

VIRGINIA

CLOTHING

Annual Report

1939

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REPORT FILES
EXTENSION WORK

ANNUAL NARRATIVE REPORT

December 1, 1938 - November 30, 1939

CLOTHING WORK

in

VIRGINIA

**Iva Byrd Johnson
Specialist in Clothing**

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ANNUAL REPORT OF THE CLOTHING SPECIALIST

STATE OF VIRGINIA

December 1, 1938 - November 30, 1939

I. INTRODUCTION

In Virginia the clothing work for Home Demonstration and 4-H groups is planned and directed by one specialist who teaches during the fall quarter in the State Agricultural College. During this quarter special requests in clothing, so far as they can be fitted into her program, are met by the State Homemaking Specialist.

II. WHAT WAS ATTEMPTED

A. Work With Agents

The specialist tried to help the agents in 39 counties with phases of the adult clothing work as selected by the club members and in 48 counties with clothing as related to the 4-H Family Activities program.

Attempts were made to bring lists of available helpful material up to date. New books and magazines were discussed, which, if possible, were to be added as a source of materials. Agents were urged to develop or add to illustrative material on file. Plans were discussed regarding equipment and supplies which should be in every home. Source of materials for care of these were given.

B. Work With Club Members

Most of the time was spent with club leaders helping them in many cases to develop techniques and gain self-confidence so that they in turn could teach others. Outlines and materials were developed for their use and actual processes done by leaders at training meetings.

Leaders were encouraged and urged to start plans and accounts so that they could see the best use of the family clothing money, and help others start keeping these and interpret them.

The effective use of garments on hand has continued a popular subject and much help has been given through leaders and

by specialist in clinics to interested club members. She helped club members with scoring their garments at revues and helped leaders to use score cards for judging workmanship and values.

The specialist had the opportunity to work with club members during state meetings such as the Federation of Home Demonstration Clubs and the annual 4-H Conference. These contacts were excellent opportunities to study representatives of the groups with which we work.

Distribution of Clothing Work Throughout the State

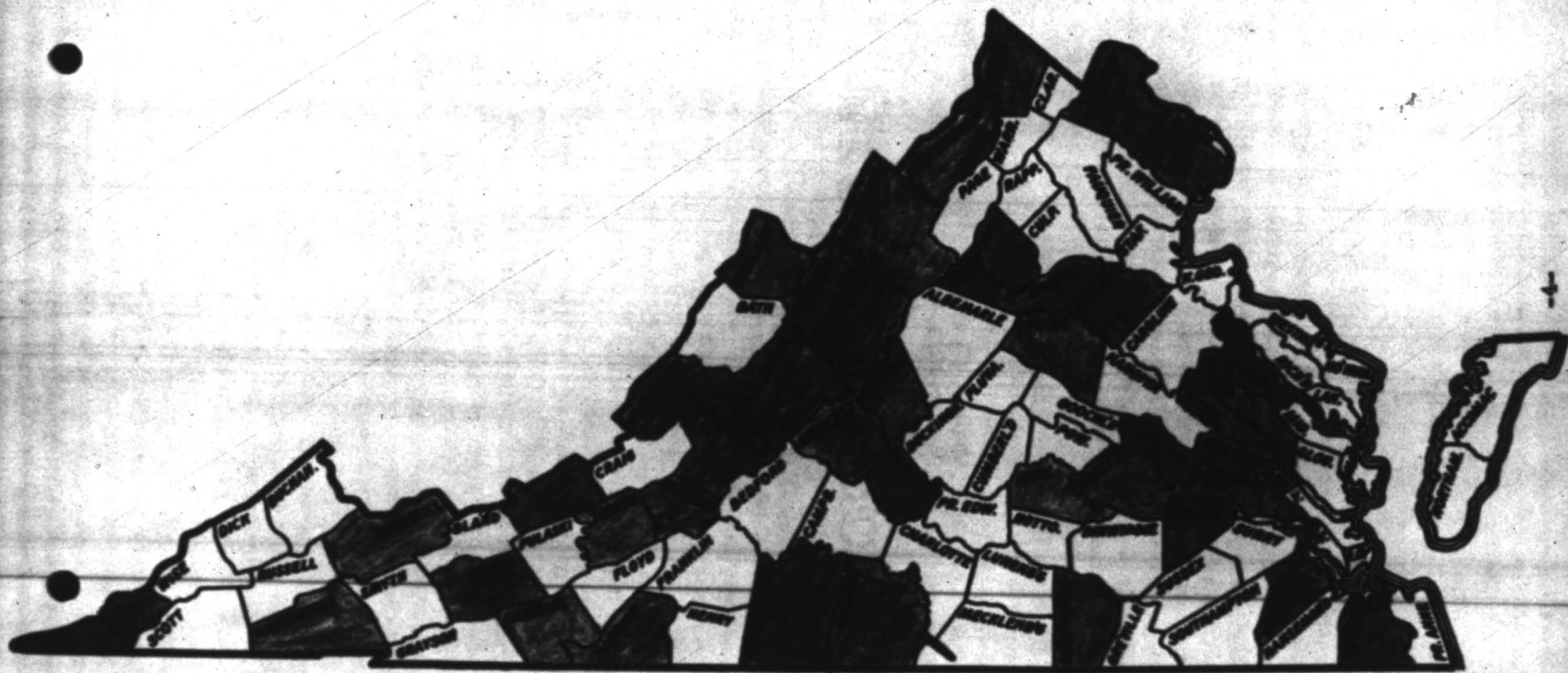
Maps indicating where the work was actually done in 1939 with adult white, 4-H white, adult negro and 4-H negro follows:

Chart A - Adult white

Chart B - 4-H white

Chart C - Adult negro

Chart D - 4-H negro

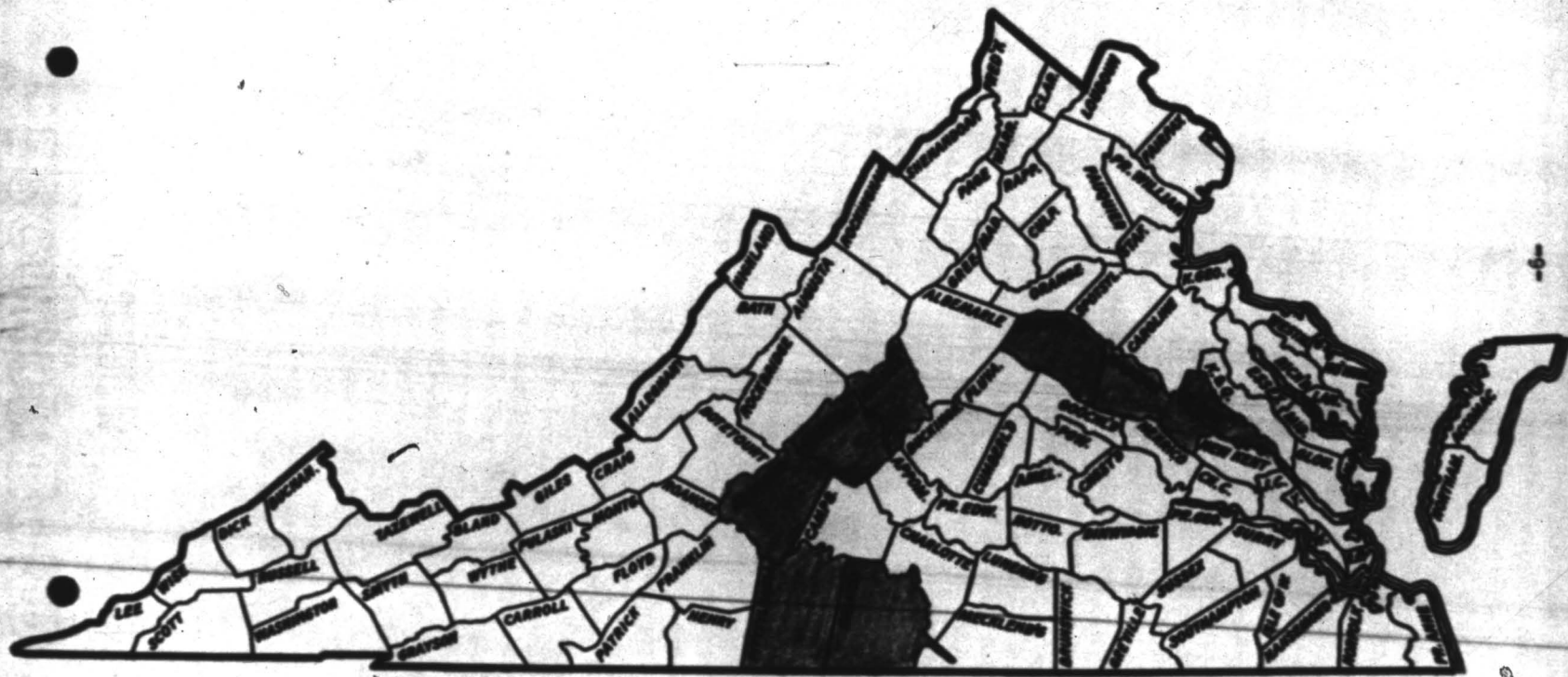


Legend

- Major
- Minor

Distribution of Clothing Work - Adult white, 1939

Chart A



■ Major
 ■ Minor
 LEGEND

Distribution of Clothing Work - Adult negro, 1939

Chart C

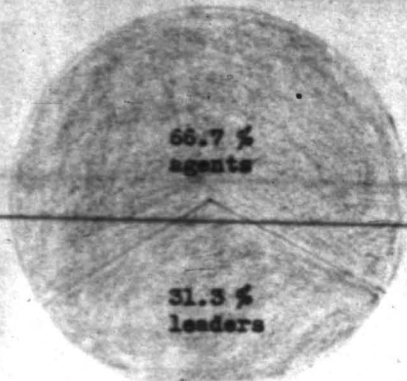
III. HOW WORK WAS CARRIED ON WITH:

A. Adults

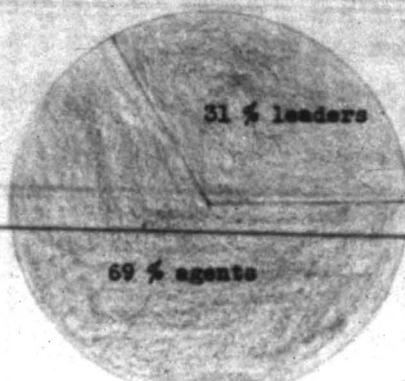
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(Three hundred ninety-two *local* leaders helped to carry on work in 41 counties with the 6,646 members of 287 home demonstration clubs. They received their training for this in 47 leader training meetings conducted by the State Specialist or county home demonstration agent. Thirty-one of these were held by the specialist and eight by agents.

Approximately 31 per cent of the Clothing Method Demonstrations were given by the leaders and 69 per cent by the agent. ~~Sixty-two~~ other meetings, related to clothing, were held by leaders.

This, when compared to 1938 leaders - 251 in major work alone - who gave 31.3 per cent of the Method demonstrations in clothing, does not indicate growth in leadership, so far as clothing is concerned.



1938



1939

LEADERSHIP
METHOD DEMONSTRATIONS

III. (continued)

Comparison of Participation in 1938-39

It is gratifying to note the comparative growth in interest by the participation of 732 more members, though there are three less counties in which clothing was done with adult members. In making these comparisons let us bear in mind the variation in the size and age of the organization within the county.

In some counties it has been very hard to obtain leaders, in others the leaders could carry the organization effectively in the absence of the agent for a period of time.

The agent in Greens ^{County} writes the following regarding leaders: ~~in her mountain county:~~

"The leaders were asked to bring materials suitable for the demonstration that they would like to work on. The specialists and the agent assisted the women with their problems and tried to show them how they could present the information gained to the women of their respective clubs.

"The leaders showed marked improvement in their ability to either give the demonstration or assist the agent with it. In two of the clubs the leaders were able to give the entire demonstration, in the others the leaders could only assist. The agent felt the progress made by the leaders in their increased confidence in themselves, their ability to stand up and talk, and in handling the materials was well worth while, and in some cases quite an accomplishment."

III. (continued)

B. Girls

The program for the 4-H girls was built around their requests, which were ascertained by studying the needs of the members within their groups. This work is carried on largely by leaders, though it is more difficult to obtain good leaders for 4-H groups than for adult groups.

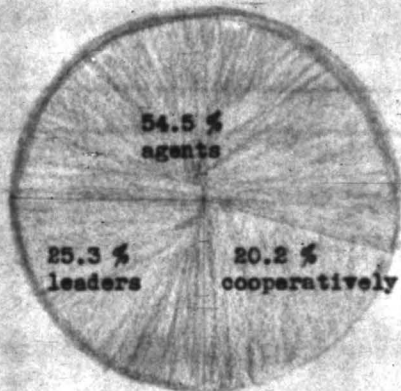
Three hundred forty-six adult and 82 junior leaders assisted in the clothing programs of 7,835 4-H girls in 48 counties. They gave 729 method demonstrations in clothing and held 157 other meetings. Their training was given in 94 leader training meetings, 63 of which were held by specialist and 31 by county home demonstration agent.

Comparison of Participation - 1938-39

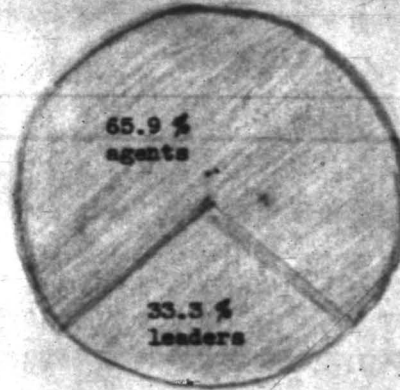


Again we note greater participation though the same factors of size and age of organization within county must be considered as well as an increase of two counties. There are fewer leaders reported.

4-H Method Demonstrations by Leaders



1938
Other meetings by leaders
560



1939
Other meetings by leaders
157

This would indicate less activity on the part of the leaders even if we divided cooperative demonstrations of 1938 equally, and there are more leaders reported this year. Other meetings held by leaders are considerably less than last year.

A Prince William leader assists the Greenwich club in winning again the banner.

"Greenwich club was again selected as the banner club. This club has a membership of eleven girls and five boys. Sixteen members completed their projects, fifteen exhibited at Achievement Day and twelve attended. This club had recreation at each meeting planned by the members such as spelling matches, quiz contests, etc. The leader of this group is a most unusual person. Lacking financial aid for her community she feels that her duty to her community is to share her talent with the young people. Each week during the summer she gives one afternoon to the young people. They go to her house for help in the thing they are interested in doing, be it music, sewing, gardening or handicrafts. At each meeting she has an article of handicraft made from native materials to show the club. As its community project Greenwich club assisted in landscaping the school yard and kept the grass cut during the summer. In June this club entertained the Older Youth group with a picnic on Broad Run."

III. C. Negroes

1. How Work Was Carried on With Negro Women

The specialist sent materials to the agents. There was only one county which selected clothing as a major, Halifax. Materials and outlines were sent.

There were 37 leaders who helped to carry on clothing work in 5 counties among 629 members. They gave 67 method demonstrations and held 20 other meetings.

2. How Work Was Carried on With Negro Girls

There were 29 adult and 8 junior leaders who assisted in giving help to 1,653 4-H club girls. These leaders gave 45 method demonstrations and held 25 other meetings.

IV. COOPERATION OF OTHER EXTENSION WORKERS, RURAL PEOPLE, COMMERCIAL AGENCIES AND PUBLIC AGENCIES

Especially for leader training meetings rural families are very hospitable in opening their homes to our groups.

When a town is more centrally located, the various clubs, churches, schools and business organizations have generously provided space for meetings.

Department stores and Singer Sewing Machine Company stores have cooperated in lending use of equipment and providing space or sponsoring a contest or style shows.

Manufacturers and publishing companies have loaned illustrative and demonstration kits and buymanship pointers. The Textile Guild, pattern companies and American Viscose Corporation have cooperated in making available educational materials and information in their respective field.

The Bureau of Home Economics and the Home Economics Department of Sears & Roebuck, Spool Cotton Company and J. C. Penney have all loaned exhibits for educational purposes.

The Consumer's Guide, American Consumer, Agricultural Digests have all been helpful in giving timely economic information and in locating useful articles in the clothing field.

Due to the full program of Assistant Agricultural Engineer, who had been cooperating with us by holding sewing machine clinics, it was impossible for him to hold them this year. A few were held by home demonstration agents unassisted.

V. ACCOMPLISHMENTS

A. Adults (white)

Of the 6,645 members participating, reports show the number following Recommendations in:

Clothing Construction	4,047
Clothing Selection	4,087
Improving Children's Clothing	1,695
Improving, Care and Repair, Renovation and Remodel- ing	3,883
Other Specific Practices:	
(a) Improved Selection of Shoes	2,722
(b) Improved Posture	836
(c) Improved Grooming	2,975
Clothing - Buying Recom- mendations	3,310
Keeping Clothing Accounts	643
Budgeting Clothing Expen- ditures	610
Using timely economic in- formation on how to meet Clothing requirements	2,997

Reports show work done in:

Construction: dresses made	15,771
other garments	14,898

Renovation and Remodeling:	
hats refurbished	196
garments remodeled	7,720

Twenty clothing clinics were held, with an average attendance of 12, at which 534 garments were worked on. The estimated savings was \$727.18.

Participating in Style Revues were 774 women.

An estimated savings on dry cleaning done at home was \$1,052.00.

The total estimated savings due to clothing program by women was \$31,304.37.

COAT SCHOOL

An attempt was made for the first time to introduce Coat Schools. Appraitor women were anxious to prove that this would be good for Virginia too. Much work was done and preliminary studies made as shown in the following write-up. We believe these will be of great benefit to Virginia Homemakers and their families.

COAT SCHOOL IN APPOMATZ FOX COUNTY

A very enthusiastic group of home demonstration women gathered in early November with their county home demonstration agent and state specialist to begin a new type of work for Virginia, a three-day coat school.

This group became interested in studying the pointers to observe in buying coats as early as March, and applied them in planning their own wardrobes. Some have made coats for the family, others made a spring coat or two.

In August and September studies were made on "Selection of Winter Coats," "Coating," "Lining," "Interlining," "Trim" and "Construction." The women decided these were timely as the information would help them to judge values during sales, and in the regular buying season.

Few of these women could afford to outfit their families this winter in the coats which they desired. They were told of some of the ways in which they could save, and to develop their own school. The women and those who used good technique in construction were given the opportunity to request such a school for Appomattox.

These women, having already shopped and studied comparative coats, decided at once they would have the coat school, and would set a date to suit the majority of the group interested in participating.

Plans were set up and the women informed as to the necessary preparations to make—shopping lists, supplies, equipment, etc.

Now the great day of going back to school was at hand for 14 women! Much excitement and enthusiasm was in the air as boxes were unfastened and fabrics and plans unfolded at nine o'clock the first day. Although the group worked late, when the specialist arrived at nine o'clock the next morning there was a hum of activity, six machines were going full tilt, four irons were doing "pressing service," and the fourteen women had literally taken possession of the second floor of the new county office building, leaving the sheriff, social welfare and state auditors an opportunity to do "odd work" that day.

Five women bought new fabrics from which to make smart garments for members of the family. Outstanding among these was a coat, hat and bag ensemble, made by Miss Kate Davidson at a cost of \$22.78. Miss Davidson in her shopping for coats found that a similar coat could not have been bought for less than \$69.50. The hat of fabric with bits of fur trim could have been purchased for \$15.00. The bag was valued at \$2.96. She estimated a saving of \$64.70 on the ensemble.

Two coats were dyed and these, with nine others, were restyled. One of the most difficult jobs was restyling a fur coat. The shawl collar was removed, the low neckline built up for a band at the neck, ending with a perry knot that served to fasten the coat. The tight fitting body was recut, using the fur from the shawl collar to make a swing coat.

Four children's coats were designed from adult's coats, the fabric having been ripped, cleaned and darned before the meeting. Three other hats were made of fabric to match the coats.

Many interesting things were discussed during the three days' association. As the agent and specialist circulated from room to room, assisting with problems arising, such remarks as these were heard: Mrs. Moody, while busily working on restyling her fur coat, asked, "Why don't we have more meetings in which we all work, this has been the most valuable training we have had since home demonstration work has been in the county." This thought was expressed a number of times during the three days.

"Just learning to press without leaving a shine on the fabric, and learning how to take the shine off is alone worth the time spent," said Mrs. Harwood.

A problem arose when Mrs. Horsley went home and was enthusiastically relating the things she had learned in tailoring at the coat school to her husband, who said, "That's fine! I need a new overcoat. I want you to go right to town and buy the material and make it." She came back with "All right! Find me a pattern for a man's overcoat!"

Their enthusiasm was still evident on the third day when she found them at work at eight in the morning and friend husband had a difficult time getting his wife home for supper at six. There was a question as to whether some of them were going home at all because of their effort to complete the job before taking the coat home.

The women estimated that they saved \$213.18 by taking part in this coat school not taking into consideration their plans for making other garments for members of the family, or helping friends and neighbors with their problems.

CLINICS

The clinics were usually of one-day duration - and a busy one for 240 women who took part in 20 clinics. Garments were bought, and suggestions for restyling or for the best use to which it might go were made. At these clinics 534 garments were done over. The women gathered ideas for solving other problems and apparently enjoyed working together cooperatively on problems presented during the day. They estimated their savings because of accomplishments at these clinics at \$727.18.

ACCOMPLISHMENTS

Henrico county

Clothing construction was given major emphasis by women of Henrico. Many of the young homemakers are making their own clothing as a result of the demonstrations. The demonstrations proved very helpful and interesting to the women. In addition to the four months meeting, two restyling clinics were held, one county-wide, by the State Clothing Specialist and one club held an all-day clinic with leader and agent giving suggestions. An estimated savings of the two days' work was \$154.00. The total estimated savings by Henrico women as a result of their clothing study was \$2,124.38.

Appomattox county

This county held 6 meetings and a 3-day coat school. Clothing accounts were kept by 61 women for the first time. Leaders' estimation of savings due to clothing program was \$2538.83. Refer to write-up of coat school.

Pittsylvania county

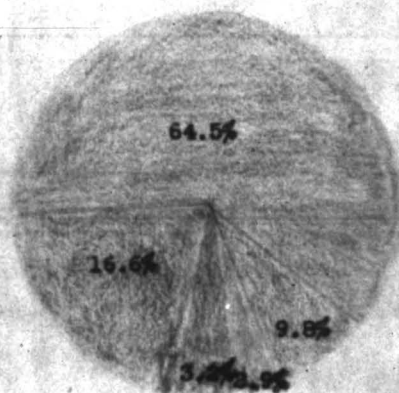
"Major emphasis throughout the county was put on clothing work. The women wanted help in planning the family clothing needs, how to buy ready-made garments and yard goods, selection of line and design, and help with construction and finishes to prevent the homemade look. The outlook for relatively higher prices for garments than for cloth and the recommendation of making more clothes at home as a means of having better quality and a larger amount, also influenced the selection of this project. Five demonstrations were given along this line in each club."

Where the rural homemaker's clothing dollar went in 1939 as given by 392 home demonstration club members. The average was \$32.02.

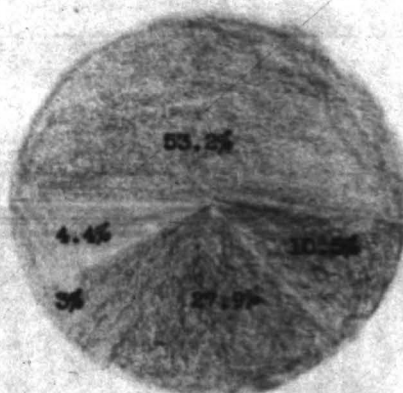
This was spent as follows:

\$16.16	Outer garments	53.2%	
4.30	Underwear and hose	10.5	
8.96	Hats, shoes and gloves	27.9	
1.41	Care and repair	4.4	
1.19	Other accessories	3.0	
<u>\$32.02</u>	<u>Total</u>	<u>99.0</u>	Percent distribution

Comparison of 1938 and 1939 Accounts



1938



1939

- Hats, Gloves and Shoes
- Hose and Underwear
- Accessories
- Care and Repair
- Outer Garments

V. B. 4-H Girls (white)

7,835 club girls in 48 counties reported the following work done:

Selecting own clothes	5,316
Improved care	4,677
Improved grooming	1,464
Improved shoes	104
Remodeled or renovated	3,815
Helped with plans for dressing appropriately	4,879
Kept clothing accounts	4,988
Made inventories	3,161
Took part in Correct Dress Revue	2,091
Style Dress	431
Gave demonstrations	680
Did judging	812
Improved children's clothing	2,104
Budgeting	963

A total of 44,785 garments and articles were worked on as follows:

Dresses made	6,567
Undergarments made	4,698
Hats made	504
Articles and garments mended	19,421
Articles and garments cleaned	9,193
Articles and garments remodeled	4,402

The total estimated savings due to 4-H clothing program was \$15,961.94.

4-H GIRLS (white)

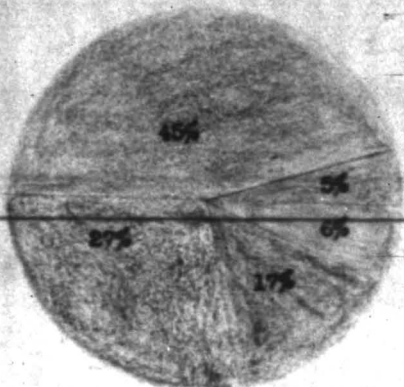
Accounts

Only five of the 52 counties, ^{that} who reported clothing accounts kept, reported the breakdown as requested. They were Appomattox, 49; Isle of Wight, 8; Nottoway, 7; Franklin, 18; Campbell, 96; making a total of 178 individuals of the 5,275 who reported keeping them. The request was made for the year's figure so it is concluded many did not complete the year's period. This was set up as one of the objectives.

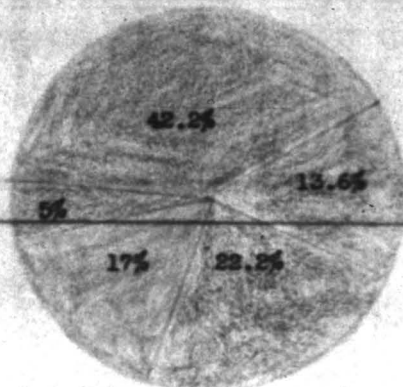
An analysis of these 178 4-H girls' accounts shows an average of \$37.92 spent during the year on clothing.

This was used as follows:

\$16.01	Outer garments	^{Percent} 42.2%
5.16	Underwear and hose	13.6
8.47	Shoes, hats, gloves	22.2
6.31	Other accessories	17.0
1.97	Care and repair	5.0
<u>\$37.92</u>	<u>Total</u>	<u>100.0%</u>



1938



1939

- Care and Repair
- Outer
- Other Accessories
- Hats, Gloves and Shoes
- Hose and Underwear

Legend

Accomplishments of 4-H girls taken from the annual narrative reports:

Louisa county

"Because Frances' mother works, there are many responsibilities which she must assume in the home to help her mother. This year she has made all of her clothing in the home to help her, and cared for it.

"She has dry cleaned all of her school clothes; does her own laundering and ironing. One of her most interesting projects has been in remodeling clothing. She has made eight dresses and shirts out of discarded wearing apparel. She made an attractive school jacket from a plaid coat. She selects her clothes with excellent taste according to her type and the occasion for which she wears them."

Powhatan county

"Thelma Mann, (a little girl thirteen¹³ years old, has done very outstanding project work this year, especially in clothing. She had made all of her own clothes, cut, fit and made a new garment alone. Her report shows ten dresses and undergarments, made and remodeled, eighteen garments, or articles mended and six cleaned. She valued her work at \$34.00 and had a savings of \$19.50. She took part in the Correct Dress Pageant at the Achievement Day wearing an entire school outfit which she made.

"In home improvement she has made or renovated three pieces of furniture for her room. Thelma helps her mother care for the flowers and keep the grass cut in the yard. In food preservation she helps with all the home canning and put up twenty-five jars herself. She has learned to like four new foods this year, and was on the committee to prepare and serve the club supper. Thelma is secretary of her club and a faithful and interested worker."

Highland county

"For seven years I have been in club work. Each year there is something new to learn. This year we did clothing work. The things that helped me most in our clothing work this year was learning to dress.

"I improved my posture this year also. I learned to select my clothing wisely. This year I made sixteen dresses and with the help I received in club work, they were constructed much better, the material chosen wisely and they fitted better."

What Farmerettes Should Wear



These three young ladies are wearing what the 4-H club girl should wear when working on the farm. Their dresses won them blue ribbons in the correct dress revue of the annual 4-H club meeting at Blacksburg. They are (left to right): Soule Bowles, Goochland; Mary Belle Pflieger, Lincoln; and Ruth Wisman, Woodstock. (Times Staff Photo—Hammerley).

Farm Work

The average cost of the outfits of 9 girls and 4 boys in this group was for:

Girls	\$5.57
Boys	5.20

Win Blue Ribbons



These 4-H club members won first prizes in the sportswear class of the correct dress revue of the 4-H clubs held at V. F. I. yesterday afternoon. They are (front to back): Mabel Wall, King William; Janice Meredith, Radford; Louise Williams, Turbeville; John Calvin Reynolds, Woodstock, and John Williamson, Esmont. (Times staff photo—Hammersley.)

Active Sport

The average cost of the outfits of 9 girls and 4 boys in this group was for:

Girl \$4.27

Boy 8.18

What the Well-Dressed 4-H Clubber Should Wear



The group of 4-H club members pictured above won blue ribbons in the correct dress revue of the annual meeting of the state clubs held yesterday at Blacksburg. Pictured are: Virginia Lasky, Beaupine Miller,

Luken Levins, Louise Waters, Gertrude Moyer, Lila Marshall, Nancy Lee Harbough, Bessie Haden, Doris Cline, Tom Howard, and Franklin Conner. (Times Staff Photo—Hammersley).

School

Average cost per outfit of the 21 girls and 4 boys in this class were:

Girl \$5.38
Boy 9.60

4-H Correct Dress Revue Winners at Short Course



Members of the group pictured above won top prizes in the 4-H club correct dress competition held yesterday afternoon at V. P. I. in the proper dress for street and church division. In the photo are (left to right): Anne Whitehead, Lovington; Jesse Wheeler, Rust-

burg; Nancy Boatwright, Buchanan; Donald Glenn, Prospect; Geraldine Beckner, Roanoke; Howard Sellers, Harrisonburg; Elizabeth White, La Crosse, and La Verne Kingre, Narrows. (Times Staff Photo—Hammersley).

Street or Church

The average cost of the outfits of 25 girls and 11 boys in this group was for:

Girls	\$12.63
Boys	25.58

Win Blue Ribbons in 4-H Correct Dress Revue



Members of this group were among winners in the 4-H club dress revue yesterday afternoon at V. P. I. This group was in the proper dress for street and church division. Left to right, they are: John Stewart, Occoquan; Janey Wingfield, Naruna; Marjorie Fitzpatrick,

Lexington; Etta Mason Snead, Etna Mill; Helen Wilson, Ivy; Thelma Wings, Amelia; and Phillip Calhoun, Sterling. (Times Staff Photo Hammersley).

Church or Street

The average cost of the outfits of 25 girls and 11 boys in this group was for:

Girls \$12.63

Boys 25.58

Prize Winners in 4-H Dress Revue



These three 4-H club members won blue ribbons in the correct formal dress competition held yesterday afternoon in the auditorium of V. P. I. in Blacksburg. They are: (left to right): Dorothy Burruss, Charlottesville; Velma Mailman, Fairfax; and Betty Faulkner, Orange. (Times Staff Photo--Hammersley).

Formal Party

The average cost of the outfits of 10 girls in this group was: \$9.46

V. ACCOMPLISHMENTS

C. 1. Negro Women

There were 629 women reported, by six counties, as participating in the program.

From the eight counties, the following work was reported:

Construction of Clothing	507
Selection of Clothing	669
Individuals Keeping Accounts in Clothing	62
Individuals Budgeting Clothing Expenditures	152
No. families following Clothing Buying Recommendations	130
Individuals improving Children's Clothing According to Recom- mendations	320
Care, Renovation and Remodeling of Clothing	508
358-Families Using Economic Informa- tion to best meet Clothing Re- quirements	194
360-Following Specific Practices:	
Improved Grocming	92
Shoes Selection	146
Appropriate Clothing	33
Improved Storage for Clothing	27
359-Total Estimated Savings due to Clothing Program by women-	\$1,697.06

C. 2. Negro Girls

Reports from 1,653 negro girls in eight counties show the following:

351-Construction of Clothing	1,185
252-Selection of Clothing	1,102
253-Individuals Keeping Clothing Accounts	101
254-Individuals Budgeting Clothing Expenditures	96

256-Individuals Improving Children's Clothing	36
257-Care, renovation and remodeling Clothing	1,107
360-Specific Recommendations:	
Grooming	95
Shoes	294
Appropriate Clothing	29
Improved Storage Space	11
359-Total Estimated Savings due to Clothing Program - 4-H Negro Girls-	\$1,740.19

VI. STATE SUMMARY OF ACCOMPLISHMENTS

There were 7,275 adults who participated in the clothing. Of this number 6,646 were white and 629 negro.

In the 4-H group 9,488 girls took part in clothing work. Of these, 7,835 were white and 1,653 negro.

The grand total of participants was 16,763.

Help was given by 834 adult and 90 junior leaders, who gave 1,114 method demonstrations in clothing and held 264 other meetings.

The total estimated savings by these, due to the clothing program, was \$50,703.56.

It is well to know of the activities of these groups. White adults and 4-H members reported the following activities:

Dresses constructed	32,338
Other garments constructed	9,596
Hats made	740
Garments mended	19,421
Garments remodeled	12,122
Garments cleaned	9,193

The entire group reported other activities and practices which help us to see the value of the program and its contribution to this estimated savings.

Number following recommended practices in:

Selection of clothing	11,286
Construction of clothing	11,174
Keeping accounts	5,794
Budgeting clothing expenses	1,821
Improving children's clothing	4,155
Care and Repair (white adults not included)	5,430
Families using clothing-buying recommendations	3,440
Families using economic information	3,191

VI. (continued)

Individuals	
Improving shoe selection	3,266
Improving grooming	4,626
Improving posture	836
Improving clothing storage (negro only)	48

A coat school of three days' duration was held in which 14 women made new, or remodeled old, coats. They estimated that they saved \$213.18 doing this work. Five new coats were made and 11 remodeled.

Twenty clinics were held for restyling garments with an average attendance of 12 members. At an estimated savings of \$727.18, these members made over 534 garments.

CLOTHING SUMMARY

During 1939 reports show 16,763 individuals taking part in the clothing program in Virginia; of this number 6,646 were white women, 629 negro women, 7,835 white 4-H girls and 1,653 negro 4-H girls.

Help was given by 824 adult and 90 junior leaders who gave 1,114 method demonstrations in clothing and held 264 other meetings.

The total estimated savings by these members due to the clothing program was \$50,703.56. This was done in part by construction and effective use of garments on hand. A total of 42,674 garments have been constructed and 40,736 garments mended, remodeled or cleaned.

Another means used was the use of economic information by 3,191, the use of clothing buying information by 3,440 and the use of help given in the selection of clothing by 11,286.

Health, comfort and appearance was improved because of improved practices being adopted by 3,266 in shoe selection, 4,626 in grooming and 836 in posture.

Twenty clinics were held for restyling of garments on hand at which 534 garments were done over at an estimated savings by the group of \$727.18. The cost school of three days duration was a great success and will be the means of developing others throughout the state, during this time 14 women made 5 new coats and remodeled 11 at an estimated savings of \$213.18.

It is encouraging to note a change of attitude on the part of the women, they are easier to get to do things with their hands rather than just observe or expect to be entertained.

Interest is strong, too, in learning how to buy and how to plan to the best advantage the family clothing.

A decided increase is noted in the number of women who were willing to contribute to our study of accounts kept by them; against 88 of last year, we had 392 this year.

There was a very great drop in figures turned in by 4-H, in part due to change of reporting form rather than in lack of interest, or at least that is our hope.

The study of appropriate, attractive and comfortable clothing for children has been much higher this year. We plan to carry this further to groups not yet introduced to it or interested in it.

The year has been an encouraging one but there is a long, long way to go in helping the majority of our rural families with this problem of clothing the family economically, comfortably and appropriately on the amount of available cash allotted to this important item.

VII. RETROSPECTIVE AND PROSPECTIVE

After several years of concentrated effort to get members to actually construct or participate in an activity carried on by the club and seeing them prefer to be observers only, it is encouraging to see activity this year. Many groups are forgetting the time and busily engaged in doing something which they feel will help them in solving a clothing problem for themselves or members of the family. Some have also extended their interests to friends or neighbors.

There is every indication that this will continue in the year to come, certainly every effort will be made to encourage its growth.

Another encouraging thing is the interest of the members in learning how to buy and best plan the use of the clothing money available, as evidenced by requests for help in buying that part of the clothing which takes a larger percentage of the cash, namely: shoes, coats, hose, ready-to-wear dresses, and fabrics. Interest has also been shown in care of clothing in order to keep it looking its best and lengthen its life. Special effort will be made to supply up-to-date information on these topics.

There apparently must be some dark spots, certainly there is one when it comes to trying to get something tangible as to what it takes to dress the Virginia family. Perhaps we are impatient in this, for a wider spread is needed upon which to build recommendations for planning and spending. A ray of light comes through when we consider 392 home demonstration women contributed to this study this year against 88 of last year. Their average expenditure was \$32.02. Only 178 of the 5,275 4-H members who reported keeping clothing accounts gave the requested information.

We are planning to continue our effort along this line. This group averaged \$37.92 each.

Quite an increase in interest in the study of children's clothing was noted. This is stimulated by the use of kits with infant and pre-school garments, outlines and patterns.

We feel there is need for further work along this line and an effort will be made to introduce it to groups not yet interested.

Clinics and coat schools are meeting a definite need. The clinical service will be continued and coat schools further developed during the coming year.

VIII. PERSONAL DATA

A. General Summary

Days in Field.....	85½
Days in Office.....	114½
Days College Teaching.....	86
Annual Leave Taken.....	20
Holidays.....	5
Leave Without Pay.....	0
Sick Leave.....	3
Total.....	314

B. Field Work

The 85½ days in field were spent:

Adult Leader Training.....	21
4-H Leader Training.....	49½
Clinics and Demonstrations in Organized Counties	2½
Conferences With Agents on Adult and 4-H Work...	7
Travel Enroute.....	3½
State Committee Conference on 4-H Work.....	1
Attending Fashion Show and Shopping for Ideas...	1
Total.....	85½

Additional Data On Days Spent in Field:

Agents Visited.....	61
Demonstrations Given.....	148
Attendance.....	603
Total Miles Traveled.....	9,237

C. Office Work

The 114½ days in office were spent as follows:

Correspondence.....	675
Circular Letters.....	16
No. Circular Letters Sent out.....	202
Mimeographed and Other Material Prepared For	
Leaders' Manuals.....	16
News Articles.....	3
Radio Talks.....	9
Extension Committee Meetings.....	3
No. Other Meetings.....	32
Attendance.....	3,094
Conferences, Other.....	6
Planning and Preparation of Exhibits	
Preparing Illustrative Material	
Program Planning	
Preparing for State Style Revue	
Preparing for Correct Dress Contests	
Women, Girls and Boys	
Attending Institute of Rural Affairs.....	4
Attending State 4-H Short Course.....	6

The specialist spent 40.1 percent of her time in office duties, 29.8 percent in field work and 30.1 percent in college teaching during the year. A breakdown according to days will be found on this and the preceding page.

DO LABELS TELL?

(Economic Clothing Specialist)

Before you succumb to the many tempting after-holiday sales, let's consider one of the best means at the disposal of the consumer, provided we analyze these and get the real meaning from them.

Proper and suitable labeling that adequately describes the fiber content of any item is probably the foremost step in consumer-retailer relations that has come forward in the last decade. It's importance to the ultimate consumer goes far beyond the mere education of the buyer, as to the fiber content, for, by proper informative labeling, the average housewife is not only told of what kind of fibers the garment is made but also how, by proper washing and handling, the garment will last longer and give far greater service.

For example, a luxuriant garment made of celanese acetate rayon, designed to give long and satisfactory wear, should not be ironed with the same temperature iron as used on cottons or silks, yet how is the average housewife to know this without adequate labeling?

As a result of this felt need, many groups and individuals are studying tags or labels. Interesting collections have been made by these groups or individuals for comparison and judging. An intelligent analysis of these can be quite beneficial.

The Bureau of Home Economics in Washington has one of the largest collections of tags or labels and it has been the writer's privilege to study these. Included in this group are tags from dresses, coats, children's clothing and underwear, and some from men's clothing.

This collection shows the difference between the tag that takes the fancy and the tag that tells facts. Those tags which were designed to catch the fancy were large and attractive, many featured a pretty picture, a catchy name, and plenty of inviting adjectives. Names most often used on such tags came from movie stars or flowers, or even summer resorts, and the adjectives, "alluring" or "aristocratic," "distinguished," "youthful," "smart" and others are designed to have an appeal to the buyer but tell no facts.

In contrast to those labels, are the so-called "fact labels," some giving definite, helpful facts about the article, others making only a gesture in that direction; in other words, telling only a part of the story. I have here some labels from garments.

Let us consider *Fiber Content*.

Some give incomplete facts, for example, this one says: "This garment contains 100 percent silk and rabbit." What percentage is silk and rabbit?

Another says: "Fabric warranted silk, wool, and cotton." How much of the fabric is silk, wool, or cotton?

This one says: "Eighteen percent pure silk, 27 percent virgin wool." What makes up the remaining 55 percent?

In contrast, let us read a few giving complete facts. "This fabric contains Acetate Rayon Yarns—for best results inform your cleaner it is an acetate. This trade mark is your assurance that this merchandise has been laboratory tested and approved."

Another: "This garment is made of two thread pure Australian wool."

Another tag states: "Guaranteed to give the best of wear," then follows the manufacturer and address.

Then As to Color Fastness

To be color fast, a fabric should stand tests to washing, sun and perspiration.

A few tags here indicate definite statements: "This garment made of (brand name) fabric. Fast to washing and fast to sun."

Another gives their (brand name) wash fabrics are fast to soap and boiling, fast to sun and weather, fast to perspiration and uric acid—fast to everything they encounter as wash fabrics. We unreservedly guarantee that the original color will last as long as the garment itself. If this garment should not absolutely live up to this guarantee, we will promptly and cheerfully refund your money."

A vat dye is fast to light and washing. We have a few examples here of vague or misleading statements which may cause disappointment and waste regarding color fastness.

"Washable" and "Guaranteed to Wash" are no assurances of fast color. "Fast Color" implies fastness to everything but often means fastness to washing only.

"Shrinkage" is an important factor in the life and service of a garment. Definite terms among the tags here are "Will not Shrink," "Fully Shrunk," "Completely Shrunk."

We have vague statements regarding shrinkage, too, such as: "Unshrinkable if" leaves room for argument: "Super-Shrunk," "Pre-Shrunk," "Natural Shrunk" may or may not mean completely shrunk.

Then, one truthful label states quite frankly: "This garment is not guaranteed against shrinkage so should be fitted comfortably." A label like this warns the buyer of possible shrinkage.

Some helpful labels stated: "This fabric is finished to resist creases and give very clear directions for laundering to keep the finish; that this particular fabric should be washed as wool and ironed when damp." And another: "This material is fashionable but too delicate to be guaranteed." With such a label, the buyer isn't fooled about the fabric she is getting.

While coats, dresses, and slips seem to carry better information, children's garments also are blooming with labels these days, and naturally many of these are of the consumer-appeal variety. Everything from toys to child actors provide the trade name for garments. The self-help idea is likely to be played up by the labels, even when self-help features of the garment are very slight. Many helpful labels are also appearing on children's garments which tell about color, shrinkage and size. Informative labels are not very helpful if the purchaser does not know the meaning of the term used. Sales people do not always have the full information concerning manufacturers' descriptions; however, the consumer has the right to know what the labels mean. A fabric or garment labeled as Sanforized-shrunk carries the guarantee that the material has been pre-shrunk by a secret and controlled shrinking process and, when washed, will not shrink more than one-fourth inch per yard. Bellmanized fabrics have a permanent and crisp finish that will endure repeated laundering. There are also linens guaranteed to be crease resistant, which means that they will need less care and will look well over a longer period of time.

This is a creative period in the history of the textile world. New fibers and finishes are being developed every year. This means that the homemaker, as a consumer, must keep alert to the changes that are occurring, must read the labels on all garments and materials purchased, and must ask for information when in doubt concerning terms used on labels. Repeated questioning shows the manufacturer that informative labeling is wanted and appreciated by the public. It is my belief if we, as consumers, make our desire for reliable information known, the manufacturer will supply it.

HAVE A BEST FOOT TO PUT FORWARD

"The American foot, without question, is the most beautiful in the world. It does not lend itself, however, to beautiful walking or poise quite as well as the Latin foot. The Latin women, particularly the Southern Latins, like the Mexicans and Spanish, set their feet down with grace, beauty and authority and walk with a certain majesty, but an American woman does not take advantage of the natural beauty that God has given her. Even if she is not going anywhere, a woman should always make the business of getting there very important, and handle her feet with character, intention, grace and majesty.

"Size has nothing to do with foot beauty. It's the character of the foot that matters, as shown by the Greeks," says Leon Gordon, portrait painter. Charles Keek, sculptor, says: "A foot, like the rest of the body, should indicate health to be beautiful." Authorities tell us, and most of us will agree, that 75 percent of us have some trouble with our feet, usually the result of wearing misfitting shoes at some time or other. There are shoes, you know, whose lines look handsome and attractive to the eye, but are lacking in any other good features. Some of the evils of ill-fitting shoes are corns, bunions and callouses. Corns are due mainly to pressure and friction. Bunions are caused largely by insufficient length in shoes or shortening of the tendons.

How to Judge Shoes for Yourself

Have the sales person take your foot measurements; stand as this is done, allowing the foot to elongate naturally.

As you try the shoes on, check their points. Is the ball of your foot at the widest point in the shoe? Does the heel fit snugly? Is there plenty of length in shoe and vamp? Is the arch comfortable? Will the shoes suit the purpose? Will the color fit your wardrobe plans? Can you afford the price, or afford not to pay the price? Is the construction of a type which can be repaired if need be?

From recent studies of limited figures it seems that there is a marked tendency on the part of women, college students and 4-H boys and girls, to get rather low-priced shoes. We are interested in your trying fewer but better constructed shoes, which look better, wear better, feel better and give more protection.

It is not hard to realize that one's entire appearance is changed when one changes from uncomfortable to comfortable shoes. One of the best facials a person can have, it is said, is a comfortable pair of shoes. We not only reflect foot discomfort in our face, but in our posture and disposition. With poor posture comes a slowing up of body functions and physical complications develop. An article in the medical journal attributed more than fifty diseases above the knee to ill-fitting shoes.

Quite a number of women are interested in going into a study of the selection of the correct shoe. Would your club like to form such a study group?

Should you be among the 75 percent who have foot trouble, resolve today to help yourself and the members of your family, so that they may keep the beautiful foot described by Leon Gordon and the healthy foot which, we agree with Keek, the sculptor, is necessary to beauty.

If you are willing to give the time and patience to learn proper fitting and perhaps, if need be, to reappportion your clothing plans so that more money will be available for shoes, you can put the best foot forward in style as well as comfort. After achieving this, resolve to develop a walk which will show character, intention and grace.