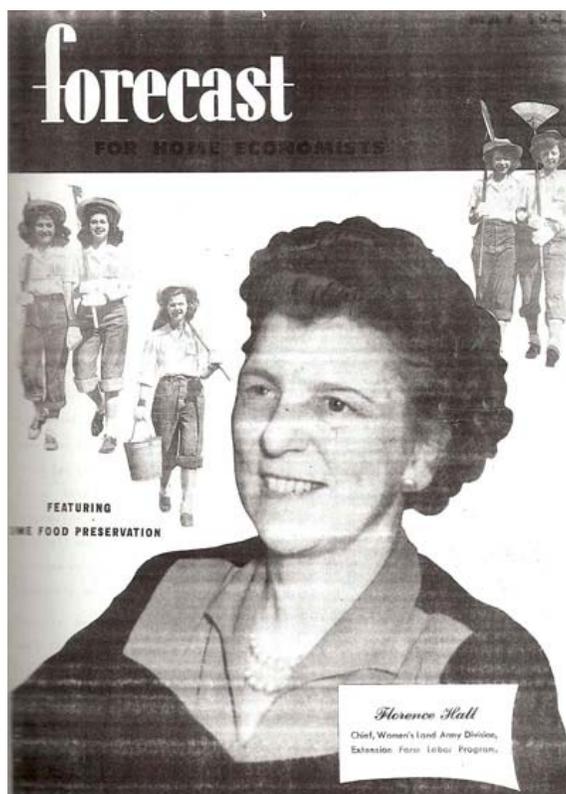


Who Are These People and Why Was an Award Named After Them? Florence L. Hall

Cheryle Jones Syracuse (NC), NEAFCS President (1999-2000) and Historian

Florence Hall began her Extension career in 1917 as a Home Demonstration Agent for Allegheny County, PA. Her goal at that time was "to teach women the familiar lessons of the First World War, 'meatless and wheatless' recipes, canning, and clothes conservation." She moved to the USDA in 1922 to give leadership to the "Milk for Health" campaign.

From 1928-1942 she worked as the Extension Service Senior Home Economist, Field Agent USDA. According to the Department of Agriculture Extension Service, "she has always been greatly absorbed in her work, which has taken her into hundreds of rural homes, talking to groups of home demonstration clubs, always vitally interested in the problems of home furnishings, feeding the family and planning their wardrobes." During World War II she was the director of the Women's Land Army for the Extension Farm Labor program. Her role was the coordination of the program, which recruited women to work on farms. After the war she again became Field Agent and a Senior Home Economist with the Extension Service, USDA for the 12 northeastern states from Maine to West Virginia.

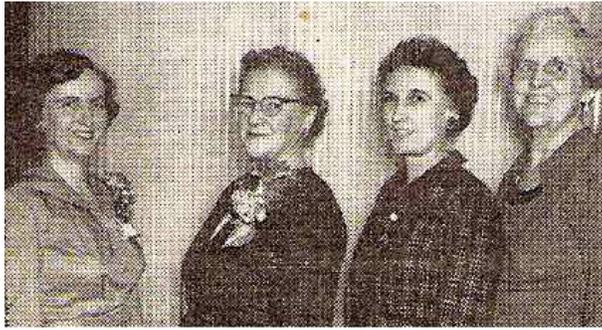


*Forecast for Home Economics Magazine, May 1945
Florence Hall pictured, Chief of the Women's Land Army*

The first mention of Florence Hall in Association's historical records was in 1950 when she became a member of the Advisory Council. She served as chair of this Advisory Council in 1950 and 1951. She was among several who presented "some outstanding educational talks" at the Annual Meeting in Fort Worth in November of 1951. The topic of her presentation was "Broader Horizons for Home Demonstration Agents." She retired in 1952.

Throughout her career she stimulated Home Demonstration Agents / Extension Home Economists to utilize new methods and techniques and to be more innovative and courageous in attacking new problems. In 1952 she sent the Association \$1000 to establish an award to recognize outstanding accomplishments of members.

Minutes of the Annual Session in Buffalo, New York in October 27-30, 1953 report that the Eastern Region gave \$650 to the Florence Hall Fellowship fund instead of the usual souvenirs for those attending the session. This was recognized as a "splendid gesture, appreciated by everyone." Other states also contributed to this fund.



Florence Hall Award Winners
(left to right) Annette H. Shaeffer (MI), Margaret B. Fewell (SC),
Ardath M. Stauffer (MD), Ruth Applethun (CO)

In 1954, the first award presented by Hall, was \$50 to one agent in each of the four regions. Awards have been given annually since the program began with the numbers and monetary amount varying based on applications and finances. In 1956 the amount was increased to \$100 per winner. In 1964, eight awards were given. In 1967, the award amount increased to \$200 per winner. Currently, four \$500 awards are given annually in her name.

The purpose of this award is to recognize outstanding accomplishments of members. The Florence Hall award is presented for outstanding programs conducted by one or more members who have been alert in recognizing new concerns and interests of families, and have involved people in planning and implementing programs that have benefited families. The award is to be used for professional improvement. Originally, agents did not apply for the award, but were nominated by coworkers.



Pictured left to right: Beatrice Judkins - ES-USDA and Chairman of the NAEHE Advisory Council, Florence Hall, and Carolyn Yuknus Healey - 1966 recipient of Florence Hall Award and 1970 NAEHE President. Judkins and Healy presented Hall with a book of remembrances and thank you's from past Florence Hall recipients. In a thank you note dated November 1974 to Phyllis Northway, then Association President, Hall wrote, "To say I am impressed and touched, puts it mildly. The words and attitudes of those winners says to us all that public recognition of work well done is important." She went on to write that "[the book] revealed to me that the money was a small part, compared to results, both tangible and intangible." (Photo circa 1974)

Her annual contributions to the Association were made faithfully as long as she lived. This award and her support lead to a higher level of creativity and teaching effectiveness among Extension Home Economists. She passed away in 1983.