of insects and diseases of ornamental plants exists in the area served consisting of about 130,000 people.

The Program Objective:

To reduce the yearly destruction of ornamental plants by insects and diseases by various educational activities.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist Home owners & others with disease & insects of ornamentals:	Extension Bulletins and leaflets on various insects and diseases.	1. Mass Media	Thru Spring & Fall	Agent
1. Identification of insects & diseases.	Landscape Notes	2. Select Demonstrators	June	Agent
	Nurserymen's Notebook	3. Train Demonstrators	June & Sept.	Agent & Ext. Plant
2. To acquire a better understanding of the recommended control measures.	Sheets.	4. Home & Office visits		Pathologist, Ext. Entomologist
	Commercial Publications by chemical houses.	5. Neighborhood demonstrations		
3. To acquire skill in applying these practices.	Local Dealers Materials written and distributed by local agent.	6. Give demonstration to Garden Club groups.	July	Specialist & Agent
	Bulletine on types of Sprayers and dusters.	7. Hold Plant Insect and Disease Clinic.	June	Specialist
	Local Custom Contractors for Lawn and Tree Service	8. Visit neighborhood group and give demonstrations and select demonstrator.	Sept. & June	Agent
	Timely leaflets written by Ext. Entomologist & Ext. Agri. Engineers.	9. Mass Media	All Year	Agent

EVALUATION:

Made by contacting local dealers and garden club members and neighborhood group cooperators.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Ornamental Horticulture - Establishing and Maintenance of Lawns, Year - 1963

The Situation:

In Hampton and York County the establishment and maintenance of lawns is desired by most home owners. New lawns need to be properly established and many established ones need to be renovated.

The Specific Problem:

In the coastal region of Virginia neither cool season grasses or warm season ones thrive. Most lawn seed mixtures for sale are not adapted. Many home owners have moved in from other areas and need information on local conditions.

The Program Objective:

To greatly increase the establishment of adequate lawns in area which is considered a problem area.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist Home owners and seed dealers who sell and buy seeds:	Bulletin on Lawns for Virginia and material prepared for distribution by local office.	Arrange for Dealers to visit Turfgrass plots at James River Country Club and Experiment Station at Norfolk-Warshaw	June & Sept.	Agent & Extension Agronomist
1. To acquire knowledge of what grasses are recommended.	Tour lawns where success and failures may be seed.	Visits and letters to dealers Set up two additional lawn Demonstrations	Spring & Fall	Agent
2. Have home owners informed as to why they have lawn seeding failures and what to do about it.	Lawn for Virginia Bulletin which has been revised. Slides taken of local lawns by agent and Ext. Agronomist.	Lawn meeting where exhibits of Turf can be passed around. Tour lawn where demonstrations have been set up. Stress recommended grasses at meetings with womans clubs & garden clubs using slides taken locally.	Spring & Fall Spring & Fall All Year	Agent Agent Agent
3. When to seed lawns and how to apply correct fert. materials.				

EVALUATION:

Ask neighborhood group, Garden Club Groups and Woman's Clubs along with Turfgrass suppliers for reports on their estimates as to the increase in the number of successful lawns established where recommended practices had been followed.

A. AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

The City of Hampton, which formerly comprised of the old City of Hampton plus Elizabeth City County, has a population mostly of urban and suburban people with few farms remaining. Most of the farms consists of a few large specialized dairy operations, a few vegetable farms and many small part-time operations. The main fields of endeavor concerns with assistance in Ornamental Horticulture problems, small fruits and gardens. As an example of the rapid changes which have taken place, one farm consisting of a beef cow and calf herd as a principle farm enterprise was sub-divided into about 80 lots where new houses were built. Where as previously, one farm operator was assisted, the majority of the new home owners have been assisted in production of turf grass and other ornamental plantings which resulted in a great increase in the number of people worked with as well as a much larger expenditure for the purchase of lime, fertilizer, seed, equipment and chemicals.

Listed below are some of the principle fields of work:

- Turfgrass Production and Management
- Ornamental Plants Including Shade Trees
- Fertilizer and Seed Variety Recommendations
- Disease and Insect Control Measures
- Dairying, Livestock and Poultry Production
- Forestry Appreciation
- Soil and Water Conservation
- Agricultural Engineering

PLAN OF WORK

CITY OF HAMPTON

YEAR - 1963

EDWIN G. ADAMS - AGRICULTURAL AGENT

MAUDE WEEMS - HOME DEMONSTRATION AGENT

MARTHA YORK - ASSISTANT HOME DEMONSTRATION AGENT