

1952-1953

FLORENCE HALL FELLOWSHIP

In November, 1952, Miss Florence Hall, former field agent with Extension, USDA, for the Eastern Region and former chairman of the Advisory Board, NHDAA, presented a check for \$1,000 to the Association to be used as a fellowship, a scholarship or an award. A committee was appointed: Mary Switzer, New York, past president, chairman; Marie Bowen, and Eugenia Van Landingham, North Carolina. The committee met with Miss Hall the following March and these recommendations were made:



Mrs. Carmen Johnson (Colo.)

1. The Fund should be used in recognizing some outstanding work done by a home demonstration agent.
2. That \$200 could be used for the first year, \$50 in each of the four regions.

The committee felt that the award should be applied in some way for professional improvement, such as summer school, a trip to another state or county; to the Experiment Station at Beltsville, Maryland, for observation and study, to AHEA or to NHDAA or toward sabbatical leave.

The committee asked Miss Hall to state the purpose of the award which might be used as a preamble to the award. Miss Hall complied with the following:

Local, National and World Affairs are affecting the well-being of every home, and bringing new problems to every family. The purpose of the Florence Hall Award is to encourage alertness in recognizing methods of meeting these problems and to help local people develop Extension Programs aimed toward the solution of such problems. The fund will provide awards in 1954 to home demonstration agents for outstanding success in such efforts.

After consulting with Miss Hall, the committee made the following recommendations to the Executive Board in June 1953.

1. The name of the fund shall be *The Florence Hall Award*.
2. The Award for each region shall be \$50.
3. The Award shall be ear-marked for Professional Improvement.
4. The Award shall be made to a home demonstration agent in each region for Superior Service in new methods.

5. The selection of a home demonstration agent in each state be made on the merits of an outstanding job done, without her knowledge of being considered for an award.
 - a. The State Recognition Committee in each state serve with State Home Demonstration Leader making a selection on the state level.
 - b. The selection of the regional winners be made by a Regional Awards Committee of three members, composed of a State Leader, the Regional Councilor and a member of the Executive Board within the region; all from different states within the region.

The Association was looking farther into the future than just one year in planning locations for the annual meetings. Invitations were received for 1954 and 1955 at this meeting. Attendance at annual meetings was increasing and much thought had to be given to selection of place which could adequately house the membership and have available space for meetings, special functions and exhibits. Buffalo, New York, was selected for 1954 and Seattle, Washington, was the decision for 1955.

"Today's Challenge — Tomorrow's Opportunity" was the chosen theme for the 1952 annual meeting, and it was reflected throughout the entire program.

Everett Mitchell, agricultural director, National Broadcasting Company, set the stage for the inspirational and educational program with his talk: "The Good Earth." Mr. Mitchell said, "God's greatest gift to man—a good woman. Many facts and philosophies have been gleaned during 74,000 miles of travel outside the United States. In Japan there are one and one-half million 4-H'ers. Through home demonstration work in Japan, the women have been lifted from the floor of the kitchen, thus making life easier and more pleasant."

Another outstanding educational talk was: "New Fabric Developments by Miss Beth Peterson, home economist, E. I. Pont de Nemours and Company. Miss Peterson said that there was not a single perfect fiber and that the textile industry must build fibers to meet specific needs.

Dr. William M. Smith, Jr., professor of Family Relations, Pennsylvania State College used as his topic, "Take a Walk Around Yourself," stating that we are prone to take it for granted that people just naturally get along together — yet the field of human relations is one of the most important. So many times we are just so set in our own ways and so fixed in our opinions our one hope is that we can grow."

A style show featuring all-season cottons was presented under the direction of Mrs. Louise Huston, fashion and educational director, Herbert Meyer Company, Inc.

Kenneth Anderson, associate director, National Committee on Boys and Girls Club Work, spoke on "Serving as Loyal Citizens through 4-H." He said, "It is important to have faith in the job we are doing; 4-H presents a challenge and also a wonderful opportunity."

In her talk on "Whom Do We Salute," Miss Madge J. Reese, Extension Service, USDA, paid tribute to the efforts and wise planning of legislators and others in the pioneer days of Extension.

A challenge to "Polish the Periscope" was given by Miss Mary Callopy, Home Economist, Radio Station, WKAR, Michigan State College. Miss Callopy stated: "The HDA of today is not the gal of 25 years ago; she is better dressed, drives a better car, plans more interesting vacation trips, lives in homes that show creativeness, strives for improvement and is more professional." She concluded: "The recognition of the efforts of others is your 'pot of gold.'"

Miss Grace Frysinger was present at this meeting and personally made the presentation of the 1952 Grace Frysinger Fellowship to the winner, Miss Nelle Thrash of Georgia.

Fifty-five outstanding home demonstration agents from 34 states were recognized for Distinguished Service.

PRE-REGISTRATION

At the mid-year Executive Board meeting in Kansas City, Missouri, the decision was made to require advance registration with a \$1.00 fee of all those who plan to attend the annual meeting in Buffalo. Heretofore the councilor in each region had been charged with the responsibility of "finding out" the number from her region who planned to attend the annual meeting, but this had not proved satisfactory. It was the thinking of the Board that the \$1.00 would be a little more definite, and this could be applied toward the \$5.00 registration fee. It would not be refunded if the agent failed to attend. It was also decided that any agent who did not attend the entire meeting but only parts would be charged \$1.00 per day or 50¢ per session.

Some changes were made in the requirements for Distinguished Service Recognition. Emphasis was placed on the fact that Distinguished Service was a recognition to be honored and not necessarily conferred on an agent because she had served ten years by permanent appointment in the Cooperative Extension Service.

The Association was invited to take part in the 25th anniversary of the National Farm and Home Hour by writing a commendatory letter and sending a representative to the broadcast on September 12, 1953. The Association did not have a

representative attending the celebration, but the letter was read and received most favorable comments.

At the close of the Friendship Party in 1952, the Eastern Region which served as co-hostess had \$650 which heretofore had been spent to buy souvenirs for the party, but instead of the souvenirs, this money was presented to the Association and tagged for the Florence Hall Award. After Miss Hall had presented the \$1,000 for the Award, it was the hope of the Association that the Award could be an ongoing one. Such a gesture as this certainly would help to start it as such, and was greatly appreciated by all.

The Executive Board discussed the possibility of an emblem of their own but no action was taken other than "think about it."

The treasury had grown so that the treasurer was bonded for \$10,000 in 1953.

That year AHEA reorganized committees and NHDAA was asked to attend a committee meeting on this reorganization and Mrs. Eugenia Van Landingham was appointed as the representative.

On Wednesday, October 27, the NHDAA annual meeting opened in the ballroom of the Statler Hotel in Buffalo, New York, with Mrs. Carmen Johnson, president, presiding.

The theme chosen for the 1953 meeting was "Know Yourself—Know Your Job." Six hundred forty-six persons were in attendance.

An unusually good program was presented and well related to the theme.

Miss Frances Scudder, chief, Division of Home Economics Program, USDA, spoke on "Blue Ribbons," challenging home demonstration agents to be professional and have educational programs which could be awarded a blue ribbon.

A second speaker of the morning was Mrs. Mildred Buchanan Flagg, author, traveler and lecturer, who spoke on "Your Call to Greatness."

Other speakers included: Mr. E. L. Sparrow, manager, Education Department, Ford Tractor Division, Ford Motor Company and former Ohio county agent who married his HDA, spoke on "They Will Buy"; Miss Iris Davenport, editor, Woman's Department, *Farm and Ranch, Southern Agriculturist* spoke on "AAA Map to a Better You"; Mr. Luke Schruben, chief, Division of Business Administration, USDA Extension Service, talked on "Federal Retirement—a Contribution to Personal Security"; Mrs. Louise Huston, Home Economics Service, New York, spoke on "Clothing Investments"; Mr. A. L. TerLouw, supervisor, Camera Club and School Service, Eastman Company, talked on "Teaching With Pictures"; and Mrs. Thalia S. Woods, director,

Woman's Participation, Public Affairs Office, Federal Civil Defense Administration, discussed "You and I Are Civil Defense."

Thirteen persons made application for the Grace Frysinger Fellowship. The recipient for 1953 was Miss Mary Clay Walker of Virginia. In accepting the award, Mary said, "I am happy to receive it, not because I deserve it most, but because I need it most."

Miss Nelle Thrash, Georgia, recipient of the 1952 fellowship gave a few highlights of her report:

1. "I travelled 2,587 miles in 20 counties of Kentucky, Virginia and North Carolina.
2. It was the best experience I have ever had.
3. The fellowship helped me to realize how fortunate I am to be an HDA.

Mrs. Johnson reported that the Association had been represented at 13 other national meetings in 1953:

- (1) National 4-H Club Congress, Chicago (participation in program).
- (2) Meeting of State Advisors on Women's Activities, National Foundation for Infantile Paralysis.
- (3) Rural Health Association of the American Medical Association, Roanoke, Virginia.
- (4) 4-H Club Recognition Breakfast during National 4-H Club Week, Washington, D. C.
- (5) National 4-H Club Camp, Washington, D. C. (and participated in State 4-H Supervisors program).
- (6) The Executive Board meeting of the National Association of County Agricultural Agents, Washington, D. C.
- (7) Organization and Policy Committee of the Land Grant College Association (reported activities of National Home Demonstration Agents' Association).
- (8) Meeting of the 4-H Sub-Committee of the Organization and Policy Committee of the Land Grant College Association, Washington, D. C.
- (9) Federal Civil Defense Administration National Women's Advisory Committee, Olney, Maryland.
- (10) Assembly of Women's Organizations for National Security, Washington, D. C.
- (11) Meeting of National Association County Agricultural Agents, Philadelphia, Penn.
- (12) National Home Demonstration Council, Boston, Mass.
- (13) The New York Herald Tribune Forum, New York City.

Educational exhibits had grown to 27 and these were opened for viewing parts of the three days. Exhibitors answered questions and offered illustrative material to be used in programs back in the counties.

On Tuesday morning, the Nestlé Company served coffee to registrants in the Hotel Statler parlors. This was followed by a luncheon, courtesy of International Minerals and Chemical

Corporation. On Wednesday, members were guests of International Harvester Company at lunch and Corn Products Company sponsored the annual Friendship Party. Thursday hospitality was highlighted with a luncheon, courtesy of General Foods, followed in the evening by a banquet, compliments of the Great Atlantic and Pacific Tea Company, featuring an Indian theme. The program must have taken weeks of preparation. A marvel of culinary skill and art was the huge 800-pound cake, an exact replica of Niagara Falls!

GAVEL

In the installation ceremony, Mrs. Eugenia Van Landingham, North Carolina, very graciously accepted the office of president. Mrs. Carmen Johnson then presented Eugenia and the NHDAA a gavel made of walnut from the farm which had been in her family for 90 years. Mrs. Johnson had used this gavel this year in her term in office as president.

The 1953 annual meeting closed with the Recognition Luncheon held at the General Brock Hotel in Niagara Falls, Ontario, Canada. The Spool Cotton Company and the Simplicity Pattern Company were hosts. Miss Olive Berry presented her "Collector's Items of Fall Fashion," using home demonstration agents as models. Mr. C. M. Ferguson, director of Agriculture Extension Service, USDA spoke on "Extension Is Our Profession." Fifty-nine agents received certificates of recognition following the beautiful candlelight service which had been written by Mrs. Carmen Johnson.

The Executive Board meeting for 1954 was in the Windsor Room of the Whitcomb Hotel in San Francisco, Calif. July 3-4.

Members of the Advisory Committee were asked to consider the problem of membership in AHEA for non-citizens (Canadians) now employed in the Extension Service of Minnesota.

The Board voted unanimously to upgrade the quality of paper used in the HDA Reporter, and to include a statement that this was the official publication of NHDAA. Alternate councilors were charged with the responsibility of getting the news to the third vice president.

The New Jersey Association had written previously asking the Board to consider changing the number of years for Recognition for Distinguished Service to seven years, but the Board felt that the ten years originally recommended should continue to be the requirement.

Concerning the publicity of the candidates for recognition, the Board recommended September 1 as the release date. Extension editors were to be informed as well as state presidents, urging that a good story be prepared for the candidates and

released to the public on September 1 or shortly thereafter. Some states had been releasing information prior to the acceptance of the candidates by the Executive Board and by following this proposed procedure, there would be some uniformity throughout the states.