

COOPERATIVE EXTENSION WORK

IN

AGRICULTURE AND HOME ECONOMICS

STATE OF NORTH CAROLINA

STATE COLLEGE STATION, RALEIGH, N. C.

March 8, 1946

NORTH CAROLINA STATE COLLEGE OF
AGRICULTURE AND ENGINEERING
NORTH CAROLINA COUNTIES AND
UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

EXTENSION SERVICE

HOME DEMONSTRATION WORK

TO: All Home Demonstration Agents

The week of May 5-12 has been designated as National Home Demonstration Club Week. Theme: "Today's Home Builds Tomorrow's World."

Isn't it fine that the North Carolina Home Demonstration Club Women can have the opportunity of talking, writing, speaking over radio, exhibiting, inviting non-club members to join a club, organizing a new club, writing a history of the county organization for publication? This is an opportune time to feature clubs, leaders, and individuals; to meet in homes to see successful result demonstrations; to talk on Home Demonstration Club Work at civic clubs. Now is the time for all good club women to come to the aid of their County and State organization and tell what Home Demonstration Club Work means to them, to their County, and to their State.

But the women should not plan programs on accomplishments only. They will have an opportunity to obtain wider recognition of some of the more important problems affecting all rural families such as housing, health, nutrition, clothing, management, and family relationships. The resources available to them should be pointed out such as the Extension Service, Health Departments, Medical Care Services, Rural Electrification Authority, State Recreation Commission, and others.

You, as agents, will have to know what the county problems are and cite club women to the different agencies and departments from which help and assistance might come.

We know every county will get busy, and right away develop plans for National Home Demonstration Week. Perhaps the chairman of the Executive Board will wish to discuss plans with you and others on her board before a meeting of the County Council is called.

Just as soon as you have your plan developed won't you please send me or your District Agent a copy? The Washington Office is making big plans. We hope every county in the State will make big plans, too. Won't you let the club officers and leaders do the planning, as much as they can and make contacts if such are necessary?

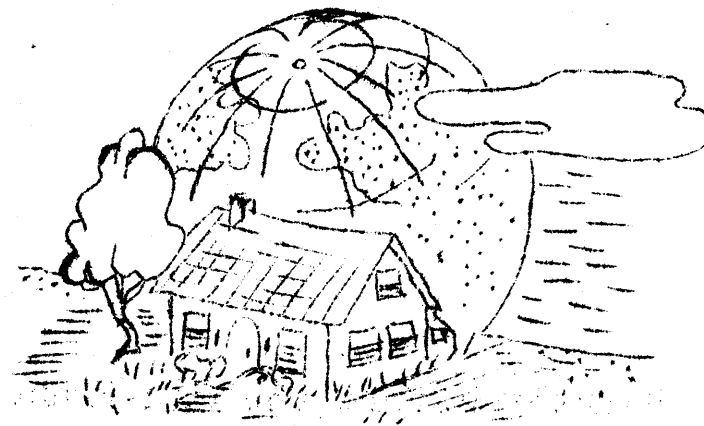
I'm enclosing material sent out from the Washington Office that will be helpful to the women and you as you guide them in developing county plans. From time to time other material from this office will be coming to you.

If we can help in any way, please let us know. We will send you a North Carolina Home Demonstration fact sheet within a few days. Meantime, a county organization fact sheet might be compiled.

My best regards to you,

Ruth Current
State Home Demonstration Agent

Today's Home Builds Tomorrow's World



Fact Sheet: National Home Demonstration Week
May 5 to 12, 1946

Plans for Observance

Today's Home Builds Tomorrow's World! That's the theme for National Home demonstration Week, May 5 to 12. It will be used by rural women throughout the United States, Alaska, Hawaii, and Puerto Rico to focus attention on the contribution of the home and family toward progress and world peace.

During the week, the 3 million women reached by home demonstration work will hold open house--so to speak--to call attention also to the progress made in rural family and community living since the home demonstration program was initiated over 30 years ago.

Through meetings, exhibits, tours, and radio programs during National Home Demonstration Week, these women will show the opportunities that home demonstration work offers and encourage wider participation in the program.

The Extension Service of the Department of Agriculture and of each of the 51 land-grant colleges (located in the 48 States, Alaska, Hawaii, and Puerto Rico) is cooperating with rural women in planning observance of National Home Demonstration Week.

Background and Scope of Home Demonstration Work

Home demonstration work is an educational program carried into rural homes and communities by approximately 3,000 home demonstration agents, joint employees of the State land-grant colleges and of the U. S. Department of Agriculture. Home Demonstration work, like 4-H Club work and other phases of the cooperative extension program in agriculture and home economics, is financed by the county, State, and Federal Governments.

From tomato canning in a few southern communities in 1913, the scope of home demonstration work has been expanded--at the request of rural women--to embrace every phase of rural family life. In addition to foods and nutrition, clothing, household management and home furnishings, and handicrafts and recreation, rural families are asking home demonstration agents for help with the solution of problems in such fields as health and medical care, housing, farm and home financial planning, work simplification in the home, consumer education, child care and parent education, community welfare, and citizenship responsibilities.

Interests Extend Beyond Home

The wide range of interests of rural families in community and world affairs is indicated by recent activities.

Shortly before the San Francisco Conference ended, about 3,000 rural Vermont women were completing a series of discussions on winning the peace.

Last May home demonstration club members in Virginia sponsored 1,000 public meetings, attended by more than 25,000 persons, to discuss the local and State health situation. As a result, 7 counties formed groups for hospital insurance; 8 counties held tuberculosis, typhoid, preschool, dental, and eye clinics; 10 counties formed home nursing classes; and 11 counties made improvements in school lunchrooms.

This past fall, Arkansas' home demonstration clubwomen contributed a year's supply of home-canned food to the State Children's Home and Hospital in Little Rock. At present they are completing plans for building a cooperative house for 4-H Club girls enrolled in the University of Arkansas at Fayetteville. Architect's plans have been drawn, two lots near the campus have been purchased, and some \$40,000 has been raised and donated to the building fund by the women.

In Colorado rural women in El Paso, Fremont, and Weld Counties studied citizenship as a civic project. In Iowa, planning the farm home of the future was the theme of a recent homemakers' session at the Farm and Home Week held at Iowa State College, Ames. In Kansas farm homemakers are studying the advantages and disadvantages of joint bank accounts and the proper way to set up joint ownership of land.

High Lights of a Typical Year's Activities

In 1944 a quarter of a million rural women studied home care of the sick; almost 800,000,000 quarts of home-canned food were placed on pantry shelves; sewing-machine clinics and tailoring workshops on garments for the whole family were held from Oregon to Massachusetts; and from Maine to Hawaii groups of rural women assisted in sponsoring hot school lunches and medical clinics for children.

Home-grown food supplies, well-made, attractive wardrobes, remodeled homes, re-finished furniture, time- and- labor-saving equipment, handicrafts, landscaped yards, community centers for recreation and canning, community libraries, and sickroom loan kits are typical achievements of groups or individuals which will go on display during National Home Demonstration Week.

For Further Information-

See your State or county home demonstration workers, or your State extension editor.

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Washington 25, D. C.

NATIONAL HOME DEMONSTRATION WEEK
May 5-12, 1946

Suggestions for State and County Activities

National Home Demonstration Week provides an opportunity to inform many people of the resources of the Extension Service and land-grant colleges that are available to them through home demonstration work. It also provides an opportunity to obtain wider recognition of some of the most important problems, that affect rural families. Successful results may be used to illustrate the benefits of home demonstration work to rural families. The theme, "Today's Home Builds Tomorrow's World" may be used with additional slogans to relate home demonstration work to family, community, national, and international welfare.

Several States have already set up committees of State leaders, supervisors, specialists, and editors, working on plans for the Week. Perhaps the following suggestions may be helpful to you in developing plans for State or county activities.

General -

1. Point up problems of rural families and communities that home demonstration programs can help to solve, such as improved housing, health, nutrition, clothing management, family relationships, and financial planning; in press, radio, and in meetings.
2. The Week may be used as a stimulus to -
 - a. Program planning.
 - b. Enlisting new leadership.
3. Inform county extension workers and arrange for their participation.
4. Farm organizations, civic groups, women's clubs, and other interested groups and individuals may be informed and their cooperation solicited.
5. Since May 5-12 is also National Family Life Week, the support of rural ministers may be enlisted.

Press and Radio -

1. Statements from the governor and from outstanding rural leaders may be used in press and radio releases.
2. Newspaper editors can be encouraged to assist by -
 - Giving wide publicity to programs now under way.
 - Running stories of solutions to major family or community problems through home demonstration work.
 - Special illustrated editions.

3. Radio stations could be asked to cooperate by using -
 Special programs and announcements.
 Talks or interviews by local women.
 Talks or interviews by State or county officials.
 Releases supplied by extension workers.
 Programs for special listening groups.

Meetings -

1. Special luncheons or dinners featuring home demonstration work.
2. County or community achievement programs with exhibits illustrating home demonstration work.
3. Special recognition of local leaders, featuring their contribution to their communities.
4. Special programs in home demonstration groups during Home Demonstration Week.
5. Local groups listen to home demonstration programs on national networks.
6. Home demonstration workers or local leaders might speak before local organizations. Perhaps some foreign students who are studying extension work might speak on what home demonstration work can do in their own countries.

Exhibits, Posters, and Others -

1. Exhibits of home demonstration work at meetings, in stores, banks, and other public places.
2. Special shopping days with home demonstration work featured in advertisements.
3. Posters when feasible; 4-H Clubs and schools may wish to prepare them.
4. Local motion-picture houses may run theme and call attention to home demonstration work on the screen during the Week.
5. Any special State, county, or community goals may be featured in many ways.
6. Records of activities should be kept for use in compiling reports.

Copies sent to State extension directors, State home demonstration leaders, and State extension editors.

PUBLICITY FOR NATIONAL HOME DEMONSTRATION WEEK WHICH WILL BE HELD
THE WEEK OF MAY 5th, 1946

Contact your State Extension office immediately and talk over with them plans for publicizing the first National Home Demonstration Week to be sponsored by the National Home Demonstration Council.

THEME: "Home Demonstration Women Build Toward Better Home Life and World Peace"

OBJECTIVES:

1. To acquaint as many women as possible with home demonstration work and how it may serve them in meeting some of the situations affecting a continuing improvement in rural life.
2. Encourage a wider participation of rural families in home demonstration programs throughout the year.
3. Highlight the benefits rural women have obtained through participation in home demonstration activities.
4. Recognize the contributions made by rural women who serve as leaders in home demonstration work.
5. To obtain the support and cooperation of other rural women's organizations in the promotion of Home Demonstration Week.
6. To explain the organization of clubs so that new communities and counties will know how and where to get information on forming new clubs.
7. To acquaint everyone with the values of county and State home demonstration organizations and the benefits to be gained through them.
8. To bring the National Home Demonstration Council with its valuable contacts and wider outlook on national and international affairs to the attention of non-member States. Home Demonstration work starts with the home but what happens in the world at large has a definite bearing on better living for rural families.

METHODS WHICH MAY BE USED FOR PUBLICITY (You may think of others.)

A. Newspapers

See that they receive articles written by State or local home demonstration women. A conference with the editor may bring good results. He will then know what it is all about and may suggest articles he would like to print. Following are suggestions for topics:

1. What home demonstration work means to rural women.
2. Any phase of our theme (as finally adopted.)
3. State, National, and International programs.
4. Who's Who in Home Demonstration Work - short biographies of women who are active in home demonstration work.
5. Human interest stories, outstanding achievements of rural women.
6. Stories of result demonstrations.

B. Radio

Plan with your State home demonstration leaders for contacting your radio stations and arrange talks and interviews on any of the above topics. Use "shorts" on local news broadcasts during the entire week. They might be topics being used in meetings, human interest items, programs current with the clubs, etc. If any of your National officers are available, use them. If your stores have broadcasting programs, they may be willing to interview one of your women about the resources of the land-grant colleges and the Extension Services available to homemakers through home demonstration work.

C. Exhibits

Arrange for exhibits in store windows illustrative of home demonstration work. Attractive posters are useful. Information should be given as to where women may go for further help.

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EXTENSION SERVICE

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UNITED STATES DEPARTMENT OF
AGRICULTURE COOPERATING

STATE COLLEGE STATION, RALEIGH, N. C.

25 April 1946

Dear Home Agents:

By now I am sure your plans for the observance of National Home Demonstration Club Week are well underway. Won't you please let me have a copy of your program for the week if you possibly can, in order that we might let the Washington office know what the home demonstration club women in North Carolina are planning to do in every county in the State.

Editorials and Other Publicity:

Have you been reading the feature articles in newspapers and magazines written by Executive Board members and past presidents of the State Federation of Home Demonstration Clubs? I am hoping that you are going to get good publicity from your local papers, too, and that you will feature individuals, progress of club work, community projects, work of leaders, building of club houses, and the broad program that is being carried in your county. Now, please don't try to do all of this yourself but put it into the hands of your leaders. They, I am sure, will be able to do an excellent job. Let them make the contacts with the papers, with the radio; let them write their own articles in their own way. (Keep in mind that training leaders is a big objective in Extension).

I wonder if the editors of your local papers have been contacted and asked to write editorials? I have asked Mr. Jeter to contact Dr. Julian Miller of the Charlotte Observer and Mr. Sanford Martin of the Winston-Salem Sentinel, and today I am to confer with Mr. Josephus Daniels of the News and Observer.

Include 4-H Clubs:

Don't forget to include the work with the young people through 4-H Clubs. In North Carolina we have 1,882 4-H Clubs with 54,579 girls enrolled. It would be fine if a home demonstration club woman who has had 4-H Club training could say what 4-H Club Work has meant to her.

Ask Ministers to Participate:

It would be fine if the ministers throughout the county would say something about the observance of National Home Demonstration Week, featuring the building of better homes and how this is being done through club work. It may be that you would recommend using the Club Collect as a basis upon which to build a sermon or the theme, "Today's Home Builds Tomorrow's World." Provide the ministers with a copy of fact sheets that you now have and statements which I am enclosing. These will enable them to work with facts and develop better sermons.

History of the Work:

Don't you think this would be a good time to ask the County Council to start writing a history of home demonstration work in your county? You might find Mrs. McKimmon's book, "When We're Green We Grow," a source of early data that could be used, and also the 1939 annual narrative report of work in your county contained a short review or history of the work

Canned Food Contributed:

I hope that you are following the suggestion from Mrs. Pierce, asking the club women to contribute the canned foods. I was in Washington last week and gave a short summary of some of the things we are planning to do in North Carolina. Contributing three cans of food to send to UNRRA is something no other state is doing and I certainly hope that we can follow through on this in every county.

Use Your Leaders:

Now we don't expect you to do all of the planning and carrying out of this program. Please, may I say again, use your leaders.

Freedom from Famine:

Food is the most sought after commodity in the world today. Won't you please take time from your club demonstration to discuss with the women the food famine program that rural people will want to share in. We must grow more food. We must save more food. We must save wheat, corn, and fats. We must not waste food.

The food emergency is real and this critical situation may last into 1947. The country people are being challenged to help win this global war against hunger and we are depending on you to get this information to all rural people.

Available film: Freedom and Famine - What Is Happening in Europe. Contact your district agent if you want to use this film.

I shall be looking forward with real pleasure to getting a copy of your plans and program for the week, and hearing of the results when it is all over.

With kind regards,

Ruth Current
State Home Demonstration Agent

Enclosures

Note: On the fact sheet sent you April 16, the 25, 351 voluntary local leaders includes the 15,162 women neighborhood leaders.

National Radio Programs

for

NATIONAL HOME DEMONSTRATION WEEK

Saturday - May 4

NBC Consumer Time ---12:15 P.M. - 12:30 P.M. EST
15 minute dramatic show (Christine Kempton)

Sunday - May 5

CBS COUNTRY JOURNAL of the Air -- 8:30 A.M. - 9:00 A.M. EST
4 minute interview - Mary Burnham, Home Editor and farm woman from
Virginia

Monday - May 6

Cavalcade of America (plug - Dupont) -- 8:00 P.M. - 8:30 P.M. EST

Saturday - May 11

ABC - American Farmer - 12:30 P.M. - 1:00 P.M. EST
12 minutes, 3 or 4 speakers from New York, Chicago, Denver, and Wash-
ington (Mrs. P.P.Gregory from Camden County, N.C., will talk from
Washington)

NBC - Farm and Home Hour - 1:00 P.M. - 1:30 P.M. EST
5 minutes - San Francisco - Interview farm women

Voice of the Dairy Farmer (Tentative)

NOTE:

but programs

The first four are definite spots/and speakers are still tentative.

*Please give publicity to this
Schedule -*

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

2000 Massachusetts Ave., N.W.
Washington 6, D.C.
April 4th, 1946

To the Rural Women of America:

Freeing the people of all lands from the fear of hunger is the high goal of the Food and Agriculture Organization of the United Nations. It is a goal which will call for staunch effort in many fields. We will have to produce more food and better food the world over. We will have to improve our methods of processing and transporting that food, and we will have to work out ways to get more food to the people who need it.

Those are big jobs and important jobs. But, big and important as they are, I hope we will not become so involved in trying to accomplish them that we forget why we are doing them. The real purpose behind our efforts to grow food, to process it, to ship it and market it, is the use of that food in the home. The homemaker, therefore, becomes the most important link in the long chain of food handlers from the farm to the dinner table. Her ability to get the food she needs for her family, to select the right foods for health, to prepare foods properly for eating, and to preserve them for future use -- these are the end results toward which all the rest of our activity is aimed.

And so, in this National Home Demonstration Week, I am happy to greet the rural women of America, and to offer my congratulations to them for the progress they have made toward accomplishing the goals for better living which the FAO hopes may be made a part of family living throughout the world.

Yours sincerely,

John Boyd Orr
Director-General

DEPARTMENT OF AGRICULTURE
WASHINGTON

March 18, 1946

To the Rural Women in Home Demonstration Work:

It is fortunate that we Americans realize that, amid all the problems of war and readjustment, our greatest strength and hope for the future lie in our homes. That is why I am happy that you in home demonstration work are focusing our attention on the contributions of the rural home to progress and world peace during National Home Demonstration Week, May 5 - 12.

I particularly like your theme, "Today's Home Builds Tomorrow's World." We need such deep seated, forward looking objectives in critical times like these. It is in our homes that we mold our citizens of tomorrow and inspire them to greater knowledge and accomplishments.

I would like to commend the three and one-half million women who are cooperating in home demonstration work and urge you to carry forward in every way possible your goals of better homes, good health, successful family living, and general community betterment.

Clinton P. Anderson
Secretary of Agriculture

523(4-46)

UNITED STATES DEPARTMENT OF AGRICULTURE
Director of Extension Work
Washington, D. C.

The Hinge of the Gate

(Statement by M. L. Wilson, Director of Cooperative Extension Work,
U. S. Department of Agriculture, for use in publicizing National
Home Demonstration Week, May 5 to 12, 1946)

There is one matter of policy to which all true believers in democracy subscribe. It is that the farm family is the hinge of the gate that leads to the kind of rural democracy that has brought and maintained steady progress towards an ever-ascending standard of living among rural people in the United States.

National Home Demonstration Week, May 5-12, 1946, gives recognition to the contributions made, in a period that extends beyond 30 years, by two very important groups in our rural society. The first of these is that corps of many thousands of rural women leaders who have through the years served as volunteer local, community, county, and State home demonstration and 4-H Girl' Clubs cooperators. They have sensed the problems of rural families -- and they have done something to meet them. The second group are the relatively few, professionally trained State and county agents who have worked with the volunteer groups in bringing new developments in homemaking science within the reach of millions of farm families in the Nation. They have done, and are doing, such a good job that Congress has, through the Bankhead-Flannagan Act, urged that more be cooperatively employed so that there is no rural county without their services. Among some of the essential jobs being done in home economics extension programs are those of meeting problems of farm family food supplies; encouraging farm fruit and vegetable gardens; food preservation and food preparation; safety on the farm and in the home.

As farm and rural women -- and that means farm and rural families -- take up the task of recovery from a war which brought supreme sacrifices to many, and great sacrifices to all, it is important that the home demonstration cooperators of the Nation get together in their respective communities to take up the problems that lie ahead. These may vary in a degree, depending on local situations. Many of the problems will center around the family and home, in improving living conditions, including improved nutritional standards, better clothing, better marketing services, homes and housing conveniences suited to the needs of families who are to live in them. Others will deal with community, county, State, and nation-wide problems dealing with health, roads, rural electrification, recreation and improved educational opportunities to meet the needs of children and the oncoming generation of rural youth. Still others will deal with matters of moral and spiritual advancement and cooperation in efforts to solve future international problems through peaceful means.

Now that the period of wartime sacrifices has ended, farm families are looking forward to a gradual addition of those higher standards of home and living which they have a right to expect in an advancing civilization. Cooperative home demonstration extension work, through local cooperators and resident home demonstration agents, should plan and organize its continuing services along lines that will best help rural families find a practical and intelligent way toward meeting immediate problems of better living.