

1956 - 1957

The Executive Board met in the Willard Hotel in Washington, D. C., June 23-24, 1956.

Now that the Association had adequate funds for operating and some in reserve in the form of savings, in 1956 the Executive Board voted to pay the transportation of Grace Fry singer winners to the annual meeting to report on their studies.

The Board discussed the possible contribution the NHDAA might make to the National 4-H Club Center in Washington and how the \$268 received from the Western Region at the 1955 annual meeting might be used. It was voted to earmark this money toward a project for the National 4-H Club Center. At this time the needs were not known, so President Lonergan appointed a committee to check into this. Mrs. Marjorie H. McGillicuddy, Massachusetts, was to serve as chairman with Miss Bessie Hansen, Utah, and Miss Ida Martin, Louisiana, serving with her.

The importance and value of research in home economics work was discussed at great length. It was thought that any research writing that was done should be in terms of the homemaker. As home economists we need to report in terms of dollars and cents in order to put a value on home economics research, and this presents a problem. However, studies could record how home demonstration programs improve family living, citing specific examples. The Advisory Council commended the research committee for its work in recent months in setting up the machinery by which there could be a two-way communication concerning research findings and needs, and recommended a strong research committee be maintained.

When the Board met just prior to the annual meeting, the Advisory Council suggested the Association consider the addition of a committee on recruitment. The Board approved and at the same time combined the Professional Improvement, Fellowship, and Grace Fry singer Fellowship committees into one committee—the Professional Improvement and Fellowship Committee. It was also decided to place the duties of the Florence Hall Award in with the other duties of the second vice president.

Two savings accounts were set up, one for the Florence Hall Awards and the other a straight savings account.

The American Home Laundry Manufacturers' Association



Miss Stasia Lonergan (Wis.)

was meeting in Chicago at the same time the Executive Board was meeting prior to the NHDAA annual meeting. An invitation was extended to the Board members to attend the American Home Laundry Manufacturers' Association. Nine members were to attend on Thursday and Friday. This necessitated changes in the meeting times for the Board.

The question came up again concerning the reduction of the number of years for an agent to be considered for recognition. After much discussion, it was voted to leave the number of years at ten, the same it had been.

Twenty-three companies were to exhibit at the Annual Meeting. The Monsanto Chemical Company was unable to exhibit after they had made plans to do so, but they contributed the \$175 for their exhibit space to the NHDAA to use as they wished.

At this fall Board meeting, Marjorie McGillicuddy, chairman of the gift committee for the 4-H Center, reported the 4-H Foundation had been contacted for suggestions for the NHDAA gift to the Center. A person was to be employed, January 1957, to take over the total planning for the Center. Her committee should receive some suggestions after then.

The Southern Region had such a large membership in comparison with the other three regions that Southern Councilors presented a request for more representation on the board. After discussion, Miss Irby Barnett, Alabama, moved the constitution be amended to permit any region with 1500 or more NHDAA members to have a second Councilor. Mrs. Velma Johnson, West Virginia, seconded the motion and it was carried.

Twenty applications for the Grace Frysinger Award were considered and 28 states submitted applications for Florence Hall Award.

Registration for the annual meeting started at 10 a.m. on Saturday, October 27. In the afternoon a tour of Chicago was conducted. In the evening the Necchi - Elna Sewing Machine Company gave a dinner for the members of the Executive Board, state presidents and committee chairman.

Sunday, registration continued and exhibits were opened. The State Presidents' Group met in the afternoon followed by the Regional meetings. Mrs. Elizabeth Denham, New Jersey, Professional Improvement chairman, went to each region to further explain the Pfizer Award; Miss Beatrice Fehr, Maryland, chairman of the Fellowship Committee, discussed the Grace Frysinger Fellowship; Miss Mary Neal Alexander, Tennessee, chairman of the Florence Hall Award, discussed this award; and Mrs. Velma B. Johnson, West Virginia, chairman of the Handbook Committee, discussed the many revisions in the handbook.

It was the thinking of the Executive Board that if each region were talked to it would create a better understanding and make for stronger state associations.

Standard Brands Incorporated hosted a tea that afternoon and state presidents were asked to pour.

The annual meeting was officially called to order on Monday, October 29 at 9 a.m. in the George Bernard Shaw Room of the Hotel Sherman in Chicago by Miss Stasia Lonergan, president.

The invocation was given by the Reverend Charles R. Goff, minister of the Chicago Temple First Methodist Church. Mrs. Irene Woods, Oklahoma, gave the Home Demonstration Agents' Creed.

After the officers were presented, Miss Bessie Hansen, Utah, Western Region councilor, presented each officer with a lei given by the Hawaiian agents.

The theme of the meeting was "Keeping Up Professionally." Mrs. Helen Turner, field agent of the Central Region, presented a very challenging and inspiring talk "On Being A Professional."

Dr. Daniel A. Poling, chairman and editor of the Christian Herald, spoke on "A Sure Formula For Success." Dr. Poling said, "Our success depends on our beliefs. You must believe in yourself and carry faith with you. Have faith in freedom and faith in a way of life."

Dr. E. T. McSwain, dean, School of Education of Northwestern University, spoke on "Vision and Leadership in American Education."

The Southern Region at the Friendship Party hosted by Corn Products Company on Monday night made the following presentation by Ida Martin, councilor:

Madam President, on behalf of the home demonstration agents of the Southern Region, it gives me great pleasure to present to the National Home Demonstration Agents' Association a gift of \$700 to be used by the recruitment committee, which has been formed at this meeting, for the purpose of promoting recruitment among the promising high school girls throughout the United States, through the use of slides, bulletins, newspaper material, newspaper publicity, and articles in farm and home economics publications, or for an award for a senior home economics major to attend our national meeting.

To my knowledge no committee in the association has ever started out with some funds to carry on its work.

Because we realize the great need for recruiting more girls in the home economics field, the Southern Region is

offering its support to the New Recruitment Committee through this check for \$700.

We hope that as the need arises the other regions may be challenged to add to this project.

Four honorary members were present and they were introduced. Thirty-two more from 16 states had been approved this year.

Three Grace Frysinger Fellowships were awarded this year, one being money received in 1955 for a second award but it came too late, so it was applied to the 1956 awards. The recipients were Mrs. Irene Woods, Oklahoma, who would study farm and home development in North Carolina; Mrs. Pricilla Hargraves of Wisconsin, who was to study program planning; and Miss Esther Hart, Pennsylvania, who planned to study program development.

PFIZER RECIPIENTS

Association members were guests of The Charles Pfizer Company, Incorporated, for lunch. Mrs. E. J. Smith and Mr. J. Jerome Thompson, general manager of the Agricultural Division, were hosts. The first recipients of the Pfizer award were presented and received their awards of \$1500 each: Miss Frances Harvey of Pendleton, Oregon; Miss Lenore Foster of Rushville, Indiana; Mrs. Minerva Murphy of Pineville, Kentucky; and Mrs. Jessie Middlemast of Mineola, New York.

The program Tuesday morning included the business meeting, special music by the Fayette County Homemakers' Chorus of Kentucky; and a symposium by the four winners of the Florence Hall Award: Mrs. Annette H. Schaffer, Michigan; Miss Margaret B. Fewell, South Carolina; Mrs. Ardoth M. Stouffer, Maryland; and Miss Ruth Appelthum, Colorado.

"Decorama" by Miss June Cabot, Home Stylist, Libbey-Owens-Ford Glass Company, was the featured program for the afternoon.

The luncheon, "Tricks and Treats," was sponsored by General Foods Corporation, and The Atlantic and Pacific Tea Company hosted a banquet, at which they presented the Association with a banner depicting how home agents enrich the lives of Americans.

Wednesday's events started with a buffet breakfast by the Campbell Soup Company. "The Home Demonstration Agent's Responsibility in Home Economics Research" was given by Mrs. Kathryn Van Aken Burns, former state leader, Illinois, and "In Service Training" was given by Mr. L. E. Hoffman, Associate director of Extension, Indiana. Officers for 1957 were installed.

SINGING INVITATION

Agents from Minnesota issued a singing invitation in dialect to meet in Minneapolis October 22-25, 1957. The location had previously been approved by the Executive Board.

The Recognition Luncheon, courtesy of Coats and Clark, Inc., and Simplicity Pattern Company, Inc., was held at the Sheraton-Blackstone Hotel. Recognition certificates were presented to 68 agents from 38 states, Hawaii and Puerto Rico by Mr. C. M. Ferguson, administrator of the Federal Extension Service.

Miss Alfretta Dickinson, chairman of the Convention Committee, reported 700 persons in attendance at this 1956 annual meeting—the largest number to attend any annual meeting. This included 576 home demonstration agents, four honorary members, 10 home economists, 36 guests, and 74 exhibitors and representatives. She also recommended a co-chairman be named for the 1957 meeting.

Each year since the Florence Hall and the Grace Frysinger Awards had been instituted, there had been much discussion on how secret the information should be. Should press releases be held until the presentation was actually made? In the 1957 mid-year Executive Board meeting at the Statler Hotel in St. Louis, Missouri, it was decided that press release dates be eliminated.

Mrs. Majorie McGillicuddy was not present at the June Board meeting but she had written a letter concerning the furnishings at the National 4-H Center. The original committee which Marjorie chaired was given the authority to make the decision of the Association's gift to the Center. The treasurer was to release a portion of the fund. One hundred ninety-nine dollars, which was given by the Western Region at the Friendship Party in 1955 would be used to buy the gift for the Center.

It seemed that from time to time there was not a clear understanding as to what was expected of the Association or what the officers were supposed to do. To help alleviate this problem it was decided to compile a policy sheet for the Association and, using this as a guide, revisions could be made when necessary. The Advisory Council recommended committee members work up policy recommendations for conducting committee activities indicating this would be a means of further strengthening the activities of the Association. It was also suggested the Association might do a special study on "The Use of Time."

A decision was also made to have a definite rotation system by regions of entertaining at the Friendship Party.

Although the Board had voted that any region with a membership of 1500 or more would be entitled to a second councilor, further study was conducted as to what the second councilor

would do; how she would function; what her responsibilities would be.

The Association continued to hold a Pre-Convention meeting just prior to the annual AHEA meeting. Other than the business which was conducted by the Executive Board, a program was always planned which would include all Extension personnel in attendance. This year Miss Frances Scudder, FES, discussed "Home Demonstration Agents Find a Way to Reach Everyone." Following this discussion, the entire group was divided into smaller groups with a chairman and secretary and a buzz section on "How We Are Reaching Our Hard-to-Reach Groups," took place.

STATE REPORTS

Previously all state reports had been given individually at the annual meeting but they had become so long and drawn out that people did not really listen and the purpose was lost. At the Board meeting it was recommended that these individual state reports be given in the respective regional meetings and that the councilor, assisted by the state presidents, compile a summary to be given to the entire membership and these summaries be limited to 5-7 minutes per region.

When Miss Lucille Brown, exhibits chairman, North Dakota, reported on possible exhibitors for the annual meeting, she said 27 exhibitors had responded, including four craft companies. The Board thought only two craft companies should be granted the privilege to exhibit and the chairman was to contact the two to insure their exhibits would exemplify good teaching materials. She was also given the authority to secure up to 35 exhibits because that much space was available and the exhibits afford an excellent opportunity for those viewing to see the latest materials and to ask questions in order to become better informed.

Miss Dorothy Simmons, state leader, Minnesota, wrote to the Executive Board meeting just preceding the annual meeting in October, suggesting junior and senior students in Home Economics Extension Education at the University of Minnesota be invited to attend the annual meeting as guests of the Association. This was done and the Recruitment Committee members served as official hostesses to these students.

Not too many agents were making application for the Pfizer Award. Miss Mary Louise Collings, chief, Extension Training Branch of the Division of Extension Research and Training, FES, was concerned about this. It was such a wonderful opportunity and she thought more should avail themselves of making application.

A committee composed of Mrs. Velma Johnson as chairman, Mrs. Helen Turner, Advisory Council and Miss Beatrice Fehr, chairman of the Committee on Professional Improvement and Fellowship, met with Mr. Booth, the representative of the Pfizer Company who was attending the annual meeting that year and asked how the State Association could help. Some of the suggestions Mr. Booth made would entail further study, but it was recommended that information on the award be published in the HDA Reporter in addition to sending it to the state leaders and the state Associations. Also state Associations should urge those who had applied to re-apply.

CALIFORNIA MEMBERSHIP

California did not have a state association but there were four California agents who had paid dues into NHDAA and were members of the National Association. They were: Miss Imogene Dean, Miss Ruth Crawford, Mrs. Mary Williams and Mrs. Norma B. Arndt.

Following a discussion on the value of the Committee on Retirement and Insurance, a motion was accepted to eliminate this committee if the by-laws were amended at this annual meeting to so do. Since each state had its own policies regarding retirement and insurance, a committee on a national level would not have much to work with.

Miss Grace Frysinger wrote that due to illness in her family, she might not be able to contribute to the Grace Frysinger Fellowship for another year. The Board decided to have two Fellowships presented in 1958, but the By-Laws would be changed to read "Miss Frysinger is now providing one Fellowship each year, NHDAA would provide the other."

There was some concern how nominees for national officers may be determined and it was decided that a committee should develop a guide to be used by the nominating committee which would enable them to get the best possible candidate for national officers. Miss Stella McKinstry, second vice president, Wyoming, moved that the nominating committee have the privilege of using its discretion relative to information on officer candidates submitted and that state presidents be contacted for information on any additional candidate to be considered for the year. This motion carried.

The opening session of the 1957 annual meeting was in the Hall of States of the Leamington Hotel Minneapolis, Minnesota. The meeting was called to order on October 23 by President Stasia Lonergan. Mrs. Margaret Carr, president of the Minne-

sota Association, read the Home Demonstration Agent's Creed. "Frontiers Unlimited," the theme of the meeting, was discussed by Miss Laura Lane, associate editor of *The Farm Journal*.

GREETINGS

Mr. Marion Burnell, president of the National County Agricultural Agents' Association, and Mr. R. J. Rensink, president of the National Club Agents' Association, brought greetings from their respective Associations. Both were guests of the NHDAA.

"The Possible You" was the title of a talk given by the Reverend Reuben K. Youngdahl, minister of Mount Olive Lutheran Church, Minneapolis. He told of living conditions around the world and he closed by saying;

We are awfully lucky to be born here in America, especially when we realize we had no choice where we would be born. We have the finest homes in the world, but if the home fails in its mission we are in bad trouble.

I think we Americans are failing our homes in certain respects. We haven't taken enough time to play with our children and we haven't taken enough time to pray with our children. And too many of us have turned over the training of our children to a television set. Too many parents are like bronze statues in the park; that is, they are not responsive to their children.

Other talks at the meeting included: "It is the Finishing Touch That Counts," by Miss Rose V. White, laundry specialist, Home Service Department, Corn Products Refining Company; an illustrative discussion on "Visuals and You," by Mr. Donald T. Schield, program leader, Visual Aide, Audio-Visual Branch, Division of Information Programs, FES; "Norway, Educator for Family Living," by Miss Louise Rosenfeld, assistant director, home economics, Iowa State College and a member of the Advisory Council; "Individual Professional Improvement," by Mrs. Helen D. Turner, field agent, FES, and chairman of the Advisory Council; "Values That Never Change," by Mr. Henry L. Ahlgren, chairman of Extension Committee on Organization and Policy; "He Who Has Ears," by Dr. Ralph C. Nichols, head, department of rhetoric, University of Minnesota.

Mrs. Mabel Ito, Hawaii, who was to study farm and home development, and Mrs. Charlotte Lattimer, Florida, who would study leadership training, were recognized as the 1957 winners of the Grace Frysinger Fellowships.

Mr. J. Jerome Thompson, vice president, Charles Pfizer Company, Incorporated, recognized the 1957 Pfizer Award winners: Miss Ruth Crawford, California; Miss Iris Macumber, Ohio;

Mrs. Elizabeth A. Gassette, Connecticut; and Mrs. May G. Stowell, Virginia.

The Friendship Dinner Party, held in the Hall of States, was courtesy of the Corn Products Refining Company. The Central States, with Miss Mildred M. Omlor, chairman, provided the decorations. Entertainment was by a folk music trio from the University of Indiana, the Settlers.

A check of \$863 from the Central Region was presented to President Lonergran by Mrs. Grace Dwyer, councilor, as a contribution to the Grace Frysinger Fellowship Fund. The presentation:

Madam President, on behalf of the Home Demonstration Agents of the Central Region, it gives me great pleasure to present to the National Home Demonstration Agents' Association this gift of \$863. This, to be used by the Association to give opportunity for professional improvement of home demonstration agents. We suggest that the gift be added to the Grace Frysinger Fund. We hope that home demonstration agents will carry out one of their objectives—that of improving themselves, and that they will continue to grow and to be inspired through professional improvement.

Florence Hall winners for 1957 were: Mrs. Florence Van Norden, New Jersey; Mrs. Fabiola D. Gilbert, New Mexico; Miss Iris Macumber, Ohio; and Mrs. Gladys Thompson, Oklahoma.

The Recognition Luncheon was held at the Coffman Memorial Union at the University of Minnesota. There were 69 agents from 40 states, including Hawaii and Puerto Rico, recognized. Mr. C. M. Ferguson, administrator, Federal Extension Service, presented the certificates. In his remarks, he said:

"Frontiers Unlimited" is a theme well chosen. No two words could better describe the challenge of Extension work since its inception almost half a century ago. Let's look at potentials. What would it mean in your country if—

All of your homemakers were active participants in home demonstration programs—

All the youngsters of club age were in 4-H Club programs—

All of the families in this country were on adequate diets—

All families had access to adequate medical care and hospital facilities—

This is only a glance at our potential—a glimpse at frontiers. They are indeed unlimited.