

XI. COOPERATIVE PLANS

All county programs and events will be planned cooperatively by the county agents. Committees representing the county people will study the needs and help the agents plan effective programs.

XII. PROBLEMS

1. There is only one telephone line for six people which wastes time of agent waiting to make or receive calls.
2. Agent must write out many letters in long hand rather than lose time in securing time of busy secretary. It is hoped that an office dictaphone might improve the situation.
3. Home Agents receive many requests for assistance from city people which lessens the time available for service to county people.

E. Other Professional Workers

Home Agents will inform other professional workers of Extension program, keep informed of their program, supply Extension bulletins, and work out methods of cooperating with their program and attend current programs.

IX. PLANS FOR RECORDING PROGRESS AND EVALUATING 1959 PROGRAM

1. Keep daily and monthly records.
2. Check plan-of-work frequently.
3. Summarize work when completed.
4. Discuss program at planning meetings with various county committees.
5. Club presidents report summary of special activities.
6. Check accomplishments with plan-of-work.

X. PROFESSIONAL IMPROVEMENT

Home agent just completed M.S. Degree at University of Tennessee in Clothing and Textiles and toured Europe during summer months. Agent will read daily, weekly, and monthly publications, and review professional bulletins and recently published professional books. They have also done research at local libraries and have tried to incorporate constructive ideas in the county program for efficient operation.

Agents are members of Virginia Home Economics Association, American Home Economics Association, and H. D. Agents Association.

Whenever possible agents will participate in worthwhile programs and workshops planned.

VII. WORK WITH OTHER AGENCIES

When requested, agents will continue to work cooperatively with the health and welfare departments, schools, PTA, garden woman's clubs, County Board of Agriculture, State Dairymen's Association, Red Cross, and other organizations, and held carry on related work in the county.

VIII. GOOD PUBLIC RELATIONS

A. Co-workers

A weekly staff conference of all four agents and two secretaries will be held each Monday. Here, work loads will be shared, problems discussed and county programs scheduled.

B. General Public

The Extension Service office will continue to have a close relationship with local press, and TV stations. All are helpful and cooperative. Two TV programs are scheduled monthly. County H. D. and 4-H Clubs will be encouraged to share ideas, demonstrations and activities via news articles, and TV when plausible.

C. Elected Representatives

The County Board of Supervisors will be extended invitations to special programs and activities to keep them aware of the program scope.

D. Commercial Interests

Roanoke County is strategically located to take advantage of and keep informed on a variety of services offered by commercial companies. Agents will continue to cooperate with and appreciate these interests so far as it is within Extension policies.

C.	Over-all Youth Leaders (Organization leaders for county youth council)	<u>No. in 1958</u>	<u>Goal 1959</u>
		2	5

D.	4-H Club	<u>No. in 1958</u>	<u>Goal 1959</u>
	Number 4-H Club officers	189	189
	Number adult project leaders	68	70
	Number junior project leaders	32	35
	Number result demonstrators	17	20
	No. meetings at which leaders were trained by specialist	1	3
	No. meetings at which leaders were trained by district agent	0	0
	No. meetings at which leaders were trained by personnel in 4-H Dept.	2	4
	No. meetings at which leaders were trained by agent	20	15
	No. meetings at which leaders were trained by others	15	15
	Attendance at leader training meetings	350	375
	No. 4-H leaders trained individually	49	38
	No. club meetings held by leaders without agent present	109	125
	No. club meetings at which leaders assisted	129	130
	No. demonstrations given by adult leaders	127	135
	No. demonstrations given by junior leaders	96	100

See "4-H Leaders" organization page 15 -- for plans for training and using all types of 4-H leaders in carrying out the 1959 program.

E.	Young men and young women's clubs	<u>No. in 1958</u>	<u>Goal 1959</u>
	Number club officers	0	0
	Number adult leaders or sponsors	0	0

Number of young men and women's clubs	----	----
Membership	----	----
Number community improvement clubs	2	2
Membership	140	145
Number home economics committees	2	2
Number general interest committees	0	2
Number youth committees	0	1
Number other organizations	8	9
Number farm and home development families	0	0

VI. PLAN FOR LEADERSHIP

	<u>No. in 1958</u>	<u>Goal 1959</u>
A. Over-all Program Leaders (Organization leaders for county Extension Service Board)	<u>31</u>	<u>35</u>
B. Home Demonstration Club Leadership	<u>No. in 1958</u>	<u>Goal 1959</u>
Number organizational leaders	31	40
Number project leaders(subject matter)	206	225
No. Federation program of work chairmen	29	30
Number program development leaders	29	28
Number result demonstrators	39	40
Number meetings at which leaders were trained by district agents	0	1
Number meetings at which leaders were trained by agent	17	20
Attendance at training meetings	658	700
No. club meetings held by leaders without agent present	196	210
No. club meetings in which leaders assisted	137	150
Total number demonstrations given by leaders	294	324

assist members in assembling scrapbooks.

9. Public Speaking Contest

All clubs will be encouraged to hold a local public speaking contest and winners will enter the county contest held in April. Recognition will be made to boys and girls in the junior and senior divisions.

10. 4-H Club Yearbook

The third County 4-H Club Yearbook will be planned and re-organized by a yearbook committee who will be selected. These booklets are helpful to club members, parents, leaders, and has also helped the public to better understand the county 4-H program. A local bank donates money for cost of yearbook.

11. 4-H Achievement Day

4-H Clubs are encouraged to enter educational exhibits at our annual Achievement Day. 4-H County Council will appoint committees to work on various assignments. Project exhibits, individual exhibits, dress revue skit, and awards will be featured.

V. SCOPE OF WORK

A. Organization	<u>No. in 1958</u>	<u>Goal 1959</u>
Number of home demonstration clubs	28	28
Membership	671	700
Number of 4-H Clubs	27	27
Membership	901	1000

this camp.

3. Conservation Camp

Outstanding junior leaders will be recognized with the privilege of attending State Conservation Camp.

4. Rural Life Sunday

It is hoped that a county-wide Rural Life Sunday service will be held again in the Sherwood Amphitheatre. This will be planned by County Council committee members.

5. National 4-H Club Week

4-H Club exhibits will be displayed in local store windows. County Council officers will plan TV show for this occasion. Winning safety posters from County Safety Poster Contest will be displayed in Roanoke store windows.

6. Community Activities

Each 4-H Club is encouraged to carry out an active community club project and complete it by the end of the club year.

7. Share-The-Fun

For this annual event audition judges will select best talent acts from individual clubs for the final Share-The-Fun program to be held in local high school auditorium in March. Talent Show committees will plan and conduct the show's activities. The winners will represent the county in the State Share-The-Fun contest.

8. WSLS Contest

All 4-H Clubs are encouraged to appoint a scrapbook committee early in the year. Leaders will receive training on how to

5. Laundry

Objectives

1. To encourage 4-H Club members to improve personal appearance of clothing through good laundering practices.
2. To enable them to have modern and time saving methods in washing and ironing.

Methods

1. Workshop will be planned at Appalachian Power Company Auditorium with home economists assisting.
2. TV, radio, and news publicity will be used.
3. Extension bulletins will be distributed.

6. Other

Looking Your Best, Wildlife, Health, Your Room, Your Home, Money Management, Housekeeping, Home Grounds Beautification, and Entomology projects will be carried by club members.

C. 4-H ACTIVITIES

1. County Camp

The Roanoke-Botetourt County Camp will be held during the summer months. A camp planning committee of agents, senior club members and leaders from both counties will meet early in the year to plan the program.

2. Junior Leadership Camp

The assigned quota of 18 Roanoke County senior youth and one home agent attended Camp Farrar at Virginia Beach.

Club members stated a preference for the County Leadership Weekend Training Camp previously held in the county and sponsored by the Honor Club rather than to attend a week's leadership camp. Plans will be made early in the year for

4. Have style show at Achievement Day Program to encourage both junior and senior division entries.
5. Extension bulletins will be furnished members and leaders.

4. Food and Nutrition

- a. Meal Preparation
- b. Canning and Freezing
- c. Breads
- d. Milk and Milk Products

Objectives

1. To teach 4-H Club members preparation of simple dishes using principles of measuring, mixing, blending, baking, and service.
2. To teach 4-H members principles of gathering, preparing, freezing, and canning their home grown foods.
3. To teach 4-H members how to prepare good quick breads and yeast breads; to help them recognize standards in products in judging quality of breads.
4. To teach 4-H members to use milk and other dairy products to best advantage nutritionally.

Methods

1. VPI and Dairy Council bulletins and pamphlets will be distributed to club members.
2. More girls to be encouraged to enter county contests. Senior demonstration winners to enter district contest.
3. Opportunities will be provided for 4-H Club members to give TV demonstrations.
4. Exhibits and judging of products in local club meetings to be encouraged.
5. Form community meal preparation groups.

electrical appliances, electrical terms, simple repairs, safety, and adequate wiring with emphasis on good home lighting,

Methods

1. A three day electric school to be held in the county stressing advantages of good home lighting. Adult and junior leaders were trained.
2. Annual electric tour and picnic to be held.
3. The winning girl and boy to attend the August State 4-H Electric Congress in Richmond.
4. Bulletins and pamphlets will be distributed.
5. TV, radio, and news publicity will be given.
6. Community electric workshops to be conducted by Power Company representatives and local leaders.
7. Will hold county electric demonstration contest.

3. Clothing

1. So You'd Like To Sew
2. Make or Re-make

Objectives

1. To work with members interested in learning principles of simple clothing construction -- stressing proper cutting, fitting, stitching, and pressing.
2. To help members make a more complicated garment, remake a garment, and plan her wardrobe.

Methods

1. Form sewing groups in county with trained leaders as instructors.
2. Have an exhibit of articles made by each group in the different areas.
3. Encourage members to exhibit articles made in club at Achievement Day Program.

B. 4-H PROJECT WORK

The planning committee selected Safety for this year's county-wide project.

I. Safety

Objectives

1. To help club members realize the importance of good safety practices at all times.
2. To take pride in a task well done.
3. To help them complete a satisfactory safety project report.
4. To recognize the importance of habits and attitudes and to develop good habits in the practice of safety.
5. To learn how to give a simple safety demonstration.
6. To encourage members to enter safety poster contest.

Methods

Demonstrations as follows:

- |          |   |  |
|----------|---|--|
| October  | - | General 4-H Club Information and How to be a Good 4-H Club Member. |
| November | - | Safety in the Home and School.                                     |
| December | - | Safety and Electricity.  |
| January  | - | Introduction to Basic Principles of Civil Defense.                 |
| February | - | Safety and Health Habits.  |
| March    | - | Traffic Safety.  |
| April    | - | Safe Medicine Cabinets; Sunburn Prevention and Skin Care.          |
| May      | - | Safety in Swimming and Boating.                                    |

2. Electricity

Objectives

To teach the uses of electricity, use and care of

4. All Stars

This organization, which encourages service projects and offers support to club members met in January. Members selected outstanding 4-H Club candidates for membership into the State Chapter. At the same time the Big Chief, Lesser Chief, and Scribe were elected for the organization.

5. Honor Club

The Honor Club meets four times a year to set up the year's service projects, elect officers, plan the junior leadership training camp, consider candidates for membership, the Christmas Party "tapping" ceremony, and initiation of new members. They also have an annual Honor Club picnic and a semi-formal dance in honor of the newly elected members.

6. Project Planning Committee

4-H Club Council members, junior and adult leaders attend a project planning meeting in June. At all May 4-H Club meetings, club members were given an opportunity to vote on the 1960 county-wide project they desire to carry.

7. Other

A. 4-H Leader's Organization

This organization of 4-H leaders meets four times a year for leadership training. They request special assistance in project completion, scrapbooks, assembling records, and recreation. Special activities, contests, record books, and achievement committees are selected.

2. County Youth Committees

It is planned that these committees will include adult men and women interested in promoting the various phases of youth work in the county, and that they will assist in leader and financial recruitment for special projects and activities.

3. County 4-H Council

This Council is composed of all the officers and leaders of all 4-H Clubs in the county and meets three times during the year. The council serves in an advisory capacity for the overall 4-H Club program. Officers of the council will be elected at the fall meeting and at the same time all 4-H club officers are trained for their respective offices with a complimentary luncheon given in their honor by local organizations. The following goals were approved by the council this year:

1. To hold a Christmas Party.
2. To observe National 4-H Club Week and Rural Life Sunday.
3. To have a Share-the-Fun Program (4-H Talent Show).
4. To send delegates to the State Conservation Camp.
5. To hold a County Achievement Day in 1959.
6. To send the County Council President to Short Course.
7. To have as many club members as possible participate in district and state contests.
8. To sponsor a County 4-H Camp for all eligible members who have completed a project.
9. To hold three regular Council meetings during the year in November, April and August.
10. To support and assist with worthwhile 4-H Club Community projects.
11. To recognize clubs on Achievement Day that have 95 per cent or better completion.
12. To encourage clubs plus members to subscribe to National 4-H Club News.
13. To establish a news column in the Salem Times-Register and Vinton Booster.
14. To continue Jr. Leadership Training to meet the needs of Older 4-H Club members.
15. To have a Jr. Leadership Camp.
16. To sponsor a county-wide achievement record contest and a county-wide demonstration contest.
17. To encourage clubs to enter the WSLs contest.
18. To sponsor a float in the Christmas parade.
19. To sponsor a 4-H choral group.
20. To enter county electric contest.
21. To enter the county safety contest.

clothing at the State Fair. Much interest has been shown among county women in regard to this contest. The number of entries will probably increase this year.

8. Judges

Roanoke County women that have previously been trained at Judges Training School, will be secured for local judging in the Roanoke area contests.

III. FARM AND HOME DEVELOPMENT

In this semi-urban area there have been no requests for home agent's assistance along the Farm and Home Development approach. Until need is recognized and directed by county people, home agents will continue county program as reported.

IV. COUNTY EXTENSION PROGRAM - YOUTH

A. Organization

There are twenty-seven 4-H Clubs this year in Roanoke County. Eighteen clubs meet in the schools, nine meet outside of the schools. All club members are urged to carry and complete The Safety project. This project was selected by the County Council. In addition, club members are encouraged to carry one or more extra projects within project groups according to the time they have been a 4-H Club member.

1. County Youth Council

This was organized in January and will serve in an advisory capacity in planning the overall youth program.

2. County Community Service Chairman will meet with all local club chairmen to discuss objectives and year's program.
3. Newspaper, radio, and TV publicity will be given.

3. Weight Control Classes

As a result of individual requests throughout the county, special weight control classes will be conducted.

4. National H. D. Week

H. D. Committee will meet and plan activities to be carried out for this week. It is hoped that educational exhibits from Achievement Day will be displayed in local stores.

5. Achievement Day

County H. D. Committee will appoint committee to plan this annual affair.

Methods

1. To have each club plan an educational exhibit on a phase of year's program accomplishments.
2. To open exhibits to public one evening and following morning.
3. To have a luncheon program at Veteran's Road Reserve Armory, with club members presenting style revue of clothing made the past year.

6. Garden Tour

A tour will be planned to local wild flower garden in connection with County Federation Program of Work.

7. Fairs

Cotton Feed Bag Contest, Virginia State Fair. Three H. D. Club women made exhibits and won prize money on

D. OTHER ACTIVITIES

1. Community Improvement Clubs

Starkey Community was organized this past year; competed with the Oak Grove Club and won the county improvement award. Both clubs will emphasize individual home improvements, and additional plans are underway for youth recreation, roadside beautification, school improvements, and clean-up campaigns.

2. Community Service Projects

The county chairman and 27 Hd D. community service chairmen from the 27 clubs will continue to promote the following objectives:

1. To furnish 800 colored eggs for the annual Easter Egg Hunt.
2. To contribute toward the watermelon booth at annual August Carnival at Veterans Hospital.
3. To assist Mercy House through visits and provide for "adopted patients."
4. To contribute to county-wide shower and assemble kits for Catawba Sanatorium needy patients.
5. To complete one or more community projects.
6. To cooperate with certain community drives through donations and volunteer help such as Cancer, Heart Fund, March of Dimes, Red Cross and TB.
7. To provide H. D. Kitchen equipment that is needed.

Methods

1. County Community Service Chairman notifies clubs of all special activities and recruits volunteers as participants.

4. Voting to be encouraged.

C. FEDERATION PROGRAM OF WORK

Objectives

1. Learn how to plan and plant flower borders for continuous bloom.
2. Learn how to prune shrubbery, and how to take a soil sample for improved planting practices.
3. Help to make Virginia homes and communities and even better place to live, work, and play.
4. Develop pride in home grounds, community property and highways.
5. Develop a greater appreciation for locally grown flowers, shrubs, and trees.

Methods

1. County Federation Program of Work Chairman planned Home and Community Beautification monthly programs for club chairmen with timely subjects emphasized each month and suggested variety of projects.
2. Leaders trained in January by Horticulture Specialist, Albert S. Beecher, on planning the flower border with follow-up demonstration by agents.
3. Result demonstrations set up.
4. Special projects to be carried by local clubs.
5. Local clean-up campaigns to be conducted in connection with litter bug campaign.
6. Garden tours arranged
7. Publicity -- news articles, radio, TV, posters and exhibits made.

## Objectives

These topics will continue to be carried on as long time goals in Roanoke County. Agents will assist in following methods:

## Methods

1. Continue work in weight control where greatest needs and problems are shown.
  2. Encourage home nursing, first aid, exercise, and swimming classes throughout the county.
  3. Provide County H. D. Health and Safety Chairmen with educational information and help them plan program to assist with, and promote local community projects and activities in each club.
  4. Assist in planning cooperative projects with other agencies.
  5. Encourage polio shots, physical check-ups and chest x-rays.
  6. Promote current interest through newspapers, radio, TV, personal interviews, and Extension bulletins.
2. Citizenship, Civil Defense, and International Understanding

## Objectives

1. Help members see that cooperative endeavor of families can bring about improvements which serve to promote community welfare.
2. Help create an understanding of the interdependence of nations and people the world over -- and help broaden their outlook and keep pace with a changing world.

## Methods

1. Tours and visits to local civic activities; special programs will be brought to the attention of club members.
2. Encourage more club members to qualify for reading certificates.
3. Encourage IFYE visits to clubs.

4. HOUSE FURNISHINGS:

- A. For that certain curtain selection of style and fabric for curtains and draperies.

Objectives

1. Make homes more livable and attractive.
2. Learn good taste in window treatment.
3. To study new fabrics available for curtains and draperies.

Methods

1. Agents trained by house furnishings specialists.
2. Leader training meeting conducted by agents.
3. Bulletins distributed.
4. News articles published.

5. HOUSING:

Objectives

1. To help families select good plans based on sound principles and modern information and resources.
2. To assist families with building and remodeling problems.
3. To make homes more efficient and convenient for family living.

Methods

1. Assist with individual family problems.
2. Secure help from housing specialists.
3. Distribute Extension bulletins.
4. Home visits.
5. Publicity.

6. OTHER:

- I. Health And Safety

2. To help her appreciate her responsibility in leading the plan of management to suit the family pattern to adapt the plan when the pattern changes.
3. To emphasize the role of planning in successful home management.
4. To help her recognize deterrents to good home management practices.

#### Methods

1. Have leaders attend meetings conducted by home management specialist.
2. Result demonstrations held on improved kitchen storage.
3. Publicity on TV -- news articles written.
4. Extension bulletins furnished.
5. Exhibits and displays.

### 3. Clothing

- A. Discriminating Taste in Clothes - (wise selection and buying of clothing).

#### Objectives

1. Relate principles of good management to successful buying practices.
2. Show how efficiency in producing or consuming goods depend upon homemakers use of knowledge, skill, and resourcefulness in family living.
3. Help homemakers develop appreciation of new fabrics and finishes.
4. Become interested in simple guides to buying (i.e. identification of quality characteristics, comparing products, reading labels, checking costs).
5. To help homemakers select clothing to suit figure and personality.

#### Methods

1. Leader training meetings held.
2. Extension bulletins furnished.

4. Make the Most of Meats (use and selection of low cost meats).
5. Holiday Entertaining.

Objectives

1. Improve family living through better nutrition.
2. Show how to save money, time, and energy.
3. Improve methods of selecting and preparing meats.
4. Show how to have variety and resourcefulness in family meal preparation through planning for and using back door gardens, for growing herbs.
5. Learn new recipes.
6. Emphasize entertaining at home. Learn to enjoy entertaining for the holiday.
7. Learn to plan nutritional and appetizing family lunch boxes.

Methods

1. Leader training meetings conducted by agents (trained by food specialists Cameron and Thompson).
  2. Distribution of recipes and Extension bulletins.
  3. TV and news articles.
  4. Exhibits and displays.
  5. Result demonstrations on back door gardens.
- b. Home Management:
1. How does your kitchen store and score.
  2. A place for everything ( making best use of existing storage).

Objectives

1. To continue to help homemakers understand the value of management in family living.

discuss problems. Subject selected for year's work -- Better Eating Habits. One method chosen was to put white rats in fourth grade rooms of county schools. Children would feed one well balanced meal and the other a poor diet. Results to be shown to local PTA and other organizations.

B. HOME DEMONSTRATION CLUB PROGRAM:

1. County H. D. Club Committee -

Two general meetings and two executive board meetings will be held during the year. Eight county officers and presidents, and program development chairmen from the 27 H. D. Clubs make up this committee which serve as the H. D. Club governing body. The first meeting will be held in March. Emphasis for year's program will be determined after county situation and trends are presented to the group.

2. Program Emphasis:

There are 27 home demonstration clubs organized in the county. Major emphasis of the home demonstration program: Foods and Nutrition, Home Management, Clothing, and Home Furnishings. The following demonstrations were given to county home demonstration clubs this year:

a. Foods and Nutrition:

1. New Surprises for the Lunch Box.
2. Back Door Gardens (growing new varieties of vegetables for family use.
3. New Food Flavors (growing and using herbs).

Leaders Organization, All Stars, and outstanding men and women of the county. This board met in January to hear committee recommendations and determine projects to be given major emphasis. It is hoped that the goals and long-time objectives they select may strengthen the various groups and unify problems.

2. Home Economics Council -

Certain committees described are functioning and will be ready for such an organization soon. This council will then (a) co-relate the H. D. Committee, home economics committees, and special interest groups; (b) act in an advisory capacity to home demonstration agents; and (c) work with these committees on programs and problems in agriculture and home economics.

3. General Interest Committees -

Agents met with a general interest committee composed of representative county people from the various county areas. They studied county statistics, situation, trends, and discussed current problems. A committee was selected to meet and plan program to best meet county needs. The subjects chosen by General Interest committee were: housing, with emphasis on home lighting, and a committee to promote publicity for educational services rendered by Extension.

4. County Home Economics Committees -

A home lighting committee met last year and cited need for home lighting program in the county. This committee will meet again this year and formulate goals and objectives. A committee met in January to study county situation and trends, and

women work. Their educational level averages 8.5 years.

A large number of urban women are members of one of the 28 county home demonstration clubs, or attend special interest meetings, workshops, and tours planned to meet the variety of needs and to attempt to reach additional homemakers (particularly young mothers and brides).

Program emphasis this past year has been on Home and Community Beautification, Nutrition, Improved Home Lighting, and Clothing. In the youth program less than one-fourth the total 4-H Club enrollment comes from farm families. The majority are rural non-farm. There are about 3/5 more girls than boys enrolled. The past year showed a change in project emphasis. Perhaps the 4-H County Council's selection of Outdoor Meals and Looking Your Best was due to the interests of the majority of urban and semi-urban youth. However, leaders and club members recently evaluated the past year's program and have concluded that a choice of two county-wide projects is unwise, and selected Safety as a project for the coming year.

Approximately 70 per cent of the 27 4-H Club members (enrollment 833) belong to school clubs. These clubs are carried by agents during the nine month's school program. Usually the selection of one project for all members is made so that county agents and home agents can share supervision of project work.

## II. COUNTY EXTENSION PROGRAM - ADULT:

### A. Over-all Program

#### 1. County Agricultural Extension Service Board -

Includes representatives from existing organizations such as commodity groups, home demonstration clubs, 4-H County Council, 4-H

industry. Many have vegetable gardens, small fruit, and poultry. There are few isolated sections of the county. Most families have easy access to the city. The median income (\$2,906) is somewhat higher than state average.

With the trend toward part-time farming and the decrease in the number of farms, there has come to the county a number of economic, social, and technological changes which bring problems. Competition for land use, nutrition, housing, consumer buying are some of the major ones prevalent in such a growing rural-urban area. Local business expansion is another result of the constantly growing population. Particularly has this occurred in the marketing of food and the sale of gasoline.

Schools, too, have expanded, and the county has a \$3,808,000 three year building program now underway which includes five new schools and additions to nine others. At present there are 21 elementary schools (enrollment 8,887) and four high schools (enrollment 3,663). Twenty-one of these 25 schools have a school cafeteria or lunch room.

Housing affects all phases of the home, and Roanoke County is expected by business leaders to be somewhat above the national rate of home construction. During the past year 966 homes were built in the county.

Most homemakers in the Roanoke area want and need information, training, and encouragement on a variety of homemaking topics. It is urgent that each year, county program planning must keep on making adjustments to meet the various family situations and hold the variety of interests. Over 25 per cent of the county

I. THE COUNTY SITUATION:

Roanoke County, population 56,000, covers an area of 305 square miles of which 140 are devoted to farming. It has an area of mountainous timberland and surrounds Roanoke City, a Norfolk and Western center of 106,500, and the towns of Salem and Vinton. In the metropolitan area there are over 318 allied industries and utilities employing 30,000 with an approximate payroll of 123 million dollars. During the past year, the local American Viscose Plant announced its termination. This has increased the situation of unemployment. As of September 1, 1958, a total of 5100 unemployed were listed.

The 1954 Agricultural Census reveals that in a four year period the number of farms dropped from 1,443 to 1,217 -- a rapid decline of over 200. There are six farms in the county of 1000 acres or over, and 336 farms under 10 acres each. The average size of the 1,217 farms is 70.0 acres. Even with such a small number of full time farm families, Roanoke County receives the largest share of its agricultural income from dairying and dairy products. Too, it ranks high in sales of fruit, horticultural products, vegetables, beef cattle, and produces enviable amounts of fresh poultry and eggs. Total income \$3,151,020.

As the above picture indicates, the majority of Roanoke County families live on small tracts of land and get their livelihood from

P L A N   O F   W O R K

ROANOKE COUNTY

1959

JANE M. EWING  
Home Demonstration Agent

MARGARET GROSECLOSE  
Assistant Home Demon-  
stration Agent