

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

Anne R. Confer

Name

Home Demonstration

Title

Agent

Virginia W. Biggs

Assistant Agent

Assistant Agent

Assistant Agent



1959

CHESTERFIELD

County

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Highlights of 1959 Program

A. Lighting

The lighting program was helpful in teaching people that good lighting is important to health and safety. It also served to interest people in improving the lighting in their homes.

Reports received indicate that many of those who saw the demonstrations, followed through in making improvements in their home lighting.

B. The Consumer Conference of Chesterfield County

The Round-Table on Buying Furniture, sponsored by the Consumer Conference, served to awaken people to the fact that they need training in becoming discriminating consumers. Helping people to learn how to get the most for the money they have to spend contributes to better family living.

I. The County Situation

Chesterfield County, with a land area of 465 square miles (297,000 acres), and a water area of 9 square miles, lies in East Central Virginia, between the Appomattox and the James Rivers, just where the Tidewater Plain meets the Piedmont Plateau. It is bounded on the north by the city of Richmond and the county of Henrico; on the east by the counties of Charles City and Prince George and the city of Hopewell; on the south by the cities of Colonial Heights and Petersburg and the county of Dinwiddie; on the southwest by Amelia County, and on the northwest by Powhatan county.

According to the Richmond Regional Planning Commission (report 1, 1958), "Chesterfield County has the fastest percentage rate of growth at the present time. Although it is in the process of leveling off, the county will nonetheless continue to grow of the increase from 1958 to 1960, Chesterfield is expected to get 26%, Henrico 53%, and Richmond 21%." The Commission states that the population of the county stands at 68,000 at the present time; by 1970 it estimates the population will have increased to 92,000, and by 1980 will reach 112,000.

In the past ten years, many subdivisions have sprung up throughout the county, but they are in scattered areas. The greatest concentration occurs in the Manchester and Midlothian Districts. This urban expansion has created a greater need for all kinds of facilities: parks, streets, sewers, water, etc.

A large portion of the population is the rural-urban fringe of the metropolitan areas of Richmond, Hopewell, Colonial Heights and Petersburg. There are no incorporated towns within the county.

The trend is toward a decreasing percentage in the rural and rural-non-farm population compared to an increasing percentage of urban population. The boom in industrial development has contributed greatly to the heterogeneity of the population, people have come from all parts of the United States.

Twenty-six and four-tenths percent of the 297,000 acres total land is in 910 farms averaging 86.4 acres per farm. This has changed from 1422 farms in 1950 averaging 71.7 acres and 2255 averaging 51.1 acres in 1945. The trend since that time has been toward fewer and larger farms. There have also been changes in farm values. The 1954 census shows the average value per farm for land and buildings was \$10,679 or \$149.33 per acre as compared to a total value of \$7,444 or \$105.41 per acre in 1950. The latest census shows 315 farms as commercial, 145 part-time and 485 residential. Of all 910 farm operators 823 were full owners and only 7% were tenants. There were 762 white operators and 148 non-white as compared to 1207 white and 215 non-white as given in the 1950 census.

Agriculture in the county is most diversified due to climatic conditions, varied soil types, and geographic location at the breaking point of the Coastal plain and the Piedmont, and having ready markets nearby for a wide variety of agricultural commodities. Another factor in this diversification is the heterogeneity of the people: they come from all over the country and have brought with them many social and agricultural ideas.

The gross agricultural production as shown by the 1954 census was almost \$2.5 million (\$2,414,594.00) with value of all farm products sold amounting to \$2,067,143 as compared to \$1,917,899 worth of farm products sold in 1949. The principal sources of farm income in 1954 were:

\$645,175 from poultry and poultry products—chiefly eggs and broilers.

\$430,339 from field crops—wheat, oats, corn, and tobacco.

\$314,460 from horticultural specialties—chiefly nursery products.
(5th highest in the state)

\$305,764 from dairy products

\$273,602 from livestock—hogs, cattle.

The Richmond area, of which Chesterfield is a part, ranks with the three top metropolitan areas of the South in proportional industrialization. The most important industries located in the area are tobacco, leather goods, clay and glass products, chemicals and power.

At the present time there are 45 manufacturing establishments in the county; an industrial survey completed by the Virginia Electric and Power Company in 1957 showed 42 large industrial sites, many of which are located on the James River.

Deep water frontage along the James and Appomattox rivers provides good shipping facilities by vessel through Norfolk. Good highways, (Routes 1, 60, 95, 360) and railways: the Southern, Seaboard, and Atlantic Coast Line, cross the county and offer additional excellent transportation facilities. Chesterfield, according to the Regional Planning Commission, seems to have the largest industrial potential of the counties in the area because of its large waterfront and many highways and railroads which pass through the county, making industrial land accessible.

The majority of the labor force is employed in industry. The average weekly earnings as of October, 1959 amounted to \$80.34, as compared to \$74.56 in 1958. The average weekly earnings in the state as of October amounts to \$69.14. Wages have risen steadily in the area and the trend is toward higher wages.

Employment opportunities for women are excellent, more and more women are accepting part-time or full-time jobs. The trend is toward increasing employment for women outside the home.

According to the 1950 census, there were 10,584 dwelling units in the county. Since that time 9,013 new dwellings have been built. The trend in building continued upward with 1305 new dwellings being constructed from January 1 to November 1, 1959. This is an increase of 74 over 1958.

The 1950 census states that 75.1% of county families owned their own homes. A recent check with the office of the county treasurer shows that this percentage holds. As the county population increases, more homes are built and bought. According to the 1950 census, the median size of dwellings was 4.8 rooms. According to a check with the building inspector, the average size of homes built since 1950 has been six rooms. The implication would be that the mortgage, taxes, upkeep and repairs would be more expensive on these larger homes. The fact that many homes are being built, mostly in subdivided areas, where land is cleared by contractors, means that people buying these homes need assistance in planning and planting their home grounds.

In the past year there has been a definite trend toward the construction of multiple housing units for rental purposes.

The accident rate, particularly motor vehicle, is high. This is due to the number of heavily traveled highways in the county; routes 1, 60, 360, and 95.

Recreational facilities, especially in the rapidly growing urban areas, are lacking. Chesterfield does not have a recreation department. There is a great need for securing park and other recreational sites before they are consumed. Pocahontas Park in the center of the county offers good roads and hiking trails, lakes and playing fields, but for many people who live a distance from the park it is not accessible because of no transportation. Richmond and Petersburg offer opportunities for entertainment of all kinds: concerts, lectures, museums, art exhibits, sports events. These may not be possible for many because of the expense.

There are many organizations for men and women, boys and girls in the county. For women there are Women's Clubs, Garden Clubs, Home Demonstration Clubs, auxiliaries to many service clubs, as well as many church groups. For men there are the various service groups, Farmer's Clubs, civic organizations, and church groups. For boys and girls there are the Scouts, school clubs, and church groups. There are more than thirty-five types of organizations, exclusive of church groups, with more than 125 units which involve men and women operating in the county.

There are 22 home demonstration clubs in Chesterfield County. The membership in these groups number 335.

Only a very small number of club members come from families which are engaged in full time farming. Some of the members of five of the twenty-two groups belong to families which are engaged in part-time farming. The remaining seventeen clubs are composed of members whose family income is derived entirely from business or industrial employment.

Many club members work. Nearly one-third are employed part or full-time outside the home. The fact that the Richmond area is an expensive place in which to live as well as the fact that employment is comparatively easy to find may account in part for the increasing employment of women.

Chesterfield home demonstration club members are urban in outlook if not in location. Their choice of program reflects their interests as consumers not producers. The largest number reached range in age from thirty to sixty.

The total school enrollment in 1958 was 13,463. This was a continuation of the increase in school enrollment as expected. It is expected to continue.

According to Circular 806, "Virginia's Rural Youth" in 1957 it was estimated that there were 3003 white children in the county between 10 and 14. In 1958, only 346 were enrolled in 4-H Clubs.

According to the 1958 "Annual Report of the State Board of Education" there were 2,946 in the high school age group. Forty-one were enrolled in 4-H Clubs. Among the 2946 white high school students vocational subjects were being carried as follows in 1958: Agricultural 0, Commercial 596, Home Economics 214, and Shop and Industrial Arts 509.

The Chesterfield County School Board indicates that 141 of the 325 1959 graduates entered college and 6 entered other types of advanced training.

This leaves a large majority of the high school students without training for the future as job holders and homemakers.

The total L-N Club enrollment decreased from 422 in 1958 to 387 in 1959. There is no obvious reason for this drop.

In 1955 in keeping with administrative policy inaugurated by the Chesterfield Superintendent of Schools, that all activities not a part of the school curriculum be discontinued, the L-N Clubs were taken out of the schools. There is one exception - Grange Hall has allowed 2 small clubs to continue in that school.

L-N Community Clubs present opportunities and problems differing from an in-school set up. Working in community groups means smaller groups and more individual contacts. Children do not arrive home until 3:30 or 4:00 p.m., which leaves little time for project work. Lack of transportation to and from L-N meetings eliminates many children. Leaders must take more responsibility, so need more training.

Many factors indicate more leader training and responsibility. It must be noted here that both of these possibilities present problems in themselves. The average attendance per leader training meeting has dropped from 54 in 1954, to 14 in 1957 and to 8 in 1958. It has also been noticed that many women are unwilling to "take the responsibility" of a club.

In addition the increased employment of women outside the home, the numerous organizations most women belong to, and lack of transportation has resulted in 4-H leaders becoming harder and harder to find.

In the county there are 6,464 young men and women (white) from 20-29. This age group is being reached by Extension only through the All-Star Organization, and other groups that might have members in that age group, such as service clubs, home demonstration clubs, etc.

It should be remembered, however, that Chesterfield County, as do all urban fringe areas, has more than its share of organizations, and interests competing for time, energy, and efforts of young people of all ages.

II. County Extension Program - Adult

A. Organization

1. County Agricultural Extension Service Board - has not been formed to date.
2. Home Economics Council - has not been formed to date.
3. General Interest Committees
 - a. Committee on Home Grounds Planning, Care and Maintenance.
Members for this committee have been selected and some contacts made.
4. Home Economics Committee
 - a. Committee on Consumer Information
 1. Composition - originally composed of 14 women representing the districts in the county.
 2. Meetings - have met five times, during 1959.
 3. Functioned as planning group in selecting an area for exploration, and sponsoring a Round-Table meeting of Consumers, manufacturers, retailers, on Furniture Buying.
5. County Home Demonstration Club Committee

Composition - club presidents, program development leader
4-H representative - president of 4-H Leaders' Organization;
County Federation Program of Work Chairman.

Meetings - meet quarterly

Functions - Officer training - done in January. Train club officers.

Make necessary plans for county representation at Annual District Meeting

Collect Pennies for Friendship

Make plans for the observance of National Home Demonstration Week

Plan County home demonstration program

Assist L-H by donating scholarships to Short Course and Camp Farrar.

Collects Federation Dues

Assisting with Yearbook

Active in assisting home agent in putting on home demonstration program whenever possible and when requested.

B. Subject Matter and Special Emphasis Areas

At the program planning discussions, three separate programs emerged from the requests made by the members of the home demonstration clubs in Chesterfield County.

As a result, area meetings were held with program development chairmen and the three programs were worked out. They were presented to the program planning group, which in turn took them back to the clubs, and the program selections were made. These three programs were:

1. Child Development and Family Life
2. House Furnishings
3. Legal and Business Matters

Nine demonstrations were planned for each of the three programs. The home demonstration clubs were urged to consider selecting one entire program, or, if they did not care to do that, to select half the demonstrations in one program and half in another, in order to have some continuity. Some groups elected to take an entire program, others preferred to divide.

Each program will be dealt with separately in this narrative.

1. Child Development and Family Life

A. Why line of work was taken:

Members of younger homemaker groups and younger members of mixed age groups were interested in learning more about what should be expected of them as parents and what they should expect of children in regard to their physical, mental, emotional and social development at various age levels. They felt they needed to understand their children more fully. The women were somewhat inarticulate as to what they wanted precisely. Many seemed to think there must be a magic answer to all child-rearing problems, and hoped to find someone who could tell them the one and only way to bring up children.

B. What was attempted:

In this line of work the attempt was made, as a starting point and to supply background information, to show how the family has changed, what the changes are, and what brought them about.

And, in addition, the attempt was made to show that these changes which have taken place in the family have affected the way in which we bring up children today as compared to the way in which children were brought up a generation or two ago.

The study of children at various age levels was undertaken: how they act and react at these age levels, what can be expected of them in the way of physical, mental, emotional and social development from pre-school to teens.

It was hoped that, through the discussions and study, that parents would arrive at a better understanding of what should be expected of them as parents.

It was felt that understanding themselves and their children better would contribute to happier family living.

The objectives for improving family living were outlined as follows:

1. To have homemakers gain an understanding of today's family by learning about the changes which have taken place in the family, and what are the causes of these changes.
2. To have homemakers learn what constitutes the behavior of the average or normal child from one-year old through adolescence.
3. To have homemakers learn what can be expected in the way of mental, physical, emotional and social development of the child through these ages.
4. To have homemakers learn what should be expected of them as parents of children through these ages.
5. To have homemakers learn something about family recreational opportunities.

G. How the work was carried on:

Demonstrations selected:

1. Today's Family
2. The Behavior of the Pre-school Child
3. The Behavior of the Child from Six to Nine
4. The Behavior of the Child From Ten to Twelve
5. The Behavior of the Teenager

Two clubs devoted nine months to the study; one club 5 months; one club 4 months; two clubs 2 months each; 2 clubs 1 month each.

The first discussion, Today's Family, was based on the book Technology and the Changing Family, by Ogburn and Nimkoff. This discussion explained the changes taking place in the family, what is responsible for these changes, and contrasted the family of today with the family of a generation or two ago.

Subsequent discussions were based on the book Human Development and Education by Havighurst. In this text, Havighurst deals with the theory and functions of developmental tasks in bringing the individual to successful maturity. Havighurst defines a developmental task as "performance learned by an individual, required for healthy and satisfactory growth in society. It arises at or about a certain period in the life of an individual; successful achievement of the task leads to happiness and success with later tasks; failure leads to unhappiness, social disapproval and difficulty with later tasks."

The discussions dealt with the developmental tasks which face each child at various ages and stages in his growing up. They relate to the physical, mental, emotional and social development of the individual. The developmental tasks of parents of children in these various age groups were also discussed.

Leaflets, outlining and explaining the developmental tasks of children and parents were prepared by the agent and distributed to those attending the meetings.

Other materials used as reference and given to club members included:

1. From Children's Bureau, U.S. Department of Health, Education, and Welfare:

Your Child From One to Six
Your Child From Six to Twelve
The Adolescent in Your Family

2. From Virginia Department of Mental Hygiene and Hospitals:

What Every Child Needs
Mental Health is 1 - 2 - 3

3. From the Equitable Life Assurance Company:

Play is the Business of Children
Looking Forward to School
Understanding Your Young Child

4. From The Metropolitan Life Insurance Company:

Understanding Your Teenager

5. From John Hancock Insurance Company:

Your Child Grows Up
Between One and Five
From Six to Twelve
When Your Child's in the Teens

Movies were used to supplement and stimulate the discussions.

The movies were secured from the Virginia State Department of Mental Hygiene and Hospitals. The films secured were:

The Terrible Two's and Trusting Threes
The Frustrating Fours and Fascinating Fives
Sociable Sixes to Noisy Nines
Ten-Twelve
The Teens

During the year, twenty-four discussions were presented by the home agent, with attendance of 250 women. Leaders presented discussions to four groups with an attendance of 45 women. Guest speakers from the Southside Mental Health Association presented discussions on the Behavior of the Teenager to six groups with a total attendance of 48 people.

D. Results obtained:

In order to measure the success of the teaching, a questionnaire was sent to each member of the groups participating in the program. One hundred and sixteen questionnaires were sent out; fifty-eight were returned, thirty-seven of which were answered.

The questionnaire and the tabulation of answers is as follows (those clubs which selected only the Teenage discussion were asked to answer only that part of the questionnaire, questions 10 - 11 - 12 - 13 - 14 - 15 - 16.

YES NO Unans.

- | | | | |
|-----------|-----------|-------------|------------------------------------------------------------------------------------------------------------------------------------------|
| | | | 1. Did you attend the demonstration on the <u>Pre-school Child?</u> |
| <u>30</u> | <u>2</u> | <u>1</u> | |
| <u>14</u> | <u>18</u> | <u>1</u> | 2. Do you have a pre-school child? |
| | | | 3. As a result of this demonstration, do you feel you know better what to expect in the way of behavior on the part of a child this age? |
| <u>26</u> | <u>1</u> | <u>6</u> | |
| | | | 4. Did you attend the demonstration on the <u>Child From Six to Nine?</u> |
| <u>26</u> | <u>7</u> | <u> </u> | |
| <u>10</u> | <u>21</u> | <u>2</u> | 5. Do you have a child six to nine? |

YES NO Unans.

- | | | | |
|-----------|-----------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | 6. As a result of this demonstration do you feel you know better what to expect in the way of behavior on the part of a child in this age group? |
| <u>20</u> | <u>2</u> | <u>11</u> | |
| | | | 7. Did you attend the demonstration on the <u>Child from Ten to Twelve</u> ? |
| <u>20</u> | <u>11</u> | <u>2</u> | |
| <u>6</u> | <u>22</u> | <u>6</u> | 8. Do you have a child from ten to twelve? |
| | | | 9. As a result of the demonstration do you feel that you know better what to expect in way of behavior on the part of a child in this age group? |
| <u>17</u> | <u>2</u> | <u>13</u> | |
| <u>27</u> | <u>8</u> | <u>2</u> | 10. Did you attend the demonstration on the <u>Teenager</u> ? |
| <u>10</u> | <u>21</u> | <u>6</u> | 11. Do you have a child in the teens? |
| | | | 12. As a result of the demonstration do you feel you know better what to expect on the part of an individual in this age group? |
| <u>22</u> | <u>3</u> | <u>11</u> | |
| | | | 13. As a result of these demonstrations do you feel you have a better understanding of your own child (children)? (teenage or under?) |
| <u>25</u> | <u>3</u> | <u>19</u> | |
| | | | 14. As a result of these demonstrations do you feel you understand better what should be expected of you as a parent? |
| <u>24</u> | <u>3</u> | <u>10</u> | |
| <u>14</u> | <u>13</u> | <u>10</u> | 15. Have you given information to others? |
| <u>42</u> | | | 16. How many? |

A breakdown of these figures gives a clearer interpretation, so they have been separated into categories of Pre-school; Child from Six to Nine; Child from Ten to Twelve, and Teenager.

Pre-school:

Of the thirty women reporting they took part in the discussions on Behavior of the Pre-school Child, 48% have a child or children in this age group; 52% do not.

All who have pre-school children stated that, as a result of the discussions, they felt they knew better what to expect in the way of behavior of pre-school children.

Of those attending who do not have pre-school children, 66% felt that, as a result of the demonstration, they have a better understanding of what to expect of behavior of pre-schoolers. Slightly over 50% felt they did not. Twenty-seven percent did not answer.

Child Six to Nine:

Twenty-six women reported they took part in the discussions. Of this number, 38% have a child or children in this age group, over 61% do not.

Ninety-percent of those with children six to nine years of age reported that, as a result of the discussions, they felt they knew better what to expect in the way of behavior of a child in this grouping. Ten percent did not answer. Of those not having children, 68% said they felt they knew better what behavior to expect of children six to nine; 30% did not answer the question.

Child Ten to Twelve:

Twenty women reported they took part in the discussions on Behavior of the Child from Ten to Twelve. Fifteen percent of this number have a child or children in this grouping. All stated that, as a result of the demonstration, they felt that they knew better

what to expect of the behavior of the child from ten to twelve. A little over 10% answered "no" to the question, over 5% did not answer.

The Teenagers:

Twenty-seven women reported they had attended the discussions. Of this number, 37% have a teenage child or children. All stated that, as a result of the demonstration, they felt they know better what to expect in the way of behavior of a girl or boy in this age group. About 63% do not have children thirteen to nineteen. Of this group, 76% felt they understood better what to expect in teenage behavior; 16% felt they did not; less than 10% did not answer.

In reply to the question: "as a result of these demonstrations, do you feel you have a better understanding of your own child (children?) (Teenage or under)?" Slightly over 67% felt they had a better understanding, 8% felt they had no better understanding as a result of the discussions, and 24% left the questions unanswered.

In answer to the question "as a result of these demonstrations, do you feel you understand better what should be expected of you as a parent?", 65% said yes, 8% checked no; 26% did not answer.

Thirteen women gave information received in the discussions to forty-two other people.

Special Interests: Recreation; Outdoor Meals

As part of the Family Life program, two training meetings were given on Recreation and one on Outdoor Meals.

The first recreation training was given in December and was under the direction of Miss Constance Rollison, of the Richmond Department of Parks and Recreation.

Family and group games were taught. The leaders of L-E groups, Sunday School classes, Scout troops, as well as the home demonstration membership were invited. Twenty-two people attended the meeting. The second recreation meeting was held in April under the direction of Miss Catherine Peery, Rural Arts Specialist. This meeting was also open to leaders of young peoples' groups. Thirty-three leaders attended.

A questionnaire was sent to all attending; fifty-four were sent. Of this number 28 were returned, twenty-six were answered. The questionnaire and answers are tabulated below:

YES NO Unans.

			1. Do you feel that the recreation demonstrations helped you to plan your own family recreation to better advantage?
<u>20</u>	<u>1</u>	<u>5</u>	
			2. Did they help you to plan group recreation to better advantage?
<u>23</u>	<u>1</u>	<u>1</u>	
<u>24</u>	<u>2</u>	<u>2</u>	3. Did you give this information to other individuals?
<u>18</u>	<u>6</u>	<u>1</u>	4. Did you give this information to other groups?
<u>361</u>			5. How many other people did you teach?

Of the group answering the questionnaire, 77% felt that the demonstration helped them to plan their own family recreation to better advantage.

Eighty-eight percent said the demonstrations helped them to plan group recreation to better advantage.

A special interest training meeting on Outdoor Meals was also planned for this phase of the program, however, it was open to anyone who cared to attend.

The training was held under the direction of Mrs. Mary Thompson, Associate Extension Specialist in Foods and Nutrition.

To determine the success of the teaching, questionnaires were sent to the forty-seven people attending. Of this number 34 were returned.

The questionnaire and the answers are tabulated below:

YES	NO	Unans.	
			1. Did you see the demonstration on Outdoor Meals?
<u>34</u>	<u>—</u>	<u>—</u>	
			2. As a result, have you had outdoor meals as part of your family recreation?
<u>31</u>	<u>2</u>	<u>1</u>	
			3. Have you given information received to others?
<u>31</u>	<u>2</u>	<u>1</u>	
			4. How many?
	<u>233</u>		

Ninety-one percent of those reporting stated that, as a result of the training, they have had outdoor meals as part of their family recreation.

In evaluating the results of the Family Life and Child Development it can be stated that the majority of those who have children in the age groups studies, benefited from the discussions. Their answers to the questions indicated that they felt that they knew better what to expect in the way of physical, mental, emotional and social behavior of children from one year through adolescence. One woman said of the discussion on The Behavior of the Teenager:

"This was a most helpful demonstration." She is the mother of a teenage child. Another woman, who wrote in that her status was that of a grandmother, indicated that she felt the discussions were helpful in understanding the behavior of her grandchildren. Also the majority of women answering the questions indicated that they felt they had a better understanding of their own child or children and better understood what should be expected of them as parents. Apparently they considered the things they learned through the discussions of sufficient importance to discuss with friends and neighbors, because they gave the information to forty-two other people.

From the figures appearing on the questionnaires on recreation, it is apparent that these training meetings helped to fill the need which exists for providing family and group recreation.

The questionnaire on Child Development did not go far enough. A question should have been added which asked if they felt they needed further information in some specific areas.

2. Family Economics

A. Why line of work was taken:

This line of work was undertaken because women wanted to know more about family business in order to be able to assist in its conduct or take over in case of emergency or death.

B. What was attempted:

The attempt was made to give homemakers an overall view of some of the family business questions or decisions they might be called upon to face in assisting in conducting family business or if illness or other emergency arose. The attempt was also made to help families to plan for financial security, and the objectives for improving family living were as follows:

1. To have homemakers learn the interrelation of current needs and wants with long-time goals at different stages in the family cycle.
2. To have homemakers learn to be more intelligent consumers.
3. To have homemakers learn more about the business practices involved in daily living.
4. To have homemakers learn to handle some common business (problems?) practices.

C. How work was carried on:

Demonstrations selected in the Family Economics program were as follows:

1. Business Facts Women Should Know
2. Social Security
3. Hospitalization Insurance

4. Credit
5. Get Acquainted with Your Bank
6. Investments and Annuities
7. Trust Funds
8. The Power of Attorney
9. Wills and Deeds

Two clubs carried all nine demonstrations in the program; one club carried eight demonstrations; two clubs carried six demonstrations; one club carried five demonstrations; one club carried four demonstrations; four clubs carried three demonstrations; two clubs selected two demonstrations; and one club selected one demonstration.

1. Business Facts Women Should Know

After receiving training from Miss Helen Alverson, V.P.I. Extension Home Management Specialist, the home agent trained leaders for the demonstration Business Facts Women Should Know.

The training included:

1. Presentation of outlook material on how consumers will spend their income in 1965.
2. Family business which each homemaker needs to know, namely; what is the present financial status of the family, what do they earn and what do they spend; what are the family's goals; what are their plans for realizing these goals.
3. Stressing the importance of having a time set aside each month for determining how they intend to spend the monthly income; what bills they owe, what amount can be saved.

4. Setting up a business center in the home.
5. Where and how other important papers should be preserved.
6. Discussion of how and where reduction of expenses might be effected to help family in planning for financial security.

Twenty-one women, representing twelve clubs, attended the training. Then later the home agent gave the training to one woman unable to attend the meeting.

The demonstration Business Facts Women Should Know was presented to eight clubs by leaders and to three clubs by the home agent. One hundred and forty-six women attended.

In presenting the demonstration, the leaders followed the steps outlined in the training discussion. Each leader had a folder of materials: (1) Business Facts Homemakers Should Know (prepared by Miss Alverson) distributed to homemakers; (2) 1 copy of Family Living Outlook (1959); (3) 1 copy of How to Develop a Financial Plan-circ. mm-182; (4) 1 copy Farm Home Business Centers - Circ. 83 - Agricultural Experiment Station, West Virginia University.

D. Results:

In order to measure the effectiveness of the teaching, a questionnaire was sent to the membership of all clubs participating in the demonstration. One hundred ninety-seven questionnaires were sent out and ninety were returned, fifty-one of which were answered.

The questions and answers are tabulated below:

YES NO Unans.

1. Did you see the demonstration Business Facts
51 — — Women Should Know?
2. As a result of this demonstration, have you
23 13 11 set aside a time to devote to family business?
(one stated she was already doing this)
3. One day a month? (one stated she was already doing
25 12 15 this)
4. As a result of this demonstration, have you
20 18 14 worked out some system for reducing expenses?
(one stated already doing this)
5. List what expenses you are trying to reduce:
- 15 Food
 - 10 Clothing (One trying to control impulse
buying of clothing)
 - 2 Recreation
 - 2 Car Expenses
 - 1 Incidentals
 - 1 Fuel
 - 1 All household expenses
 - 1 Insurance
 - 1 All items
 - 1 Utilities
- (A number mentioned more than one area).
6. Do the reductions take care of your increased
7 14 29 expenses?
7. Have you collected your valuable papers and
18 6 8 put them in a secure place? (one stated she
had done so before the demonstration).

YES NO Unans.

			8. Have you provided a place for a family business center?
<u>27</u>	<u>13</u>	<u>15</u>	
<u>27</u>	<u>11</u>	<u>14</u>	9. Have you given this information to others?
			How many?
	<u>117</u>		

Nearly 53% of those who attended the demonstration stated that, as a result of the teaching, they have set aside a time for family business. Forty-seven per cent said they had settled on the recommended one day a month, while several stated they went over family accounts more than once a month.

As a result of the demonstration, 34% of those attending have worked out a system for reducing expenses; 35% of this number have evolved a workable system.

Seventy-one percent have collected their valuable papers and put them in a safe place.

About 51% have provided a place for a family business center.

In summary, it may be said that the teaching was successful in awakening interest and in encouraging women to devote some time to learning how the family income is spent and what savings can be affected by planned spending. It gave some women first-hand experience in fitting current needs and wants into the spending plan, in handling the common business problems of income and outgo. Those who evolved a workable system for reducing expenses would learn something about the interrelation of current needs and wants with long-time goals.

The demonstration was helpful in that it prompted so many to collect their valuable papers and put them in a safe place.

Setting up a business center in the home would seem to indicate that over half of those attending expected to continue to keep track of family expenses.

Also the fact that this group gave information to 117 other people would indicate that they felt the demonstration had furnished them with important knowledge.

Much needs to be done toward getting women to assume responsibility along these lines, and in this respect, the demonstration served to make a good beginning.

2. Social Security

C. How Work was Carried on:

The meetings on Social Security were planned with the cooperation of the Social Security Administration offices in Richmond and Petersburg. Five area meetings were planned. Home demonstration clubs which had elected this part of the family economics program were contacted, as were all other home demonstration clubs. The meeting was made open to the public, being announced in the newspapers, at Ruritan Club meetings, and in the churches in the county.

Meetings were held in Ettrick, Bethlehem, Grange Hall, Stratford Hills, and Bensley, with a total attendance of 93 men and women.

Mr. J. R. Robertson, Director of the Social Security Administration in Petersburg, met with the Ettrick group; Miss Merle Johnson, Mr. John Ogden, and Mr. Edward Phelps, field representatives from the Richmond office, conducted the other meetings.

The discussions centered around the purposes of the law, recent changes in the law, what to do upon retirement, how benefits are calculated, disability provisions of the law, etc. The question and answer periods lasted from 20 minutes to an hour.

The bulletin, "Your Social Security," issued by U.S. Department of Health, Education and Welfare was distributed.

Three clubs also held discussions on Social Security at their regular meetings. Twenty-nine women attended.

In order to measure the effectiveness of the program, a questionnaire was sent out to the clubs participating. One hundred forty-one questionnaires were sent out; 52 were returned, twenty-eight of which were answered. The questions and answers are tabulated below:

YES	NO	Unans.	
<u>28</u>	<u> </u>	<u> </u>	1. Did you hear the talk on Social Security?
<u>15</u>	<u>19</u>	<u>4</u>	2. Did you have a retirement plan before hearing the talk?
<u>10</u>	<u>8</u>	<u>10</u>	3. If yes, as a result of the talk, have you reviewed your retirement plan?
<u>2</u>	<u>12</u>	<u>14</u>	4. If yes, as a result of the talk, have you made any changes in your retirement plan?
<u>3</u>	<u>2</u>	<u>22</u>	5. If no, as a result of the talk, have you instituted a retirement plan?
<u>13</u>	<u>11</u>	<u>4</u>	6. Have you given information to others?
<u>55</u>			How many?

D. Results:

Relatively few people heard the talks. However, it is encourag-

ing that nearly 36% of those who answered the questionnaire, reviewed their retirement plans after hearing the talk, and at least 7% made some changes in their retirement plan, while 10%, as a result of the talk, instituted a retirement plan. This would indicate that these people had long-time goals in mind and that they are interested in realizing these goals.

From conversations with the Social Security representatives, there is a need to have more people understand what they can expect from Social Security when they reach retirement age. The fact also needs to be stressed that Social Security is meant to furnish only subsistence level of living, it is not intended to supply all needs and wants of retired people; it is the basis for other savings, and other savings are needed. However, getting this information to people still too young to be interested in retirement is difficult.

The representatives feel that getting the information regarding Social Security will take a long time and that any small advance is helpful. It might be said that the meetings held in the county were helpful in furthering this advance.

3. Hospitalization Insurance

C. How Work Was Carried On:

Two area meetings were held on hospitalization insurance. One was held in the Bethlehem area, the other was held in Ettrick.

Speakers were secured who represented a non-profit hospitalization organization and a commercial company. The speakers presented in general the various plans in regard to health insurance. There was no attempt to advertise the particular company the speakers

represent. Those representatives speaking in the Bethlehem area were Mr. Douglas Dodds and Mr. Dean Grogan; in the Strick area, Mr. Ralph Matthews, and Mr. John Brockwell.

These meetings were announced to the clubs which had selected the demonstration, as well as to all other demonstration clubs in the county. In addition, churches were asked to announce the meeting and other county clubs were invited.

The speakers presented the four general accident and health policies: Income Disability, Hospital Insurance, Surgical Insurance, and Medical Insurance.

They also discussed "Major Medical" or Catastrophe insurance. The advantages and disadvantages of these types were discussed. After each meeting a question and answer period permitted the audience to get additional information.

A total of twelve people attended these meetings.

Because the attendance was so small, no questionnaire was sent out.

Those who attended the meeting were most complimentary regarding the excellent information they received.

It is hoped that as people become more aware of the necessity for their knowing about this subject, more people will attend meetings of this kind.

4. Credit

C. How Work Was Carried On:

Training for this demonstration was presented by Dr. H. M. Love, Extension Economist and head of the Department of Economics

and Rural Sociology at V. P. I.

The training included:

1. Steps in using credit
 - a. qualifications necessary to obtain credit
 - b. importance of establishing good credit rating
2. Sources and kinds of credit
3. Cost of credit
4. Types of credit schemes

At the close of the meeting, the leaflet Consumer Credit Cost Calculator, prepared by the Money Management Institute of the Household Finance Corporation, was distributed to those attending and in quantity for club members.

This demonstration was presented to five clubs. Two demonstrations were presented by leaders to 22 members; one demonstration was presented by a bank representative, attendance six; two demonstrations were presented by the home agent, attendance 25.

In presenting the demonstration, the leaders followed closely Dr. Love's outline.

D. Results:

In order to measure the results of the teaching, a questionnaire was sent out to the clubs having the demonstration. A total of 87 questionnaires were sent out; 38 of which were returned. Twenty-eight of these were answered. The questions and answers are tabulated below:

YES NO Unans.

<u>28</u>	<u> </u>	<u> </u>	1. Did you hear the demonstration on Credit?
			2. Since this demonstration have you bought an
<u>7</u>	<u>20</u>	<u>1</u>	item on time?
			3. Did you shop around for the best credit terms
<u>9</u>	<u>3</u>	<u>16</u>	you could get?
			4. Did you compare cash price of item with its
<u>11</u>	<u>3</u>	<u>14</u>	installment price?
<u>17</u>	<u>4</u>	<u>7</u>	5. Have you figured what credit is costing you?
			6. Have you tried working out a way which would
			enable you to pay cash rather than use credit
<u>18</u>	<u>3</u>	<u>7</u>	when purchasing an item?
			7. Have you given information received in this
<u>15</u>	<u>13</u>	<u> </u>	demonstration to others?
	<u>48</u>		8. How many?

Since seven of the twenty-eight people who attended the demonstration have bought items on credit since the demonstration it was thought that these results would be more meaningful.

Twenty-five per cent of those who attended the demonstration have since bought an item on time.

Eighty-five per cent of these stated they shopped around for the best credit terms they could get.

Over fifty-five per cent stated they compared the cash price with the installment price; fourteen per cent stated they did not; fourteen per cent did not answer the question.

All stated that they had figured the cost of credit.

All stated they have tried working out a way to enable them to pay cash rather than use credit when purchasing an item.

Because of the way in which the questions were worded, it is not possible to state conclusively whether the answers to questions 2 - 3 - 4 - 5 - 6 were influenced by the demonstration; however the answers were not qualified in any instance.

The answers indicated that more teaching needs to be done in the area of credit.

The fact that the group gave information to 48 others would show that they considered the information they received to be important.

5. Get Acquainted With Your Bank

G. How Work Was Carried On:

This demonstration was organized as a tour of a bank. The purpose of the tour was to show the different types of services offered by a bank and to give the women an idea of the business practices which can be transacted at a bank.

Eight clubs participated in this demonstration. Six clubs toured the Federal Reserve Bank of Richmond, one group toured the Central National Bank located on Hull Street, Richmond, and one group asked Mr. George Mumford, of the Bank of Colonial Heights to talk to them about the services which are offered by a bank. Seventy-five homemakers participated in this demonstration.

D. Results:

In order to determine the extent to which the visit to the bank had been successful, a questionnaire was sent out to clubs taking the demonstration. One hundred twenty-five questionnaires were sent; forty of which were returned. Twenty-five of these were answered.

The questions and answers are tabulated below:

YES NO Unans.

25

1. Did you go on the bank tour?

2. As a result of your trip through the bank, have you made use of any of the services which you did not previously know the bank offered?

2

15

8

3. List the services you would use if the need presented itself:

1 Executor of will
Borrowing in dire necessity

1 Checking account
Savings account
Safety deposit box
Loans

1 Building loan
Automobile loan
Getting advice on investments

1 Trust fund

1 Stated she used most of the bank services offered.

D. Results: continued.

From statements made by those who toured the banks, it was evident that the trip was a most educational one. Many women said they had no idea of the kind or amount of business which a bank transacted. Two of the group stated they have made use of services which they were not aware the bank offered. It might be inferred that others would make use of such services as the need arose, and that the trip was helpful in familiarising homemakers with such business institutions. This group gave information to 58 others.

6. Investments and Annuities

C. How Work Was Carried On:

The demonstrations on Investments and Annuities and Trust Funds were combined and bankers from Richmond and Petersburg were secured to present the talks. Mr. W. B. Jacobs of the Central National Bank in Richmond presented the discussion for the northern area of the county, and Mr. W. R. S. Curtis of the Petersburg Savings Bank, Petersburg, presented the discussion for the southern area.

The purpose of the demonstrations was to help homemakers learn something about the interrelation of current needs and wants with long-time family goals.

The talks dealt with planning for the future: the importance of living within one's income by planned use of income. The purchase of insurance, a home, as well as stocks or bonds or annuities were treated as investments. Investing for security and regular income were stressed rather than investment for making money quickly through

risk-taking. Also discussed were the topics of buying annuities for retirement income and the provision for heirs through trust funds.

Forty-one women attended these meetings.

D. Results:

In order to measure the results of the discussions, a questionnaire was sent out to clubs participating. One hundred-three questionnaires were sent out and forty were returned; twenty-four of which were answered.

The questionnaire and answers are tabulated below:

YES NO Unans.

			1. Did you hear the talks on <u>Investments, Annuities,</u> and <u>Trust Funds?</u>
<u>26</u>	<u>—</u>	<u>—</u>	
			2. Did you have a savings plan before hearing the talks?
<u>23</u>	<u>—</u>	<u>—</u>	
			3. As a result of the talk have you reviewed your savings plan?
<u>10</u>	<u>7</u>	<u>7</u>	
<u>5</u>	<u>4</u>	<u>15</u>	4. If yes, did you find your plan needed adjustment?
			5. Have you made any adjustments or alterations in your savings plan?
<u>5</u>	<u>12</u>	<u>7</u>	
<u>12</u>	<u>5</u>	<u>7</u>	6. Have you reviewed your entire financial plan?
<u>6</u>	<u>9</u>	<u>8</u>	7. Have you given information received to others?
<u>—</u>	<u>—</u>	<u>—</u>	8. How many?
<u>—</u>	<u>—</u>	<u>—</u>	

Of those who answered the questionnaire, 95% stated they had a savings plan. After hearing the discussion, 43% reviewed their plan and 17% found their plans needed adjustment. Seventeen per cent stated they had made adjustments or alterations in their savings plans. Eighty per cent of the group who found their plans needed adjusting, changed their plans in some way.

Fifty per cent of the group had reviewed their entire financial plan.

From these answers it would appear that those who reviewed their savings plans were interested in finding out if long-time goals were on the way to being fulfilled, and that those who found the need for, and who made adjustments in their savings plans are aware of the interrelationship of current needs and wants with these long-time goals; and attempted to make an adjustment.

From the small attendance at these meetings, it is evident that more needs to be done to interest women in this part of family business.

The women who attended these meetings gave information received to 57 others.

7. The Power of Attorney

C. How Work Was Carried On:

The purpose of the demonstration was to acquaint homemakers with this business practice. How it can be invoked, when it is wise to do so, and the responsibilities connected with power of attorney.

The training was presented by Mr. John Thomas, a Chesterfield County Attorney.

Eight leaders, representing four clubs attended the training.

The demonstration Power of Attorney, was presented to six clubs, Leaders presented the demonstration to three clubs, attendance 33; the home agent presented the demonstration to two clubs, attendance 19; two other clubs had outside speakers, attendance 18.

D. Results:

Questionnaires were sent out to secure some measurement of the effectiveness of the teaching. They were sent to clubs participating; one hundred-three questionnaires were sent out and forty one were returned. Twenty-seven were answered.

The questionnaire and answers are tabulated below:

YES NO Unans.

<u>27</u>	—	—	1. Did you hear the talk on Power of Attorney?
			2. As a result, do you have a better understanding
<u>26</u>	—	<u>1</u>	of this responsibility?
<u>13</u>	<u>4</u>	<u>10</u>	3. Have you given information received to others?
	<u>75</u>		4. How many?

Of those who heard the demonstration, 96% stated they have a better understanding of the responsibilities involved in this practice. They gave information to 75 others.

8. Wills and Deeds

5. How Work Was Carried On:

The purpose of this demonstration was to acquaint homemakers with the 1956 changes in the Virginia Inheritance Laws, and to teach the importance of having a will.

Leaders were trained by the home agent, thirteen leaders, representing six clubs attended the training. Training was based on Bulletin 169, What Will Become of Your Property; folders were prepared for leaders and copies of this bulletin were distributed to the club memberships.

The demonstration Wills and Deeds was presented to five clubs by leaders, attendance 72; to four clubs by the home agent, attendance 52.

D. Results:

In order to measure the effectiveness of the teaching, a questionnaire was sent out to the membership of all clubs participating. One hundred fifty-seven questionnaires were sent out. Sixty-three were returned, of which 29 were answered. The questionnaire and answers are tabulated below:

YES	NO	Unans.	
<u>29</u>	<u> </u>	<u> </u>	1. Did you see this demonstration?
			2. As a result of this demonstration, have you
<u>21</u>	<u>5</u>	<u>3</u>	examined the deed to your property?
<u>5</u>	<u>20</u>	<u>4</u>	3. Did you have your deed rewritten?
<u>14</u>	<u>3</u>	<u>2</u>	4. Do you have a will?
<u>11</u>	<u>8</u>	<u>10</u>	5. Do you examine your will periodically?
<u>5</u>	<u>20</u>	<u>4</u>	6. Did you make a will this year?
<u>14</u>	<u>5</u>	<u>9</u>	7. Have you given information received to others?
	<u>63</u>		8. How many?

Because this demonstration was given in November, the figures presented will not give a true picture of the results of the demonstration.

Seventy-two percent of those seeing the demonstration, as a result of the demonstration, examined the deed to their property.

Seventeen per cent have since had the deed to their property rewritten.

Forty-eight per cent of the group answering the questionnaire have a will. And most of those examine their will periodically.

Seventeen per cent of those seeing the demonstration made a will this year.

Some progress has been made in getting women to see the importance of having a will. As more women go to work and help earn the money for a home, car, and other big investments, they become more interested in knowing how the deed is written.

Women are very much interested in this demonstration.

They gave information to 63 others.

The change in the inheritance laws represent a big step forward toward adequate protection of a woman if her husband dies without a will.

3. House Furnishings.

A. Why line of work was undertaken:

The demonstrations in house furnishings were selected because the women felt they needed to know more about what constitutes adequate lighting and how it can be secured.

Since many homemakers and their families have taken to Doing-It-Yourself, the groups wanted to know about selecting the right paint, the best upholstering fabric, the most satisfactory color scheme for their particular needs.

They wanted to know about rugs and carpeting so they could choose most wisely for themselves amid the vast selection open to them.

B. What was attempted:

In the house furnishings phase, the attempt was made to help families to improve the liveability and beauty of their home surroundings by:

1. Having the homemaker learn the general principles of good lighting.
2. Having families who want and need to improve their home lighting get specific information on what is required in order to secure adequate lighting for: the television unit; the study or sewing unit; the reading unit; and the dressing table unit.

3. Having the homemaker learn how to select the best type of paint for use on interior walls.
4. Having the homemaker learn how to make (for her home and family) a wise selection of upholstery fabric. Having the homemaker become acquainted with trends in fabric use, new fabrics on the market and what can be expected of them, and the care they require.
5. Having the homemaker learn how to build satisfactory color schemes.
6. Having the homemaker learn the kinds of rugs and carpeting on the market; points to consider when selecting rugs and carpeting.

C. How the work was carried on:

Demonstrations selected were:

1. General Lighting
2. The Television Unit
3. The Study and Sewing Unit
4. The Reading Unit
5. The Dressing Table Unit
6. Selecting Paint for Interior Walls
7. Selection of Upholstery Fabrics
8. Color Schemes
9. Selection of Rugs and Carpeting

Two Clubs selected the entire program; two clubs selected seven demonstrations in the program; two selected five demonstrations; three selected three demonstrations; and one club, two demonstrations.

1. Lighting:

Mrs. Dora Guerin, home economist for the Virginia Electric and Power Company in Petersburg, cooperated in the leader training on Lighting.

It was felt by Mrs. Guerin and home agents that, if the lighting problems in the home were broken down into specific units, i.e. general lighting, the television unit, the study and sewing unit, the reading unit, and the dressing table unit, the homemaker could more easily measure the adequacy of her home lighting against the ideal.

At the first leader training meeting, leaders were given training on general lighting, the television unit and the study or sewing unit.

The training included (1) the presentation of general lighting principles; (2) how to improve a table lamp to meet lighting specifications. Each leader was asked to bring with her one of her own table lamps having a one-way switch. They were asked to bring a three-way switch with them. During the training, each leader was taught to, and did, install a three-way switch and diffusing bowl in her table lamp. VEPCO furnished each leader with a diffusing bowl.; (3) how to work up properly lighted television and study or sewing units using table lamps, floor lamps, pin up lamps correctly placed, and equipped with diffusing bowls or R-40 bulbs (pin-up lamps) and light bulbs of sufficient wattage for lighting the various seeing tasks.

Twenty women, representing ten clubs were trained at this meeting. At the second training meeting, leaders were taught to work up the reading and dressing table units according to lighting specifications. Four leaders, representing four clubs, were trained at the second meeting.

Materials used in training and by the leaders in presenting their demonstrations:

Lighting Recipe Posters -General Electric Co. (Secured from V.P.I.)

Light for Family Living - Circular 737, V. P. I.

See Your Home in a New Light - Nela Park Bulletin

Folders were prepared for each leader containing the circular and bulletin in quantity for distribution to each member.

In presenting the general lighting demonstration, leaders discussed the principles of good lighting and showed how to improve a lamp by installing a three-way switch, diffusing bowl, and a device to raise the lamp shade. They helped others who brought their lamps to improve them to meet lighting specifications.

In presenting the other units, leaders demonstrated how each unit, involving the particular seeing task, could be set up. By previous arrangement with the hostess, they demonstrated with the lighting equipment in the home. With these, and with materials they brought, they showed how to secure correct lighting for television viewing, for study and sewing, for reading and for grooming.

The lighting recipe posters were used in each demonstration and helped to illustrate the teaching.

Nine demonstrations were presented on General Lighting; attendance
91.

Five demonstrations were presented on the Television Unit; attendance
54.

Five demonstrations were presented on The Study and Sewing Unit;
attendance 45.

Four demonstrations were presented on The Reading Unit; attendance
22.

Four demonstrations were presented on The Dressing Table Unit; attendance
25.

D. Results:

In order to measure the results of the teaching, questionnaires were
sent to the 148 women comprising the membership of these clubs.

Seventy-three were returned, 52 of which were answered.

The questionnaire and tabulation of answers are as follows:

YES NO Unans.

<u>50</u>	<u>2</u>	<u> </u>	1. Did you see the demonstration on <u>General Lighting</u> ?
			2. As a result of this demonstration did you:
			Improve your table lamps to meet good lighting
<u>28</u>	<u>15</u>	<u> 9</u>	specifications?
<u>27</u>	<u>16</u>	<u> 9</u>	Change the position of any lamps? How many <u>47</u> .
<u>32</u>	<u>17</u>	<u> 3</u>	3. Did you see the demonstration on <u>Television Lighting</u> ?
			4. After seeing the demonstration did you feel your
<u>16</u>	<u>16</u>	<u>20</u>	television lighting met standards set up?

YES NO Unans.

5. If not, did you improve lighting for television viewing?
14 6 32
6. Did you see the demonstration on Lighting for Study and/or Sewing?
33 14 5
7. After seeing the demonstration did you feel your study or sewing lighting met standards set up?
8 21 3
8. If not, did you improve lighting for study?
11 8 33
9. Did you improve lighting for sewing?
10 16 26
10. Did you see the demonstration on Lighting For Reading?
31 12 9
11. After seeing the demonstration did you feel your reading lighting met standards set up?
15 18 20
12. If not, did you improve lighting for reading?
18 2 32
13. Did you see the demonstration on Dressing Table Lighting?
31 17 4
14. After seeing the demonstration did you feel your dressing table lighting met standards set up?
11 18 23
15. If not, did you improve lighting for your dressing table?
6 11 35
16. Have you given this information to others? How many? 58.

Roughly 96% of all answering the questionnaire attended the first meeting. As a result of this meeting 56% of those attending improved their table lamps to meet good lighting specifications. In order to improve the lighting in these homes, the position of 47 lamps was changed.

Fifty per cent of those attending the demonstration on the Television Unit felt that their television lighting did not meet recommended standards and 87% of that group improved their lighting for television viewing.

After seeing the demonstration on The Study and Sewing Unit, 63% found that the lighting in their homes for these units did not meet recommended standards, and 47% of that group improved study lighting and 52% improved lighting for sewing. One woman stated that she had bought four sets of pin-up lamps (for study units) which she intended to give as Christmas gifts to children in her family.

Thirty-one of these answering the questions attended the demonstration on The Reading Unit. Of this number, 53% felt their lighting for reading was not adequate. Ninety-three per cent of those improved their lighting for reading.

Of those who saw the demonstration on Dressing Table Unit, 60% felt their lighting did not meet recommended standards and 21% improved their dressing table lighting.

From these figures it is apparent that a beginning has been made toward helping people who want and need to improve their home lighting to get specific information on what is required in order to secure adequate lighting for these units. Also, leaders in these communities are trained and willing to help homemakers improve their existing lighting facilities. Homemakers have also become familiar enough with the principles of good lighting to be able to recognize their needs as to good lighting.

The fact that the work on lighting was broken down into five demonstrations instead of giving one or two general demonstrations, in the opinion of the home agent, accounts for the amount of improvement accomplished.

It is felt that more could have been accomplished if supplies for improving lamps had been available at the time the demonstrations were given and interest in improvement was at its height.

Women who have attended the demonstrations have given lighting information secured at the meetings to fifty-two other individuals.

2. Selecting Paint for Interior Walls

C. How Work Was Carried On:

Leader training for this demonstration was presented by Miss Mary B. Settle, V.P.I. Extension Home Improvement Specialist. The training included a study of the different types of paint suitable for different surfaces; special characteristics of the newer paints; how to select the proper paint for the job to be done; and also dealt with some special problems such as painting over dark stained wood, painting masonry surfaces and the like.

Leaflets used were:

1. Paints and Painting (Leaders Guide) MI-76
2. Removing Mildew Stains from Walls - MI-42
3. Paints for Interior Surfaces - MI-77
4. Finishing Interior Masonry - MI-78
5. How to Paint in and around the House - Glidden Co.

Folders were prepared for each leader with a supply of the leaflets mentioned above for each homemaker in each group.

Eight women, representing five clubs, attended the training. Four women interested in the information attended. The home agent later trained three leaders, and the assistant home agent trained one leader who were unable to attend the initial training.

In presenting this demonstration, leaders borrowed examples of the different types of paint manufactured by a number of different companies. They showed how to read the information on the container and explained terms used. They discussed and illustrated the types of paint on the market, the characteristics of each type so as to enable the buyer to select the best kind for the particular job of interior walls painting she had in mind.

The demonstration Selecting Paint for Interior Walls was presented by leaders to eight clubs. Attendance 68. One demonstration was presented by the student trainee to one group of four homemakers.

D. Results:

In order to measure the success of the teaching, a questionnaire was sent out to the one hundred and twenty-five women in the nine groups having the demonstration. Forty-eight were returned, thirty-two of which were answered.

The questionnaire and answers are tabulated below:

YES NO Unans.

1. Did you see the demonstration on Selection of

32 ___ ___ Paint for Interior Walls?

YES NO Unans.

2. As a result of this demonstration, do you feel that:

You know something about different types of paint suitable for interior walls?

31 — 1

You would know how to select the proper paint for the job?

26 1 5

3. Since the demonstration have you had occasion to buy paint for interior walls?

9 21 2

4. Did the information you received at the demonstration help in making your selection?

8 1 23

5. Was the selection satisfactory?

9 — 23

6. Have you given this information to others? How many? 39

Of the thirty-two women who reported seeing the demonstration, 96% stated that, as a result of the demonstration, they feel they know something about the different types of paint suitable for interior walls. Eighty-one per cent feel they would be able to select the proper paint for the job. Since the demonstration, nine have had occasion to buy paint for interior painting, and eight of those reported that the information they had received helped in making the selection. These eight stated that the selections they had made were satisfactory.

This group has given information to thirty-nine others.

In a demonstration of this kind, results are hard to measure immediately. The demonstration was presented during the months of August and September. The object was to have homemakers learn how to select the best type of paint for use on interior walls and the fact that 96% of those who saw the demonstration felt they learned something

about paint for interior walls, and that 85% felt they would know how to select the proper type of paint for the job would indicate that the teaching accomplished what it set out to do. Also the fact that 85% of those buying paint since the demonstration were helped in their choice by information received, and the selection was satisfactory furnishes additional proof.

3. Selection of Upholstery Fabrics

C. How work was carried on:

Leader training for this demonstration was presented by Miss Ruth Jamison, V.P.I. Extension House Furnishings Specialist.

It included:

1. Selecting the upholstery fabric which would express the over-all feeling the homemaker is trying to create in the home, i.e., Early American, Traditional, Victorian, Contemporary, etc.
2. Using the same piece of furniture, but achieving change by cover used, i.e. a wing chair can be made Early American, Traditional, Contemporary in appearance according to the upholstery fabric used.
3. A discussion and examination of fabrics best suited for upholstering.
4. Selection of materials used underneath the upholstery fabric.

Leaflets used in the training were:

1. Selection of Fabrics for Draperies, Slip Covers, and Upholstery - MK-124.
2. New Fibers - MK-131.

Folders were prepared for each leader with leaflets enumerated above. Enough of the leaflets were included for distribution to homemakers.

At the training meeting, eight clubs were represented by their leaders; six women attended the meeting for their own information.

In presenting the demonstration Selection of Upholstery Fabric, leaders used the method outlined above. Kits of upholstery fabric were made up in the Extension office and were loaned to leaders to assist them in their teaching. These kits contained upholstery fabrics which were coordinated as to color, period and kind of fabric (linen, cotton, synthetic, etc).

The demonstration was presented in eight clubs with an attendance of 68.

D. Results:

In order to measure the effectiveness of the teaching, questionnaires were sent out to the one hundred and twenty-four women comprising the membership of those clubs. Fifty-seven were returned, of which twenty-three were answered. The questionnaires and answers are tabulated below:

YES NO Unans.

1. Did you see the demonstration on Selection of

23 Upholstery Fabrics?

YES NO Unans.

2. As a result of this demonstration do you feel that you would be able to make a satisfactory selection of upholstery fabric.
- 20 1 2
3. Since seeing this demonstration, have you had occasion to buy a piece of upholstered furniture?
- 4 17 2
4. Since seeing the demonstration, have you had occasion to buy upholstery fabric?
- 4 15 4
5. Did the demonstration help you in selecting the furniture?
- 4 1 18
6. Have you given this information to others?
- How many? 35

Here again, it is hard to measure results. Not all people who saw the demonstration have since bought a new piece of upholstered furniture or have selected a piece of upholstery fabric. However, 94% of those answering the questionnaire felt that, as a result of the demonstration, they could make a satisfactory selection of upholstery fabric, which was the objective of the teaching. Twenty per cent of this group have bought new furniture and twenty per cent have selected upholstery fabric since the demonstration and all stated that the information they received from the teaching helped them to make their selection, which they considered satisfactory. Insofar as it has been applied, the teaching was successful.

This group has given information to 34 others.

4. Color Schemes

C. How work was carried on:

The training for the demonstration was presented by the home agent and included:

1. The bases on which color schemes are chosen: family likes, to harmonize with personal coloring; the exposure of the room; room size, purpose (s) for which the room is used.
2. Using color to solve decorating problems.
3. A study and explanation of basic types of color schemes: monochromatic, analogous, complementary. During a workshop period leaders worked out examples of color schemes from samples provided for that purpose.
4. The use of pattern and design in color planning.

Folders prepared for each leader with following leaflet which was used in training and in giving demonstration to club members: Color Planning Your Home - MK 60.

Seven leaders, representing four clubs, attended the meeting.

Five clubs which had selected the demonstration were not represented.

Leaders in five clubs presented the demonstration; the home agent presented the demonstration to four clubs which had no leader at the training meeting. Demonstrations were presented according to steps outlined above.

Kits to use for demonstrating the different kinds of color schemes were loaned to the clubs and some leaders borrowed other fabrics from local stores.

D. Results:

To measure the success of the teaching, a questionnaire was sent out to the membership of the eight clubs participating. One hundred and seven questionnaires were sent out; forty returned, twelve of which were answered.

The questionnaire and answers are tabulated below:

YES NO Unans.

- 12 — — 1. Did you see the demonstration on Color Schemes?
2. Did the demonstration on Color Schemes:
10 1 1 Prompt you to do more planning before purchasing?
Help you to achieve a satisfying color scheme
9 1 2 for problem area (s)?
3. If you have a room needing such treatment, did it:
7 1 4 Help you to add warmth to a cool room?
Help you add coolness to a room overly exposed to
1 — 11 the sun?
4. Have you improved the color schemes in your rooms?
6 3 3 How many 11
5. Do you feel you are better informed on color
11 — 1 combinations?
6. Have you given this information to others? How
many 18.

From the reports received, it would appear that those few who had occasion to use the information, found it helpful in improving color schemes in their homes.

The fact that eleven of the twelve answering felt they are better informed on color combinations, might indicate that if they have occasion to change a color schemes, they would be able to do it more easily and effectively.

5. Rugs and Carpets

The training for this demonstration was presented by Miss Ruth Jamison, V. P. I. House Furnishings Specialist. Leaders representing two clubs, as well as six individuals interested in the subject attended. Later the agent trained four leaders of the five other clubs which had selected the demonstration.

The training included:

1. Planning the selection, i.e. color, size, whether figured or not.
2. Selecting the fibre of the carpet or rug whether: man made, natural, blends, or sisal, or fibre cord, etc. Which best fits purchaser's needs.
3. Characteristics of various fibres, etc.

Folders were prepared for each leader containing the following materials:

1. Fibers Used in Carpets - MK-42
 2. Care of Rugs and Carpets - MK-29
 3. Floor Coverings to Suit Your Rooms - MK-206
 4. A Close-Up of American Carpets and Rugs - American Carpet Institute
- Rug and carpet samples were secured from these companies: Lais, Wenland, Armstrong, and Karagheusion. Kits were available to leaders.

This demonstration was presented to five clubs by leaders, and to one club by the home agent.

In order to measure the effectiveness of the teaching, a questionnaire was sent to the membership of the clubs participating. Ninety-five questionnaires were sent out; thirty-two were returned, of which thirteen were answered.

The questionnaire and answers are tabulated below:

YES NO Unans.

- | | | | |
|------------|-------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>13</u> | <u> </u> | <u> </u> | 1. Did you see the demonstration on Rugs and Carpeting? |
| | | | 2. As a result of this demonstration, do you feel that you would be able to make a satisfactory selection of a rug or carpeting for your home? |
| <u>11</u> | <u> 1</u> | <u> 1</u> | 3. Since seeing the demonstration, have you had occasion to buy rugs or carpeting for your home? |
| <u> </u> | <u> 10</u> | <u> 3</u> | 4. Did the information help you in: |
| <u> </u> | <u> </u> | <u> 13</u> | Selecting a rug? |
| <u> </u> | <u> </u> | <u> 13</u> | Selecting carpeting? |
| <u> </u> | <u> </u> | <u> 13</u> | Was the selection satisfactory? |
| | | | 5. Have you given this information to others? How many? <u> 6 </u> . |

This demonstration was presented in November and few reported doing any purchasing of rugs or carpets. However, eleven of 13 feel they would be able to make a satisfactory selection of rugs or carpeting as a result of the demonstration.

One woman said the information would help in selecting a rug. One woman stated she had bought a rug just prior to the demonstration and wished she had had the information before she made her purchase.

Refinishing Furniture

In May, the home agent conducted a two-day clinic on furniture refinishing. Six women attended.

In order to measure the effectiveness of the teaching, a questionnaire was sent to those attending. Six were sent and six were returned.

The questionnaire and the answers are tabulated below:

YES NO

5 1 1. Did you refinish a piece of furniture?

6 ___ 2. Did you follow the recommended steps?

6 ___ 3. Remove the old finish entirely?

6 ___ 4. Sand piece to necessary smoothness?

6 ___ 5. Apply new finish according to directions?

Self 6. If you had another piece to refinish, would you do

6 ___ it yourself or would you have it done?

5 1 7. Have you given information on refinishing to others?

14 8. How many?

The answers to the questionnaire indicate that the refinishing clinic was a successful one. The fact that each stated she would do other refinishing herself rather than have it done, indicates that the teaching was successful.

One woman wrote on her questionnaire: "You should see the pieces I'm working on - a pine table, a pine tool chest, an old Clark's Spool and Thread Cabinet (to be a desk)."

Making Hooked Rugs

Miss Catherine Peery gave the training on Designing the Hooked Rug and on Choosing the Color Scheme for the Hooked Rug.

Twenty-one women attended the first meeting, five attended the second. Twenty-one questionnaires were sent out and fifteen answers were returned. The questionnaire and answers are tabulated below:

YES NO Unans.

<u>11</u>	<u>4</u>	<u> </u>	1. Did you design a hooked rug?
<u>7</u>	<u>7</u>	<u>1</u>	2. Have you selected a color scheme for your rug?
<u>3</u>	<u>12</u>	<u> </u>	3. Did you dye material for your hooked rug?
<u>5</u>	<u>10</u>	<u> </u>	4. Have you started your rug?
<u> </u>	<u>15</u>	<u> </u>	5. Have you finished your rug?
			6. Have you given information received to others?
			How many? <u>37</u>
<u>5</u>	<u>2</u>	<u>7</u>	7. Would you make another hooked rug?

1 said "maybe"

Making a hooked rug is a long time project for most women. In some areas there is considerable interest in the project and a report next year might present more in the way of results. The training was given in April and few women work on hooked rugs during warm weather.

The fact that over half of those attending the first training, designed a rug at that time is most encouraging. Progress is being made as the answers to the questionnaire indicate and more progress should be evident next year.

Furniture Upholstering

No work was done in this phase as there was not time to get it in.

4. Significant Story

(One of) the most significant story in the subject matter phase is the one concerning lighting.

Although it represents only a beginning in lighting improvement, it is significant for the amount of improvement accomplished so far, and for the way in which the educating process was carried out.

In the program planning discussions on the house furnishings phase, lighting was invariably mentioned. Also, the fact that though the lighting in homes was inadequate, it was likely to remain that way until lamps could be replaced - because most people don't replace a lamp until the present one gets broken. General and specific lighting in most homes was apparent, but people were so used to it they didn't notice.

It was felt that if teaching could be given on the improvement of specific lighting units that people might realize the inadequacy of their lighting in these areas and would then do something about it. The agents took this plan to Mrs. Dora Guerin and she agreed. Mrs. Guerin went one step further and suggested that in trying to help people improve their lighting teach them how to change the lamps they now have into lamps which meet correct lighting specifications. This can be done by putting in 3-way switch, adding a diffusing bowl, putting in a device to raise the lamp shade.

These ideas were combined and the leader training was devoted to teaching women how to improve a lamp; what kind of diffusing bowls; light bulbs, shades to use for best lighting; how to set up each unit involving the particular seeing tasks of television viewing,

study, sewing, reading, and grooming.

Leaders taught homemakers how to improve their lamps, how to arrange lamps and furniture to insure good lighting for the seeing tasks studied.

Because the work was divided into units more was accomplished in the way of improvement.

Of the number seeing the demonstration (50) over half improved their table lamps to meet good lighting specifications. People changed the position of 47 lamps to aid in improving lighting.

Showing how the lighting unit, involving each of the seeing tasks studied, helped people to measure their own lighting against the recommended standard. They were better able to recognize where improvement was needed.

Eighty-seven per cent of those who felt their television lighting did not meet recommended standards, improved lighting for that activity.

Of those 21 who felt their lighting for study and/or sewing was inadequate 11 improved their study lighting and 10 improved their lighting for sewing.

Of those who found their lighting for reading needing improvement (18), 100 per cent effected an improvement.

One-third of the seventeen who felt their lighting for dressing table was inadequate, improved light for that task.

C. Other Activities

1. Outstanding Home Demonstration Community Projects

- a. The Ettrick Home Demonstration Club contributed \$140.00 to various projects including:
 - 1. \$60.00 toward defraying expenses of 4 club members to Institute of Rural Affairs.
 - 2. \$10.00 L-H scholarship to comp.
 - 3. \$20.00 for a bench at bus stop.
 - 4. Contributions to Sheltering Arms, March of Dimes, Mental Health and Cancer Drives.
- b. Eight clubs cooperated with County Welfare Department - gave money, clothing, gifts.
- c. Elkhardt, Southampton, and Broad Rock home demonstration clubs continued assistance to Manchester Community Center.
- d. The majority of clubs contributed food to Sheltering Arms Hospital. Chester Home Demonstration Club contributed 100 quarts of food.

2. County Home Demonstration Objectives

County objectives selected for 1959 were as follows:

- 1. To have each club undertake a community project on traffic safety in 1959
- 2. To develop in each club member an awareness of the privileges and responsibilities of home demonstration club membership by:
 - a. encouraging regular attendance at home demonstration club meetings.

- b. encouraging each member to undertake organizational or project leadership posts in her club.
 - c. attendance at leader training meetings if she has signed up as a leader.
3. To share information with non-club members.
 4. To have strong representation on overall home demonstration committee from county home demonstration clubs.
 5. Each club to send a representative to Institute of Rural Affairs.
 6. Each club to subscribe to National Notes and Countrywomen.
 7. Each club to work for closer cooperation between 4-H and home demonstration clubs by:
 - a. sponsoring a 4-H leader from your club.
 - b. helping to increase 4-H enrollment and project completions.
 - c. contributing to Camp Farrar.

Clubs were not as successful in carrying out the county objectives as they might have been.

One club worked on a safety project to protect children riding school buses and to eliminate drag racing on highway in community. Others tried to observe safe driving and pedestrian rules for themselves and families.

The clubs as a whole shared information with a total of 1217 people. They shared subject matter information on the phases of Family Life and Child Development, Family Economics, and House Furnishings with a total of 647 people. They shared recreational information with 570 others.

The effort is being made to have strong representation on the various committees from home demonstration clubs.

We need to have a larger representation at Institute of Rural Affairs. Nine club members representing 5 clubs attended in 1959.

Some clubs cooperate closely with 4-H groups. They assist the leader by underwriting 4-H activities such as club contests, helping send children to 4-H Short Course and camp.

3. National Home Demonstration Week

National Home Demonstration Week was observed by Chesterfield County groups by:

1. attending District II Annual Meeting, fifty-two women attended.
2. placing posters in banks, stores, etc. Fifteen clubs made posters and put them on display.
3. one exhibit was set up in bank on Hull Street.
4. one editorial and 2 news stories and 2 pictures in newspapers.
4. Achievement Program - none held in Chesterfield in 1959.
5. Fairs

Nine home demonstration clubs participated in the Chesterfield County Fair in September. These groups put up exhibits illustrating demonstrations given during the year. Exhibits were:

- Broad Rock - Keeping Valuable Papers Safe.
- Woodpecker Road - Family Life
- Hickory Road - Traffic Safety
- Elkhardt - Family Recreation (Outdoor Meals)
- Cedar Farms - Lighting (general)
- Beach - Lighting (television)
- Arrowfield - Selection of Upholstery Fabrics

Baulah - Selection of Paint for Interior Walls

Southampton - Designing the Hooked Rug.

Judges awarded five blue ribbons, 1 red, and 3 white.

Broad Rock scored the highest number of points and thereby won the right to exhibit at the Southside Virginia Fair at Petersburg. The title of this club booth was "Proper Places for Important Papers." Judges awarded the blue ribbon to this exhibit.

6. Special Tours - none held.

7. Judging by Leaders at Special Events

Chesterfield home demonstration leaders, who had been trained in judging, served as judges for the Coochland-Louisa-Powhatan Fair and the Amelia County Fair.

Five leaders served as judges at the 4-H County Contests.

D. Give procedure for developing and carrying out programs with urban families.

The great majority of Chesterfield County home demonstration clubs are urban in outlook if not in location. There is little difference between interests of rural, rural non-farm, and urban members of home demonstration clubs. Both are taken care of in same program.

E. Farm and Home Development

In farm and home development the home agent worked with two families in 1959.

The problem most frequently encountered was kitchen improvement, rearrangement of equipment and addition of storage space. One family is in process of enlarging their home.

The Wally Family.

This year the family situation for the Wally's has altered somewhat. The family now consists of the mother, father, and two children; the foster children who were with the Wally's last year, were adopted last spring.

1. Mrs. Wally was a nurse before her marriage, at present she is doing survey work for the Department of Commerce. Mr. Wally is employed as a receiver clerk for the Virginia Electric and Power Company in Richmond. They are people of moderate means. The Wallys' are interested in their community and active in community affairs. Mrs. Wally is a leader in her home demonstration club and she is leader of a 4-H group.

2. Family goals and objectives

The family lives in a small house, and they planned last year to remodel their home. They planned to add a new living room and kitchen to the existing structure; and to make what is now the living room into a kitchen-dining area, the present kitchen will be a family room.

3. Plan for goal accomplishment.

Last year, Mrs. Wally discussed with the home agent their desire to enlarge the house. The agent suggested that they might secure the assistance of Miss Mary Settle, Extension House Improvement Specialist, in making plans for the addition.

Mr. and Mrs. Wally met with Miss Settle and the home agent and they went over the plans and worked out a satisfactory one for the improvement.

4. Chronological story of action taken on plan to achieve goals and objectives.

Actual construction was delayed. Due to wet weather and the difficulty of finding someone willing to bring earth moving equipment to such a small job, the excavation was not completed until March.

By May, footings had been poured, the cinder block foundation laid, and the sub-flooring partly laid for the two rooms.

By June, the framing was in place and the chimney was finished. The work went slowly because the family decided to do the work themselves, since estimates by contractors were so high.

To date, the two rooms are entirely enclosed, roof on, doors and windows in place. The necessary opening between the old kitchen and the new has been made.

5. Goals reached or progress made.

The above account indicates that the Wallys' are on the way to achieving their goal of enlarging their home.

Also, in early winter, they bought a piece of equipment, an automatic washer, which was part of their plan.

6. Significant factors of case.

The family as a whole is interested in seeing this improvement to their home succeed, and they work well together.

III. County Extension Program - Youth

A. Organization

1. County Youth Council

This group consists of (1) two of the Honor Club representatives to the County A-H Council; (2) a representative of the County All-Star Chapter; (3) three A-H Adult leaders, one of the representatives to the County A-H Council and 2 additional representatives of the Leaders' Organization, and (4) representatives of the Special Interest Committees Relating to Youth when any are organized.

The functions of the council are to coordinate and correlate the work of all the Extension youth work, to serve in an advisory capacity to the Extension Agents as the need arises throughout the year, and to assist in determining county wide youth activities which should be given major emphasis during the year.

The County Youth Council met once during the year - on November 16. Recommendations from the group include:

Additional recreational opportunities.

More emphasis on summer activities. Encourage clubs to meet during the summer and increase usefulness of Rally Day.

Continuation of participation in annual events such as Public Speaking Contest, Share-the-Fun, and County Fair.

Provide a wider variety of leadership opportunities for junior leaders.

2. Special Interest Commissions

There are none existing at the present time, however, as areas needing special attention are brought out by the County Youth Council committees will be formed to deal with the situation.

3. County 4-H Club Council

This group consists of four representatives from the Chesterfield 4-H Honor Club, four Junior 4-H members selected by the Extension Agents and 4-H Leaders, and three active 4-H Leaders selected by the Leaders' Organization. The Extension Agents act as advisors to the group.

The Council meets quarterly to make the county club plan of work for all county-wide activities and to assist in carrying it out, and to train club officers in conducting club meetings. In the January meeting officers were elected and the 4-H Club program discussed for the coming quarter. In April the plans for the coming quarter were laid out. Traditional events were mapped out as follows:

National 4-H Club Week - with 4-H Sunday observed as part of the Week. Each club have community project.

Public Speaking Contest - April - Sponsored by the Honor Club.

Share the Fun Program - May - Sponsored by Honor Club.

County Contests - June

Rally Day - August - Leaders assist with.

No meeting was held in the summer, and the fall meeting fell through because of insufficient attendance, however, the annual 4-H Club officer training was held using some of the County 4-H Club Council members to do the training. Junior leaders and adult leaders made up the remainder of the teaching staff.

4. 4-H All-Stars

The All-Stars met in February to select the Chesterfield County nominations for 1959. Maureen Tomlinson was taken into the All-Star Chapter at Short Course in June.

5. Honor Club

The Honor Club consists of the outstanding older 4-H Club members in the county. It meets six times during the year. Chesterfield Honor Club objectives are: to recognize those who have done outstanding 4-H Club work for 3 or more years, to encourage continued activity, to provide special training in leadership, and to provide members an opportunity to render greater service to the county 4-H Club program.

These objectives were met through recognition of eligible members at the 4-H Achievement Program, leadership training in a 4-H recreation program of square dancing, sponsorship of Public Speaking Contest and Share-the-Fun Contest, and in presenting an award to the most outstanding 4-H Club member in the county.

6. Project Planning Committee for 1958-59 Project Year

For 1958-59 projects were selected in each club, then the Agent worked with individual leaders on each project to develop the project for all clubs taking it for the year. This procedure was not followed in September 1959, for 1959-60 projects. This will be reported in the next annual report.

7. L-H Leaders' Organization

This group is made up of all the adult L-H leaders in the county, and meets quarterly to discuss problems and activities relative to the county L-H Club program. Through this organization the leaders get to know each other better, sharing interests, problems, and ideas. Through this group the leaders have carried on with National L-H Club Week activities, L-H Sunday, L-H Rally Day, club contests and other club activities. Four new leaders have been secured with the help of the present L-H leaders. These activities are in addition to the leaders regular activities as organizational and project leaders.

B. L-H Project Work

Leader training for all projects, except as described under Meal Preparation, was on an individual monthly basis which was not efficient or satisfactory. The clubs each selected their project from the list made available to them, including most of the Home Economics projects offered in Virginia.

The method used throughout was agent, leader, junior leader or member demonstrations on the topic for the month, then the members were to practice at home. Whenever possible during the year, members were asked to repeat simple parts of the demonstration to increase demonstrating skill. Contests were carried out as described in III C.4

1. Meal Preparation

Eleven clubs selected Meal Preparation as their club project, or one of their club projects. First and second years of this project were planned to meet the needs of the different groups carrying the project and encourage continued interest in the project.

The first year was planned to teach the members the foods they need to eat daily (Basic Seven) and practice making menus for a day to include all of them. The other topics were chosen to teach the members how to prepare a balanced meal including: salads, vegetables, hamburger, cookies, custard, and setting the table. One topic was taken up each month. In addition, teaching the art of demonstrating was stressed, by having members repeat a small portion of the demonstration, as mentioned earlier. The five clubs with 55 members enrolled taking the first year report these results from the 33 members completing the project:

2,070 - times table set correctly at home.

40 - milk dishes made.

215 - vegetables prepared.

221 - salads made.

- 455 - simple meat dish prepared (bacon, sausage, hamburger).
- 910 - time cookies made.
- 95 - meals planned.
- 45 - demonstrations given
- 43 - members judged demonstrations.
- 30 - entered a club contest.
- 7 - entered the County Contest.

In the second year more advanced work was covered including preparing vegetables, pastry mix and two crust pies, oven fried chicken, master mix, milk drinks and preparing a complete meal for the family. Demonstrating was stressed in this year, too. The five clubs, with 56 enrolled, carrying this project report 56 completing the requirements. Totalings:

- 400 - milk drinks prepared.
- 2,151 - vegetables prepared.
- 218 - times chicken prepared.
- 215 - pies made.
- 682 - meals planned.
- 948 - meals prepared and served.
- 93 - demonstrations given.
- 43 - judging demonstrations.
- 30 - entering club contests.
- 9 - entering County Contests.

In addition to the clubs carrying the Meal Preparation project there were 29 girls carrying it individually and those in the club groups prepared dishes not reported above. The total report would include:

- 19,576 - dishes prepared.
- 10, 936 - times table set correctly.
- 1321 - meals planned.
- 1439 - meals served.
- 156 - demonstrations given.
- 93 - members doing judging.
- 54 - entering club contests.

Miss Janet Cameron trained 10 4-H leaders in the Meal Preparation and Breads projects in January. The most important result of this training has been the increased use of the J.I.T. method and the use of 4-H members in judging their own club contests.

2. Your Room, Fix It Up

Six clubs carried "Your Room" as a club project. It was planned to arouse interest in the members to improve their room, teach short cuts in the care of the room, teach basic principles of furniture arrangement, and teach them how to improve storage in their room.

To do this teaching topics covered were: taking an inventory of their room, collecting pictures of their dream room, learning to make a bed properly, making a scale drawing of room and its furnishings, rearranging the furniture, partitioning a drawer with boxes, flowers to pep up the room (cut flower arrangements or house plants).

The accomplishments of the 45 who completed the project out of 65 enrolled were:

- 38-members cared for rooms for a total of 327 months.
- 38-dustless dust cloths made.
- 54-drawers partitioned.
- 122-times flowers arranged.
- 34-before and after drawings of rooms.
- 62-rooms furniture arranged in.
- 40-house plants secured.
- 33-bulletin boards made.
- 32-other articles made.
- 36-entered club contests.
- 9-entered county contest.

3. So You'd Like to Sew

Six clubs chose to carry "So You'd Like to Sew." There were 50 enrolled and 42 completed. We strived to teach the 4-H members how to equip a sewing box, the basic fundamentals of sewing by hand and machine, and the principle of cutting out of a simple garment. The articles used to teach these things were a towel, dusting mitts, place mats and a gathered skirt. Most of the sewing was done at club and project meetings.

- 46-towels were made.
- 49-skirts were made.
- 149-place mats were made.
- 39-dusting mitts were made.
- 21-other articles were made.
- 38-exhibits were made by members.

4. Make or Remake

Three clubs carried this project as a club project. The project was developed to teach selection and alteration of patterns, cutting principles, construction techniques, develop pressing habits, and to develop ability in buying fabrics.

Most of the sewing was done in club or project meetings. The 15 girls completing the project from the 3 clubs reported:

- 36 garments made for self.
- 1 garment made for others.
- 4 garments remodeled for self.

\$185.50 saved.

- 12 demonstrations given.
- 23 exhibits made.
- 14 club contests entered.
- 5 entered county contests.

In addition, there were 15 other girls completing the project on an individual basis. They reported:

- 52 garments made for self.
- 10 garments made for others.
- 17 garments remodeled for self.
- 7 garments remodeled for others.
- 8 garments dyed for self.
- 1 garment dyed for others.

\$163.52 saved.

- 4 demonstrations given.
- 4 exhibits made.
- 3 entered county contests.

5. Breads

Three clubs carried this project as a club project. Of the 30 enrolled 26 completed. We strived to teach the art of good bread making, a variety of homemade breads, to measure accurately, to demonstrate and the art of judging breads. The topics used to teach were the master mix and then from that biscuits, muffins, and griddle cakes; a foreign bread, Sally Lunn, and yeast rolls. The master mix, and yeast breads were a hit with older members, but too advanced for younger members. Reports have come in very slowly on this project, but those in reports:

164 times biscuits made.
69 times muffins made.
17 times cornbread made.
39 times griddle cakes made.
26 times waffles made.
26 times yeast rolls made.
2 times loaf bread made.
6 times Sally Lunn made.
41 times other breads made.
18 demonstrations given.
30 times bread judged
10 entered club contests.

McGuire Sr. 4-H Club made their club exhibit at the fair on "Breads of Many Lands." It received a blue ribbon and entered the Southside Virginia Fair representing Chesterfield County, and placing third.

Of the 7 carrying the project on an individual basis 4 completed and reported making bread 152 times.

6. Money Management

Ten girls enrolled and seven completed it. The two main objectives of the project were to teach the value of money and encourage record keeping. Each of the seven girls kept a record of her income and expenses for 4 months. In regard to learning the value of money the girls indicated they were beginning to realize how much their parents spend on them.

7. Leadership

There were 16 girls enrolled as junior leaders. Twelve completed the year as a junior leader. They gave 49 demonstrations to the meetings of the 7 clubs they worked with. Three clubs were organized through the forethought and hard work of junior leaders. Five served as junior leaders at camp, taking a great deal of responsibility. In addition they report:

6 helped prepare members for contests.

2 assisted with officer training.

4 helped their clubs put up L-N booths at the fair.

3 assisted club with National L-N Week activities.

8. Individual Project Work

Club members who have been in club work for at least a year are encouraged to carry projects in addition to the club project. Individual achievements in projects discussed above have been included. Work was also being done in Food Preservation, Looking Your Best, Electric Unit I, Recreation, Washing, Ironing, and Your Furnishings.

C. Other 4-H Activities

1. Community Activities

It was suggested to each 4-H Club that they have a community project sometime during the year. Twelve clubs did have a community project. All were done during National 4-H Club Week and are listed there.

2. National 4-H Club Week

Each club was urged to observe the week by (1) putting up the National 4-H Club Week poster, (2) having a community service project, and (3) by observing 4-H Sunday locally on one of the Sundays.

26 posters were on display during the week.

3 4-H signs were erected. (Welcome)

1 club did spring cleaning of church kitchen.

2 clubs did spring cleaning of community library.

4 clubs visited homes for the sick or aging.

1 club kept church nursery 1 Sunday.

1 club assist with community dinner.

1 club had banquet for their mothers.

16 clubs attended church as a group.

1 club assisted with service.

1 club had a service of own on Sunday afternoon.

In addition 1 club made and sold potato salad, 1 wore the 4-H chevron, and 1 had progressive dinner and 1 had a skating party as other 4-H Week activities.

3. L-N Club Sunday

In Chesterfield L-N Sunday is observed as a part of National L-N Club Week activities. As mentioned above there were 18 clubs which observed it.

4. Contests

Club - Club contests were held in each club in May or June in the club project to encourage the L-N members to talk and work before a group, to master a phase of the project work to show others, and to develop the ability to objectively judge their own work and the work of others. The club contests were judged by the L-N members with the leaders guidance. This was done to help the youngsters learn to evaluate work, especially their own. Ribbons were awarded on the Danish system. All blue award winners were eligible to enter the county contests.

County - the county contest was held in June, as soon after school was out as possible. To make this contest a little more attractive, the privilege of entering was an award for receiving a blue award in the club contest. Forty-four youngsters entered this year as compared to twenty-five last year.

District - Four girls entered the Southeastern District Contest in April. They were: Frances Burchett - Style Dress Revue, Blue Award; Maureen Tomlinson - Public Speaking, Blue Award; Bonnie Sue Martin - Food Preparation, Red Award; and Alice Hayes - Dairy Foods, Red Award.

State - Two girls represented the county and district in the State Contest: Frances Burtchett and Maureen Tomlinson. Frances received a red award and Maureen a blue award.

5. Camps - 4-H Camp Farrar, Virginia Beach

Senior Camp was held June 29-July 4 with 6 girls, 2 boys, 1 leader, and an agent trainee attending from the county. Three of the girls went to junior camp later as Junior Leaders.

Junior Camp was held in August with 35 girls, 6 boys, and 5 girls as junior leaders. Junior leaders were used instead of adult leaders as had been done previously. The use of junior leaders in camp seemed to be a very wise use of these young people. They had the energy to keep up with the youngsters throughout the days activities and did an excellent job of working in all parts of the camp program.

Conservation Camp was held in July with only 1 boy attending from the county.

6. Bally Day

Our annual 4-H Club Bally Day was held in August at Pocomoke State Park with approximately 140 4-H club members and families present. The main activities for the day were swimming and the picnic lunch.

7. Fairs

Chesterfield County Fair - entries were encouraged to enter by receiving a mimeographed list of 4-H classes. Nine 4-H Club booths were on exhibit in addition to the individual entries of 4-H members. The booths were:

Woodstock Boys - Making a Portable Outdoor Light

McGuire Sr. - Breeds of Many Lands

McGuire Jr. - Salads for Pep

Woodstock Girls - A Place for Everything

Beulah Jr. - Foods for Fitness

Beulah Sr. - Essentials of Good Grooming

Honor Club - 50th Anniversary

Woodpecker - Sewing Equipment

Midlothian - Making a Gathered Skirt

Southside Virginia Fair - There were a few individual 4-H exhibits, as well as a Club exhibit representing the county. McGuire Senior 4-H Club entered their booth on "Breeds of Many Lands" and received third place.

8. Achievement Program

Due to scheduling difficulties the 1959 Achievement Program has not been held. It is scheduled for December 10. It is planned to recognize youngsters who have done a commendable job with their 4-H work for the past year.

9. 50th Anniversary Celebration

The County Council sponsored the celebration of 50 years of 4-H Club work in Chesterfield County during the year. Several ways were used to celebrate:

1. Newspaper publicity
2. T.V. Show in May

Four 4-H representatives of Chesterfield were on a T. V. show on May 9 in Petersburg. Mrs. Floyd Bowman,

former leader and Mrs. D. B. Perkinson, present leader, told of some of the changes in L-H in their combined 55 years of service. To get the present picture of the scope of L-H, films were shown of the six L-H'ers from Chesterfield County who participated in the District L-H Contests. Each L-H'er was then interviewed by Mr. Lou Hemmers the host on the show. Phases of the L-H program not covered were discussed by Mrs. Biggs, Assistant Home Demonstration Agent.

Alice Hayes had made a birthday cake to introduce the show. She was also on the show, on film and interviewed in person. Other L-H'ers participating were - Maureen Tomlinson, Frances Burtchett, Bonnie Sue Martin, Dickie Hogen, and George Robertson.

3. Essay Contest

The Manchester Community Center sponsored an Essay Contest for the Northern part of the county. The awards were made at their annual 4th of July celebration. Mr. Joe Ukrop, of Ukrop Super Market made \$25 savings bonds available to the 4 top essays on "My L-H Experiences This Year." This contest was held in connection with the 50th Anniversary Celebration of L-H Club work in Chesterfield County. The winners were:

Frances Durtchett - McGuire L-H

Pamela Lee Hogan - Woodstock Girls L-H

Richard W. Hogan - Woodstock Boys L-H

Eileen Wright - Forest Hill L-H (Tied for 4th)

Jo Ann Smith - Forest Hill L-H

4. Honor Club Booth - the booth carried out the theme
of 50 years of L-H Club work in the county.

IV. Scope of Work

A.

	1955	1956	1957	1958	1959
No. H. D. Clubs	24	25	25	24	22
Membership	490	438	450	425	335
No. H.D. groups (unorganized)					1
Membership					6
No. 4-H clubs	22	23	21	22	23
Membership	290	290	263	296	263
No. 4-H clubs				1	1
Membership				10	12
No. Community Clubs				0	0
Membership				0	0
No. Home Bd. Committees				0	1
No. General Interest Committees				0	0
No. Youth Committees				0	0
No. Other Organizations				0	2
No. Farm and Home Dev. Families		1	1	2	2
No. Other Families reached	9000	9000	9000	9000	9000
No. Different Families reached	9200	9200	9200	9200	5451

B.

The home agent worked during spring and part of summer with an unorganized group which was considering forming a home demonstration club.

During home demonstration week, posters and an exhibit describing home demonstration work was placed in public places.

Educational exhibits by 10 home demonstration clubs were put up at the Chesterfield County Fair; attendance at the Fair was estimated at 8000 people. The Chesterfield exhibit, put on by Broad Rock home demonstration club, won the blue ribbon at the Southside Virginia Fair; attendance at this fair was 60-65000.

Families and individuals not participating in organized home demonstration clubs were invited to community meetings on Social Security, hospitalization, credit, investments, furniture buying, through announcement in county churches, organizations such as Womens' Clubs, Garden Clubs, Ruritan, etc. as well as through newspapers.

V. Leadership

	1957	1958	1959
A. <u>Growth of Leadership</u>			
1. Overall program leaders			
a. County Agricultural Extension Service Board	<u>0</u>	<u>0</u>	<u>0</u>
b. Youth Council	<u>0</u>	<u>0</u>	<u>6</u>
c. Home Economics Council	<u>0</u>	<u>0</u>	<u>0</u>

2. Home Demonstration Club Leadership.

	1955	1956	1957	1958	1959
No. organizational leaders	83	102	92	94	110
No. project leaders (subject matter)	124	167	154	112	83
No. Federation program of work chairmen	24	19	24	24	23
No. program development leaders	22	25	23	25	23
No. result demonstrators	35	13	0	0	0
No. training meetings by specialists	5	5	10	2	7
No. training meetings by dist. agents	0	0	0	1	0
No. training meetings by agents	5	6	3	9	12
No. training meetings by others	0	0	2	5	7
Attendance at all training meetings	399	373	315	295	343
No. meetings held without an agent	172	249	188	164	161
No. meetings leaders assisted	0	0	0	25	14
Demonstrations by leaders	200	249	227	146	122
Talks and discussions by leaders	218	79	103	119	84

3. 4-H Club Leadership

	1955	1956	1957	1958	1959
No. Club Officers	105	161	118	113	125
No. Adult project leaders	41	37	38	25	20
No. Junior project leaders			5	6	16
No. result demonstrators			0	0	0
No. training meetings by specialists		1	3	2	3
No. training meetings by dist. agents				0	0
No. training meetings by agent	14	20	2	1	11
No. training meetings by home club dept.	1	1		1	0
No. training meetings by others	2	3		2	3
Total attendance at lds. tr. meetings	265	30	69	49	232
No. 4-H leaders trained individually	16	16	9	30	35
No. club mtg. held by lds. w/out agent	136	50	86	31	90
No. additional club mtg. at which leaders assisted	171	34	97	85	87
No. demonstrations given by adult lds.	86	193	90	31	92
No. demonstrations given by junior leaders	20	43	47	31	40

B. Leadership Accomplishments of Camp

Chesterfield, Greeneville and Sussex counties camp together each summer for junior camp. In the past, adult voluntary leaders have been used to carry on the camp with guidance from the 8 Extension Agents. Junior leaders have been taken to assist but no one has determined their jobs at camp or helped the adult leaders learn to use junior leader assistance. With so many agents at camp the attitude among some adult leaders at camp developed into "This will be a good vacation for me." Consequently these leaders did not follow through on responsibilities assigned them. Junior leaders at the same time, when not given responsibility, began having fun by cutting up and expecting extra privileges, setting a very poor example for the campers. The effectiveness of camp was not the best.

The agents in the three counties involved decided it was time for a change. In August 1959 no adult leaders were taken to camp. Capable junior leaders, most of whom had attended senior camp, were used entirely to assist the agents. Junior leaders were chosen carefully and encouraged to attend Senior camp. Then all were brought together for a day of training and discussion of their duties at camp. At camp the agents were free to assist any junior leader who desired it.

Camp was a grand success. The Junior leaders when given specific duties and responsibility carried them out to the best of their ability. They followed through on all assignments. They had the energy to keep up with the youngsters throughout the day's activities and did an excellent job of working in all parts of the camp program. This has meant a great deal in the development of these young people into leaders.

VI. Special Consideration

A. Significant Achievement of Extension Work

A significant achievement of Extension work in home economics was the organization of the Consumer Conference of Chesterfield County, and the holding of the first Round-Table sponsored by the Conference.

After attending several cross-section "Opinion Reporting" and Discussion Groups sponsored by Margaret Dens, Consumer Relations Council to industry, and for many years a leader in consumer attitude research, and consumer buying education, the home agent discussed with Mrs. Dens how a facility might be set up and managed which would help consumers with their buying problems.

This was discussed with Miss Ann Wills, district agent, and it was decided that a committee on Consumer Information be formed.

Interested women in Chesterfield County were contacted and, in May, a committee of fourteen women, representing all areas of the county, met to discuss ways in which homemakers might be reached with pertinent information on consumer problems. It was also a purpose of the group to find out what areas of consumer buying presented the greatest problem to homemakers.

These women made up the committee:

Mrs. W. E. Smith - Bellwood Manor Home Demonstration Club
Mrs. W. D. Ferebee - Bethlehem Home Demonstration Club
Mrs. J. R. Sharp - Bon Air Home Demonstration Club
Mrs. Cedric Evans - Bon Air Home Demonstration Club
Mrs. Coleman Woodruff - Patrick Home Demonstration Club, Chairman
County Home Demonstration Club Committee

Mrs. Andrew Depczynski - Forest Hill Home Demonstration Club
Mrs. H. J. Wally - Grange Hall Home Demonstration Club
Mrs. Alden Horner, Jr. - Tomahawk Home Demonstration Club
Mrs. Cheuning Watkins - Midlothian
Mrs. Francis Sloan - Bacon 4-H Leader
Mrs. Richard Hogan - Woodstock 4-H Leader
Mrs. Gay Jones - Chester
Mrs. Oliver Broughton - Beulah
Mrs. Warren Purcell - Matson Home Demonstration Club
Mrs. H. L. Faison - Southampton Home Demonstration Club

Because they found they did not have the time to devote to the committee, four members resigned: Mrs. Smith, Mrs. Hogan, Mrs. Ferebee, and Mrs. Purcell. They were replaced by Mrs. J. M. Purvis and Mrs. John Thomas, both of Chester.

The first three meetings of the committee were devoted to a presentation of the situation in consumer buying; to conducting a small survey, which the committee members undertook themselves, among friends and neighbors, to discover the areas which presented the

greatest problem to homemakers in buying; and to discussing ways and means whereby important information on buying could be brought to consumers.

Resource people met with the group each time. Mrs. Dana, Mrs. Virginia Biggs, assistant home demonstration agent in Chesterfield County, and Mr. Don Long, V.P.I. Extension Agricultural Economist, presented their views regarding the situation which faces the consumer in attempting to make wise choices amid the vast selection open to her.

The survey conducted by the committee members disclosed that furniture and clothing presented the greatest buying problem for homemakers.

At their third meeting, the committee decided to invite Mr. Horace Gans, Managing Director of the Richmond Better Business Bureau, to meet with them to discuss such questions as: what are the conditions existing in the Richmond area in the furniture and clothing fields in regard to the consumer? What faith can the consumer place in advertising? How can we, as consumers, make our wants known? How can we help to bring about a better understanding between consumers, retailers and manufacturers?

Mr. Gans and Mrs. Dana met with the group and discussed these questions with them. Mrs. Dana requested that the committee consider exploring the furniture field first, since she was committed to a study of the field for the Federal Trade Commission. The committee agreed to explore this area first.

At this time the group decided that a series of continuing meetings, open to the public, which would bring together interested consumers, retailers and manufacturers, to talk over buying problems in various areas, would be the most helpful way to reach homemakers with information.

As a result, they voted to organize as the steering committee of a permanent group to be known as the Consumer Conference of Chesterfield County. The purposes of the group were established as follows:

1. We want, as consumer buyers doing 85% of all buying, both honest and informative advertising.
2. We want facts and dependable information from authoritative sources to help us set up our individual "Purposes" in getting what we want as we buy, so that we can ask retailers to provide answers to our "Purpose" questions.
3. We believe that honesty is part of the responsibility of women, in buying as well as in other areas. And that a moral responsibility to assume leadership in this attempt to recover honesty as a business standard is definite.
4. We believe that young people starting their first homes would welcome responsible and authentic help in buying and we invite interested consumers to join with the Conference in its plans.

The theme of the Conference is to Explore Intelligent Buying Techniques and the ultimate aim of the Conference is to Help Consumers to Develop a Philosophy of Buying.

It was decided that the best way to present information on buying furniture would be through a Round-Table. The Conference voted to sponsor this round-table and in order to get plans under way, a Ways and Means Committee was organized, with Mrs. Coleman Woodruff as Chairman and committee members: Mrs. Oliver Broughton, Mrs. J. E. Sharp, substituting for Mrs. Broughton, Mrs. Cheving Watkins, Mrs. Alden Horner, Jr.

The Ways and Means Committee met with Mrs. Dana and Mr. Gens and the following plans were approved:

1. Each member of the original steering committee will invite and make sure of the interest and attendance at the Round-Table, of five other women. In turn, each of these five will be asked to do the same with five other women. This machinery, to insure a basic audience, prepared and interested in the specific subject to be explored, will be used in future meeting projects. Try to select 3 women between ages 20-40, one under 20, one over 40.
2. Follow this plan for assembling the discussion:
Decide on a master list of "purposes" in buying.
Ask each conference member to "test shop" for one item of furniture before the meeting.
Ask each conference member to clip one furniture advertisement.
(Blocking out name)
Experiences in the "test shopping" should be gone over in the group units of five before the meeting. The idea is not to buy unless it happens to be already planned as a family purchase.

But to find out what different stores say about the item each consumer "test" shops. Also each member is to study furniture advertising and check advertisements against the master list of "purposes." We are trying to develop the areas of useful fact we don't know about and what help we are given and what more we want

3. Master list of "Buying Purposes."

<u>Can be seen</u>	Good appearance or preferred style (color too)
<u>or known</u>	A price which fits the individual purse.
<u>without help</u>	Texture pleasing to sight and touch.
	Durability
<u>Concealed</u>	Resistance to shrinkage or stretching
<u>Qualities</u>	Resistance to fraying or slippage.
	Colorfastness to light, to sun, to perspiration, to washing, to gas-fading, to dry-cleaning
	Structural dependability (furniture, appliances, etc.)
	Good workmanship, seen and unseen.
	Reliability of accessory trimmings or additions.
	Comfort, maintained in use (cushions, mattresses, chairs, sofas)
	Resilience or essential stretch (elastic, down, springs, etc.)
	Dependability of claims - "drip dry", "saves time," "gets things cleaner," "lasts longer," "washes perfectly."

How long can any of these qualities be counted upon to remain in the condition when bought? How much or to what degree can they be had for the money I can afford to pay for the merchandise?

4. To help supply the answers to the questions arising from these preliminary experiences, the other half of the Round-Table will consist of resources, people qualified to provide answers to some particular area of questioning. Local retailers and manufacturers were suggested. These people to be invited to meet with the Conference on the selected date, prepared to answer questions in one subject, and to volunteer information as to what they think would be intelligent questions for a consumer buyer to ask about that one item.
5. This meeting should establish at the outset the purposes of the original steering committee.
6. A moderator is needed for each meeting. The moderators to be responsible for the exact plan of the agenda for the meeting itself.

The time between the meeting of the Ways and Means Committee on September 22 and October 19 was spent in putting into action the plan outlined above. The necessary material was placed in the hands of each member of the steering committee.

The committee members did a good job of contacting people and holding discussion groups. They collected the questions which came up in the discussion groups and passed them on to the moderators.

Other means of enlisting the interest of the public were employed: three news articles appeared in the Richmond Times-Dispatch prior to October 19. Radio and television announcements were made. Announcements of the meeting appeared in the Petersburg Progress and the Chesterfield News Journal. Letters were written to each minister in the county, inviting him to the Conference and asking that announcement of the Round-Table be made at meetings of adult church groups. Mrs. Dana and the home agent spoke to the senior girls at Thomas Dale High School, inviting them to attend. Home economists in Richmond and the county were invited. Homemakers were contacted who are not home demonstration club members. Home demonstration clubs were advised of the meeting and invited, and asked to contact friends and neighbors.

The week prior to the Round-Table, the steering committee of the Conference met and final plans were made for the meeting.

Mrs. Dana and Mr. Gans had arranged for a panel of twelve. The "Answer Panel" was composed of three manufacturing representatives, three retailer representatives, and three persons representing the ethical viewpoint. Mr. E. M. Farley, Riggs Furniture, Richmond; Mr. Bert Daffron, Ideal Bedding Co., Richmond; Mr. James Gunter, David Lee Furniture, Richmond, represented the manufacturers. Mr. Tom Clark, Miller and Rhoads, Mr. David Hanes, Bountree's, Mr. Kenneth Lord, President Retail Merchants Association, Richmond; Mr. John Gooch, Sears, Roebuck, represented the retailers. Those representing the ethical viewpoint: Dr. Clarence Brown, Executive Secretary, Virginia Church Association; Mrs. Edith W. Nelson, Immediate Past President of Altrusa, International; Mrs. L. R. Cabaugh, President Richmond Chapter AAUW.

Guest members of the panel were Mr. H. Paul Buts, Federal Trade Commission, Washington; Mr. Henry Miller, Federal Trade Commission, Washington; Mr. J. J. Crowley, U. S. Testing Company, New Jersey.

Mrs. Dana, as moderator of the meeting, described the premises on which the Conference sponsored the round-table; summarized the dilemma of the consumer, and stressed the need for communication between consumers and retailers and manufacturers, and the importance of the informed consumer to protect the honest manufacturer and retailer.

Two people from the audience and two retailers were asked to identify real mahogany veneer from a number of wood panels. This was used by Mrs. Dana to illustrate the confusion which exists in consumer's mind when selecting furniture.

Mr. Buts, of the Federal Trade Commission, explained that the Commission is planning to set up a trade practice conference for the furniture industry, to revise old rules governing manufacturing and retailing of furniture. The Commission wants representatives of industry and consumer groups to come in and help revise these rules. What practices need to be pinpointed, what do certain terms mean to the consumer. The Commission worked on the view that the consumer has a right to know what he is getting.

Mr. Gans explained the function of the Better Business Bureau, how it tried to protect the consumer, how it serves the business community, and what it can and cannot do. Mr. Gans also brought out, through discussion of advertising employed by some retailers, why furniture buying is a serious problem to the Better Business Bureau.

Mrs. Dana explained the theory of "Purpose Buying" and the survey made by the steering committee members to find out what women would like to know in buying furniture, rugs, and mattresses. Two of the committee were called to the platform to "test-buy" samples of furniture there. These women listed ten of the most-often asked questions. Panel members were asked to make note of the question or questions they wanted to answer.

Mr. Kenneth Lord, using a out-away upholstered chair, demonstrated what is important to know when selecting upholstered furniture. Mr. David Banes and Mr. Daffron showed how a mattress is constructed and what to look for when buying a mattress. These men answered questions asked by members of the audience. Ways already available of getting information to consumers: labels, salespeople, advertising.

Mr. Crowley, of the U. S. Testing Company described how tests can predict performance of merchandise. This is one way of getting practical facts.

In discussing how honesty and authenticity of statements made on labels, by sales people, or in advertising can be maintained, Mr. Miller of the Federal Trade Commission and Mr. Gans of the Better Business Bureau, told what their respective organizations were able to do.

At this time the audience was given a choice of continuing the questioning or discussing the moral responsibility for maintaining honesty as a public standard in buying, advertising, and selling.

They chose to ask questions, and so the last part of the planned agenda was not followed.

In analyzing the meeting afterward, it was decided that those present felt it was more important for them to have the facts. For until they had the facts, women would not be able to say whether or not they felt a moral problem was even posed. Once they have the facts, and the information they need they will be better able to judge whether they are getting their money's worth or not. At that time they will be ready to discuss this question.

A check of the steering committee members the following day revealed that those who attended the meeting felt that it was well worth while and they had gained such useful information. Many asked when another Round-Table was planned and wanted to participate.

A total of 135 people attended the meeting.

This meeting served to awaken interest in the problem of consumer buying. The Committee met in November and decided to work on another meeting - again on Furniture Buying.

B. Progress in developing good public relations

1. County Workers

- a. Held agent conferences regarding 4-H and home demonstration work.
- b. Agent and assistant agent planned and presented training meetings in home demonstration and 4-H Club work together.
- c. Shared home demonstration and 4-H Club responsibilities.

2. General Public

- a. Contributed news articles to inform general public.
- b. Answered phone or written requests for information.
- c. Invited public to attend meetings on Social Security, hospitalization insurance, financial planning, credit, furniture buying. Informed public of these meetings through announcements sent churches, other organized groups, newspapers, radio.
- d. Expressed appreciation for permission to use meeting space in schools, churches, etc.

3. Elected Representatives

- a. Keep representatives informed through condensed version of Annual Report.
- b. Report monthly on home demonstration and A-B activities. This report is published in departmental report to Board of Supervisors each month.
- c. Christmas open house.

4. Commercial Interests

- a. Worked with VEPCO home economist on Lighting demonstrations.
 - b. Worked with Mr. Jacobs, Central National Bank, Richmond, on Financial Planning.
 - c. Worked with commercial insurance representatives on Hospitalization Insurance.
 - d. Worked with Federal Reserve Bank representative on bank tours.
- Better Business Bureau of Richmond cooperated on Round-Table on Furniture Buying, sponsored by Consumer Conference of Chesterfield.

...ressed to VEPCO representative for use
... or leader training on lighting demonstrations.
... letors of stores regarding paint demonstrations.
... Agricultural Engineers on Electric Project.
... rkers

... Social Security representatives on Social
Security meetings.

- b. Judged fairs - Southside Virginia Fair, Powhatan-Coochland-Louise Fair, Amelia Fair, Atlantic Rural Exposition.
- c. Having other agents to come to Chesterfield Fair to judge.
- d. Worked with home economics teacher at Thomas Dale High School on storage (P.H.A.) and "Comfort in the Home." Also asked her cooperation on County Contests.

C. Professional Improvement

- a. Home agent and assistant home agent attended V. P. I. Extension Communication School.
- b. Both agents attended Nutrition Council meeting.
- c. Subscribe to Journal Home Economics, Whats New in Home Economics, Forecast, and use these materials in work.
- d. Attended Extension in-service training meetings.

- e. Appreciation expressed to VEPCO representative for use of meeting room for leader training on lighting demonstrations.
 - f. Worked with proprietors of stores regarding paint demonstrations.
 - g. Worked with VEPCO Agricultural Engineers on Electric Project.
5. Other Professional Workers
- a. Worked with Social Security representatives on Social Security meetings.
 - b. Judged fairs - Southside Virginia Fair, Powhatan-Coochland-Louise Fair, Amelia Fair, Atlantic Rural Exposition.
 - c. Having other agents to come to Chesterfield Fair to judge.
 - d. Worked with home economics teacher at Thomas Dale High School on storage (F.H.A.) and "Comfort in the Home." Also asked her cooperation on County Contests.
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 - d. Attended Extension in-service training meetings.

VII. The Look Ahead

In 1959, three complete programs were planned; that is, nine demonstrations each were set up in the areas of Child Development and Family Life, House Furnishings, and Family Economics.

It was hoped that through these three programs, Extension would come closer to meeting the needs of club members of different ages and interests. It was also hoped that this larger program would attract more women into home demonstration club membership or home economics extension participation.

In appraising the year's work, it is apparent that the programs did help to meet the needs better than one general program. A number of groups elected to follow through on one entire program. The reaction of one group which took the Family Economics program was expressed by the president: "We feel this was a most interesting and informative program, and we enjoyed it very much. This subject is close to us and we learned a lot. We are getting more into the swing of family business."

Getting women interested in family business has been a slow process. And it is felt that by planning consecutive demonstrations in this field has helped to give homemakers an over-all view of some of the family business affairs they need to know about. By getting this over-all view, they "are more in the swing of it" because they have discovered that family business is a fascinating and challenging subject.

The Social Security meetings reached more non-club members than any other of the Family Business topics.

The house furnishings program, for the same reason that it had consecutive demonstrations was helpful to homemakers in a broader sense. Reports received indicate that the information was used and with good results.

It is the opinion of the home agent that the house furnishings program sparked the interest in, and led to, the development of the 1960 home modernization unit.

It also helped to formulate the rural arts program for next year in that the demonstrations planned for that unit deal with the making, renovation of house furnishings.

The Family Life phase could have been more successful. Discussion groups are difficult to sustain for a year. However, it is felt that ideas and opinions were more freely exchanged and that this exchange brought about a better understanding of each others' family ideals, interests, and desires.

It is too early to tell whether this triple program experiment is successful. It caused some confusion, made the training load heavier, but Chesterfield home demonstration club members indicate they would like to try it another year.

Again, in 1960, plans for strengthening leader training are to help leaders to construct illustrative materials.

It is hoped that more people will take advantage of Extension home economics teaching. One American Home group of a womens' club has indicated interest in some of the topics offered in next year's program.

As in 1959, notices of meetings will be sent out through newspapers, to other organizations, etc.

The Consumer Conference is planning to sponsor another Round-Table. The steering committee plans to make this a continuing series of meetings for informing the public on a variety of consumer problems.

The first Round-Table served to awaken the interest of a number of non-home demonstration club women, and it is felt that more of these homemakers will become interested as these informative meetings continue.

4-H

An appraisal of the 4-H Club work would necessarily include a look at the organizations carrying on the youth phase of the program. The Leaders' Organization has been one of the most worth while groups, in coordinating the work this year. Those groups which need additional purpose and life are the All-Stars and the Honor Club. Plans are now in the works for increasing the Honor Clubs usefulness to its members and the club usefulness to the rest of the youth program.

The Project Planning Committee will function as a committee to select topics to be offered in each project for the 1959-60 club year.

A look at the 4-H project work statistics shows a small decline, however, when the members and their growth are appraised the 4-H effectiveness has not dwindled.

The annual events and activities have been held as usual this year, however, it is felt that most of these need to be made to have more purpose, rather than just being a tradition. Plans are under way to make these more meaningful in 1959-60.

It is felt that the 4-H Contests with each club having a contest and blue award winners being eligible to enter the County Contest has strengthened this phase of the work.

Four-H leader training in groups was lacking for the 1958-59 program and has been remedied for 1959-60 in October and November 1959.