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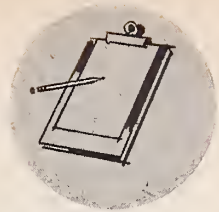
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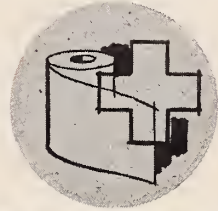
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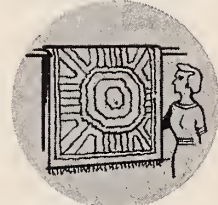
CURRENT SERIAL RECORDS



SURVEYS



HEALTH PROGRAMS



HOME INDUSTRIES



LEADERSHIP



women in RAD

OCTOBER 1963

U. S. DEPARTMENT OF AGRICULTURE

Official monthly publication of Cooperative Extension Service: U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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EDITORIAL

"How many miles is 47 kilometers? How many apples in a kilogram?"

Stanford Research Institute says these problems have plagued American "innocents abroad" for nearly two centuries. All because of something called the metric system. The Institute points out that 82 percent of the world's people use that system of weights and measures. Americans, the British, and a few others don't.

Economists at SRI now predict that Americans will convert to the metric system before the end of the century.

What will it cost? I guessed a couple hundred million. Maybe I'd better stop guessing. Here's the answer:

The changeover process will cost the Nation something like \$11 billion. Ouch!

But the economists point out, the cost for industry will be more than made up by increased business and productivity.

Switching to the simpler, decimal-based metric system they say will mean:

- Faster calculations for engineers and scientists in a host of industries.
- Better, faster understanding between scientists and businessmen.
- An easier job for U. S. educators in training the young.
- Less chance of costly errors.

Some scientists and engineers in the U. S. have been using the metric system for years, SRI says. Parts of the photographic, pharmaceutical, and electronics industries are already geared to metric measurement, for instance. These and other highly technical industries will be the first to complete conversion according to SRI researchers.

My thanks to Stanford Research Institute, Menlo Park, California, for this information. That's about 2,800 miles from here which is a lot of kilometers.—WAL

Who Needs WOMEN?

"Women are wiser than men because they know less and understand more."

. . . James Stephens

*by MARGARET C. BROWNE, Director
Division of Home Economics
Federal Extension Service*

DEVELOPING the human and economic resources of an area to their fullest potential for yielding human satisfaction is not a *one-man* job. In fact, it is such a complex and comprehensive undertaking that it is not a *men-only* job, either.

In tackling any problem, it's helpful to have many viewpoints. Women are psychologically different from men. They have a different value system and usually have greater insight.

Resource development must proceed on many fronts at once. In our culture it is likely that men will take the leadership role in seeking and implementing projects concerned with economic development. Women will probably be more aware of, and concerned about, health problems, educational needs, delinquency problems, and cultural vacuums—some of which may need to be corrected or solved before economic development can occur.

In addition, some women have uncommitted time which they are willing to contribute to worthwhile community projects. They make loyal, hard-working committee members and energetic volunteers for factfinding surveys and other needed activities.

Extension home economists can serve in the same ways that other women serve. Also, because of their training and experience, they can make additional contributions. For years they have been training leaders of youth and adult groups to collect background data which identify basic social problems, to analyze alternative solutions, and to carry out action programs. This skill is useful in our RAD organizational and educational role.

Extension home economists have established contacts and channels with other State and local agencies and organizations. Because of this, they can readily diffuse information about RAD and secure cooperation from groups who can contribute to the overall effort.

Because of the subject-matter training, Extension home economists can contribute to increased income. For example, they can help solve the institutional management problems of resort owners and "farm vacation" operators. They can stimulate the development of home industries; they can help secure needed training for people wanting employment; they can help women who work outside the home improve their management of time and energy.

Most important, they can help people make the most of what they have. We so often forget that level of living depends not alone on the number of dollars we have, but also on the use we make of our resources. Consumer education—the wise selection, use, and care of goods—can help raise the level of living for families on limited and fixed incomes. Homemaking skills can make bleak homes attractive. Increased knowledge of human relations can make all homes happier. Who needs women? RAD needs women! ■

WOMEN make countywide survey

by DEWITT HARRELL
Rural Areas Development Agent

EDDYE ROSS
State Home Demonstration Leader

and VIRGIL ADAMS
*Editor-News
Georgia*

MANY COMMUNITIES have hopefully embraced programs for Areas Development: some have succeeded beyond expectations. Others have failed, and with failure the communities have slumped into economic despair. Those programs which succeeded have been based on hard work and excellent cooperation. But hard work is not the only criterion for success. If Areas Development programs are not soundly conceived, with direction for the future, failure will come even with hard work.

There is no single formula for a successful Areas Development program. It must be remembered that no two communities are alike. Their natural resources differ, as do the size and composition of their labor force. Some produce cotton, others peanuts, and others livestock. Some have industrial development on a limited scale. An Areas Development program obviously must be tailored to meet the needs of the community and must grow from its present resource base, whatever it may be.

No Areas Development program is any stronger than the facts on which it is based. Rebuilding a community is not simply cleaning up and changing the appearance. This is important but it is wise to know all there is to know about schools, churches, recreation, government, transportation, communications, industry, business, organizations, soils, water, and agricultural production and marketing. The people must rediscover their community and consider it in a new light. There is no better road to improvement than the road of study, appraisal, and evaluation.

With this and other ideas in mind, many home demonstration clubs in the State, representing hundreds of women leaders, spent many days taking a hard, cold look at our human and natural resources and even more time in making countywide economic surveys to obtain needed facts necessary to develop Overall Economic Development Plans (OEDPs).

Taking the leadership in this activity was the home demonstration club in Twiggs County. Under the leadership of Home Demonstration Agent, Mrs. Kate Burke, club members canvassed the county by making house-to-house contacts, securing information from and through school children, civic clubs, and social organizations. In conducting the countywide economic survey to obtain information for developing an OEDP, several points were emphasized by the club members.

1. The total community, including both rural and urban, was considered.

Economic development in today's society crosses community boundaries and moves forward in a framework of interlocking relationships. There is no longer a clear-cut line between rural and urban. This line has faded into one rural-urban community where people have learned to live, prosper, and work together.

As resources were examined and problems identified, these leaders kept this total community picture in mind at all times. Facts obtained on the rural and urban, the country and town were brought together to study, plan, and perform for the future.

2. The present economic and social health of the community was kept in mind.

Soundly conceived and effectively executed Rural Areas Development programs offer hope for economic growth to thousands of rural communities today "standing on dead center."

In charting this economic survey, the women leaders gave consideration to such community situations as:

- a. population trends.
- b. per capita income and its composition.
- c. employment and underemployment.
- d. farm production and use of land.
- e. businesses and their nature.
- f. financial resources.
- g. educational trends.
- h. government services.

These are but a few items given close examination. The point was that the community should look at itself, make comparisons with State and National trends in order to better understand its position in a changing situation.

3. All resources of the community were appraised and evaluated.

Every successful business prepares a financial statement or balance sheet of its operations each year. Such a statement depicts the weaknesses and strengths of the business. Likewise, there was a need for a community balance sheet on which are listed both liabilities and assets. From this resource survey the total community came into focus with all of its resources.

For example, close examination was given to such resources as the following.

People—their educational level, training for industry and employment other than agriculture. It is well to know out-migration trends. Age composition is of great importance. No community will advance any more rapidly than its leadership. There was need, therefore, as the human resource was studied to give consideration to leadership—its characteristics and effectiveness.

Schools—their contribution to the community as well as changes in the educational program to provide for the kind of community desired in the future. Here is a basic resource, often overlooked in economic development.

Government—its contribution to economic development, including its tax base and services offered. There was the tendency either to expect too much of government or to ignore it altogether in economic development programs. As a resource, it was carefully studied.

Land—its use, condition, and inherent quality. There was much to be known about the land resources of a community, including the raw products it produces, its mineral deposits, and its ownership pattern.

Finances—including bank deposits and the availability of capital for growth and development.

Business and industrial establishments—their number, type, employment, and present contributions.

This is only a partial list of resources studied and is presented to emphasize the broad base of resource

inventory used in building and projecting a program of rural development.

4. Problems and limitations were identified.

From the surveys, the unemployment and underemployment problems were identified. The need for sewage systems, deficiencies in recreation, service facilities, and many other problems were brought clearly into focus so something could be done about them.

5. The potential for development was clearly outlined.

Discovery of realistic possibilities for Rural Areas Development requires much study and analysis. The very process of gathering and analyzing data provided many communities a way to learn new things about itself. The facts obtained were used in developing long range OEDPs which helped determine the type of development best suited to the community.

In developing long range plans, the women of progressive communities have recognized:

That there are many paths to economic growth,

That local leadership must be the backbone of any program of economic growth, and

That outside technical assistance is very important in the study of a community and the development of a program. ■

Mrs. Kate Burke helps conduct the countywide economic survey by obtaining information from Mrs. Olen Carden.



■ DO WOMEN HAVE A ROLE in the Rural Areas Development program? One only needs to visit with leaders in three Kentucky counties—Casey, Floyd, and Wolfe—to realize that a strong “Yes” is the answer to this question. In each of these counties, a woman with outstanding leadership ability is playing an important part in Rural Areas Development.

Mrs. Arlis Sanders, chairman of the Liberty-Casey County Community Development Association; Mrs. R. V. May, chairman of the Community Development Committee in Floyd County; and Mrs. Wm. P. Cecil, secretary of the County Development Committee in Wolfe County are all enthusiastic mothers who are very much interested in the betterment of their counties. Each has carried her belief in “oneness in the family” into her community

Women Lead RAD Program in Three Kentucky Counties

Mrs. Shirley Sheperson, Casey County Home Agent, and Mrs. Sanders admire the flower box in front of the recently redecorated courthouse.



by VIOLA K. HANSEN
*Chairman, Home Economics Extension Programs
Kentucky*

leadership work. Each deserves much credit for the many improvements in her county during the past few years.

None of the three rates her special feminine skills as important, but they do say they have more time to give to planning than most busy men. “When you work in community improvement, you forget you are man or woman,” according to Mrs. Sanders. All three women are described by those with whom they work as having the unusual ability to see the needs of their communities and then to set up the framework to meet those needs. They also have learned that they cannot expect to get much help unless they ask for it.

“Oneness of purpose—the improvement of our community and county” is the real secret of their success. The ladies also rate the regularity of council or association meetings as a second real strength in their programs.

Opportunities for employment are limited in all three of these counties and each has had a decrease in population in recent years. Before Rural Areas Development, community facilities in each county needed much improvement, especially in the areas of educational opportunities and utilities which are important in attracting industry to the communities. Although the leaders are the first to note that much remains to be done, tremendous strides have been made since work began.

Casey County

Casey County, Kentucky, with a population of 14,327, has experienced a 17.9 percent decrease in population during the past decade. Income is mainly from farming. The Liberty-Casey County Development Association (Liberty is the major town) has been organized for 5 years: Mrs. Arlis Sanders has served as its chairman since 1962. Casey Countians have rung their “Liberty Bell of Progress” so hard in recent years that they won the Kentucky Chamber of Commerce award for economic development.

The Association has an executive committee of three officers and nine committee chairmen. Mrs. Sanders meets with each committee occasionally to determine the progress of their activities and all committees meet with the executive committee of the Association six times a year.

When community development work began, each committee chairman selected two persons to work with him or her. The committees identified their projects and asked organizations in the town and county to assist in their development and completion. Every committee set up goals and went to work fulfilling them.

The Education Committee, for instance, is responsible for getting a new rural high school which will replace crowded, badly lighted, and heated school rooms. The Liberty High School also is receiving its share of improvements. One of the first things done by the Publicity Committee was to start a weekly column in the *Casey County News*; this gives a progress report on activities and also carries instructions on how the people of the county can “get into the act.”

A complete development plan has been made for the town of Liberty. Future plans include sidewalk and street construction and a new sewage plant. Liberty has purchased its first garbage truck which collects regularly in the town. Church parking lots have been surfaced and the hospital completely redecorated by willing members of many organizations. For example, members of a lodge were asked to paint two rooms at the hospital. When the fellows learned that the two rooms were vacant one evening, they quickly changed to painting clothes and had the rooms painted and waxed by 2 a.m.

Floyd County

Floyd County, runner-up for the Kentucky Chamber of Commerce economic development award this year, has a population of 41,642—and a 22.2 percent population decrease in the past decade. A development committee was organized there some years ago but soon died because of too many vested interests. When a new committee was organized in 1960, Mrs. R. V. May of Prestonsburg took the chairmanship only as a trial—she is still serving.

The Floyd County Community Development Council (CoDeCo) is three-pronged. It consists of the City Council—the elected city officials, the Executive Committee of CoDeCo, and the Club Presidents Council. The Executive Committee is composed of the general chairman, the Mayor, and the chairman of the 13 standing committees. Presidents of some 26 service and youth organizations make up the Club Presidents Council.

The new Mountain Parkway will provide a scenic entrance into Floyd County and bring many new tourists to the Jennie Wiley State Park, where a new Paul Green drama will open next year. The people of Floyd County are working hard in beautifying roadsides, remodeling store fronts, tearing down old buildings, and planting flowering trees and shrubs to tempt a return visit of the tourist. This has resulted from a series of community meetings, under Mrs. May's leadership, which were held to determine needs and courses of action for community beautification; these meetings, in turn, led to the development of an Overall Economic Development Plan.

Mrs. May says "anything that's a good idea and for the welfare of the community soon will win support." She notes that, in putting on a recent Arts Festival, only one person turned down her request for help—and that person had a good reason. The Festival of art by local artists, literature by local writers, gospel singing, square dancing, and folk singing was a huge success and plans are underway for a repeat next year.

In 3 years, Floyd County's CoDeCo has: Raised \$95,000 to purchase a site for a University of Kentucky Extension Center—a 2-year college; started a \$1 million building program to improve rural and urban schools; installed \$25,000 worth of street lights, established a 40-unit low-cost housing project; and purchased a new \$15,000 garbage truck. A new Courthouse was completed this summer and they expect to have their sewage disposal plant completed—at a cost of \$1.2 million—by 1964.

Wolfe County

The Wolfe County Development Committee's secretary, Mrs. Wm. P. Cecil, has awakened the 6,543 citizens to

the fact that things can be done in Wolfe County. This county has the lowest assessed land valuation in the State, which may account for the 14.2 percent population decrease in the past 10 years. As secretary, Mrs. Cecil does much more than keep the minutes of the committee meetings and notify the members of the next meeting. She not only conceives new ideas, but she tries them out on people and then shares them with her chairman, who depends greatly on her.

"We needed a county health building so badly," she reports. "I went to the landlord of the building and asked him for a donation. He quickly told me that I needed more than donations; I needed a health tax but it would never pass in Wolfe County." But Mrs. Cecil and the Committee proved him wrong. Through their efforts, the health tax was passed in the county election, the building has been built, and the people of Wolfe County are proud of their health building in its new location.

Mrs. Cecil notes: "In a low-income county, things that require money move slowly." However, a community center is now being completed. The county is working hard on beautification projects—a small lake development is the most recent. They hope this will be a tourist attraction for travelers on the Mountain Parkway.

Where does Extension enter the picture in these counties? Extension agents are the resource people and advisors to committees when and where their technical competencies are needed. They have secured the services of Extension specialists and other University of Kentucky personnel and help from governmental agencies to assist in identifying the county needs and setting realistic and attainable goals. Just as among the leaders, there is little division of "men's work" and "women's work" in Extension's community development efforts in these counties. The agricultural agents and the home demonstration agents all have served as "sounding boards" for the new ideas of the chairmen. The agents have kept the community development chairmen informed of activities of the State Development Committee and of possible aid program available to RAD counties. There also have been idea exchanges between the agents and chairmen.

Observation of the Extension agents' working relationship with these women shows a mutual respect for the accomplishments in the county. It also shows the supporting role that the agents have played in encouraging the chairmen to try new ideas. Perhaps the biggest role that they play is public relations—helping to see that recognition is given for jobs well done.

All the agents agree that women do have a big role in rural development. The women's attributes, as listed by the agents, are that they are good planners; they have more patience and do not mind waiting an extra year to see a project finished, if only they can see hopes of accomplishment; and they have the ability to get everyone into the act. Women are not afraid to try new ideas and to get others to share their enthusiasm. The agents of Casey, Floyd, and Wolfe Counties report: "These women are leaders of leaders. It is a real challenge to work with them and to have a part in bringing about change in our counties." ■



Members of the health and disaster subcommittee bandage a willing "victim," also a subcommittee member.

SUPPOSE you, as millions of other Americans do, lived in a rural county where the county health officer and one other extremely over-worked gentleman were the only doctors available. Suppose this county, still mythical, were miles from the nearest hospital. Suppose further that boating and water sports were popular and that most people made their living by farming—a notoriously hazardous occupation.

This sort of situation might or might not make you uncomfortable—if you thought about it at all.

However, the description of the county is a fair one of Surry County, Virginia, a relatively small county tucked down in the historic Tidewater section, and strong in tradition, pride, and individuality, but admittedly short on trained medical care. Also, while not in a main target area in any possible war, it is what could be called "mighty close"—close to the seaport city of Norfolk.

But the people down there aren't as worried as they used to be and this is largely because of an intensive self-help medical-care training program, spearheaded by the Health

SURRY COUNTY Is Health Conscious

by GENE S. MOODY
*Associate Extension Editor
Virginia*

This Virginia County is conducting an intensive program of self-help medical care.

Committee of the Rural Areas Development Program. The home demonstration program—one of magnitude for many years—had previously been concerned with many aspects of health and health care. So it was a "natural" for the RAD Health Committee to coordinate activities with the home demonstration clubs.

Jack Savedge, a county supervisor

and chairman of the Surry RAD effort, says the program started a little over a year ago by county civic leaders, promises to be of great benefit to development on a longtime basis. The group directing the overall program meets twice a year, in the spring and fall, and committees in charge of other aspects of the program meet more often.

William Nicholson submits to a practice session for the health committee.



The overall RAD group has set up committees on agriculture, health, education, and small industry.

The health committee, under the direction of Mrs. Garland Spratley, conducted a series of classes on medical self help last summer.

No one can sit in a room full of people and say for sure how many might not be there had there *not* been classes on medical self help, or programs on safety. Some might have lived: some might not. You'd be making a statistical guess, but try it.

Mrs. Opal Jennings, Home Demonstration Agent in Surry, has been trying to make such a guess. She can remember boating and swimming accidents, farm and home accidents during the last year. One thing is certain—you feel much safer in Surry County, Virginia, knowing that even though medical help may be miles or hours away, or even impossible to find, many people are trained in the rudiments of what to do if, for instance, you sever an artery in your leg, suffer a first-degree burn, fracture your leg, or—without enough warning—have a baby. Who can say with certainty how many people are alive and uncrippled today in Surry because someone knew what to do.

A home demonstration health committee has been in existence for several years and has held countywide meetings on subjects such as mental health. The home demonstration health committee (some of the members serving actively on the RAD Health Committee) now coordinates its activities with RAD.

Particularly comforting is the fact that citizens of Surry know how to be medically self-sufficient (to the best possible degree for laymen), not only in individual cases but during a nuclear or natural disaster.

Dr. W. R. Ferguson, county health officer and an ardent backer of the RAD health effort, taught the first two lessons of the medical self-help program—on radioactive fallout and shelter, on hygiene, sanitation, and vermin control. Mrs. Melvin Rollings also spoke at that first meeting on water and food supplies.

At the second meeting, held a week later, Mrs. Linda Barry, Mrs. Kenneth Barham, and Mrs. Allison Moore

followed with discussions on shock, bleeding, and bandaging; artificial respiration; fractures and splinting; and transportation of the injured.

At the third and last of the stepped-up intensive courses, Mrs. H. B. Burt, Jr., Mrs. Livesay Burrow, Mrs. Merrill Seward, and Mrs. Lennie Barnes discussed burns, nursing care of the sick and injured, infant and child care, and emergency childbirth.

Mrs. Jennings said the three meetings were held at different points in the county so no one person or persons would have too far to travel. She believes the intensiveness of the course and the fact that the three lessons were held in relatively rapid succession had something to do with its success. "People didn't have time to lose interest."

(In some other places where a similar course has been held, the courses have been extended over a year or more; and have not been regarded as successful and interest-arousing as those in Surry.)

The Surry health program is to some extent self-perpetuating. Home demonstration clubs are still stressing health programs—particularly those concerning survival in event of nuclear warfare. Mrs. Jennings says the current programs put emphasis on existing shelter which might be used, water, and food supply.

In the courses, students were given booklets covering all topics presented, including reproductions of the slides presented. The instruction kit includes instructors' guides and lesson folders, a projector and screen, color filmstrips, examination booklets, answer sheets, and grading templates. The medical self-help training course was developed over a period of 2 years, and is endorsed by the American Medical Association and all other medical associations. It is offered to the public at no cost.

The National aim of medical self help is to train one person in every household—which would mean about 50 million people taking the course during the next 3 years. In Virginia, State Department of Health officials hope eventually to train between one-fourth and one-third of the State's population.

Mrs. Spratley says, "With the scarcity of doctors and nursing care

in many areas—even more severe in case of disaster—it would be a good idea for every homemaker to be concerned about her family's health."

In Surry, Mrs. Jennings pointed out that the course was attended in part by 53 women and for two or more days by about 35 women.

Many requests have been received from Surry County residents for the courses to be repeated for those who did not have the opportunity to take them the first time. "We may go to other communities—perhaps at night so people who work can have a chance to take them," she says.

Women also have served on other RAD committees, and together they helped plan and set up an educational exhibit at the State Fair in Richmond last year showing "Rural Areas Development in Historic Surry."

The exhibit indicated the situation in Surry and listed goals set up by each of the four subcommittees of the overall RAD committee. The exhibit was viewed by thousands and won first place in competition with six other counties. It later merited one of three blue ribbons at the Petersburg Fair.

Surry is justifiably proud of its history, and at the rate it's going it also can be proud of its future. ■

An agricultural teacher demonstrates mouth-to-mouth artificial-respiration for the RAD Health Committee.





Mrs. Mary Helen Combs of Blackey, Kentucky, hooks a rug; her sons, Eugene and Eddie, watch.

A LEADER who has the respect of the community, the "get-up-and-go" to accomplish things, and the ability to inspire others with his enthusiasm can be the key to success when working in low-income communities. Mrs. Lundy Adams, in the economically depressed mountain village of Blackey, Letcher County, Kentucky is such a leader. Due mainly to her efforts, rug-hooking has become a source of additional family income for many Blackey women.

Largely because of Mrs. Adams' encouragement, 35 people attended a meeting on February 7, 1962, to find out what a hooked rug really was, how it was made, and what were the marketing prospects. Following this initial meeting I conducted six technical classes in rug-hooking.

Because of her faith in the ability of Blackey individuals to succeed, her untiring efforts, and her delightful personality, Mrs. Adams was able to motivate women to take part in this program which is adding substantially to their families' income. Many of these women previously left their homes only to attend church and funerals. Mrs. Adams served as the initial financial resource, purchasing supplies with her own money for the women until their rugs were sold.

Help came from other sources, too. Homemakers and friends in other parts of the Nation heard of the Blackey program through the East Kentucky Resource Development Project. Used clothing and wool materials arrived in large quantities from Oakland County, Michigan homemakers' clubs and from Presbyterian Church ladies in Iowa. Without these generous gifts, the program would have moved much more slowly.

Interest in the rug-hooking program grew rapidly. The success of the project is evident from the ever-increasing number of people taking part. "Every day I hear of someone new hooking rugs who has learned from someone else," Mrs. Adams says. In the Blackey community, 150 persons now are hooking rugs.

An unexpected obstacle arose early in the program. Perhaps in rebellion against Nature's dull, drab monotony in February in the mountain region, the women used

Rug Hooking Raises Income Of Mountain Families

by CAROLYN SCHROCK
*Extension Resource Development Specialist
East Kentucky Resource Development Project*

extremely bright colors in their rugs. Although this was satisfying to them, it created a real marketing problem. To help remedy this, Miss Marian Bartlett, Extension home furnishing specialist, taught the women techniques of dyeing fabrics in colors more acceptable to prospective buyers.

Although hooking technique and speed improved tremendously, help in designing and in achieving pleasing color combinations still was needed. The State Department of Commerce's Division of Arts and Crafts assisted in solving this problem by having George Wells, Long Island, N. Y., conduct a 3-day session for the group. Fifty people attended at least part of the session. Their keen interest and desire to learn proved that the individual group members themselves, as well as the professionals helping them, recognized the need for help in this area.

The group met at first in the county high school, but soon they needed a sales outlet and a regular place to meet, store materials, and leave unfinished work. A former hospital building, furnished rent-free by Dr. Lundy Adams, now serves as the Blackey Arts and Crafts Center. Not only are rugs and other articles marketed from the Center, but the rug-hooking group also uses it as a regular Wednesday night meeting place. A branch library, recently set up in this same building, has brought many local people to the shop to see the finished rugs.

To bring in money to help keep the Center open, a secondhand clothing store has been opened in connection with the rug program. Some tourists visit the Center but it is not easily accessible to the general public. So to help increase sales, rugs are also displayed in Arts and Crafts Guild stores in Paintsville, Harlan, Louisville, and other strategic locations.

On December 18, 1962, the first special order for a 7 x 12 rug was sold. Between that time and June 1, 1963, 11 families had sold 49 rugs, providing a gross income of \$1,747. Others in the community also have benefited. As the women searched for suitable materials with which to work, local used-clothing dealers noted an unexpected rise in sales. A local unemployed man netted \$200 from

the sale of frames to those hooking rugs. The dollars earned "kept my Johnny in college this year," says a member of the original hooking group. Several "Johnnys" have been able to stay in school because of income from the project.

Although the original objective of the program was increased income, the side effects have been valuable, too. Home improvement is readily noticeable. Many homes now have rugs on the floors and "first rugs" are proudly displayed and treasured as family heirlooms. The classes also have served as a social activity for the women. At home, rug-hooking soon became a family affair, helping unite the family in a common project for fun as well as profit. Husbands who had little work away from home began to cut materials, just for the joy of helping. Some teenagers learned the technique in art

class through their teacher, who had attended the classes. Not to be outdone by their elders, little sisters and brothers soon wanted to hook. Several have gained enough skill to make rugs that have been sold.

The contribution to this community made by Dr. and Mrs. Adams in the form of inspiration, money, tireless effort, and the contribution of a building is immeasurable. The problems are far from solved, but progress to date and the satisfaction achieved by the local people have been worth every effort.

As Extension workers—State, area, or county, we need to remember that key leaders like Mrs. Adams need our inspiration and continuing support. We leave the community, but they remain to face the same problems and the same people daily. Our assistance can mean the difference between success and failure. ■

when there's a job to be done

LOOK AROUND FOR THE WOMEN

THAT'S THE OPINION of Cass County, Texas, citizens who are getting things done in developing their county program. In fact, a woman was selected to be chairman of the County Program-Building Committee. She is Leita Davis, the wife of a civic-minded, successful businessman, Charles Davis. Completing the family circle are two children, Jimmie and Betsy—busy teenagers involved in numerous community activities.

Leita Davis, a graduate of Southern Methodist University, took on a sizable job when she consented to be chairman of the committee. This meant heading up a social and economic study of Cass County which later provided valuable foundation for improvement and developmental projects. She already had proved her ability in Scout work and with PTA programs. In 1958 she had served as State Treasurer of the Federation of Women's Clubs, and in 1960 she was a delegate to the White House Conference on Youth.

A short time after the Program-Building Committee was organized, a provisional Overall Economic Development Program was completed and submitted to the Department of Commerce. Quick approval came through, making the Federal financial resources of the Area Redevelopment Act available when needed to create employment opportunities.

During the preparation of the initial study, it was realized that the organized process by which representative county leaders identify problems and opportunities and carry out educational programs designed to bring

about changes, had been used in Cass County since 1948. The scope, however, of the long-established County Program-Building Committee had been limited primarily to improvement of agriculture, home economics, and related fields. In contrast, the newer committee leans heavily toward business, industrial, and social development as well as agriculture.

Mrs. H. P. Hall of Cross Roads serves as secretary to the current committee of 28—8 of them women.

Committee members agreed that if all county resources were to be developed to their full potential and if job opportunities were to be provided fast enough to meet current and future needs, detailed studies would have to be made in many areas.

The County Program-Building Committee initiated and conducted some of these studies, helped coordinate others, and assisted other active groups and organizations wherever possible.

Accomplishments include: Completion of training for work in the new chemical plant at Linden by 16 people; approval of new water systems for Bloomburg, Douglassville, and Marietta; and inclusion of Cass County in a mineral study being conducted by the Geology Department of the University of Texas. The study in a total of 42 counties was made possible by an ARA grant.

The citizens of Cass County are grateful for Mrs. Davis' leadership of a social and economic program designed to strike at the very roots of problems where they occur. ■ —*Texas Extension Service*

SAWYER COUNTY plans for the future

by MARY R. LUKES
*Home Economics Agent
Sawyer County, Wisconsin*

HOW TO KEEP Sawyer County, Wisconsin, a good place to live and yet make a living for its residents. This was and still is one of the major problems facing Sawyer County's Rural Areas Development Committee. The County RAD Committee is composed of area residents from all segments of its population. There are 137 members on the Committee, of which 17 are women.

Women from all economic groups of the county are represented. Some are professional women, but the majority are not. All were volunteers on the Committee and felt something should and would have to be done to make this county a better place for them and their families to live and to make a living. Sawyer County Extension Cooperators have always been concerned about the human and natural resources of this area. They are no different in this county than they are in other Wisconsin counties or other States. One of the primary objectives of the Extension Service is to "help people help themselves."

Sawyer County is Wisconsin's fifth largest county. Located in Northwestern Wisconsin, its natural resources include land, water, forests, wildlife, and minerals. The wise use of the natural resources is of interest to residents and to people who intend to reside in the county, either temporarily or permanently.

Only a very small part of the county is devoted to agriculture. Since 1950 there has been a steady decline in this industry. The resort and recreation area is located throughout the entire county and is the largest segment in Sawyer County's economy. It will continue to be so in the years

ahead as increased tourist demands will have to be met. Area resort operators, motel proprietors, and others connected with recreation are working hard to meet this future demand.

Percentagewise, Sawyer County is above the average in the population group of 45 years of age and over. Since 1950 there has been an increase in this group, while the number of residents under 45 has decreased. By race, the population of Sawyer County consists of 971 Chippewa Indians and 8,336 white residents.

Women RAD Committee members served on the Human Resources, Agriculture, Forestry, and Recreation Sub-Committees. They accepted the challenge because they know and understand the tremendous problems facing Sawyer County families. Only 2 percent of the entire population have incomes of over \$10,000—the majority earns between \$2,300 and \$4,500. The average homemaker knows this because she usually handles the finances. Women asked to serve on the above Committees because they felt they would be of more service on the RAD Committees where they were primarily concerned.

Since 1955, when the Sawyer County Program Planning Committee members worked out their first Projected Extension Program, the Committee has been primarily concerned with the high cost of educating its youngsters only to lose them to other areas where there are more job opportunities. Women throughout the county have asked again and again, "Why can't something be done to keep our children here as future citizens and leaders?" They have also included in their home demonstra-

tion program many important family living and management projects which would help the entire family. Some are: Descent of Property, Keeping of Important Papers and Records, Planning for Old Age, and Family and Community Living.

It was mentioned earlier what an important part resort and recreational industries play in Sawyer County's economy. The entire Extension staff has worked closely with these people in planning meetings to help them with their many problems. 4-H Club members and their parents and leaders are also affected by the impact of the tourist industry. Many have found work in resorts, stores, amusement centers, and gas stations.

Older girls have put their 4-H Child Care projects into good use by baby-sitting during the summer months. In order to accomplish this, it was necessary to develop Extension programs which would help fill all these needs. The coming increase in leisure time indicates more people will travel to Sawyer County. We must be prepared to meet this influx of people and to keep them happy while they are here.

One example of Extension cooperation as a result of the women RAD members' recommendation was the Cook's Training Schools which were held in Sawyer County last winter. Two classes were held daily for a 16-week period. Thirty-two men and women were trained in this field of job opportunity. The entire Extension staff worked closely with the Wisconsin State Employment Service, Wisconsin Vocational School, University of Wisconsin foods and nutrition specialists, resort operators, and food handlers to make these schools as worthwhile as possible.

The local boards of education were most cooperative in this new venture. Classes were conducted in the Winter and Hayward High School Hot Lunch Rooms and Dining Rooms. Both classes met from 4:00 p.m. to 10:00 p.m. daily. Some members traveled 30 miles each way to attend. At this time all but two trainees enrolled in the schools are working in area resorts, hotels, and other food-handling establishments. There is considerable interest in continuing these classes.

Much interest is also evidenced for

practical nursing classes. Nursing home operators and the only hospital in Sawyer County have reported a great need for well-trained practical nurses and aids. This goes well with the women RAD Committee members' recommendation of a possible expansion of vocational or trade schools for area youth who do not have the means or ability to go on to college for professional training. The Cook's Schools helped to increase personal incomes and make better use of the tax dollar in training people for job opportunities.

The RAD Committee also recommended improving existing resources in developing a worthwhile craft program for possible sale of articles to area visitors. Homemakers in their educational program, as well as 4-H members, are seriously developing native crafts of good quality. A few home-based industries owned and operated by women include a small upholstery business, recaning chairs, and rug weaving.

No craft project was scheduled in the county unless it was considered a useful one. Women learned that well-done original craft work could turn out to be a lucrative hobby.

Two women who attended the last of a series of upholstery workshops in 1961 are busy upholstering furniture for local residents, resort operators, and summer people. Recently they added a rug-cleaning operation to their business. Both of these ladies were in the unemployment lines each winter until they established this business.

Two other area women are kept busy recaning chairs for area summer home people who brought many lovely antique chairs with them to their summer or permanent retirement homes. A resort and nightclub RAD Committee member has offered his resort facilities to county homemakers for any special interest workshops they wish to schedule. He also wishes to learn how to reweave seats in the dozens of old hickory chairs he has in his establishment.

Four women have put their hobby of hand weaving into good use by learning to weave attractive rugs and table mats for resorts, motels, and as gift items. There are many other

excellent opportunities such as making and selling local or nationality food items, maple syrup products, wooden articles of good shape and design, and baskets woven by the Indians.

Women RAD Committee members have recommended to the entire group the restoration of Indian graves for historical purposes as well as added attractions for guided county tours. They have also recommended the restoration of an old school, complete with furnishings and equipment, so future school children will learn what Sawyer County schools were like during the peak of the lumbering industry. There were 37 school districts in the county at one time—now there are only 2.

Many mink ranchers reside in Sawyer County. What to do with casualty pelts was of great concern to these people. Women RAD Committee members who were concerned about this industry recommended a school for learning how to use these items for possible tourist trade. Last spring 27 area mink wives met with University of Wisconsin Clothing Specialists and the Extension staff for a busy day of learning how to make these casualty pelts into profit items instead of losses. One of the women has done very well in making and selling unusual mink items such as ties, buttons, collars, earrings, and a host of other small, appealing gifts. More work is planned on this phase next winter. This has tremendous potential for resorts and shops throughout the entire area.

Recreation Committee members discovered that much work is needed to provide more camping facilities for families wishing these accommodations. They discovered the average income of these families was approximately \$7,000. They worked hard to see that more camping facilities were provided. As a result of their hard work, two additional camping sites were established.

These are free to the public as public-minded citizens donated the sites for this purpose. 4-H members and homemakers donated picnic tables, diving rafts, and other buildings and equipment. They are also working hard to obtain more worthwhile recre-



A Conservation Tour for teachers will enable them to better teach its importance to students.

ational activities for the young people coming here from other areas.

RAD and Program Planning Committees and other groups are quite concerned with the increasing public costs. Help was asked in educating Indian and white families in making better use of donated foods. The Indians, who make up quite a large segment of the county population, are never gainfully employed. The Indian population also created a serious law enforcement problem. It is the opinion of the RAD Committee and the Indian Tribal Council that if gainful employment could be found for the Indian people, the problems would decrease considerably.

The staff has worked hard to help educate these people in finding more jobs. Much work has been done on meetings and demonstrations on the use of surplus commodities. Other work has been done on meal planning, home furnishings, and clothing.

So, women RAD Committee members have worked hard trying to make Sawyer County a better place to live and make a living. The entire Committee is convinced that any program that is to be successful should be locally initiated.

People know their own needs! It is necessary for them to recognize and admit them. Once this is done, and a definite plan worked out, success is possible. The entire Extension staff has worked hard trying to meet the needs of the new clientele in this rapidly changing world. We are confident we are on the way to greater happiness and prosperity for the people of Sawyer County. ■

*Calhoun HD Council
examines patient handling
equipment made during
home nursing course.*

by JAMES R. CARPENTER
*Resource Development Specialist
Mississippi*

Women Plan Development Projects In Calhoun County



■ WHEN RURAL AREAS DEVELOPMENT was begun in Calhoun County, Mississippi, the women were not excluded from the county RAD organization. They could not be excluded for they were sharing the leadership of initiating this new program. Even before the county organizational meeting was held to explain the purposes and objectives of RAD and to form a sponsoring organization, the women had been working.

The home demonstration agent had already begun laying the foundation for RAD. She had presented at each of the 17 home demonstration clubs and at other women's organizations in the county, a program explaining RAD. At these meetings she placed special emphasis on the women's responsibilities and opportunities.

When invitations to serve with the county RAD organization were sent to all leaders, this educational work resulted in 25 women accepting. These 25 women make up over a fourth of the total membership.

With the organizational phase of RAD completed, attention turned to the second step, inventory of the county situation. The women again played an important role in completing this undertaking. The total membership was divided into committees with the responsibility of inventorying the 7 areas of interest: Agriculture, Industry, Health and Welfare, Youth Development, Recreation, Education, and Public Services. Women were active on each of these committees. The Health and Welfare Committee elected a woman as chairman.

The work of this Health and Welfare Committee is a good example of the sincere efforts put forth by the women. The committee completed the inventory phase and immediately moved into the analysis phase. Problems were determined and goals were set.

One problem was the need for home nursing training. The committee members undertook to solve this problem as their first activity. They called a meeting of the County Health Department workers and the County

Home Demonstration Council. These two groups outlined plans to offer home nursing training to anyone interested. The 17 home demonstration clubs would be responsible for organizing the classes to receive this training, and the Health Department would provide the instructors.

The first class had 18 participants, the maximum class size. These participants represented several home demonstration and federated clubs from the county.

Instructions and suggestions for equipment used in performing nursing services at home were held to a practical level. The instructors suggested items already available in homes or that were easy and inexpensive to obtain. The only cost to the participants was 75 cents for the textbook which would also serve as a valuable reference in any home.

Interest in the first home nursing course resulted in the organization of a second class, which is now underway. A third class is being organized. In addition, this course was offered in one school where 20 students applied and received the training.

From the success in its first activity, the Health and Welfare Committee turned its attention to other goals. It began to consider action necessary to accomplish them.

The death of a person who had not been inoculated against tetanus spurred the committee to carry out its goal to increase use of the vaccination and inoculation program offered by the County Health Department. The committee also decided to encourage use of X-ray mobile units for early detection of tuberculosis and the blood sugar test for diagnosis of diabetes.

Action to accomplish these goals centered around an intensive educational and publicity program. Its aim was to point out the need and the availability of these services offered by the Health Department. County Health Department personnel, the home agent, and her associate made educational talks and led discussions at home demonstration clubs and other women's club meetings. The result was a marked increase in persons using these services.



Women are active also in implementing action that will result in achievement of many goals set by other committees. The County Home Demonstration Council used the county OEDP as a basis for its 1963 program of work. Plans were made by reviewing the OEDP and choosing the goals that the Council could reach through its ongoing program.

The low farm family income of \$1,651 indicated in the OEDP, and the apparent need for a house and home improvement program influenced the Home Demonstration Council to devote its 1963 plans to providing educational information and materials on home improvement subjects. These chosen subjects were aimed at teaching homemakers to use their present resources to the fullest in improving their homes. Subjects selected for each monthly study included: Home Furnishings, Cleaning Furniture, Floor Finishing, What About That Cluttered Look, Is a Definite Color Plan Followed, Furniture That Is Misused, Use of Credit for Home Improvements.

Before beginning this home improvement program, the Extension staff asked the assistance of Extension Service Specialists in Housing and Architecture, Rural Electrification, and Home Furnishings; local home builders and supply firms; and Farmers Home Administration representatives. These people met with Home Demonstration Council members to discuss what was to be considered adequate housing. All present wanted to become familiar with the expenses and other factors involved in an improvement program. Information compiled at this meeting served as the basis for subjects to be emphasized in the 1963 Council program.

Nutrition is another area in which women RAD Committee members have furnished leadership. A problem listed in the OEDP stated and substantiated the need for a countywide nutritional program emphasizing meal planning and food production and purchasing. Action to reach this goal included a program led by the asso-

ciate home agent and county agent to improve nutrition with the 107 Balanced Farm and Home families in the county. The associate home agent through farm visits gave special training to homemakers in meal planning and food purchasing. The associate county agent supplied educational information on food production.

One other example of women's involvement in RAD activities is their participation and cooperation in organizing for a detailed manpower study that is just getting underway. The State Employment Security Commission is directing this study. Some of the preparations necessary include publicity, locating and obtaining permission to use a desirable polling location to interview applicants, and securing qualified people to act as interviewers. The women have been active in seeing that these preparations have been completed. They plan to cooperate with Employment Commission representatives to insure strong participation by county people, which is necessary to insure results that will be of value when the study is completed.

Special programs which the women of Calhoun County have activated to improve the overall economic and social conditions in the county are not original or new. Most of the programs carried out have been available for some time but have never been used fully. The significant change has been because members of this county RAD Committee have studied their problems and needed adjustments and have become convinced of the need to use these resources. In doing this they have become more willing to participate in these activities and have in turn passed the attitude on to the organizations and groups which they represent.

No, the women were not excluded from the Calhoun County RAD Committee, and as shown here it was for a good reason. The women can make many contributions to the overall development of areas, and in the case of Calhoun County they are just beginning. ■



Involvement Helps!

WINNING FRIENDS, INFLUENCING PEOPLE

In Coos County, New Hampshire, there was a local editor who was New England-independent and skeptical of the RAD committee's purpose and procedures. He had said so in his paper. The committee invited him to a meeting—the first he'd actually attended.

The result? He was impressed by the down-to-earth study and analysis that went into the group's planning. The do-it-ourselves attitude of committee members dispelled his fears of a Washington hand-me-down program. Unsensational, but solid and sincere efforts of the citizens planning group, backed by the local technical action panel had won him over.

After the meeting, a complete, firsthand report and an enthusiastic editorial in his weekly paper portrayed his changed attitude based on personal experience.

Moral? Involvement can win converts. You can't do the public's business in private. To get them with you, keep them informed on purpose, problems, procedures, and progress.

Here's another tip picked up from Coos County.

The RAD Committee published a membership list, including addresses and affiliation with other organizations. A breakdown of area subcommittees and standing committee membership was also given.

It made an impressive "who's who." But it wasn't just to impress people. Like a good OEDP, it was a working document. Its job: to let people know who *was* who and what they were trying to do. With a membership directory like this, anyone interested in getting his viewpoint across to the committee knows whom to contact. ■

NUMBER 1 RESOURCE: PEOPLE

This summer, folks around Woodsfield, Ohio, watched the completion of a new garment factory with pride and satisfaction. They helped get it there. Here's how:

In the fall of 1961, a garment manufacturing firm came to the Monroe County Resource Development Committee. They were looking for a place to locate; they needed a

building and a training program for employees who were to be hired locally.

It was a big order. The main assets the Resource Development Committee had to offer were people who wanted work.

A search for suitable buildings almost drew a blank. The 4-H Club Center at the county fairgrounds was the only one in the county that suited. The 4-H Council borrowed \$5,000 to complete rest rooms, provide a heating system, and adapt the building for year-round use. The Fair Board put in water and gas. Production started last year, with 72 on the payroll.

But the firm still didn't have a building of its own. Two local banks and the garment factory management provided money to build; a local auto dealer donated the land for the building site; and the village of Woodsfield extended utility services.

So when the new plant opened this summer, providing 200 jobs, Monroe Countians—men, women, and children—could proudly say, "we helped!" ■

INVOLVEMENT ASSURES RAD PROJECT SUCCESS

Sixty school aged youngsters from "underprivileged" homes in Cherokee County, Oklahoma, had the time of their lives this summer—thanks to a unique 3-year-old RAD project. They attended a day camp that ran for 6 one-day-a-week sessions.

As a result of broad community involvement, the day camp has become one of the county's perennial RAD projects, with support from the Tahlequah public school system, Chamber of Commerce, civic clubs, county United Fund Committee, the Extension Service, and home demonstration clubs.

But these groups do more than provide sponsorship or financial support. They provide special programs for campers. This summer, County Home Demonstration Agents, Cleo Stiles Bryan and Lila Clark taught "Know Your Sewing Machine" and conducted a "Glamour Hour" for girls. Other features included crafts and dramatics.

Home demonstration club groups take turns planning, preparing, and serving noon meals to the youngsters. ■