

Virginia

AGRICULTURAL EXTENSION SERVICE

(State)

House Furnishings

PLAN OF WORK

(Name of project)

for

Calendar Year 19⁵⁹

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

100%

Date submitted: December 19, 19⁵⁸

Signed:

Ruth Jamison
Project Leader

Date approved: 4/28/59, 19

Signed:

U. R. Doughton
State Director of Extension

Date approved: MAR 31 1959, 19

Signed:

W. M. Ferguson
Administrator,
Federal Extension Work
U. S. Department of Agri.

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

TITLE PAGE	
TABLE OF CONTENTS	
ANALYSIS OF PROJECT SITUATION	1-4
MAJOR PROBLEMS	4-25
Light for Family Living	4-8
Problems	4
Objectives	5
Methods to be Used	5-6
Measuring Results	7
Cooperating Agencies	7-8
Extension Departments Cooperating	8
Planning	8-11
Major Problems	8-9
Objectives	9
Demonstrations	9-10
Methods to be Used	10-11
Cooperating Agencies	11
Results Expected	11
Selection	12-15
Problems	12
Objectives	13
Demonstrations	13-14
Methods to be Used	13-14
Cooperating Agencies	15
Construction of House Furnishings	15-18
Problem	16
Objectives	16
Demonstrations	17
Methods to be Used	17
Evaluation	18
Results Expected	18

Arrangement of Furniture and Accessories	18-20
Problem	18
Objectives	19
Methods to be Used	19-20
Results Expected	20
Renovation and Care of Furniture	20-22
Problems	20
Objectives	21
Demcnstrations	21
Methods to be Used	22
Evaluation	22
4-H Home Improvement	23-26
Situation	23
Problems	23
Objectives	23-24
Projects	24
Methods to be Used	24-25
Evaluation	25
4-H Advisory Committee	25-26
Purpose	25-26
Results Expected	26
PROJECTED PROGRAM	26-27

House Furnishings Plan of Work--1959
Ruth Jamison, Specialist

ANALYSIS OF PROJECT SITUATION

There are 150,997 farms operated by 28,598 non-white and 122,399 white operators. There are 416,341 rural farm and non-farm households in Virginia. It is the concern of the house furnishings specialist as to how she may assist any or all of these families in creating a livable and comfortable home to which they may return at the end of the day.

Families who especially need help in planning color schemes and making an overall long-time furnishings plan are the young people who anticipate setting up homes of their own in a few years; the young marrieds who are so busy raising and caring for the family that they seldom attend club meetings. These families might be reached in special interest meeting workshops but best of all, they can be reached through television, radio, and farm and home development programs.

Almost all families are involved in making replacement of chairs, sofas, tables, chests, springs, mattresses, rugs, or household

74
72

House Furnishings Plan of Work--1959
Ruth Jamison, Specialist

ANALYSIS OF PROJECT SITUATION

There are 150,997 farms operated by 28,998 non-white and 122,999 white operators. There are 416,341 rural farm and non-farm households in Virginia. It is the concern of the house furnishings specialist as to how she may assist any or all of these families in creating a livable and comfortable home to which they may return at the end of the day.

Families who especially need help in planning color schemes and making an overall long-time furnishings plan are the young people who anticipate setting up homes of their own in a few years; the young marrieds who are so busy raising and caring for the family that they seldom attend club meetings. These families might be reached in special interest meeting workshops but best of all, they can be reached through television, radio, and farm and home development programs.

Almost all families are involved in making replacement of chairs, sofas, tables, chests, springs, mattresses, rugs, or household

fabrics. They find it difficult to make choices from the constantly changing furnishings and fivers marketed to fit in with the colors, style, and scale with which the family started.

The median income for non-farm and farm families is \$2,172. Higher taxes, higher cost of living and increased cost of production have all been eating into the farm family's money for maintaining his level of living. Unfortunately, the furnishings of the home are neglected first when income declines. At best, rural families need to know whether to spend now or later and how to get maximum family satisfaction from the few dollars available for home furnishings.

There is no shortage in furnishings offered but fewer farm families feel that they can really buy the up-to-date furnishings sold today. This may account for the swing to families asking for help in making the most of the home furnishings dollar through construction and renovation of furnishings.

About the same number of women work outside the home in Virginia as they do in the nation. When a woman starts working she usually drops out of home demonstration clubs. Thus only about 3% of club

members are gainfully employed outside the home. Radio is probably the best way of reaching the working people during the lunch hour or while they are having breakfast.

Family patterns are changing--with 23% more pre-school children, some help is needed in furnishing the home for them. There are 45% more people 75 years of age or over and 33% more people who are between the ages of 64 - 74 than in 1940. Safety factors must be included in planning and furnishing the home. Emphasis needed is storage space for children's toys, non-slippery floor, fewer scatter rugs, and scatter rugs well anchored. For all groups we need consider well constructed furniture and other furnishings that do not soil easily.

80% of the families of Virginia have television. This includes almost all growing families. Two of the biggest problems since television has invaded the home is that of arrangement and balanced light to safe-guard the eyes of growing children. Too many children study or read the funnies on the floor close to the television. In the house furnishings field, we could come nearer reaching young families who need help through regular TV programs than in any other way.

The construction of house furnishings will be given in 158 special interest groups to reach people who attend club meetings and non-club members and renovation of house furnishings will be given in 117 white and Negro counties to reach non-club members in renovation of furnishings, farm and home development families will be included.

"Light for Better Living" is entirely the work of a special interest farm and home committee. Its purpose is to reach all people to make them aware of their need for "Light for Better Living." 37 counties plan to have "Open House" demonstrations and at the same time to get dealer cooperation in supplying the lamps. 19 counties are planning to project the planning or selection of house furnishings program to include others than club members.

MAJOR PROBLEMS IN HOME FURNISHINGS

Light for Family Living

PROBLEMS

At least 80% of Virginia families yet need to be made aware of the best use of light and adequate light for protecting its members' eye health.

Dealers in 60 counties are not willing to stock equipment--portable lamps and bulbs until there is more demand for them.

OBJECTIVES

To project the "Light for Better Living" program in 37 counties to make 70,000 families aware of research in this field and to encourage those counties that have emphasized it during the past two years to continue to work on it with groups, schools, and individual families.

METHODS--Extension workers will:

1. Cooperate with other agencies in setting up "Open Houses" in 42 counties where families may get ideas for lighting their own homes.
2. Secure the assistance of power supplier's home economists, for method demonstrations to home demonstration clubs, civic and 4-H clubs in 37 counties.
3. Use mass media to reach families who do not attend educational meetings on light during emphasis period October 15 through 30.
4. Assist in setting up and using exhibits in public buildings, at fairs, and in local store windows during the emphasis period.

- 72
5. Work with power suppliers in securing the cooperation of dealers to make the recommended equipment, lamps, and bulbs available to the local people.

The house furnishings specialist will serve as chairman of the:

Extension "Light for Better Living" committee.

Virginia Farm and Home Council Fixture and Light Standards committee.

She will serve as a member of:

Virginia Farm and Home Council's "Light for Better Living" committee.

Virginia Farm and Home Council's "Light for Better Living Guide" committee.

Virginia Farm and Home Council's 4-H Electric project committee.

She will promote "Light for Better Living" through the 4-H Home Improvement projects.

In connection with the work on the "Light for Better Living guide, she will contact manufacturers directly at the Southern Furniture Market to get their cooperation in providing recommended lamps to the dealer.

She will contact other manufacturers by letter to secure their cooperation.

72

MEASURING RESULTS

1. A letter will be sent each county and home agent at the beginning of the year requesting their continued participation in the program.
2. Each county will be asked to indicate the extent of its participation.
3. A questionnaire will be sent each county early in November to determine the extent of its participation and results obtained. There is no place for this type of report in ES-21 nor in the outline for the Narrative Report.

It is estimated that 70,000 families will be made aware of the "Light for Better Living" program and that dealers will stock the needed bulbs, and lamps, in twenty additional counties.

Cooperating Agencies

Extension Service

Farm-Home Administration

Health Department

Occulist

Vocational Home Economics

Vocational Education

Fixture distributors and Manufacturers

Three leading lamp bulb manufacturers

Farm lighting equipment manufacturers and dealers

Extension Departments Cooperating

Housing

Farm and Home Development

House Furnishings

Agricultural Engineering: Farm Buildings
Housing
Electric Project

Poultry

Dairy

Animal Husbandry

Planning

MAJOR PROBLEMS

1. Families lack an understanding of the basic principles involved in creating attractive and livable homes.

2. There is a tendency toward impulse buying without planning resulting in lack of family satisfaction.
3. Home economists are getting too little training in Virginia colleges to immediately assume self-confidence in their ability to assist families with this intangible problem.

OBJECTIVES

The specialist will encourage families to:

1. Make a detailed color plan of samples they can secure to coordinate furnishings, walls and floors before any improvements are made.
2. Make a scrap book of ideas in developing a long-time home furnishings plan to insure that the family is well aware of needs and what it wants before going shopping.
3. Shop for ideas and bring them home for family decisions to avoid impulse buying that will not fit into the overall plan.

Demonstrations	Counties	Members	Projected	
			Groups	Families
Color Schemes	19	5,333	2	100
Window Styles	18	6,344	3	180

Demonstrations	Counties	Members	Projected	
			Groups	Families
Beauty in the Home	4	938	--	--
Good Design in Home Furnishings	2	499	--	--
Planning, Long-Time	2	465	--	--
Walls and Wall Finishes	2	236	1	50
How to Combine Period Furniture	4	1,337	--	--
Planning Outdoor Living Areas	1	568	--	--

METHODS TO BE USED

The specialist will:

Train agents and/or leaders in groups through demonstrations and tours.

Use the following educational materials to get her message accepted--

Swatches of fabrics and rugs, paint chips and colorful accents in working out color planning. Suitable fabrics and styles and equipment for windows.

Colorful mounted brochures of furniture styles in use today demonstrating how to develop the long-time plan, methods of eliminating, making the floor plan, and the scrap book of ideas.

Slides of simple but attractive homes using well selected fabrics, rugs, furniture, and accessories.

Tours--Following the demonstrations, tours will be arranged, whenever possible, to a furnishings store or a decorating shop, where the buyer or decorator will supplement information given at the demonstration. Thus, agents and leaders become better acquainted with local home furnishings dealers, are able to borrow materials needed for their own demonstrations, as well as to know what furnishings are available locally.

COOPERATING AGENTS

Locally Merchants

Visual Aids Department

Area decorating and department stores

Sears-Roebuck, Consumer Division

RESULTS

This type of intangible work is very difficult to measure until 20 years later when all at once one finds attractive homes based on a long-time plan which has finally been completed.

ES-21 will be studied to determine how many families have been assisted with color planning.

Selection

Urban, non-farm, and farm families all seem to have conflicting problems. Due to higher living cost there seems to be less money for new furnishings and replacements for wage earners off the farm and considerably less money for furnishings among farm families. Yet some families are interested in learning what to look for in buying.

PROBLEMS

1. Consumers are confused with the ever-changing market.
2. Furniture styles and finishes are changing, which will last and which soon will be a fad. How to care for the new finishes is a problem.
3. Man-made fibers are increasing in goods sold for the home 28% against 66% for natural. Consumers are bombarded with national and local newspaper advertisements that of house furnishings give the many good features/but leave out that which will not measure up to the consumer's expectation.
4. How to care for the new fibers in rugs and curtains is a problem.

OBJECTIVES

The house furnishings specialist will advise leaders and agents, and through them families, to:

1. Know space requirements before going shopping to secure shape, size, and scale of furniture and accessories needed for their homes.
2. Study home furnishings catalogs to more clearly understand the type of construction, materials, and finishes they can find on low, medium, and custom furniture.
3. Read labels on furniture, fabrics, and rugs to learn what material and finish is used and how to care for it. Ask for information the label does not give.
4. Do comparative shopping on first trip to town to determine design, quality, and prices. Consider whether the desired purchase will fit into the home with other furnishings or if it is needed.

<u>Demonstrations</u>	<u>Counties</u>	<u>Members</u>	<u>Projected Groups</u>	<u>Families</u>
Selecting Lamps and Bulbs	16	3,971	4	200
Choosing and Using Accessories	11	3,175	2	90

Demonstration	Counties	Members	Projected	
			Groups	Families
Fabric Selection and Use	13	5,746	2	100
Selection of Floor Coverings	8	2,215	8	250
Furniture Selection	4	1,092	—	—
Pictures and Other Wall Decorations	5	2,442	—	—
Buying Bedding	10	2,001	6	200

METHODS TO BE USED

The specialist will train the agents and/or leaders in two ways:

1. Demonstrations to show and tell what to expect in construction, finishes, and care.

She will assist agents and leaders in preparing their own kits from brochures, fabrics, and rug fibers, obtaining from local stores and national manufacturers.

2. Tours to local furniture, accessory, fabric dealer or decorating shop, to:

get cooperation between the two.

let salesman or decorator supplement the demonstration given.

permit agents and leaders to get a clearer picture of the problems and compare them with furnishings that will last.

Specialist will make up for loan purposes:

Slides on furniture selection, construction on low, medium, and custom level.

Kits on different fabrics and finishes used in home furnishings.

Rug kits of different fibers and weaves. Types of rug cushions.

Slides on accessories--how to choose and use them.

COOPERATING AGENCIES

Decorating shops

National Retail Furniture Association

National Rug Association

Armstrong Floor Coverings.

Furniture Stores

Fabric Shops

Floorist Shops

Construction of Home Furnishings

There has been a swing back to demonstrations that will help families stretch the home furnishings dollar. This is probably due to higher cost of living and lower farm income.

In stretching the available money for furnishings, farm families will be buying better materials using family labor.

PROBLEM

The high cost of labor for making slip covers, draperies, rugs, etc. have made them prohibitive unless families make them with family labor.

OBJECTIVES

Assist families:

1. To gain the ability to plan, to select durable, suitable fabrics with which to make slip covers.
2. To develop skills that will cause the family to be proud of its achievement.
3. In planning and making draperies of durable and well designed fabrics.
4. In planning and making colorful hooked and braided rugs in sizes suitable for individual needs.
5. In realizing how to use simple plants, foliage and flowers in making rooms colorful and livable.

<u>Demonstration</u>	<u>Construction</u>		<u>Projected</u>	
	<u>Counties</u>	<u>Members</u>	<u>Groups</u>	<u>People</u>
Slip Covers	14	1,492	42	1,020
Hooked Rugs	14	1,348	12	300
Braided Rugs	13	2,340	45	650
Draperies	21	4,107	22	550
Making Lamp Shades	16	2,691	10	200
Flower Arrangements	20	4,933	18	720
Flower Arrangements for the Church	5	899	—	—
Dried Flower Arrangement	16	2,897	7	145
Potted Plants and Containers	4	904	—	—
Making Bedspreads, Quilting, Making Pillows	10	—	6	200
Needlepoint	2	692	—	—
Matting Pictures and Framing	5	824	2	60

METHODS

All-day training will be given agents and/or leaders who will reach families in clubs and in projected groups. Each leader trained will be asked to train at least five others to further the project in this phase of furnishings.

EVALUATION

Three phases of evaluation are needed:

1. Group judging of activities made in the club or at workshops to permit each participant to compare her ability to design or choose a design, and her workmanship with other members. A score sheet will be provided.
2. Agents will give leaders evaluation sheets to fill in at the end of the training period to determine how well the training was presented or learned.
3. Specialist will study monthly reports and ES-21 to determine the effectiveness of this phase of work. Was it worth the time involved?

RESULTS

It is anticipated that 25,000 families will be reached by the selection, use, and construction program.

Arrangement of Furniture and Accessories

PROBLEM

With the invasion of TV in 80% of the homes, the arrangement of furniture in the TV room has taken a backward turn. The dealer often convinces the family that TV's are made for corner arrangements.

Then other furniture is either arranged in a top heavy fashion for televiewing or in cat-a-cornered which upsets all principles of arrangement of furniture, pictures, and lamps.

OBJECTIVES

To cause families to arrange TV on the wall across from the sofa and best arrangement of seats for viewing it.

To arrange lamps to get light near TV and balanced light throughout the room.

To use only furniture and accessories that are actually needed for decoration and use.

16 counties will take this demonstration to 3,225 families.

METHOD

The specialist will train agents and/or leaders and they will train families in two ways--

1. By using slides to show how other rooms were arranged in groups of conversation, music, writing, reading, etc.
2. By participation of members in groups, each will arrange a unit of the room, using furnishings found in the home. When arranged, each group will tell why it arranged the unit in that way, followed by a discussion of changes that

can be made to make the unit attractive and livable. Articles not needed are discarded. This is followed by a discussion--other needed furnishings such as tables, chairs, bookshelves, lamps, larger ash trays, or plants to make the home livable.

RESULTS

It is anticipated that 5,000 or more families will be assisted by this phase of home furnishings.

Renovation and Care of Furniture

This phase of the house furnishings program will receive about the same emphasis as last year. The specialist often wonders if the families will ever get all their old furniture renovated.

PROBLEMS

Farmer's income is lower.

Taxes are higher.

Cost of production is up.

Cost of living is up.

Farm families are putting off buying new furniture.

Old furniture and furnishings need remodeling, refinishing, or reupholstering.

OBJECTIVES

The specialist plans to assist families:

1. To make better use of furnishings on hand by remodeling it.
2. To make old scarred furniture look almost like new through a series of refinishing workshops.
3. To restore good but unused in scale accessories for new uses.
4. Save labor in reupholstering chairs and sofas.
5. In knowing how to sand and refinish floors with durable, easy-to-care-for finishes.

<u>Demonstrations</u>	<u>Counties</u>	<u>Members</u>	<u>Projected Groups</u>	<u>People</u>
Upholstery	16	720	36	1500
Refinishing Furniture	15	749	69	3000
Restoring Accessories	2	753	--	----
Restoring Picture Frames	5	824	2	300
Care of Rugs and Furniture	9	2094	--	----
Floors and Their Finishes	2	499	--	----
Making New Furnishings from Old	1	355	--	----

METHOD

Training in clubs and projected workshops to reach others will be given by:

Specialist for new agents.

Agents in training leaders.

Leaders trained in past years.

From 1/2 day for restoring picture frames to 4 days for upholstering will be required for these workshops. Most of these have been taken out of clubs and are conducted where families received demonstrations on one phase, work on that, then another phase, and so on.

MEMBER EVALUATION

Members divided into groups will evaluate their own work as compared with others doing similar work.

Agents will use an evaluation sheet to see what families have learned as a result of the work. Specialist will analyze the results reported in ES-21 to determine whether or not renovation is worth the time involved.

44
72

4-H Home Improvement

SITUATION

According to 1950 Census this is an era of early marriages.
Half of the first-time brides are between the ages of 14 - 19.

PROBLEMS

1. Prospective brides have had little experience in furniture and furnishings shopping.
2. Budget is very limited, thus better planning is needed to buy satisfactions.
3. Many young couples need an understanding of how to restore and use the discards from their parents' homes.

OBJECTIVES--To train club members that they--

1. Can do a lot with a little.
2. Have orderliness--the key to a livable home.
3. Can use their hobbies to decorate their rooms.
4. Can make a lot of a good plant, foliage, or well arranged flowers.
5. Can save their eyes by setting up a good study center.
6. Need to study and plan before starting any improvements in the home.

7. Can have better furnishings when they buy the best in design, color, and quality of material, save by doing the work with family labor.

PROJECTS

The following projects are used with 4-H home improvement members--

Your Room--for younger members dealing with storage, care, accessories, lamps, furniture arrangement, and flower arrangement.

Your Furnishings--for older members dealing in color and design, furnishings planning, shopping for furniture, window treatment, remodelling and refinishing furniture for his own room.

Your Home--for advanced members who are completing the other rooms of the house, whose skills need to be developed to tackle more difficult problems such as upholstering, slip covering, refinishing floors, choosing lamp, building closets, making rugs and draperies.

METHOD

This is the weakest part of the program. The 4-H programs are not planned at the same time the adult programs are planned and very little time is left from adult requests for this phase of the work.

Agents will be trained in groups for the area or district in a one-day meeting. All phases of the project must be discussed. Then they will either train leaders or train the club members.

The specialist has offered to train older club members and their mothers in county-wide groups on Saturdays or early summer or two selected demonstrations.

EVALUATION

In evaluating the training and results in this project, the specialist feels that:

1. Many agents are not as well prepared for house furnishings as they are for foods and clothing.
2. Too many agents attempt to train members rather than expanding the project through the use of leaders.

4-H Home Advisory Committee

It is proposed to the 4-H club agent and the assistant director in charge of home demonstration work that a 4-H Home Improvement advisory committee be set up to study this project.

Purpose

1. To analyze the existing 4-H Home Improvement projects in the light of 4-H needs of Virginia families.

2. To determine the best methods of training and using leaders.
3. To devise a means of stimulating more interest and participation of 4-H members in this project.
4. Through participation of 4-H members in this project it is hoped to stimulate interest and participation of entire families in home furnishings and in general raise the level of living among all age groups.

RESULTS EXPECTED

To reach 5,000 4-H members with the three home furnishing projects.

Projected Program



The construction of slip covers, draperies, curtains, hooked rugs, braided rugs, and bedspreads and the renovation of furniture, remodeling, refinishing and upholstering are used as a means of reaching others than club members.

The "Light for Better Living" program will be projected from the state office in cooperation with Virginia Farm and Home Electric Council. It is worked through special county committees. (See story in Annual Report.) 33 counties will have "Open House" demonstrations to show and tell how families may light up their own homes.

In the 41 counties where recommended portable lamps and bulbs are stocked by local dealers, some families are buying the right lamps even though they have not heard of the "Light for Better Living" program.



White Lighting Program 1958-59

-  = demonstrations in clubs 37 counties
 = open house demonstrations 42 counties

