

VIRGINIA AGRICULTURAL EXTENSION SERVICE

House Furnishings

PLAN OF WORK

(Name of Project)

For

Calendar Year 1960

Major phases of project
or subdivisions of
project covered

Name of Worker*

Percentage of time
devoted to entire
project by each worker

House Furnishings

**Ruth Jamison
Katherine Habel**

100%

100%

Date submitted: January 1, 1960

Signed: Ruth Jamison
~~Project Leader~~

Date approved: _____ 196__

Signed: Katherine Habel
~~Head of Department, Project Leader~~

Date approved: 1/28 1960

Signed: W. H. Doughty
~~State Director of Extension~~

Date approved: 6/16 1960

Signed: [Signature]
Administrator, Federal Extension
Work, U. S. Department of Agriculture

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

TITLE PAGE

TABLE OF CONTENTS

ANALYSIS OF PROJECT SITUATION	1-2
MAJOR PROBLEMS IN HOUSE FURNISHINGS	2-11
Planning Home Furnishings	2-4
Problems	2-3
Objectives	3
Assistance to Agents and Leaders	3-4
Results	4
Selection of House Furnishings	4-7
Problems	4-5
Objectives	5
Assistance to Agents	6-7
Assistance to Leaders	7
Construction of House Furnishings	8
Problems	8
Objectives	8
Assistance to Agents	8
Arrangement of Furniture	9-10
Problems	9
Objectives	9
Assistance to Agents	9-10
Renovation of Furniture	10-11
Problems	10
Objectives	10-11
Assistance to Agents	11
LIGHT FOR BETTER LIVING PROGRAM	11-13
Problems	11
Extent of Light for Better Living Activity	12
Assistance to Agents	12
Materials for County Programs	12-13
Cooperating Agencies in the House Furnishings Program	13

Cooperating Extension Departments	13
4-H HOME IMPROVEMENT	14-16
Problems	14
Objectives	14
Projects	14-15
Assistance to Agents	16
Young Homemakers	16-17
Proble m	16
Objectives	17
Overall Results Expected and Methods For Measuring	17-18
Evaluation Methods	18
Evaluating Results	19
PROJECTED PROGRAM NEEDS	19-20

HOUSE FURNISHINGS PLAN OF WORK--1960
Ruth Jamison & Katherine Habel, Specialists

ANALYSIS OF PROJECT SITUATION

There are 150,977 farms operated by 20,598 non-white and 122,399 white operators. There ^{are} 416,341 rural farm and non-farm households in Virginia. In addition there are home demonstration agents working in six urban counties or cities of Virginia.

The house furnishings specialists are interested in assisting as many of these families as possible through their county programs in creating livable and easy to care for homes.

The median income for farm and non-farm families is \$2,172, according to the last reports gotten. There are many urban families that are eager to get assistance in improving their homes while they have higher incomes.

Farm families, who are caught between lower income and higher taxes, increased production, and higher cost of living are trying to obtain knowledge that will help them make the most of the furnishings they have on hand.

More Virginia women above 40 years of age are taking jobs outside the home. These women are leaving the home demonstration clubs.

Family patterns are changing:

There are 23% more pre-school children;

45% more people 75 years of age;

33% more people 64-74 than in 1940.

Eighty percent of the families in Virginia have television. Both young and older people are in this group.

About 8 out of 10 people still have inadequate light for safe seeing even after intensive efforts on the part of the Extension Service, Power Suppliers and other educators.

MAJOR PROBLEMS IN HOUSE FURNISHINGS

The major problems according to the studies made by the club and county planning committees with requests for specialists help in home furnishings are, 1. Planning Home Furnishings

2. Selection of Furniture and Furnishings

3. Arrangement of Furniture, Accessories, and Flowers

4. Construction of Furniture

5. Renovation of Furniture and Furnishings

PLANNING HOME FURNISHINGS

Problems

1. Many families still lack an understanding of the basic principles involved in creating an attractive and comfortable home.

2. It is hard to dispel the tendency toward impulse and bargain buying before definite plans are made, resulting in lack of family satisfaction in their home furnishings purchases.

Objectives

1. To cause families to think through their problems, weigh what they have that can be used, what needs to be recovered or restored and what additional furnishings purchases are needed to make the family comfortable.

The demonstrations chosen by club members on which they wish specialists' assistance are:

Demonstration	Counties	People to be reached	Projection Groups or Home Ec. Committee
Color and Design	13	4098	6
Developing Home Furnishings Plans	5	1281	--
Window Treatment	10	1948	--
Making the Most of What You Have	5	1100	1

Assistance to Agents and Leaders

To train agents and/or leaders for assisting clubs and members of individual counties, the specialists will use one or more of the following methods:

1. Method demonstration to leaders, illustrating points to be stressed, what illustrative materials to use, where they might

be obtained and how to get best results from the club members and others in better planning of house furnishings.

2. Tours with agents and/or leaders to decorating centers for obtaining house furnishings ideas and for determining trends.
3. Workshops with agents and/or leaders assisting them in preparing their illustrative materials for demonstrating to their own clubs.

Results

This type of work is difficult to measure. Only one question "Color Planning" is listed in FES 21. It is the most difficult phase of house furnishings for the women to gain confidence within their own ability.

SELECTION OF HOUSE FURNISHINGS

Due to higher wages for non-farm families and lower income for farm families there are conflicting problems in this phase of work. One group is eager for help in buying up-scaled furniture, draperies, rugs and accessories, while the farm group is interested in the best values for their money in buying replacements.

Problems

1. Consumers are confused by the ever changing furnishings market and the extravagant claims made through national advertising. They are over-whelmed by high-pressure salesmanship in some local stores.
2. Consumers want to know what styles, scale and finishes best fit their way of life and how to make the best use of their home furnishings dollars.
3. Early married couples are buying on credit. They seldom know what

they are purchasing.

Objectives

The house furnishings specialists will try to train agents and leaders and through them their respective families to:

1. Know what furnishings and styles the families need or want.
Measure the space ⁵where the decided purchases and accessories will more easily fit space requirements.
2. Do comparative shopping in local stores on the first shopping trip, to determine what design, quality or price will best serve the family. Take home brochures to see whether the desired home furnishings article will combine well with the other furnishings of the home. Check construction, read labels and ask salesman for additional information when it is needed.
3. Use home furnishings catalogues to study what the consumer gets in the way of construction, material and finishes in low, medium and custom furniture.

Demonstrations and People Reached

Demonstration	Counties	People to Be Reached	Projection and Home Ec. Groups
Furniture Selection	11	3692	
Picture Selection	14	3737	1
Buying Linens & Bedding	5	1671	
Fabrics for Slip Covers, Upholstery and Draperies	3	600	
Floor Coverings	18	5448	15
Accessories, How to Use Them	16	2529	

Assistance to Agents

1. Train individual agents at the Southern Furniture Market in May so that they can develop an understanding of the furniture and furnishings situation and a feeling of confidence in working with local families and local dealers.
 - a. In preparation for the workshop send check sheets to agents to be used in helping them to determine the furnishing needs of their respective families.
 - b. Ask them to visit local furniture dealers to find what types of furnishings are available to their families and do some local comparative shopping to see what goes with low, medium and custom furniture.
2. Plan for Agents Workshop
 - 1st. Session - Discuss purposes of the workshop. Show slides or movies to illustrate construction of case and upholstered furniture-low, medium and custom.
 - 2nd. Session - Tour of selected furniture displays where agents will shop for definite pieces of furniture, looking for durability, style to suit the families needs. Each group will explain what they have found and why the choice was made.
 - 3rd. Session - Discuss and demonstrate hard and soft floor coverings and how to care for them, include floor coverings as a key to color planning.
 - 4th. Session - Discussion of house furnishings trends, shopping for accessories in selected accessory display booths.

Follow-up of this training to encourage agents to:

- a. Include phases of selection of furnishings and their use

in the county program the following year.

- b. Secure dealer cooperation among county people.
 1. To know and use the results of the County home furnishings survey.
 2. To stock furnishings that more nearly meet the needs of the people.
 3. To influence good taste in furnishings through better window displays, showing families how durable furnishings can be coordinated.
 4. To use newspaper, radio and TV with advertisements that are informative to their customers.

Assistance to Leaders

- a. The specialist will train leaders in method demonstrations using:

1. Manufacturers furniture and accessories brochures to determine what style, size and shape will best serve individual needs.
2. Slides to show how to blend styles and woods.
3. Actual objects to show construction of chairs or sofas, and case goods.

- b. Tours to furniture and accessory stores will be made to let them have experience in comparative shopping and in checking low, medium and custom furniture for style, scale and construction features.

Many times when the leader and dealers become better acquainted, the dealer will invite the leaders to bring their club members on a similar tour.

CONSTRUCTION OF HOUSE FURNISHINGS

Problems

Both farm and non-farm families need to stretch the house furnishings dollar by making better use of the furnishings on hand.

It is difficult to find some one in the county to make slip covers and draperies. Braided or hooked rugs can often be made from old clothing. The use of family labor seems to be the best solution.

Objectives

To assist families:

1. In better planning and selection ability so that durable, suitable fabrics will be secured for curtains, draperies and slip covers.
2. In choosing and using better designs and materials on hooked and braided rugs, made in sizes suitable to individual needs of the homes.

Demonstration	Number Counties	Members	Number Projected Groups
Slip Cover Making	15	3748	17
Making Draperies	13	3257	16
Braided Rugs	10	2080	31
Hooked Rugs	5	1006	2

Assistance to Agents

All day training will be for agents and/or leaders in the above problems; where needed. In some counties the agents were trained at agent workshops last year to be ready for solving this year's problems.

Where counties already have skilled workers in rug making they will be asked to assist new agents with the braided and hooked rug programs. Rug making for interested women through a series of special interest meetings will be led by the skilled worker or home agent.

STATEMENT OF EXPENSES AND RECEIPTS

ARRANGEMENT OF FURNITURE AND FURNISHINGS

Problems

Families are still confronted with the problem of making the best use of furnishings on hand.

They need to study the use of individual rooms and furnishings; how furnishings can be grouped for family comfort, how to balance heavy furniture, keep path of travel open and eliminate useless articles.

Objectives

1. To cause families to understand their furnishings needs, and to select and use furniture, lamps and accessories to satisfy those needs.
2. To use only those furnishings that are actually needed for use or decoration.

Demonstration	Number Counties	Members	Projection Groups
Furniture Arrangement	13	3181	8
Flower Arrangement	15	4515	
Dried Flowers	7	187	2
Choosing and Arranging Plants for the Home	4	693	

Assistance to Agents

The specialists will train agents and/or leaders in one of the following ways:

1. Showing and discussing slides of well balanced and coordinated groupings of furniture and accessories.
2. Leader participation in actually arranging furniture and accessories in a home to make individual rooms, appear more useful, larger and more comfortable.

Garden Club women will be used for training leaders in the arrangement and use of flowers and plants wherever possible. Specialists will train agents or leaders where a Garden Club women can not help.

RENOVATION OF FURNITURE

Problems

Because of less income, higher cost of production and the increased cost of furniture, many farm families are putting off buying new furniture. Old furniture needs restyling, repair, a new finish or a new cover as in upholstered furniture.

Objectives

The specialists plan to assist families in:

1. Recognizing good simple lines in furniture as a means of remodeling and refinishing good pieces of which the family isn't proud.
2. Restoring and putting to new uses accessories that will help to decorate the home.
3. Extending the home furnishings dollar by reupholstering chairs and sofas with family labor.

Demonstrations	Number Counties	Members	Projected Groups
Remodeling, Repairing and Refinishing Furniture	13	3231	35
Upholstery Repair	11	2214	29
Restoring Accessories	5	1493	2
Renewing Picture Frames	5	1125	1
Repairing Venetian Blinds	1	225	1

Assistance to Agents

The specialists will:

Train some agents in workshops where they will learn and in turn hold special interest workshops.

Hold some county leader training and special interest workshops.

(4 days for Upholstery and repair, one day training for all others.)

LIGHT FOR BETTER LIVING PROGRAM

The "Light For Better Living" activity has been carried on for three years. It is now starting ~~into~~ the fourth year.

Problems

The biggest problem has been and continues to be that the fixtures, lamps and bulbs recommended by research are more expensive than most families have been accustomed to buying.

Dealers are reluctant to stock the recommended items since many families are satisfied with the kind of fixtures, lamps and bulbs they started with.

EXTENT OF LIGHT FOR BETTER LIVING ACTIVITY

Sixteen counties, 10 white and 6 negro, plan to have some type of educational program on lighting in adult clubs.

Six counties plan open house demonstrations.

Twenty-two counties will have dealers that have stocked lamps and bulbs and continue to include good lamps in other phases of house furnishings.

Twenty-six counties plan to publicize the need for the right light in the right place in local papers.

Ten counties plan to have store exhibits of lighting equipment during emphasis week.

Nine counties plan to have county-wide meetings on lighting.

Assistance to Agents

The home furnishings specialists, Electric Engineering specialists, and Power Supplier Home Economics will assist county personnel with subject matter information, leader training, open house demonstrations and articles of publicity.

MATERIALS FOR COUNTY PROGRAMS

Bulletins recently prepared or bought or to be prepared to be used in this year's program are-

Color and Design in House Furnishings
Slip Covers
Selection of Lamps
Remodeling Furniture

Period Furniture
Renovation of Venetian Blinds

Kits for loan purposes are-

Rug Selection
Fabric Selection
Color and Design in House Furnishings
Making Curtains and Draperies

Slides for loan to agents and/or leaders are-

Ideas for Your Room (A-H)
Storage and Simple Improvements (A-H)
Planning the 4-H Girls Room (Film)
Selection and Arrangement of Furniture
Window Styles
Accessories and how to use them.

COOPERATING AGENCIES IN THE HOUSE FURNISHINGS PROGRAM

All Power Suppliers of the State
The Shimers and Miller & Rhoads - Richmond
Willis Wayside - Norfolk
Southern Furniture Market - High Point
Local Furniture Dealers
Local Lamp Dealers
Other decorating shops
Garden Clubs

COOPERATING EXTENSION DEPARTMENTS

Housing - H.E.
Agricultural Electrical Engineering
Poultry
Dairy
Farm Building
Clothing
4-H Club Department

4-H HOME IMPROVEMENT

Problems

4-H Home Improvement Projects are more difficult and not as personal as are some of the other Home Economics projects.

Boys who should be much more involved in this phase of the work, hesitate to enroll.

There are a number of related projects such as housekeeping, yard beautification and the electric project which tend to cut down the total 4-H home improvement enrollment.

4-H projects are not planned at the same time the adult programs are planned and fewer requests are made for specialists assistance.

Objectives

To interest more boys and girls in taking one of the three home improvement projects.

To increase interest among parents by sending them a letter explaining the project and suggestions on how they may help.

To help boys and girls see the value of learning basic principles that will serve in helping to improve the family home and also help them in setting up homes of their own.

To train more junior and adult leaders to assist with 4-H Home Improvement projects.

4-H HOME IMPROVEMENT PROJECTS

4-H members will select one of the following projects:

"YOUR ROOM" for younger members dealing with the care of a room, simple improvements in storage, the selection or renovation of accessories, the right light for the various activities of the room, furniture arrangement, better use of flowers and plants.

Requirements - Make three Improvements.

"YOUR FURNISHINGS" for older members dealing with basic principles involved in furnishings, the use of color to cure architectural defects or to brighten up a room, the choice of suitable designs in fabrics and wall paper (if used) how to make a definite overall house furnishings plan to include all backgrounds, window treatments, etc. how to make the best use of furniture on hand through a remodeling or re-finishing project and furniture selection. All of this will be keyed to one room-preferably the members own.

Requirements - Make three improvements.

"YOUR HOME" for advanced members who have completed one room and are ready to apply their knowledge to other rooms of the house.

These members are ready to do some of the more difficult jobs such as refinishing floors, furniture, helping to build closets, making cafe curtains or draperies, slip covering or repairing upholstered furniture.

Requirements - Make three improvements during the year.

The projects are flexible to meet the various needs of the members.

The extent of the program has not been determined yet.

Assistance to Agents

The specialists would like to devote more time to training in the 4-H home improvement projects, especially in the latter two which should be more challenging.

1. Two classes of two sessions each will probably be held at the 4-H Short Course. They will be given to older boys and girls to develop Junior leadership in home furnishings.
2. Demonstrations in home furnishings will continue to be a part of the 4-H Short Course. They are attended by Junior and Adult leaders. This type of training back home is invaluable in helping older members to help the younger members.

Members of all the 4-H projects should be exposed to the principles of making a comfortable home, to the demonstration on developing an overall plan for the room, furniture and accessories arrangement including the best selection and use of lamps for the various activities of the room.

YOUNG HOMEMAKERS

Problem

The young married couples and prospective brides are one of the biggest problems. They need a good furnishings series of programs before they buy furniture and other furnishings.

Objectives

To start this type of program in each district by offering to assist each district agent with an agent training meeting or a series of meetings.

Western Central Virginia will start a series of meetings next year for married couples in Blacksburg. Demonstrations to be used are:

1. Beauty in the Home - principles of decorating
2. Planning - developing an overall plan of furnishings the family wants, determining what they will purchase the first year, second year, etc.,
3. What Goes with What in Furniture Selection
4. How to make the Most of What you Have including methods of remodeling, repairing, refinishing, etc., discards from families homes.
5. Accessories and how to use them, including simple arrangements of leaves, flowers, and the use of plants.
6. Comparative shopping tour in the stores where groups will select furniture they have planned to use in a room. Each group will then explain why the individual pieces were chosen by its group.

It is anticipated that each of four districts will try this project for young homemakers and prospective brides in 1960.

OVERALL RESULTS EXPECTED AND METHODS FOR MEASURING

To reach 10,000 families with better overall planning of furnishings wanted and needed.

To reach 15,000 with information on selection of furniture and accessories.

To reach 8,000 families with information on construction of slip covers, draperies, rugs, furniture, etc.

To reach 9,000 families with information on furniture arranging and use of accessories.

To reach 25,000 families with information on selection and use of better electric lamps and bulbs.

To reach 10,000 families with information on renovation of furniture and accessories.

To reach 6,000 4-H club boys and girls with room improvement.

EVALUATION METHODS

Check sheets will be used when training in color planning, selection of furniture, accessories and how to use them to help specialists determine how much and what the leaders have learned from the demonstrations.

A check sheet will be used with 4-H junior leaders at the 4-H Short Course to help specialists to know how much she is getting across.

Scores will be developed for scoring rooms and for judging work involving skills, with such problems as flower arrangements, making rugs, slip covers, cushions, and bedspreads etc. Before and after judging will help to make women and girls more conscious of good design, materials, and workmanship. They work a little harder when they have an opportunity to judge their own work with that of others.

EVALUATING RESULTS

Under our present system of getting records it is much harder to find out results. Agents reports will be studied for results in home furnishings. Those that tell a good story will be filed under annual report for later study. FES 21 under house furnishings and 4-H club work will help us to learn what has been done.

Projected Program Needs

One of the greatest needs is to plan a home furnishings action program for each county recognizing major home furnishings problems. A campaign to reach more people than the club members similar to the ones that were used about twenty-five years ago would not be bad.

For several years, "The Light For Better Living" activity has been used. This ran well reaching into nearly all the counties during the first two years. This year the home phase of it dwindled in interest.

The farm and outdoor lighting phase should now be stressed with less emphasis on indoor lighting. In addition, house furnishings demonstrations should be tied to some activity such as Living room, bedroom, halls, dining room improvement. Then each demonstration could be keyed to the county-wide activity. Before the room's completion better lighting equipment would also be included. Club members, home economics committees, farm and home development families could be enrolled and be asked to check on a list provided for that purpose, listing what they want to get done in the activity during the year.

More home visits should be made by the agents to assist the families in planning and learning how to carry out their plans.

These people should be encouraged to attend workshops held in the county to learn how to repair, refinish, reupholster and slip cover furniture or work on any problem scheduled according to their needs.