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Virginia

AGRICULTURAL EXTENSION SERVICE

(State)

Clothing PLAN OF WORK
(Name of project)

for

Calendar Year 1959 1959

Major phases of project
or subdivisions of
project covered

Percentage of time
devoted to entire
project by each worker

Adult and

Name of Worker*

Iva Byrd Johnson

100%

4-R Clothing

Bettie Wilson McClaskey

Date submitted: December 20 . 1958 . Signed: Iva Byrd Johnson
Project Leader

Date approved: 1/28/59 . 1959 . Signed: W. H. Dewdney
State Director of Extension

Date approved: MAR 31 1959 . 1959 . Signed: B. M. Ferguson
Administrator, Federal Extension Work
U. S. Department of Agriculture

* If phases of project are divided between two or more workers, indicate assignment to each.

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II. ANALYSIS OF PROJECT SITUATION

Although an increasing amount of the money spent for family living may go for such things as food, transportation, housing and medical care, the proportion of the money spent for clothing is expected to remain approximately the same.^{1/}

The consumer's expenditures for clothing, on an absolute dollar basis, have held within a small range from 1955 to date at a level of around 24 billion dollars.^{2/}

In the Agricultural Outlook for 1959, it is stated that urban families spend less for clothing than rural families with the same income. The urban families spent 12% for clothing and the rural families spent 17%. The size of the rural family is larger on the average (about 1/2 a person).

V.P.I. sociologists say that by 1960 most Virginians will be classified as urban dwellers, although Virginia will still be more rural than the nation.^{3/}

^{1/}=Outlook for Clothing and Textiles in 1959, Harry Kahn, p. 10

^{2/}=Textile Organon, November 1958, Vol. XIII, No. 11, p. 197

^{3/}=Extension Service News, Vol. XIII, No. 11, November 1958, p. 4

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Women from the non-white collar occupations with lower incomes in warm climates spend less money for their clothes than is spent for men's clothing, but wear the clothes as long or longer than the men.^{1/}

The Virginia farm level of level of living index is considerably below the national level.^{2/}

Virginia's climate is milder than that in many areas. Planning, buying, and care, then, seem important for Virginia women. Construction may also be needed.

There is a high degree of correlation between the age and the amount spent for clothing, ~~and the amount spent for clothing~~. In 1950, single women in urban areas who earned \$2000-\$3000, after taxes, spent \$396 for clothing in the under-25 age group, \$153 between 65 and 75 and \$82 was spent by the 75 and over age group.^{3/}

1/--Planning for Replacement of Durable Goods, Jean L. Pennock, p. 4

2/--Extension Service News, 11/58, Vol. XXIII, No. 11, p. 4

3/--Journal of H. Ec., Vol. 52, No. 9, 1958, p. 686

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Virginia's over-all median age has increased to 27.3 years in 1950 as compared to 20.3 in 1900.^{1/} Today there are more of our population in the children and senior citizen age groups. We find their needs for clothing take less money. For example, when the farm operator reaches 65, the family clothing and care expenditures are 14% as compared to the farm operators between 45 and 54 years of age, which reach 18% for family clothing and personal care. The farm operator families under 35 average 16% for these items.^{2/}

Latest census figures (1957) indicate that the proportion of married women (husbands present) having paid employment is almost as high for rural farm families (26%) as for the urban (31%) families.^{3/}

^{1/}=Extension Service News, 11/58, Vol. XIII, No. 11, p. 4

^{2/}=Using Spending Patterns from Expenditures as a Guide, Clothing and Personal Care (p.5) USDA Nationwide study of farm expenditures 1955

^{3/}=Agricultural Outlook for 1959, Nov. 1958, p. 15

The 1950 U. S. Census shows 13.7% of the Virginia rural farm women and 36% of the Virginia urban women 15 years and over were employed. The forecast is for a continuous increase in employment of women.^{1/}

Women employed outside of the home will have different clothing needs. Studies show the employed groups average \$197 and the unemployed \$113 for clothing. Employed wives also spent more on personal care, \$54 as compared to \$33 for the non-employed.^{2/}

Mr. A. W. Zelomeck, in a talk at the University of Virginia on December 1, 1958, stated that "We are now living in a service economy and not a production economy."

"We are spending three times as much for services as for durable goods."^{3/}

1/=Extension Service News, 11/58, Vol. XIII, No. 11, p. 4
2/=Job Related Expenditures of Working Wives, Emma Holmes Study in Georgia, 1958, p. 4
3/=Richmond Times Dispatch, December 2, 1958

"Virginia experienced a 40% increase in employment in service industries--including wholesale and retail finance. This is double the nationwide rate."^{1/} The trend to non-farm employment from 1951 - 1956 was 50% above the national average. Agriculture now accounts for only 10% of the state's employed.^{2/} Income for this groups is predicted to be 5 to 10% lower next year.^{3/}

A shift in clothing needs and expenditures is anticipated in the clothing program due to these circumstances. These trends indicate a changing picture which must be passed on to those who plan the extension programs. Planning, buying, and care and the wise use of clothes on hand will grow in importance.

1/=Richmond Times Dispatch, December 2, 1958
 2/=Richmond Times Dispatch, December 6, 1958
 3/=United States News and World Report, November 21, 1958

From the Outline on Situation and Trends in Home Economics Extension Work it is stated "In general, the current living problems reflect the need for assistance in planning and management of family resources, family housing, education, and the family as a consuming unit, particularly in fields related to food, clothing, and equipment."^{1/}

This statement was born out in the 1957 study of the Home Demonstration members when 21% of the women stating their clothing problems listed selection and buying of clothing a majority of times.^{2/}

The 1138 Virginia Home Demonstration members who filled in check sheets in May 1958 on problems indicated these two also as being first in importance.

^{1/}—Gladys Gallup, U.S.D.A. Extension Service, 1957, Section IV, p. 5

^{2/}—Home Demonstration Members Tell About Themselves, etc. in National Study, 1957, U.S.D.A. Extension Service

Clothing expenditures over the years will take more of the consumption dollar than the purchase of automobiles. Roughly between 10% and 15% of the average family's consumption expenditures are for clothing.^{1/}

Although the amount of the family clothing money spent remains steady the prices of clothing items needed by the family vary. The cost of men's and boys' and infants' wear is lower but the cost of women's and girls' clothing and footwear for the entire family has risen.^{2/}

This change of cost within such an important family expenditure will place more emphasis on planning. A continuing need to make those who plan the Extension program, aware of this fact is called for.

^{1/}==Planning for the Replacement of Durable Goods, Pennock, November 20, 1958, p. 1--Outlook

^{2/}==The Virginia Economic Review, Vol. II, October 1958, p. 7

It would naturally follow that good buying practices of family clothing should become more important in carrying out the planning. Proper care, too, will be necessary to aid in the wise use of money set aside for clothing expenditures.

The Textile Fiber Products Identification Act to be effective March, 1960, will need to be brought to the attention of those planning Extension programs. The importance of reading and understanding labels will continue to be stressed in the 1959 program in order to make consumers aware of the change.

The increasing number of man-made fibers on the market and the development of new or improved finishes will necessitate continued information to the public of their behavior and care. This will be important in relation to the new labeling act and to increased interest in fabric finishes, such as wash-and-wear.

The increasing popularity of wash-and-wear may well make it one of the most important developments in textiles and apparel in 1959. Mr. Kahan at Outlook substantiated this opinion when he stated that "wash-and-wear finish accounted for 20% of the 1957 production and it may double this year."^{1/}

Its use is being accepted in men's dress shirts, children's clothing, and other wearing apparel.

Manufacturing problems have been recognized ^{and} the textiles and apparel ^{people} who plan to do much work on these and bring further advances.

Construction continues in importance in lowering the family clothing cost. It aids in the care and wide use of clothing on hand. It helps the problem figure. Knowledge of this will be used in the selection of ready-to-wear, and in developing an interesting, creative hobby—one which could lead to ^{an} income.

^{1/}—Harry Kahan, Outlook for Clothing and Textiles, p. 9, November 1958

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Fitting was often mentioned as a problem by those home demonstration members who bought and sewed. In Virginia there has been some increase over last year in requests for assistance in these areas.

The clothing program in Virginia has been set up so that areas that cut across other subject matter is done cooperatively. Work with the housing specialist on the sewing area and clothing closets are examples.

The state-wide "Light for Better Living" activity ¹⁵ was incorporated into the clothing program as related to lighting the sewing and pressing areas.

Assistance is given counties requesting help with special interest clothing committees (in eleven counties last year, see section III). We plan to continue working with these and to meet requests from any others who start this phase of the work in Program Development.

The Farm and Home Development will be contributed to by sending person working with these families Clothing Notes

and Buying information. Much of this material was used last year as indicated by figures from ~~low~~ agents' annual narrative reports.

No special requests have been made as yet for assistance on this program.

We will continue our close cooperation and discussions with the Home Management Specialists who are responsible for this program. This helps us to prepare materials which they feel helpful.

From time to time visual aids and subject-matter teaching outlines are loaned these Home Management Specialists for use in counties or group meetings.

There are two counties in Virginia, Cumberland and Carroll, doing phases of Rural Development.

General background information from surveys have been used by the committees in setting up county goals for 1958. As yet, there have been only a few opportunities for the clothing specialists to be of general assistance by

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supplying background information. We are interested in keeping informed on the goals and achievements of each of these counties.

Cumberland will continue work on:

1. Securing new industries (none yet)
2. The county-wide lighting program in homes, schools, and churches.
3. The recreational program, which helped to raise \$2800 last year for equipment and a part of the coach's salary, is now planning showers for the athletic program and a gym eventually.
4. The Health Committee work in county on community dump and with county rescue squad and local doctor to promote the health of the county people. (Clothing as related to health and safety may be tied in with this program.)
5. The educational committee, which works in many areas to help improve county educational system. The live-at-home program, reemphasized by Extension during last

year when 250 families were encouraged to purchase and conserve food and clothing by the use of home skills and family labor.


In Carroll County, surveys indicated needs for following goals set up for 1959. They were:


1. To improve educational facilities in the area.
2. To work to secure additional industry.
3. To improve recreational facilities.
4. To provide highway improvement.

It has not as yet been indicated how clothing specialists may be of assistance here.



Home Demonstration -- Negro -- 1958-59
26 different counties

 = In the club = 23 counties, 249 clubs, 5,581 members

 = Special Interest = 7 counties

III. MAJOR PROBLEMS

From an analysis of the 1999 county home demonstration programs in the state, planning groups have recognized problems in:

1. Planning clothing to meet the family needs in 52 counties.
2. Buying of family clothing in 55 counties.
3. Construction of clothing:
 - a. General--involving two to six days of work in 69 counties. This includes beginners, advanced, and tailoring groups.
 - b. Specific problems in construction involving one meeting in 62 counties.
4. The upkeep of family clothing in 32 counties:
 - a. Care and repair in 15 counties.
 - b. Restyling and remodeling in 17 counties
4. Equipment:
 - a. The use and care of sewing machines in adult programs in 11 counties.

- b. The 4-H leader training on this phase not yet in.
 - c. Planning a sewing area in 1 county.
5. Grooming as a means to better appearance and better wear from garments in 16 counties.

IV. WORK TO BE DONE AND METHODS OF PROCEDURE

In Virginia the program is planned on a county basis, and requests are made for specialists' assistance through the district agent, who in conference with the home agent decide upon the type of help they desire. In most cases these are followed; however, when the district agent and specialists discuss all of the requests some adjustments may seem advisable and these are discussed and agreed on jointly. Emergency calls are expected, too, during the year, as agents are transferred to a county and another program or new agents are assigned.

The requests to date vary in methods as follows:

Individual Agent Training -- 39 (3 of these Negro)

Group Agent Training -- 3 groups

1-2 days construction

2-5 days tailoring (1 Negro)

Leader Training -- 85 (14 Negro)

Special Interest Groups -- 19

Material To Be Sent -- 35 (15 Negro)

Subject-matter outlines for leaders and agents on the programs planned and in some cases material for members will be developed along with suggested aids and methods.

An attempt will be made to keep all home agents aware of developments in the clothing field through quarterly Clothing Notes and Fashion Flashes.

An average of 36 radio talks on timely topics are planned.

A news article for Extension News or the State 4-H Club paper will be prepared quarterly.

We plan to continue the special 4-H Leader program on "Know Your Sewing Machine" with the hope that 10 counties will complete the four units during the year.

The preparation of the leaflet for 4-H on the Ensemble for girls and boys is still an objective we hope to achieve in 1959.

Materials for the three 4-H clothing projects must be provided, some 5 thousand on "Looking Your Best, over 4,000

on "Make or Remake," and more than 8,000 on "So You'd Like to Sew." These materials are planned for agents', leaders', and club members' use. These figures are based on the last several years of about 18 thousand club members participating in the 4-H clothing program.

Contacts will be kept with commercial firms such as the pattern, fiber, fabric, etc. and with retailers to keep familiar with supply and price trends as well as fashions.

These contacts will be used to help the representatives of these firms become familiar with Extension objectives and the clothing needs and problems in meeting those needs by consumers with whom we contact.

We will continue to cooperate with the Home Management Specialist and try to keep the whole picture of the family living objectives and relate our phase of the program to the entire program.

A summary of 50 county figures (51 white and 29 Negro) reporting in 1958 indicates that buying and outlook information

on clothing was most frequently used by home agents and homemakers of the farm and home unit families. We shall plan to continue the general economic clothing trends and supply the buying leaflets to this group. Other buying leaflets will be set up as need indicates.

The lighting and safety programs as state-wide activities will continue to have our support.

We are committed to assist with the second phase of communication training to all personnel. One specialist is assigned to a team to train on a district basis.

There are 11 counties who now have or are developing special clothing committees in the Extension programs. They are:

Cumberland, Powhatan, Hanover, Carroll, Hennepond, Buckingham, Goochland, Mecklenburg, Alleghency, Lancaster (Negro), and York. The last two have just had first meeting with clothing specialists. Committee work will begin in 1959. Assistance will be given as requested.

Plans are being made for assuming our responsibility for the Clothing Specialists Workshop in Stillwater, Oklahoma, April 19 - 23, 1959. We are now planning to do the 10 interviews such as material to be gotten from every clothing specialist for background or analysis at this workshop. We will summarize our 20 Virginia interviews and have figures to see how we compare with the nation as well as to analyze for trends they may lead to in future Extension Clothing programs. We are looking forward to this experience and the contacts with other clothing specialists later.

We will assume our responsibility for the clothing section and dress revue at State 4-H Short Course in June and other committee work related thereto.

There will be committee assignments not only within the Extension programs such as for the Institute of Rural Affairs in July and Annual Extension Conference in August, but with the School of Agriculture and Home Economics resident staff of the college.

We anticipate that home agents will request a repeat of subject-matter sections at the Extension Conference to enable them to attend other sections. Already a folder is being developed on fibers and finishes announced since that time. All Home Economics Extension Staff received copies of the material developed for last August and will get revised copies or supplements to the original whether they attend the section or not. If the method is not repeated this supplement will go to all as a Clothing Notes issue.

V. RESULTS EXPECTED AND METHODS OF MEASURE

We hope to train $2/3$ of the 1879 ^{actual} leaders in the 85 counties for which requests for assignage have been made, or approximately 1350 leaders.

It is anticipated that there will be about 30 agents trained in the 3 groups. About 24 of these will be helped on organization and methods in teaching tailoring in a series of meetings with special interest groups. We will suggest that where possible the group be made up of representatives of various sections of the county and that this be considered an opportunity to learn tailoring techniques and to act as leader of small groups within her own neighborhood. These small groups in the county taught by the agents and leaders would meet at intervals suited to group, two or three times a week until garments are completed. The two groups of agents to receive training during 1939 are made up of agents from Miss Vaughan's (Southwest) and Mrs. Svoboda's (West Central) districts, and the second group will be made up of Negro agents. It is suggested that the first group meet during the last week in February and the second group in September or October.

If 1/2 of these agents train groups in 1959 with an average of 10 per agent there should be 120 trained local leaders on tailoring added during 1959.

We have developed a plan for training home agents in two white districts in a group on tailoring. In this way we are back every three years to help new agents and other agents feeling a need for help on tailoring.

The Negro group has been getting training about every four or five years. Perhaps we may need to give these training every three years, depending upon the turnover of agents and the development of need for help on tailoring. We will need to study this to learn of the demands for help on tailoring among Negro women and A-H members.

The third group of agents who requested training on techniques in a two-day session is in Miss Minix's district. Each agent will be helped with developing teaching aids along the area in which she feels greatest need. However, we shall try to determine the felt needs in advance and select those

most common to all. There is a tendency to try to get too much done with groups of this type. We shall hope to do teaching aids which are of a good quality or standard if it means fewer and add to these as time goes on. There will probably be 10 to 12 agents in this group, definite plans as to who have not been made yet with the district agent.

We note a larger request for individual training of agents this year, for example, 39 as compared to 24 last year.

It may be that when assistance is given if topics are the same and agents are near each other that some of these may be grouped. There are advantages of using this method not just to meet all requests when time is limited, but much is gained by agents of different tenure of work, experiences, and educational and social backgrounds working together and discussing ways of handling different situations.

During these work sessions questions by some lead others into new areas which if working along on a given problem may not have been explored.

There are, to date, 3 groups, 2 of which are tailoring as compared to 7 last year, one of which was tailoring. As time goes on, perhaps in monthly planning sessions with district agents and specialists, the needs may change and along with this the methods for meeting them will also be adjusted.

We shall try to get definite facts on leaders trained in the 85 counties requesting assistance. (There should be 1000.)

1. From our records we will determine how many were in attendance, representing how many clubs having the topic scheduled in the program.
2. From home agents we will try to get follow-up training on topic done by her, with leaders not present at leader training at which specialist assisted, or leaders trained by the home agent alone.
3. From home agents we will try to get how many leaders did the demonstration & club.

- 4. How many leaders assisted in the demonstration at club, will be reported by the home agent.
- 5. How many leaders helped individuals in neighborhood with information on which they were trained.
- 6. How many of these neighbors were not club members, will be reported by the home agent.

Another phase we would like to analyze during the year is how the individual agent training is used by those given it. If thirty of these were complete we would have some indications of the value of this method.

A sheet must be developed, tested, and prepared for the evaluation of each of these two methods. It may start with the following:

How Did We Do On Clothing Leadership In 19__?

(To be filled in by specialist and agent at time of meeting)

- A. The clothing specialists assisted:

	a.m.		p.m.
--	------	--	------
- 1. With training leaders adult in adult topics.

No.	No.
<u> </u> junior	<u> </u> junior
No.	No.

Make 2 copies: soon after date planned for leaders:

Keep one for use in annual report.

Mail one to clothing specialist.

Home Demonstration Agent _____

County _____

Date _____

Distribution:

Specialist leave two copies with each home demonstration agent after discussing it with her on visit to county.

For leader training, agent training, individual or group, or with another county leader training.

Mail copies to those requesting material.

VI. PROJECTED PROGRAM NEEDS

By way of clothing news outlook material, program planning chairman, district agents and home agents, we will continue our efforts to keep the whole program of clothing, that of planning to meet family needs for what they do. Buying to get the needed items without consuming too much time, money, or energy. Taking care of and making good use of garments provided for satisfactory needs; physical, psychological and social, within family living areas.

As time, money, and interest is available for an acceptable job of construction to be done, encouragement and help will be given. We do not believe this phase of the program is in need of promotion as is the understanding of and appreciation of the former in helping people to:

Identify their needs, problems and opportunities.

Study their resources.

Become familiar with specific methods of overcoming problems.

Analyze alternate solutions to their problems if or where alternates exist.

Arrive at the most promising course of action in light of their own desires, resources and abilities.