

"BETTER HOUSING INSTITUTE"

DURHAM COUNTY, NORTH CAROLINA

February 11-March 7, 1946

Reported By

MRS. VIRGINIA L. ROBERTSON

Durham County Home Demonstration Agent

DIRECTOR OF "BETTER HOUSING INSTITUTE"

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BETTER HOUSING INSTITUTE

sponsored by

Durham County Agricultural Workers Council

"BETTER HOUSING INSTITUTE"

Summary of 1946 Housing Results

It is yet much too early to determine accurate results of the Better Housing Institute as sponsored by the Agricultural Workers Council since the scarcity of materials and labor have prohibited people from building as planned. Although many results were observed this year, the true effect will become more evident in the coming years and for a five to ten year long-time program. It was deemed feasible to hold the Better Housing Institute the first of this year because of the rise in public interest in housing. Such interest was ripe with house planning and the making of contracts for building. Though many of these homes were not completed this year because of the scarcity of materials, these people needed assistance in planning as well as those who plan to buy or remodel. This series of meetings is the only institute of its kind ever held in North Carolina free of all fees and tuitions to those who attend. Commercial companies sponsored, in other parts of the state, training schools of two or three meetings and charged exorbitant fees. They did not prove very successful as is reported by persons attending. Companies commercialized on the programs, thus not presenting a true unbiased picture. Mr. H. H. Orr, Jr., Sales Supervisor of the Duke Power Company branch in Greensboro, confirmed the above statement when he spoke of the Better Housing Institute.

"It is wonderful that this splendid opportunity is available to the people of Durham County and city. Only through an organization as you have, can such a series of meetings prove successful. It has been tried in our

city, but the meetings failed because they were sponsored by commercial companies. The public is tired of commercials, they want authoritative unbiased information. The public demands to see the housing picture from all sides, and that is exactly what you have to offer. Judging from what I have seen and heard, these meetings should prove most successful and have a lasting effect on the community."

Mr. J. C. Bassette, Sr., who owns a local appliance store, reported that even through his many extensive years of business had he ever known that a difference existed in the qualities of electric cords bearing a gold label and those with red labels. Thus he acclaims the unbiased teaching of the Institute in training commercial companies. Mrs. William Jenkins, Jr., local news reporter, covered the first meeting for her paper. Since she and her returned G. I. Husband were planning to build, she attended several of the meetings from a personal viewpoint.

A nation-wide survey by the National Veterans Administration in June revealed four million returned service men and veterans trying to buy, build or rent homes. Investigations show that the picture will not be much brighter in 1947. A similar picture applies to Durham County, thus the local branch of the Veterans Administration was interested in the Better Housing Institute as a means of assisting G. I.'s in obtaining loans for housing purposes and in getting the most for their money.

21 new homes were built and 51 remodeled. Of this group approximately three-fourths were veterans. 155 people reported improving arrangements of rooms. As a result of the "Built-in Equipment" demonstration, 65 homes provided improved storage spaces. 23 homes installed

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central heating systems through information gained as a result of the "Insulation and Heating" demonstration.

Mr. and Mrs. A. B. Wilder of Morrisville, Route 1, present a good example of putting into practice information gained through the "Insulation and Heating" demonstration. A few years ago they built an attractive two-story home of rock construction. The walls of the home are very tight and insulated. However, they failed to insulate the roof. Mr. Wilder and his son purchased insulation materials and insulated the roof themselves. Spun glass and rock wool in layer form between construction paper was used. Mrs. Wilder reports that whereas the bedrooms upstairs used to be almost unbearable from heat in the summer, they are now comfortable and cool. Where the house was previously cold in winter and hard to heat, they have already found that only one-half the fuel is required as was last year. This result demonstration was shown to club members when they met in her home in July, and is proving a teaching demonstration for the community.

25 families of the 15.7% shown through the survey installed water systems and 14 installed sewage systems. Such materials have been almost next to impossible to obtain. Though many other families have made plans and began construction, they were not able to accomplish these plans. 102 Home Demonstration club women reported making improvements in their homes in house furnishings through assistance gained by the meeting on "Interior Decoration". The "Household Appliances" demonstration reached out in the county through various forms to assist 458 club women and neighbors in purchasing much needed equipment for their homes.

It has been interesting to note the homes of the veterans under construction this year. Labor and materials have halted some yet half

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completed. Many of the wiser group are not attempting to build or remodel until all construction materials are obtained in the beginning. With the ending of the war, materials were somewhat easier to obtain but yet the problem was by no means being obliterated. Time was not wasted, however, by those interested in building. The Home Demonstration office proved as a library for information on all phases of housing. House plans as drawn by Extension specialists were loaned to interested people.

2 homes of veterans that have been assisted by this office were Mr. and Mrs. James Farlow, Bahama, N. C. and Mr. and Mrs. Buster Lorbacher, Durham, Route 4. These are two of the homes that were started in the spring and are yet a little more than half completed. Concentrated time and assistance have been given both families, in answering their requests for information and suggestions. Both of these homes are demonstrations for the community and county as two well-planned homes. The Lorbacher home is an eight-room brick house with an oil central heating plant. Every inch of floor space has been carefully utilized in the wise planning employed. A good example of a complete convenient lighting and wiring demonstration is present in this modern rural home. Mr. John Harris, Homestead Planning Specialist, landscaped the lawns and grounds to further complete the program for a community demonstration. Mrs. Lorbacher is a member of the Maybrook Home Demonstration club and reports regularly at the meetings in regards to the problems encountered in the building and the type of assistance they are receiving. As a result of her reports to the club a spurt of interest in house planning has begun in the community.

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Mr. and Mrs. James Farlow, previously mentioned, were married in January 1946. Mr. Farlow, a returned veteran, is being presented his new home as a wedding gift from his parents, Mr. and Mrs. A. D. Farlow. This young married couple regularly attended the institute with the elder Farlows. Nothing is being spared in careful planning to make this two-story frame house one of utmost convenience and comfort for a rural family. The central heating plant, hot air by coal, is housed in a spacious basement. Mrs. Farlow plans a recreation room in one end of the basement and her laundry unit at the other end. The community demonstration was reported regularly by Mrs. Farlow to her local Bahama Home Demonstration Club. Mr. and Mrs. Sam Harper, Lighting Engineer of Duke Power Company, has cooperated with the Agent in planning adequate lighting and wiring systems for some of the new homes. This assistance was given to the Farlow and Lorbacher families. Blueprints of the lighting systems were drawn as a result of conferences held with the families and Agent. These plans were then presented to the contractor as selected by each family. It was interesting to note that some of the electricians tried to scimp on the wiring and felt some of the requirements unnecessary, but both of the families held steadfast to the impartial blueprints previously drawn to meet their needs.

Two families that have had to adapt their plans to their needs provided interesting community demonstrations also. Mr. W. M. Johnson of Bahama, N. C. and Mrs. Johnson were enthusiasts of the Better Housing Institute. As a result of these meetings they drew a house plan to meet their needs. Plans were made to begin construction of their home but were cancelled due to the shortage of housing materials. Nevertheless, they selected a desirable site at Bahama, N. C. and began a small building program. They were in dire need of a place to live, so to meet this

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need--they built an attractive brick garage on the site where it will be located back of their home when built in 1947. This garage was made into a comfortable compact two-room apartment. Mr. Johnson says:

"We are living under crowded conditions, but it proved wise to use this plan rather than to attempt to build a home at present, for we want to get the best materials available as recommended in the housing meetings. Our present two-room homes can easily be converted into the garage when our house is built."

Mr. and Mrs. W. G. Gunter of Route 2, Durham are among the rank of people who completed their home this year. Mrs. Gunter says the contractor and her husband's patience were almost defrayed by her many changes in the house plan. After attending the housing meetings, she found where she could improve her room arrangement, door and window arrangement and storage space, and did so. This comfortable home is a good example of where this series of meetings had an effective part in planning. Mrs. Gunter, too, reported her project to her Belmont Home Demonstration Club.

Mrs. Dorothy E. Berry, 1002 Gregson Street, Durham, N. C. shared in the thinking of the Gunters and Johnsons. Letter questionnaires were distributed to people attending the Institute to obtain stories. A sample letter of which is attached to this report. Mrs. Berry reported the urban interest as follows:

"I feel that these housing meetings were exceedingly valuable. They have been very inclusive in their scope. Nearly everyone now is planning either building or extending their homes. I, for one, have gained many ideas about planning for convenience and about the desirability and availability of materials."

In these and other communities where similar demonstration homes are located, housing interest proves contagious and spreads fast, thus, increasing the requests for information and assistance, house plans, bulletins, and home visits. Many were reached through

Home Demonstration club meetings, the radio, and press. Approximately 96 home visits were made as a follow-up of the Housing Institute. The 1947 program includes a farm and home improvement contest program. In relation to the state "Housing in Relation to Health" program, a continuation of the present program is to be made.

The Better Housing Institute made the public conscious of good building materials. Due to the shortage of lumber, many homes were constructed of cement and cinder blocks. Some of these blocks through use have proved defective. In July the City Council of Durham ordered the city building inspector to make the necessary investigations of local cinder and cement block companies to find those blocks not meeting the qualifications of the city and state and to prohibit their use in Durham.

In addition to the above mentioned follow-up program, Mr. John Harris Homestead planning specialist, landscaped three Durham County club members yards in September. In addition to the Lorbacher home, Mrs. G. C. Clark of Route 2, Durham, N. C., was assisted with her landscaping problems. She and her husband built a new home last year in a suburban section near Durham, completing it this year. A new street is being cut through what will be their front yard. Thus, plans were drawn to meet her needs. Mrs. Albert Thompson, Route 2, Durham, N. C. was assisted in solving the problems created by her poorly drained yard in need of home beautification. These three homes beautification projects have been begun with further work being planned for the spring. The home of Mr. and Mrs. Boyd Browning, a neighbor of the Thompsons, has proved a result demonstration in the past few years in the Rose of Sharon community. Three years ago a home beautification project was begun. This project now is a demonstration for the community showing results. Home

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beautification and housing information was further stressed through the February Home Demonstration club meeting on "Homestead Planning".

The effusive results cannot be fairly judged in a one year program. Perhaps in another year or more complete pictures can be presented. As a result of this program, close cooperation was obtained from the following instrumental cooperative agencies: Farm Security Administration, Federal Housing Administration, Veterans Administration, all members of the Agricultural Workers Council, Specialists of the Duke Power System, local commercial companies, radio station WDNC, local newspapers, schools, churches, civic clubs, city and county governments, and State Extension Specialists.

The estimated cost of the meetings was \$71. There are very few other types of educational programs any more effective and far reaching in meeting the needs of the people for so little a cost. 365 people attended, consisting of local, county, state, and out-of-state attendants, and the many others reached by community result demonstrations.

"BETTER HOUSING INSTITUTE"
Summary of Planning

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COOPERATIVE EXTENSION WORK
IN

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

AGRICULTURE AND HOME ECONOMICS
STATE OF NORTH CAROLINA
_____, 1946

EXTENSION SERVICE
HOME DEMONSTRATION WORK

Dear Agricultural Workers' Council:

1. Number of Housing Institute meetings I attended _____.
2. The meeting of this series that helped me most was _____

3. It assisted me in my housing problems by _____

4. Write in your own words a short paragraph on how this "Housing Institute" as a whole has helped you:

Your name _____

Your address _____

=====

Note: It is important that we have this information immediately and no later than March 13 for reports on these meetings. This Housing Institute was planned to meet your housing needs in building and remodeling problems. Did we help you, or give you any suggestions you plan to use? If so, what and how? Use the back of this sheet, if necessary.

Sincerely yours,

Virginia L. Robertson
Virginia L. Robertson,
Home Demonstration Agent

"BETTER HOUSING INSTITUTE"

Summary of Planning

General Planning for Institute

With the ending of World War II and the period of reconversion, housing has become one of the major problems of today. Realizing the needs of the returning service men as well as those people at home, there was made evident a desperate need for information and help on better housing. Many of these peoples plan to build new homes, some under the G. I. Bill of Rights. A high per centage of this group have little or no knowledge of good house planing, wise buying of materials and equipment, and financing. Therefore, the field was ripe with interest in this subject. To further accelerate the incentive, during the second week of December, 1945, a building-housing a poolroom on main street-collapsed. Fortunately, no one was seriously injured. The poor construction in great need of repairs was the cause of the walls collapsing, thus an eyesore as well as a safety hazard was made on the main street of Durham.

The Extension Agents of Durham County conferred in regards to this vital need for information and proposed possibly a few special interest meetings on housing. On December 14, 1945 Mr. D. W. Weaver, Agricultural Extension Specialist, and Miss Pauline Gordon, Home Management and House Furnishings Specialist, conferred with these agents in Durham. They heartedly agreed on such a plan and offered assistance. Nothing more was done in this planning until January, 1946. Since the Home Demonstration Agent at that time was resigning, further planning was postponed until January, 1946.

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Extensive planning then began for what was to be called a "Rural Housing Institute", for a series of eight special interest meetings on the various phases of housing and building problems. The purpose of this series, as planned, was to meet the needs of the people as revealed through a county survey. An explanatory graphic plan included at the end of this report section gives a picture of the method used for reaching Durham County people. The first meeting began with the selection of the site. Through the Housing Institute, an imaginary house was built, equipped, and furnished to present a complete picture of the problems a person would encounter in building, remodeling, and decorating a home. A second conference was held with these Extension Specialists and the new Home Demonstration Agent in further proposing a detailed program that might be sponsored by the Agricultural Workers Council. The Council met on January 15 with Mr. J. O. Jester, President, (Soil Conservationist) presiding. (A copy of the minutes of the meeting filed in this report section). The program for the January meeting was under the direction of Mrs. Virginia L. Robertson, Home Demonstratibh Agent, on "Better Housing for Durham County". Mr. D. S. Weaver, Agricultural Extension Engineer-representing North Carolina State College Extension Service, placed emphasis in his talk on the over-all needs of better housing and possibilities of future improvements. He recommended that the County do something about providing the rural public with the information that they need and deserve. The Agent then discussed the methods by which a proposed rural housing institute could be held and applied locally. Recommendations were made by members of the Council in further revising the proposed plan to meet County needs. After voting unanimously to hold such a series of eight meetings, members displayed eager interest in starting the Institute

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Immediately on February 4. Committees appointed included the Survey Committee, Publicity Committee and the director in charge. Negro Extension workers and teachers stated that they too, plan to conduct a survey among the Negro county population and planned to attend the institute, thus, plans were made for an auditorium large enough to seat both white and negro attendants. White and negro vocational teachers attending pledged their full cooperation and that of the various school principals. Following the meeting, the Survey Committee met with Mr. Weaver and outlined a survey blank to be used in determining rural housing needs. Interest and enthusiasm was displayed in conducting the survey through the county schools and in distributing through rural homes a copy of the mimeographed outline of the institute--a copy of which is included in this report. Poor weather conditions existing in January made the county roads impassable, thus, schools were closed for the entire month. It was necessary to postpone the opening of the Institute to one week later--February 11. This additional time was well used in further revising the survey blanks and the mimeographing of the 1200 copies to be used in addition to the diversified planning that was necessary to conduct such a series of meetings. With the reopening of the schools, approximately 1200 survey blanks were distributed by members of the Council to school children and out into the homes. Over-lapping was avoided by the placing of one blank in each home in as much as possible. Within one week the community statistics were compiled and a few days later these reports were in the County Extension office with the County survey completed.

Publicity given the launching of these meetings and throughout the series was largely responsible for its success. Contacts and visits were made to the local radio station, W.D.N.C. (the only one in Durham at that time) in planning for radio announcements and programs

advertising the meetings. Conferences held with local newspapers likewise paved a way for the excellent cooperation received. Prior to the Institute, and during the meetings, mail was sent not only throughout Durham County but to surrounding counties in a vast educational publicity program. This brought forth numerous phone calls for information and questions about the meetings. One gentleman phoned from Halifax, North Carolina one morning and asked if he might attend the Housing Institute meeting being held that night. Announcements were made in the Home Demonstration clubs from January through March. Mimeographed outlines of the Institute were used to effusive advantages in local urban schools by the vocational home economics teachers of the city. This attributed largely to the urban publicity program.

As director in charge of the Better Housing Institute, the Home Agent found it necessary for extensive careful planning. Time gained through the schools being closed was an asset. On February 6 the Agent conferred with Mr. Weaver and Miss Pauline Gordon, Home Management and House Furnishings Specialist, who assisted in planning a means of reaching the public more extensively. The final draft was drawn for the series of eight meetings. A conference was also held with these two specialists on the afternoon of February 11 to report the results of the survey. In turn preparation for the first meeting to be held that night was made. Miss Gordon and Mr. Weaver were instrumental in obtaining the necessary specialists for most of the meetings. Miss Gordon assisted the Agent in outlining plans for a window exhibit in a display window of the Duke Power Company, and in planning rules and standards concerning commercial exhibits displayed by local companies. Through the radio and press local companies were invited to set up exhibits, if they so desired. Members of the Agricultural Workers Council were cooperative with the County Extension Agents in setting up the attractive window display.

On Saturday afternoon, February 23, the Home Demonstration Agent conferred with Miss Gordon at State College in outlining "Household Appliances", the demonstration to be given by the Agent on February 26.

The Housing meetings were planned to last for a one and one-half hour period from 7:00 to 8:30 P. M. on Monday and Thursday nights during the period of February 11 to March 7. The first meeting was held in the auditorium of the Durham County-City Health Department. Due to the large attendance at the first meeting, all following meetings were transferred to the auditorium of Duke Power Company which has a seating capacity of 250. Since a large number of urban people were present and designated their interest in the Institute, it was deemed feasible to change the name to "Better Housing Institute" rather than "Rural Housing Institute", thus, centering a part of the program on urban needs and requests for information. The total attendance of 365 exceeded the anticipated attendance of 240. 85% of the total 365 were people from Durham city and county while the remaining 15% were out-of-state and out-of-county visitors. 45% of the total city and county people attending were rural and 40% urban. The high urban attendance was credited to the publicity program conducted through the schools by the Home Economics teachers, as well as other publicity through radio and press.

The Duke Power Company of Durham with Mr. Leo C. Goodwin, Commercial Manager, was most cooperative in planning a meeting place for the Housing Institute and the use of specialists of the Duke Power System. On February 1, Mr. Roy Palmer, Merchandise and Advertising Manager of the Duke Power System, Miss Ella Outland, Home Economist of the Burlington Branch, and Mr. Goodwin conferred with the Home Agent for joint cooperation in offering the services of the Duke Power System.

for the Institute. Miss Outland later assisted in setting up the exhibit in the Duke Power Company window and in the giving of one demonstration. Mr. Paul T. Tyeinger, Illuminating Engineer of the Duke Power System, gave a demonstration on "Lighting and Wiring" at the Institute. Through the use of this Duke Power personnel and local commercial exhibits in the auditorium, the Council was careful to avoid commercialization or the recommendation of commercial products or companies on the Housing Institute meetings. This was necessary to give the public an unprejudiced housing picture.

The only large expense of the entire meetings was absorbed by the Duke Power Company branch of Durham for a total of \$41. Of this amount, posters and charts used in the window display cost \$32. The cost of a photographer in taking pictures of this exhibit and two prints for the Duke Power Company paper was \$9. Other expenses of the Institute included the electricity and use of the auditorium which, too, was absorbed by the local company. Newspaper clippings, pictures purchased and filled for the use of making this report, as well as office supplies were paid for by Durham County. The estimated total cost and expenses of the Better Housing Institute program was \$71. This amount does not include the expense of exhibits set up by local commercial companies nor the expenses of demonstration materials used by the North Carolina Extension specialists and other specialists demonstrating. No registration fees were charged the people attending. Some commercial companies were conducting training schools on housing in other parts of the state at that time, but they charged high tuition fees and featured commercialized products with various companies on the programs. The registration free unbiased Better Housing Institute was the only one of its kind ever held in North Carolina. In as much as inquiries have revealed it was one of the few in the United States, if not the only one in the South.

Because of the increased urban interest, phone calls, and requests for information prior to the opening of the Housing Institute, emphasis was placed on the reaching of urban people. The director of the Housing Institute conferred with the Mayor of the city of Durham, Honorable W. F. Carr, on February 5, in planning a method of reaching the urban population. Mayor Carr pledged his full support and issued the following proclamation to the press, encouraging local citizens to take advantage of this educational program:

Durham, N. C.
February 5, 1946

NOTICE

Beginning February 11 extending through March 7 the Better Housing Institute, sponsored by the Agricultural Workers Council, will put on a very interesting program featuring building, remodeling, interior decorating, landscaping, insulating and heating.

Also a very important feature will be financing on postwar homes, also will be featured many postwar household appliances.

During the four weeks from February 11 through March 7 meetings will be held every Monday and Thursday nights at 7:00 o'clock at the Public Health Department auditorium located at corner Main and Roxboro Streets.

The exhibitions and demonstrations should be of very great interest to our citizens and I bespeak a good attendance at all these meetings.

W. F. Carr
Mayor

Such a statement provided efficacious results and phone calls in further arousing interest. A conference was likewise held with Mr. Frank Piersch, Secretary of Durham Chamber of Commerce, for

cooperation. Thus, along with Mayor Carr's proclamation, Mr. Pierson also issued a statement to the press urging the heads of all civic clubs to contact their members and encourage attendance at these meetings. In 1945, through the Chamber of Commerce, a survey of the urban housing post-war plans was compiled. The statistics of this survey were very much the same as the county and revealed somewhat the same interests. A copy of this report is filed under the survey report section. Through Mr. Pierson, by mail and visits to local civic clubs by the Home Agent, all the clubs and its members in Durham were reached. Listed below are the civic clubs of Durham that were contacted and cooperating presidents:

<u>Club</u>	<u>President</u>
Rotary Club	Dr. A. H. Powell, Trust Bldg.
Kiwanis Club	Prof. R. H. Wilson, Duke University
Lions	Wyatt T. Dixon, Herald-Sun Papers
Cooperative	Hugo Germino, Herald-Sun Papers
Civitan	Hugo Walker, City Water Department
Exchange	C. A. Hutchins, Varsity Men's Shop
American Business Club	Roundtree Crisp, Depositors Bank Bldg.
Pilot Club	Miss Rosa Cox, c/o Florrie L. Jones Decorating Shop
Altrusa Club	Mrs. Grace Walter, c/o Durham Comm. Fund
Business & Professional Women	Miss Fannie Y. Mitchell, Duke University

The Agent, in visiting civic clubs, appeared on the programs of these meetings in the interest of better housing for the city of Durham. Copies of the outline of the Better Housing Institute were distributed through these civic clubs to interested persons.

A very popular subject on the street, in the churches, schools, and many other places during the months of January through March was the Better Housing Institute. This is credited to the careful planning, extensive publicity, posters, and announcements put up in county rural stores and local post offices. Not only was the city and county completely covered, but surrounding counties were also reached and news of these meetings spread state-wide and to some of the adjoining states

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as is revealed by the attendance records. The demonstration, "Homestead Planning", at the February Home Demonstration club meetings served as an incentive to intrigue members to desire further information on housing.

Careful minute planning and the conferences held with Mr. Weaver, Miss Gordon, and others are largely responsible not only for the success of each committee but for the Institute as a whole. 8 planning conferences were held with these two specialists plus an average of 1 conference with each of the 12 other personnel appearing on the Institute programs and 10 were held with officials and administrators of the Duke Power System. A grand total of 54 conferences were held.

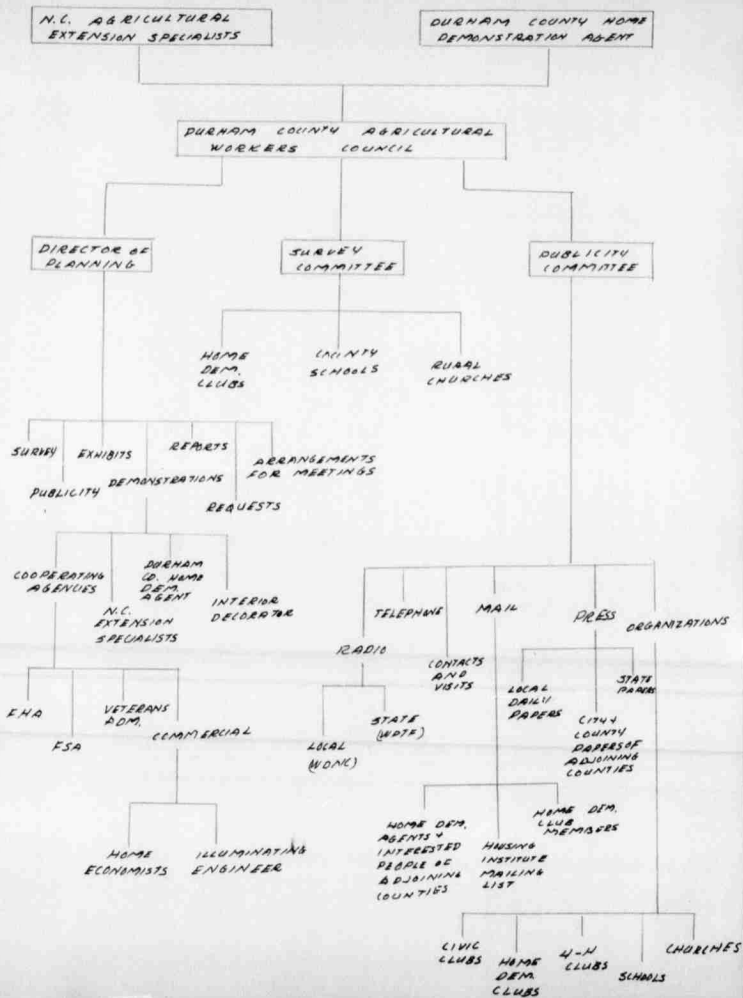
As Director in Charge of the Better Housing Institute, the Home Demonstration Agent was in charge of directing all meetings, making announcements, and planning. She presided over approximately one-half of these meetings, with other members of the Agricultural Workers Council presiding over the others. To check public opinion and obtain stories of personal interest about the Institute, approximately 100 mimeographed questionnaires were distributed to people attending the last meeting and a few others who attended several of the meetings.

SUMMARY

\$71--Estimated cost to conduct Better Housing Institute
54--Planning conferences held by Director of Institute
10--Civic clubs reached
1200--Rural people reached by program outlines
--Urban people reached by program outlines
42--Human interest stories of appreciation written to
Home Demonstration Agent other than phone calls and
contacts

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BETTER HOUSING INSTITUTE
SUMMARY OF INSTITUTE PLANNING



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"BETTER HOUSING INSTITUTE"
Summary of Planning

BETTER HOUSING INSTITUTE

The Durham County Agricultural Workers Council is sponsoring a housing program to reach the needs of those people planning to build, remodel, or improve their homes in any way. The program will consist of a series of eight night meetings, two each week, beginning February 11, for four weeks. Every Monday and Thursday Nights at 7:00 P.M. these meetings will be held in the Duke Power Company auditorium on the corner of Mangum and Parrish Streets. Exhibits relative to the meetings will be on display. Agricultural Extension Specialists from N. C. State College and other representatives will conduct the following meetings:

- February 11 1. What Are My Housing Needs?
D. S. Weaver, Extension Agricultural Engineering Specialist
Pauline Gordon, Extension Home Management and House Furnishings Specialist
John Harris, Extension Homestead Planning Specialist
a. Durham's urban and rural housing needs
b. Is it best to build or remodel?
c. Landscaping, walks and drives
- February 14 2. Good House Plans
Pauline Gordon
a. Requirements for a good house plan
b. Floor space arrangements, especially kitchens
c. Suggestions for remodeling
- February 18 3. Built-in Equipment and Interior Decoration
Virginia L. Robertson, Home Demonstration Agent
Rosa Cox, Local Interior Decorator
a. Built-in equipment
b. Storage space
c. Color in the home
- February 21 4. Building Materials
D. S. Weaver
a. Lumber, brick, cement, cinder-block, tile, stone, roofing materials, paints.
- February 25 5. Insulation and Heating
D. S. Weaver
a. Construction as it affects heating
b. Types of centralized heating systems
c. Insulation methods and materials
- February 28 6. Household Appliances
Virginia L. Robertson
a. Electric, gas, kerosene, and others
- March 4 7. Lighting, Wiring and Water Systems
W. J. Rideout, Extension Rural Electrification Specialist
a. Factors to consider in each
- March 7 8. Financing a Home
W. L. Hampton of the Veterans' Administration,
and representatives on these other subjects
a. Financing through F.S.A., F.H.A., banks and G. I. Bill of Rights

We urge you to take advantage of this service and attend any or all of the meetings that will meet your respective needs. Discuss this with your neighbors and plan to bring a car full.

For further information contact the Home Demonstration Agent's office,
Telephone J-5021

"BETTER HOUSING INSTITUTE"

Agricultural Workers' Council Committees

HOUSING INSTITUTE

Committees

I. Director of Institute — Mrs. Virginia L. Robertson

II. Publicity Committee;

Mr. W. B. Pace, Chairman
Mrs. Virginia L. Robertson
Mr. A. E. Williams

III. Survey Committee;

Mr. C. M. Allen, Chairman
Mr. C. E. Bernhardt
Miss Annie S. Wooten

IV. Registrations;

Miss Julia Marie Dail

These committees were appointed by Mr. J. C. Jester,
President of the Agricultural Workers' Council at the January
business meeting.

MINUTES OF THE AGRICULTURAL WORKERS COUNCIL
January 16, 1946

The first meeting in 1946 of the Agricultural Workers Council was held on Tuesday afternoon, January 16, at 2:00 P. M. in the Assembly Room of the County Agent's office. The following officers were elected for the year:

President--Mr. J. C. Jester (Soil Conservationist)
Vice-President--Mr. C. M. Allen (Mangum School Agricultural Teacher)
Secretary--Miss Claire Hill (Oak Grove Home Ec. Teacher)

Mr. Jester presided over the business meeting with the Council voting to hold quarterly meetings with call meetings being held when necessary. Mr. F. J. Cook, Farm Forester, recommended that the Council become a more active organization by adopting some projects. Mrs. Virginia L. Robertson, Home Demonstration Agent, was in charge of the program, "Better Housing for Durham County". She emphasized the need of more and better housing for Durham County and housing facilities to meet local needs and those of returning veterans. Mrs. Robertson then presented the speaker, Mr. David E. Weaver, Agricultural Extension Engineer from State College. Mr. Weaver discussed the many factors in building materials, remodeling and repairs, and called the Council's attention to the fact that the public will be expecting increasing information on how to cope with the various building problems. The Home Agent then presented a suggested plan for a Rural Housing Institute of eight meetings as a school open to the public in giving all phases of housing information. The Council voted to sponsor this program through the cooperation of E. C. Extension Specialists, with Mrs. Robertson delegated in charge of planning. The president then appointed the following committees to work out plans for the institute:

Publicity Committee, Chairman--Mr. W. B. Pace, County Farm Agent
Mrs. Virginia L. Robertson,
Home Demonstration Agent
Mr. A. E. Williams, Oak Grove
School Agricultural Teacher

Survey Committee, Chairman----Mr. C. M. Allen, Mangum School
Agriculture Teacher
Mr. C. E. Bernhardt, Asst. County
Farm Agent
Miss Annie S. Wooten, Bragtown
School Home Ec. Teacher

Mr. Jester asked the Survey Committee to meet immediately after the meeting to make out a survey blank to be used in determining the housing needs of Durham County and to make plans for conducting this survey through the Durham County Schools. The publicity Committee was encouraged to make their plans and to function as soon as a date could be set for the

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Institute. Since publicity would be an important factor in the success of this campaign, the Council recommended that the meetings begin in the immediate future, as soon as weather conditions in the County permitted. The schools at this time were closed because of unpassable county roads. The meeting then adjourned.

Respectfully submitted,

J. C. Jester, President

Mrs. Annie S. Wooten, Acting Secretary

"BETTER HOUSING INSTITUTES"

Rural Housing Survey Report

Approximately 1200 survey blanks and copies of the suggested housing program were distributed through the county schools in trying to reach 1476 farms. Of this number of farms 1,132 were white and 344 were negro. The negro County Home Demonstration and Farm Agents also cooperated in this work by assisting in getting out the survey blanks to the colored farm families in the county. However, the statistics shown in our report cover the white families only. The colored statistics as compared to the white, were similar in that those who planned to build were North Carolina land and home owners. The tenants reported largely repairs that needed to be made to the tenant houses in which they were living.

Following the Agricultural Workers' Council meeting of January 15, the Survey Committee appointed at the meeting, met with Mr. David S. Weaver, Extension Agricultural Engineer, and compiled a survey blank to be used in gathering statistics for further planning of the institute. The purpose of the survey was to determine the needs of Durham County people for information pertaining to housing. With these facts the Director of the Institute later counseled with specialists of the North Carolina State College Extension Service in planning the detailed outline for the series of eight meetings.

Home Economic Teachers, Agriculture teacher, and other members of the Agricultural Workers Council, through the cooperation of school principals distributed through the ten county schools 1200 survey sheets.

Only one blank was sent to each home, to avoid duplications. Within one week approximately one-half (600) of these blanks were returned, the statistics compiled by the local teachers, and community results were turned in to the County Extension office where the county statistics were compiled by the survey committee. People serving on this appointed committee were:

- Chairman, Mr. C. E. Allen, Vocational teacher of Mangum School
- Miss Annia S. Wooten, Home Ec. Teacher of Bragtown School
- Mr. C. E. Bernhardt, Asst. County Farm Agent

Statistics taken from the survey were made into a large wall chart by the Engineering Department of State College to be used in the Better Housing Institute meetings.

Statistics Realized From Survey

69.7% of the approximated 50% of the Housing Survey blanks were returned by landowners, 25% were tenants, and 5.3% failed to designate this information. 41% of the people reached stated an interest to attend the series of meetings to be held.

Other statistics were:

- 17.9% Plan to build new homes
- 17.5% Plan to remodel their homes
- 24 % Plan to make major repairs as screens, roofs, steps
- 19 % Plan to add a new room, preferably a bedroom
- 55 % Plan to make minor repairs as built-in equipment and interior decoration
- 46 % Reported that they had running water in their homes
- 16.7% Reported that they plan to install a water system and bathroom.

The above statistics were used repeatedly throughout the series of meetings to give the public a picture of Durham County's Housing needs, and to closer correlate the demonstrations given to the present needs of the people. At the concluding meeting of the series,

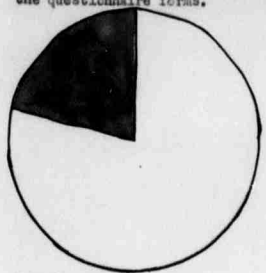
Mr. C. E. Bernhardt of the Survey Committee gave a report of the

committee work done during the Institute and the statistics gathered. Also enclosed in this survey report are copies of the survey blanks distributed through the schools and a pie chart of statistics from the survey.

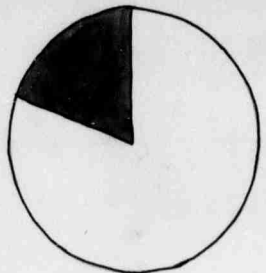
DURHAM COUNTY

RURAL HOUSING SURVEY -- 1946

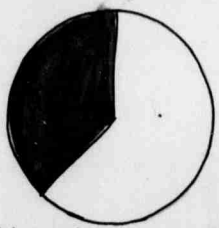
1200 Durham County families were reached in this survey with 50 % returning the questionnaire forms.



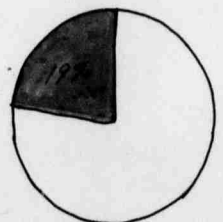
Build New Homes



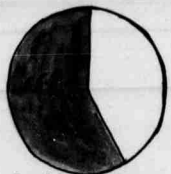
Remodel House



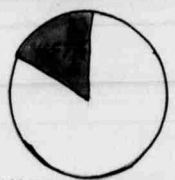
Major repairs as screens, roofs, steps



Add Rooms Such as Bedrooms



Minor Repairs as Built-in Equipment and Interior Decoration



Add Water Systems and Bathrooms

"BETTER HOUSING INSTITUTE"
Survey Report

RURAL HOUSING SURVEY

The Durham County Agricultural Workers Council is making this housing survey to determine what building and repairing you are planning to do in the near future.

Name _____ Address _____

Are you a landowner _____ or tenant _____

1. Do you plan to repair? _____
2. Do you plan to remodel? _____
3. Do you plan to build a new home? _____
4. Do you plan to add a room? _____ (Bedroom?)
5. Do you have running water in your home? _____
Do you plan to put in running water? _____
6. Are you going to take simple repairs such as improving the roof, steps, screen, windows, or doors? _____
7. Will you try to attend any or all of the meetings listed at the bottom of this sheet? _____

RURAL HOUSING INSTITUTE

The Durham County Agricultural Workers Council is sponsoring a housing program to reach the needs of those people planning to build, remodel, or improve in any way their homes. The program will consist of a series of eight night meetings, two each week, beginning February 11, for four weeks. Every Monday and Thursday Nights at 7:00 P.M., these meetings will be held in the Health Department auditorium on Main Street. Agricultural Extension Specialists from State College in engineering, electricity, landscaping, and home management and house furnishings, will conduct the following meetings:

<u>Date</u>	<u>Meeting</u>
Feb. 11	1. Introduction to meet local needs
Feb. 14	2. What is a good house? a. Selecting the site b. Discussion of house plans
Feb. 18	3. Built-in equipment and interior finishes
Feb. 21	4. Construction materials (brick, lumber, cement, tile, stone, paints, and others)
Feb. 25	5. Insulation and heating
Feb. 28	6. Utilities (lights and wiring, sewage disposal, running water)
March 4	7. Household appliances (electric, gas, kerosene, and others)
March 7	8. Financing the home

We urge you to take advantage of this service and attend any or all of the meetings that will meet your respective needs. Discuss this with your neighbors and plan to bring a car full.

Note: Please return this information to your school tomorrow. It will then be turned over to your Farm and Home Agents office.

"BETTER HOUSING INSTITUTE"

Registration Report

Attendance and Registration

A sum total of 365 persons attended the eight meetings of the "Better Housing Institute". In order to compile a mailing list of interested persons and for attendance records, a method of registration was used. Miss Julia Dail, the newly appointed Assistant Home Agent, was in charge of the registration desk at each meeting. An appropriate book was used in which people attending the meetings registered their names and addresses. The registration table was placed at the front door entrance to the auditorium. Also special requests for house plans and other types of housing information and materials were recorded in like manner. These requests were then filled by the Home Agent or Specialists' help. Such a method of registration proved successful in compiling a mailing list of persons interested in housing. Notices of the meetings each week were later mailed to persons whose names were registered on such a mailing list.

The general attendance at all meetings was good and above anticipated plans. It was interesting to note that 85% of the total registered were residents of Durham and Durham County and approximately 50 different persons or more, nearly 15% of the attendance were from other counties and states. Of the 85% attendance approximately 45% were rural Durham County peoples and 40% urban and suburban Durham residents. Thus, urban and rural interest in the series of meetings was almost equally divided.

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In view of the increasing interest in these housing meetings and the large attendance at the first meeting, a larger auditorium was obtained in which to meet, thus, this was the reason for changing the place of meeting to the Duke Power Company auditorium from the small auditorium of the Health Department. The maximum attendance was 85 with the lowest being 26. This appalling low attendance was the result of errors in announcing the meeting by local newspapers. Approximately 15 negroes attended two the eight meetings. Of this group were the negro Farm and Home Agents. Visitors registered from the following states: Alabama, Virginia, Maryland, South Carolina, and Washington, D. C.

Special out-of-state visitors were Mr. George W. Ackerman, U. S. Extension Editor, and Miss Clara Bailey, U. S. Extension Photographer from Washington, D. C. They were visiting North Carolina in the interest of the extensive housing program and visited the sixth meeting on "Household Appliances" with Miss Pauline Gordon, North Carolina Extension Specialist in Home Management and House Furnishings. Other out-of-state guests were largely people who were visiting Durham on a business trip at the time of the meetings. Interested people, rural and urban, from Wake, Orange, Caswell, Alamance, Mecklenburg, Person, and Guilford Counties were also present as a result of the extensive state-wide publicity.

Visitors (with some assisting in the Institute) from the North Carolina State College Extension Service included: Mr. D. S. Weaver, Agricultural Extension Engineer; Mr. John W. Harris, Homestead Planning Specialist; Miss Pauline Gordon, Home Management and House Furnishings Specialist; Mr. W. J. Rideout, Rural Electrification Specialist, Miss Anamerle Arant, Northwestern District Agent, Miss Rose Ellwood Bryan,

County Home Demonstration Agent at Large and later in the Home Management and House Furnishings Department, and Miss Willie Hunter, Clothing Specialist. Locally all members of the Agricultural Workers Council attended some of the meetings, thus making for extensive cooperation with other federal agencies in addition to other cooperating commercial agencies. Local commercial companies likewise had representatives in attendance at the meetings when respective stores featured exhibits. Civic clubs were represented to further give cooperation from the urban civic groups.

As a summary, Miss Julia Dail, in charge of registration through the series of meetings, reported the following at the concluding meeting:

<u>365</u>	Total attendance of series of meetings
<u>85</u>	Maximum attendance
<u>26</u>	Lowest attendance (Dnr to incorrect newspaper announcement)
<u>65</u>	Attendance from Durham and Durham County
<u>15</u>	Out-of-state attendance
<u>45</u>	Rural Durham County people attending
<u>40</u>	Urban Durham Residents attending

Visitors registered from Alabama, Virginia, Maryland, South Carolina, and Washington, D. C.

"BETTER HOUSING INSTITUTE"

Report of Publicity

Publicity of Institute

The efficacious success of the "Better Housing Institute" was largely credited to diversified careful planning and extensive publicity. Excellent cooperation was received from the offices of the local radio station W. D. N. C. and newspapers, "The Durham Morning Herald" and "The Durham Sun". Similar cooperation was received by local civic and county organizations.

Contacts, Individual and Telephone

The extensive planning of the Institute as reported in a previous section, further explains the many contacts made in executing the organization of this series of meetings. The first contacts made were those made by members of the Agricultural Workers Council with Specialists at the North Carolina State College Extension Service. Later, followed by contacts with members of the Agricultural Workers Council and a meeting of the Council, out of this meeting grew the outline for a mammoth means of reaching people. Approximately 1200 families reached through schools by Vocational Agricultural and Home Economics teachers in taking a survey of housing needs and in sending out announcements of the meetings through rural children. Rural churches and Sunday Schools likewise contributed, making announcements of each week's meetings. Home Demonstration club women contributed their share in spreading the announcements of housing meetings to their neighbors from information gathered at local club meetings and through the radio and press.

Contacts by conference were held with the Mayor of Durham and the

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local Secretary of Commerce who issued statements to the press and aided in contacting the presidents of the local ten civic clubs. The director of the Institute, Mrs. Virginia L. Robertson, visited and appeared on several of the programs of civic clubs to familiarize the urban people with the Better Housing Institute.

Forty-five visits were made to local commercial stores in the interest of obtaining and executing plans for exhibits by these establishments. Thirty-two home visits were made by the Home Agent in assisting interested peoples in their housing needs. One hundred and thirty persons visited the Home Demonstration office for information on housing and the Institute. Three hundred and ninety telephone calls were made and received, thus, the telephone was an indispensable part in making contacts and answering requests. It was interesting to note that several of the phone calls were long distance from adjoining counties and other parts of the state, exemplifying the far reaching publicity. Two hundred and thirty bulletins were distributed at the housing meetings.

MAIL

552 weekly notices of the meetings were mailed each week to those names on the Housing Institute mailing list, as compiled from the registration book of the Institute. All local Home Demonstration club meetings notices for the duration of the Institute contained announcements of current meetings. Home Demonstration and County Agents of adjoining counties likewise were notified and further spreaded the publicity of the Institute through several counties and enlarged the attendance of meetings. Letters containing human interest stories pertaining to the Institute were received from various parts of the state as well as requests for information in same manner as from Durham city and county residents.

RADIO

Through the cooperation of the only radio station in Durham at that time, Station W.D.N. C., a wide coverage of the public was reached by the daily spot radio announcements made of each meeting in the series of eight. For one and one-half weeks prior to the institute ten radio announcements were made. Fourteen different types of announcements as a public service feature were made during the Institute. Those types of announcements were limited to 20 or 45 seconds and were prepared by the County Extension office and announced by personnel of the radio. Ten-minute radio programs were given by members of the Agricultural Workers Council. One announcing the first four meetings and the purpose of the Institute. The second reported these meetings and announced the last four. Both were conducted as round table discussions. Three radio programs on housing were later held during the year. For state-wide coverage during the Institute, Mr. F. H. Jeter, Agricultural Editor of State College Extension Service, broadcasted a fifteen-minute program over Station W.P.T. F. of Raleigh devoted to the housing program of Durham County and invited the general public to take advantage of these meetings. It was reported that other radio stations in the state carried news of this outstanding program.

PRESS

Thirty-eight newsarticles (local and state) were published pertaining to the "Better Housing Institute" during the course of the meetings. Numbers of other unaccounted articles for which we have no record appeared in several county and state papers throughout North Carolina. One Agricultural magazine printed a story of this educational project. Cooperation given the publicity committee by local papers was superb. Each of the local papers gave support through the entire series rather

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than losing interest as is sometimes the case. On the contrary, the papers were eager for more news items than the committee felt it wise to publish. Careful planning was necessary to prevent overplaying publicity through this source. These news items consisted of survey reports, announcements and reports of meetings.

It was interesting to observe the effect these meetings held on local newspaper advertisements by local business establishments. Housing was very definitely a popular subject during February and March and was emphasized in all types of ads. Several of the companies featuring exhibits in the auditorium where the meetings were held, announced their exhibits and the housing meeting at which they were exhibiting. This, too, served as a good method of cooperative publicity, nevertheless, it was understood that the "Better Housing Institute" could not recommend any commercial product exhibited since the meetings were held for non-partisan information.

EXHIBITS

Twenty-six exhibits were featured in the auditorium of Duke Power Company where the meetings were held. Local Commercial companies featuring exhibits were: Home Building and Loan Association, Rogers Paint Company, Riley Paint Company, Shaw Paint and Wallpaper Company, Durham Gas Company, Duke Power Company, Budd-Piper Roofing Company, Young Roofing Company, Durham Builder's Supply Company, Nicholson's, Inc., J. D. Bissette and Company, Poole's Electrical Appliance Company and John Dailey Hardware Company. As the meetings progressed, some of the companies made changes in their exhibits relative to the demonstrations being given. The Durham County Extension Service featured an exhibit at each of the meetings and displayed the various types of bulletins available to the public through that office on various

housing subjects. Supplementing the County exhibit, the State College Extension Service also displayed bulletins. Each specialist and home economist giving demonstrations at the Institute set up an exhibit pertaining to his or her own demonstration. Each commercial exhibit was limited to a table two yards long on which materials could be placed as desired. Posters were confined to a standard size of 2 by 3 feet. Exhibits were uniformly arranged around the sides of the auditorium and at the back. Such exhibits gave the public an idea of the materials available to supplement their housing picture. Representatives from each company was present in attendance with each exhibit to answer questions after the meeting for those who requested information of items on exhibit.

WINDOW EXHIBIT

Agricultural Workers Council workers with the cooperation of Miss Ella Outland, Home Economist of Duke Power Company of Burlington, and Mr. W. S. McDevett, formerly with Duke Power Company set up a colorful window exhibit in a red, white, and blue color scheme in one of the large Duke Power Company front display windows. Mr. Lee O. Goodwin, Manager of the local company, cooperated in obtaining help to set up the exhibit and assumed the expenses. Colorful streamers branched from a central point to placards announcing each of the eight meetings. In front of each poster was a small exhibit relative to the demonstration it represented. Each week the exhibit was rearranged to feature the two exhibits representing the two demonstrations to be given that current week. Further explanations of the window exhibit are included in each demonstration section of this report.

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SUMMARY

A summary as follows was given by Mrs. Virginia L. Robertson, Home Demonstration Agent, a member of the publicity committee, at the concluding meeting of the series. Other serving on this committee were Mr. W. B. Pace, County Agent, and Mr. A. E. Williams, Oak Grove Vocational Agricultural Teacher.

PUBLICITY COMMITTEE REPORT

38 Newsarticles (accounted for)
10 Radio Announcements prior to Institute
14 Radio Announcements during Institute
2 Local Radio Programs before and 3 after Institute
1 State-wide Radio Program (By F. E. Jeter, Agricultural Extension Editor)
1 Window Housing exhibit by Agricultural Workers Council
26 Housing Exhibits by 13 companies and Extension Service
220 Bulletins distributed (other than commercial bulletins and circulars)
390 Phone calls
130 Office visitors
45 Visits to local commercial companies in planning exhibits and programs.
32 Home Visits to answer requests

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WHAT ARE MY HOUSING NEEDS?
(Demonstration Report)

Forty-eight interested people gathered in the Health Department Auditorium at 7:00 P.M. on February 11th because they wanted to know more about housing. Each one of these 48 came with a specific problem in mind. This first meeting was largely an introduction of the Better Housing Institute to get the people to thinking in the terms of more and better housing facilities, and to lay the groundwork for the remaining seven meetings. The Agricultural Workers Council was fortunate in obtaining Mr. D. S. Weaver, North Carolina Agricultural Extension Engineer, to conduct two demonstrations at this initial meeting.

Mr. Weaver presented the findings of the housing survey made in Durham County and discussed the needs for better housing in the county, state and nation. A wide display of exhibits and posters were used to further illustrate the talk, proving that today is one of the nation's biggest problems. A picture of Durham County housing needs was presented as a result of the county-wide survey conducted during the previous week. Of the 1200 questionnaires sent out to white families throughout the county, 17.9% of the returned forms showed that rural families are planning to build new homes; 17.5% planned to remodel; and 34% desired to make major repairs; 55.7% to do simple household repairs, such as improving steps, screens and doors; and 19% to add one or more rooms. Only 46% of the Durham County rural families have running water in their homes, but 15.7% plan to add water systems and bathrooms. If all these needs are met in Durham County and all other counties of North Carolina, it would require an approximate sum of \$2,500,000. Much the same findings were revealed in the 1945 survey made in the city of Durham. The county and city surveys as compared with the national survey showed that the percentage is slightly higher in Durham County of those people planning to build. The North Carolina statistics revealed

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that approximately only \$75 is spent per person for rural housing; whereas, \$125 - \$150 is expended per cow for dairy barns. This appears that in housing the farmer thinks first of his cow rather than his child. In his talk, Mr Weaver further illustrated in rural areas more money is expended on cars and other luxuries in preference to housing. It was stressed that with the millions of returning service men, families must brighten the homes to which these men are to return. The nation needs 12,000,000 new homes, at a total estimated cost of \$60,000,000,000 (60 billion dollars). Durham County citizens were told that something must be done to help these people who are planning to build or remodel. They must be informed on how to spend their money wisely and the various types of material available. He further added that the people of Durham and the rural areas should take advantage of this institute since its purpose is to be of local instruction and to stimulate the thinking of people about their housing needs and find a way to meet these needs.

Mr. John Harris demonstrated the factors one should consider in selecting the site of a home and the various types of architecture. The all important factor of meeting the family housing needs should be kept foremost in one's mind at all times during the planning. He stressed that one should consider the lay of the land on which they plan to build and preferably select the site higher than the road. Since an ample water supply is usually available when the well is drilled deep enough, water should not be a determining factor in selecting a site. Through a colorful demonstration using colored slides, Mr. Harris pointed out the factors one should consider in general landscaping, planning walks and drives, flower borders, and the planting of trees. Outer buildings should be built on a planned basis back of the house and well-screened from view. People attending received many helpful suggestions from the slides demonstrating various types of architecture and of houses that had been remodeled. Mr. Harris tried to answer the question, "Is it best to remodel?" Through

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questions asked by those attending, it was interesting to note that major interest was in simple yet attractive types of architecture. People planning to remodel asked questions relating to how one might best remodel to get the desired convenience and yet not affect the contour of the house to a large degree.

The purpose of the Better Housing Institute and the entire program for the remaining meetings was briefly outlined at the close of the meeting by the Durham County Home Demonstration Agent who presided over the meeting. Approximately 12 out-of-county visitors were present, including home economists and Miss Pauline Gordon, North Carolina Extension Home Management and House Furnishings Specialist. Seven interested negroes attended following a publicity program by the Durham County Negro Farm and Home Agents. Members of the Agricultural Workers Council and the various committees were recognized. The majority of people attending were from the rural areas, however, there was a large percentage of urban people present. In view of the increasing interest by residents of the city of Durham, the name of the Institute was thereby changed from "Rural Housing Institute" to "Better Housing Institute".

Personal Interest Story

Mr. W. M. Johnson of Bahama, N. C., planned to build a new home and had been fortunate in obtaining a majority of his building materials. He delayed making definite plans for construction until he had attended some of these housing meetings. He, like many others, regularly attended these meetings and actively contributed to the various discussion periods following each demonstration. While attending this meeting of "What Are My Housing Needs?", he roughly sketched on paper some of the recommendations for landscaping and these ideas might meet his specific need. Below is a statement in his own words of how this meeting assisted him:

"I am planning on building a home this summer and have found this first

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WHAT ARE MY HOUSING NEEDS?

meeting of the Better Housing Institute of considerable help. It is my purpose to build a home in which to work and live. It should be comfortable and convenient yet built substantial and economical. From the introduction meeting held on February 11, I was impressed with the suggestions given and slides shown on demonstrating the arrangements of home grounds and outbuildings. It gave me many practical suggestions that I otherwise might have overlooked when building without advise of a homestead planning specialist. I certainly think that it is a distinct opportunity, especially for rural people who are planning to build or remodel their homes to attend the remaining Better Housing Institute meetings."

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WHAT ARE MY HOUSING NEEDS?
(Summary of Plans)

After weeks and months of extensive planning for the Better Housing Institute, the first of a series of eight meetings was met with eager interest and motivating results. Since the Health Department auditorium (place of meeting) was so small, future meetings were planned to be held in the spacious Duke Power Company auditorium, upon the extended invitation of Mr. Lee C. Goodwin, Manager of the local company branch.

Rewards for extensive planning included a successful launching of the Institute. Effective planning was accomplished through the cooperation of city, county and state peoples. Mayor W. F. Carr encouraged the cooperation of Durham citizens when he issued a proclamation to the press asking for cooperation of civic clubs and all residents to take advantage of this splendid series of meetings being offered them without charge. Mr. Frank Pierson, Secretary of the Durham Chamber of Commerce, assisted the Home Agent in contacting the heads of all the civic clubs in the city, to further publicize this program. Presidents of the clubs made announcements of the schedule of meetings and explained the purpose of the Institute. The Home Demonstration Agent appeared on several civic club programs in the interest of housing and the Institute. The County Council of Home Demonstration clubs on January 30th, pledged their support and planned an extensive publicity program through each club in the county. Club notices sent out during the preceding week of the meetings included a schedule of the Institute meetings. County Commissioners and county school principals were valuable assistants. The Publicity Committee was as follows: Chairman, Mr. W. B. Pace, Durham County Farm Agent; Mrs. Virginia L. Robertson, Durham County Home Demonstration Agent; and Mr. A. E. Williams, Oak Grove School Agriculture Teacher. Prior to this meeting six news articles appeared in the local papers with three reporting the program that was conducted in the meeting.

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Beginning one and one-half weeks before the meeting, 10 spot radio announcements (one per day) were read over Station WDMC of Durham.

In addition to the radio and press, personal contacts proved an effective method by members of the Agricultural Workers Council in publicizing the Better Housing Institute. Contacts were made throughout the county and city. Many rural stores posted weekly announcements of the Institute's programs, thus enabling more people to be reached. Contacts were also made when members of the Agricultural Workers Council appeared on various club programs throughout the county. At the annual Farm Security clients' achievement meeting, a member of the Council appeared on the program and discussed the need for better housing in Durham County. The mail served as a means of contact by Home Demonstration club notices as already mentioned, and announcements of the meeting sent to the mailing list compiled from the survey reports.

The most Effective planning for reaching the people was done by the Survey Committee, composed of: Chairman, Mr. C. E. Allen, Mangum School Agriculture Teacher; Mr. C. E. Bernhardt, Assistant County Farm Agent; and Miss Annie S. Wooten, Home Economics teacher of Bragtown School. Following the Agricultural Workers Council meeting on April 15th, the Committee met with Mr. D. S. Weaver, Agricultural Extension Engineer, and made out the questionnaire form. This questionnaire was to be used in compiling statistics of the housing needs of Durham County. Through the cooperation of county school superintendents and members of the Agricultural Workers Council, copies of this questionnaire were sent out into 1200 rural homes of Durham County. On this form was an outline of the Housing Institute meetings and schedule along with questions for compiling statistics. The blanks were returned to the school Agriculture and Home Economics teachers with the names and addresses of people in the community interested in housing. The statistics were compiled on a community basis by the local teachers.

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These statistics in turn were compiled on a county basis to be used in planning this series of meetings to meet the needs of Durham County people. The names and addresses were used in making up a mailing list and approximately 130 notices were mailed weekly to these interested people, notifying them of the meetings to be held in the given week.

Planning publicity through the press, radio, mail and personal contact, required numerous conferences. The initial planning included conferences with the local newspapers "Durham Sun" and "Durham Morning Herald". In further publicizing this and other meetings, a planning conference was held with the manager of Station WDNC, a local radio station, to plan the use of the station in making a spot radio announcement every day. The County Extension staff conferred three times in planning the first meeting. Cooperation was graciously extended the Agricultural Workers Council by Duke Power Company. Following the January 15th Council meeting, Duke Power Company entertained Agricultural Workers at a banquet held in the Duke Power Company auditorium the evening of January 23rd. Officials and specialists and engineers of the Duke Power System of North and South Carolina attended. The program consisted of Duke Power Company officials explaining to the Council the various types of services available to them. The Better Housing Institute was fully discussed and plans made for obtaining assistance from the company in various exhibits and other phases of the program. Following this banquet, Miss Ella Outland, Duke Power Company home economist of Burlington, N. C., and local Duke Power Company officials met in a planning conference with the Home Demonstration Agent. Other general planning included visits to local stores to obtain exhibits at this and future meetings. No commercial exhibits were exhibited until the second meeting. Most important, however, were the conferences held with Mr. D. S. Weaver, North Carolina Extension Agricultural Engineer; Miss Pauline Gordon, North Carolina Extension Home Management and House Furnishings Specialist; and Mr. John Harris,

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North Carolina Homestead Planning Specialist. They were of great help in all meetings for the Institute. On the Afternoon of February 11, 1946, the above mentioned specialists conferred with the members of the Survey Committee and the Home Demonstration Agent on the findings of the housing survey and in further planning for the first meeting to be held that night.

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"WHAT ARE MY HOUSING NEEDS?"
Radio Announcements (Station W.D.N.C.)

Durham, N. C.

January 30, 1946

Radio Spot Announcement: (To Be Made Wednesday through Saturday)

Do you need help in planning your new home, in remodeling, interior decorating or landscaping? If so, attend the series of housing meetings now being launched.

The Durham County Agricultural Workers Council is sponsoring a "Housing Institute" beginning February 11 through March 7. Two night meetings will be held each week at 7:00 P.M. in the auditorium of the Health Department building. These demonstrations will be given by specialists of the North Carolina Extension Service of State College. Interesting exhibits of new post-war materials available will be on display. Consult your local papers and plan now to attend those meetings that will meet your specific needs. Residents of the city of Durham and Durham County are encouraged to take advantage of this free information.

The first of this series of meetings will be held Monday night. The topic for discussion will be "What Are My Housing Needs?" Mr. D. S. Weaver, Agricultural Engineering Extension Specialist, and Miss Pauline Gordin, Home Management Extension Specialist, will analyze the local needs as a result of the housing survey now being made. Mr. John Harris, Landscaping Extension Specialist, will give a demonstration on the selection of the site of a home with emphasis on landscaping. Plan now to attend this meeting Monday Night at 7:00 P.M., in the auditorium of the Health Department Building. For further information call your local Farm or Home Demonstration Agent.

Virginia L. Robertsco,
Home Demonstration Agent

I

"WHAT ARE YOUR HOUSING NEEDS?"
Radio Announcements (Station W.D.N.C.)

DURHAM, N. C.

February 4, 1946

SPOT RADIO ANNOUNCEMENT (To be made Monday through Wednesday)

The "Better Housing Institute" opens its series of eight meetings Monday Night, February 11, in the Health Department auditorium at 7:00 P.M. Results of the county housing survey will be announced. "What Are My Housing Needs?" will be the topic for discussion. Plan now to attend this opening meeting and all others that will help you in your building, remodeling, or repairing. For further information and schedules, consult your local paper.

Virginia L. Robertson,
Home Demonstration Agent.

I

"WHAT ARE MY HOUSING NEEDS?"
Radio Announcements (Station W.D.N.C.)

Durham, N. C.

February 8, 1946

SPOT RADIO ANNOUNCEMENT (To be made Friday and Saturday)

"What Are My Housing Needs?" will be the topic Monday Night at the "Better Housing Institute". Mr. D. S. Weaver, Agricultural Extension Engineer, will discuss the statistics of the local survey as compared with the national survey findings. Mr. John Harris, Home-stead Planning Specialist, will demonstrate landscaping, walks, drives, lawns, and selecting the site of a home. Miss Pauline Gordon, Home Management and House Furnishings Specialist, will also be present. Plan now to come and bring your neighbors to this first meeting, Monday Night at 7:00 P.M., in the Health Department auditorium on the corner of Main and Roxboro Streets.

Virginia L. Robertson,
Home Demonstration Agent

I

"WHAT ARE MY HOUSING NEEDS?"
Radio Announcements (Station W.D.N.C.)

Durham, N. C.

February 11, 1946

SPOT RADIO ANNOUNCEMENT:

(Monday Only)

The Better Housing Institute begins tonight. A series of eight meetings on building, remodeling, lighting and wiring, insulation and heating, interior decorating, and financing, will be held for the next four weeks each Monday and Thursday Nights.

The meeting tonight is "What Are My Housing Needs?" Mr. D. S. Weaver, Extension Agricultural Engineer, and Miss Pauline Gordon, Extension Home Management and House Furnishings Specialist, will discuss the results of the housing survey conducted in the county and the survey conducted in the city last year. Mr. John Harris, Extension Horticulturist and Landscaping Specialist, will give a demonstration on landscaping walks and drives, and the selection of the site of a home.

Be sure to attend tonight's meeting at 7:00 o'clock in the Health Department auditorium at the corner of Main and Roxboro Streets.

Virginia L. Robertson,
Home Demonstration Agent

II
GOOD HOUSE PLANS
(Demonstration Report)

The second in the series of eight Housing meetings was held on Thursday night, February 14th at 7:00 P. M. in the Duke Power Company auditorium of Durham. Out of the attendance of 45, ten out-of-county visitors were present. In addition to visitors from various North Carolina cities, visitors came from Alabama, Maryland, and South Carolina. Mr. J. C. Jester, president of the Agricultural Workers Council, encouraged the people to take advantage of these meetings and to further publicize the meetings so as to increase the attendance. The Home Demonstration Agent presided over the meeting. Serving in charge of registration at this series of meetings, Miss Julia Dail, Assistant Home Demonstration Agent, registered the name of each person attending.

To meet the needs in helping the group, Miss Pauline Gordon, North Carolina Extension Home Management and House Furnishings Specialist, gave an excellent demonstration with "Good House Plans" as her topic. To illustrate points in her demonstration, she featured an exhibit of good and poor house plans. The purpose of such exhibit was to further demonstrate the mistakes most commonly made in unwise planning. Since the survey revealed that 17.9% Durham County people are planning to build, the demonstration included the most important factors of house planning. Throughout her demonstration, she took one room at a time and discussed the many points one should consider in planning room placements, ventilation, walls, windows and doors, and other points. Requirements for a good house plan, floor space arrangements, and recommendations for remodeling were the three main topics discussed in the demonstration.

It was emphasized that first one must decide on the sum they plan to spend on a house and building materials; next, they should select a plan accordingly. Convenience and comforts to meet the individual needs were the most important elements stressed throughout the demonstration. Rooms in the home should be

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GOOD HOUSE PLANS

divided into three units: work, rest and living. First, one must consider the various household tasks and use of each unit to plan its use to the best advantage. For example, in the kitchen work unit, there are such tasks as laundry, food preparation, household cleaning, and many other duties of this type; therefore, the kitchen should be planned so that lines of traffic do not interfere with any of this work. Miss Gordon demonstrated that wise planning of a kitchen had the doors grouped on one wall with windows planned in groups for cross ventilation. Since the kitchen is the "hub of activities" in a home, good house plans stressed that this room be conveniently located in the home with the dining room adjoining. Such work rooms were arranged in the demonstration plans, so as not to interfere with rest units which should be kept quiet. Work units usually include such rooms as the kitchen, laundry room (if included in house plan), and a work room such as a glassed in porch with plenty of closet storage space.

Further illustrated was the rest unit consisting of bedrooms and a bathroom amply provided with closets. Miss Gordon emphasized the importance of placing the bathroom close to bedrooms and kitchen. In house plans of two stories and one bathroom, this room should be planned downstairs with an outside window. South and southwest exposures proved best for bedrooms for ventilation. In a two-story house, good planning illustrated bedroom downstairs in the event of illness.

The living room unit should include the living room, dining room, and halls, which may or may not be used as a central heating place. Vestibules at front doors serve a useful purpose and save heat. Living rooms usually feature the fireplace as the center of interest, thus oblong, rectangular rooms may prove desirable. French doors between living and dining rooms may serve for a dual purpose room. Miss Gordon encouraged the audience to plan rooms in a convenient arrangement to meet their needs and then build the house around it. Instead,

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GOOD HOUSE PLANS

most mistakes are made when planning the other way around.

recommendations were given for various types of remodeling plans. The survey reveals that 17.5% of Durham County people plan to remodel and 19% plan to add a new room such as a bedroom or bathroom. This brought forth active interrogation on how to best remodel houses to meet specific needs. A discussion period followed the demonstration. For first-hand instruction, many people brought their proposed house plans to the meeting and checked them with the various recommendations throughout the meeting and made notations and changes on their plans. Those planning to remodel made rough sketches of their homes and the proposed remodeling plan. After the meeting, these people then conferred with Miss Gordon, and she went over the plans with them making recommendations.

Mr. W. M. Johnson, Bahama, N. C., whose human interest story appeared in the report of the first demonstration "What Are My Housing Needs?", also made a number of changes in his plans. The rest unit of his plan was almost completely rearranged.

As drawn and printed by North Carolina State College Extension Engineers, house plans and blue prints of various sizes and styles of homes were on display. Several were loaned to the public at the meeting. The Home Building and Loan Association of Durham exhibited books of house plans on the types of homes and styles of architecture for various income groups. The Duke Power Company of Durham exhibited a series of mammoth size wall posters on the work unit of a house plan. In view of the increasing interest in exhibits by commercial companies at these meetings, representatives from various commercial companies attended the demonstration. Home economists, engineers, and administrative personnel of the Duke Power System in surrounding cities and two from South Carolina attended.

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GOOD HOUSE PLANS

Human Interest Story

Mr. and Mrs. James F. Farlow, Bahama, N. C., were recently married and are now beginning to make plans for a farm home of their own. Since their marriage, they have lived with in-laws. Mrs. Farlow stated: "This meeting showed us how to make a good house plan. Many points were brought out that an inexperienced person would not discover until too late, unless they had done some careful planning. Recommendations were given by a person with up-to-date information -- an authority -- rather than a person trying to sell us something."

It was interesting to observe two other young married couples who brought their house plans to the meetings and to note the change that they made. One young man and his fiancee attended this and many other meetings. When asked what he thought of the demonstration his reply was: "Excellent! We are planning to be married in a few months and are trying to begin to make plans for a home. This meeting sure was a big help."

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GOOD HOUSE PLANS
(Summary of Plans)

The Better Housing Institute was met with increased enthusiasm at its second meeting. As previously reported, these meetings were held every Monday and Thursday Nights at 7:00 P.M. from February 11th to March 7. The large attendance deemed it feasible to provide a larger auditorium. Thus, this and all remaining meetings were held in the auditorium of Duke Power Company of Durham.

Window Display

Assisting in many ways, the power company was very cooperative. Mr. L. G. Goodwin, manager of the Duke Power Company, and a staff of the company system specialists, conferred with the president of the Agricultural Workers Council and the county Extension staff. This group discussed plans of cooperation which the company might give to the program. Those assisting in this planning, exhibits, and a window display were Mr. Ray Palmer, Merchandise and Advertising Manager of Duke Power System; Mr. Paul T. Tysinger, Illuminating Engineer of Duke Power System; and Miss Ella Outland, Home Economist of the Burlington branch. Mr. W. S. McDevett, formerly with the company, and Miss Outland assisted members of the Agricultural Workers Council in setting up a large window display in one of the company windows.

Prior to setting up this exhibit the director of the Institute in charge of planning conferred with Miss Pauline Gordon, Extension Home Management and House Furnishings Specialist, for recommendations. The exhibit, when set up, told a complete story of each of the eight housing meetings, February 11 - March 7, by a small exhibit and colorful poster on each meeting. Each week two of the eight exhibits were featured on an elevated stand. Hence, the two this week were on "What Are My Housing Needs?" and "Good House Plans". The first exhibit was a miniature farm home with the proper types of landscaping,

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walks and drives employed. Back of the exhibit was a poster outlining the meeting to be held. Also on the elevated stand in front of the appropriate poster on "Good House Plans", were several blue prints of house plans. A colorful red, white and blue color scheme prevailed in the exhibit being entitled "Better Housing for Durham County and America." Since the exhibit was located in a corner window in front of a busy bus stop, it served as good publicity to reach many people.

Radio and Press

A news conference was held with the local papers almost daily throughout the series of meetings. Two articles appeared in local and state newspapers prior to the meeting and two articles reported the meetings. Commercial companies took advantage of the efficacious, stimulated interest in housing by advertising daily their various wares and services relating to the demonstrations being given. Nevertheless, all demonstrations at meetings were kept strictly non-commercial. On each of the three days elapsing between the first and second meetings, spot radio announcements were made over Station WDNC of Durham. A brief description of what the meeting was to include made up the announcements along with an invitation to commercial companies to set up any exhibits they might have in the Duke Power Auditorium. Mr. Frank H. Jeter, North Carolina Agricultural Extension Editor, presented a radio talk on the Farm News hour over Station WPTF in Raleigh, N. C. In addition, he cooperated with the local program by publishing news articles in the Extension Farm News, a newspaper for North Carolina Extension employees, and in the News and Observer, state newspaper. A goal of the publicity committee was to invite in the peoples of adjoining counties and the Extension workers. This goal was realized when phone calls and letters were received from interested out-of-county people. Many attended some of the meetings.

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GOOD HOUSE PLANS

Mail and Telephone

Each regular notice of Home Demonstration club meetings mailed during the week carried the week's schedule of housing meetings mimeographed on it. Likewise, outlines of the week's meetings were mailed to Home Demonstration Agents of adjoining counties. As reported in the first meeting, 130 notices were mailed to names on the mailing list weekly.

Much of the publicity had borne forth fruit to the extent that the telephone of the Durham County Home Demonstration Agent rang incessantly during the planning of this meeting. More and more people requested various types of housing information.

Other Contacts

In Home Demonstration clubs held during the week, announcements were made of the Housing Institute schedule. Civic clubs of Durham meeting this week made similar announcements so that "Housing" was a foremost subject of conversation city and county-wide. As Director of the Institute, Mrs. Virginia L. Robertson, Home Demonstration Agent, was one of the speakers on the monthly program of the "Young Matrons' Club". The subject of her talk was on the advantages offered the public in the Better Housing Institute. As a result, several members attended the "Good House Plans" demonstration, and other meetings of the Institute. Acting in charge of planning, the Home Agent visited a large number of local stores in planning for commercial exhibits on various phases of housing relative to the demonstration being given.

II
"GOOD HOUSE PLANS"
(Radio Announcement -- Station WDNC)

Durham, N. C.

February 12, 1946

SPOT RADIO ANNOUNCEMENT (To be made Tuesday, Wednesday and Thursday)

Do you need help in planning your new home? Are you going to remodel? If so, then you will want to attend the "Better Housing Institute" on Thursday Night at 7:00 o'clock. Miss Pauline Gordon, Home Management and House Furnishings Specialist, will give a demonstration on "Good House Plans". Blueprints will be on exhibit and may be loaned out to the public by the Extension Service of North Carolina State College. Come and let Miss Gordon help you with your planning problems. Please note that this meeting and all others of this series will be held in the Duke Power Company auditorium, instead of the Health Building as previously announced.

Virginia L. Robertson,
Home Demonstration Agent

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BUILT-IN EQUIPMENT and INTERIOR DECORATION
(Demonstration Report)

The third meeting held a record attendance of 85 with approximately 55% of those attending being urban. This meeting reached the needs of those people who were not planning to build or remodel, but instead were planning to make minor repairs and improvements. At the majority of the meetings thus far, the men have come with their wives. This time, however, more women were present. Four civic clubs were present: Kiwanis, Altrusa, Pilot and Young Matron's Club. The hour and a half meeting was divided into two 45-minute periods for the respective demonstrations.



Pictured above, Mrs. Virginia L. Robertson, Home Demonstration Agent, is stressing the importance of the correct working heights of built-in equipment for kitchens.

Miss Julia Dail, Assistant Home Demonstration Agent, presided over the meeting when it met on Monday Night, February 18th, at 7:00 P. M. The first part of the meeting was devoted to a demonstration on Built-In Equipment demonstrated by Mrs. Virginia L. Robertson, Durham County Home Demonstration Agent. In Presenting the demonstration, an ideal house plan was exhibit^{ed}

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BUILT-IN EQUIPMENT and INTERIOR DECORATION

with proper and adequate storage space for every room. Built-in equipment is far more preferable than buying equipment that would require floor space. 34% of the county people designated in the survey that they were interested in making improvements of this type. Mrs. Robertson divided her demonstration into two parts, discussing kitchen arrangements first. Through a series of mounted pictures, various types of kitchen storage spaces and work surface were shown on a screen. The Home Agent stressed the importance of locating the kitchen on an eastern exposure for cross ventilation. Convenience and comfort were stressed as the important deciding factor in locating the kitchen on a house plan. Prior to showing the series of pictures, charts were used in showing good planning for the use of wall and floor space. The grouping of windows and doors proved to have much to do with the arrangement of a convenient kitchen. Since doors when grouped on one wall provide more wall space and divert the lines of traffic, this arrangement proved more desirable. In planning kitchen arrangements, a U shaped arrangement made for more convenience than the L shaped or two wall type. In planning the work to be done in a kitchen one should consider whether or not they are right-handed, for a right-handed person would desire to have work centers so arranged as to work from right to left. Work centers are divided into the following groups: sink, food preparation, stove, and dining nook. Pictures were shown on these various work centers, emphasizing how they should be arranged in a kitchen, the convenient working heights, and what equipment and utensils should be included in each unit. Posture charts were shown to demonstrate why it is so important for cabinets and work tables to be built the proper height for the person planning to use them. Plans for developing a business center in the kitchen were demonstrated, with a picture being shown that was taken in the home of a Durham County woman, Mrs. E. W. Lambeth. Recommendations were made for types of storage spaces for equipment and food.

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Adequate lighting and wiring as an essential safety factor and convenience was briefly included in the demonstration with some more emphasis to be brought out on this subject at a later meeting. In addition to the demonstration the various arrangements, types of finished floors and walls were recommended.

The second part of Mrs. Robertson's demonstration was on built-in cabinets, storage spaces, and closets for other rooms on the recommended house plan. A series of slides of slides of these recommendations were shown; These slides were made from a previous adult demonstration program "No Space to Waste". This was the first showing in North Carolina of the series of mounted slides on recommendations discussed in the above-mentioned famous bulletin. For convenient house-keeping one needs a place for everything and everything in its place to make a house comfortable. In many homes there are examples of wasted space and insufficient storage. Suggestions were given how this wasted space might be converted to meet the comforts, convenience and needs of the home. Since most of the native materials could be obtained and home labor used, the various recommendations given were within reach of the average family. For living room storage, the demonstration stressed built-in bookcases and cabinets for storage of books, toys, and various games and miscellaneous items that one uses in the room. A storage space for the coal bucket or wood supply near the fireplace proved a time-saver. Clothing storage was emphasized with various slides being shown on the two types of closets — walk-in and reach-in. To save floor space, slide-in drawers and storage space for clothing as well as blankets and hats may be used along the walls. Psychology in teaching children to have the proper respect and care for their clothing was emphasized as a strong point in providing a closet with the pole the appropriate height so that the child could assume the responsibility of putting away his own garments. Other types of storage were shown for the hall, dining room, back porch, linen closets,

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cant closets, bathroom, and cleaning closets. Mrs. Robertson stressed the safety factor, of ultimate importance, in providing a gun closet for firearms to be kept under lock and key. Medicines and poisons, likewise, should be out of the reach of children. Following the demonstration, blueprints and plans for the various types of storage spaces recommended were put on exhibit. Bulletins including all of the pictures of the recommendations demonstrated were on display and available to the public.



Above, Miss Rosa Cox is shown demonstrating through samples of fabric and painted wall board, a harmonious color scheme for a bedroom.

Interior Decoration

Following a five-minute intermission, Miss Rosa Cox, popular Interior Decoration specialist of the Florrie Jones Decorating Shop, gave an interesting 45-minute demonstration on interior decoration. We were very fortunate in having this local talent with the Institute, and for having her cooperation in the civic club program, since she was president of the local chapter of Pilot Club International. Although Miss Cox was from a local store, her demonstration was entirely non-commercial with no reference being made to any

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commercial products or to the shop with which she works.

In introducing the uses of color in the home, Miss Cox first discussed the basic principles and uses of color. One must first understand color and know how to use color wisely before an effective result can be attained decorating a home. The planning of a harmonious color scheme is a gift with some and with others they lack the "taste". She briefly explained how that peoples ideas varied as how color might be effectively used, or the "taste" of color, so to speak. Through charts, she illustrated the types of warm and cool colors, with recommendations to their use. Color charts showed color to have three characteristics called dimensions or measurements. A person needs to know these three dimensions to be able to use color wisely and well. The first dimension was demonstrated as he, or the color's name. She pointed out how that commercial companies all had different interpretations of names of some of the intermediate colors. A second principle, value, is the lightness and darkness of color. A light effect may be achieved by adding white, and the dark by adding black. The most important principle, intensity, and the use of warm and cool colors, was demonstrated to show the uses of harmonious color schemes. After a brief introduction of principles and uses of color, the demonstration consisted of the various types of color schemes that one could use in each room of a home. She had samples of wallpaper, drapery material, slip-covers, and rug samples to show for the various types of color harmonies that could be used in the various rooms of a home. Many questions were asked by the group as to the types of wallpaper or paints one could use in specific rooms. Miss Cox converted this discussion into a teaching part of the demonstration and made recommendations for the various questions asked. In her discussion on colors, she pointed out that "the use of color is some- thing of a science with light colors stimulating morale and dark colors

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depressing and lowering morale. Therefore, color in the home has a definite effect upon one's moods." Light shades of color also make a room appear larger, and dark shades make it appear smaller. Following her demonstration, Miss Cox used the last ten minutes of her time to answering questions from the group.

After the two demonstrations were completed, representatives of the commercial companies present were recognized and invited to show to the public with full explanations their products exhibited.

Human Interest Stories

Following the demonstration on Built-In Equipment, blue prints and plans were available on several types of cabinets and storage spaces recommended. Copies of these plans were loaned out to the women who requested them. Mrs. Robertson and Miss Cox were busy following the meeting, answering some of the many questions to assist people with problems relative to the demonstrations. Managers and employees of Local paint and wall paper companies were very active in the discussion period, following Miss Cox's demonstration along with many women.

A newspaper reporter, Mrs. William H. Jenkins, had previously conferred with the Home agent on the furnishing of her new home under construction at that time. In addition to having a business and professional interest in this series of meeting, they were meeting her respective needs. Hence, she attended a number of the meetings. She proved keenly interested in Miss Cox's demonstration.

Mrs. Irving Allen of 911 Mansouth Avenue, Durham, N. C., says her big problem was the lack of storage space and this demonstration was just what she needed. To further help in planning to meet this need, she borrowed some of the plans on display on hall storage and bedroom storage. She also plans to "touch up her home" a bit so the interior decoration demonstration answered

BUILT-IN EQUIPMENT and INTERIOR DECORATION

many of her questions. Mrs. Allen is an example of the active urban interest-- her home being located in one of the urban residential sections of Durham. Below she said:

"I want to express my appreciation for the fine demonstration Mrs. Robertson gave in built-in equipment and storage space, which so many homes need badly. This was a very timely subject for me because I have been puzzling over this very problem in my home. The demonstration Miss Rosa Cox gave on the advantages of the proper blends of color was very enlightening. She stressed the benefits of pleasing combinations of color to both health and morale. Such helpful lectures as sponsored by the Agricultural Workers' Council should be more largely attended because it is just what we need."

Mrs. J. R. Buchanan of Rougemont, N. C., had mentioned several times at the Rougemont Home Demonstration Club of which she is a member, that she needed additional storage space. Her reaction to the demonstration at this third housing meeting was as follows:

"After the housing meeting on closets, I went home and found some wasted space under a stairway on the back porch. I now plan to make this into a linen or cleaning closet."

A good example of how the exhibits were received comes from Miss Lizzie Gray Chandler, Superintendent of Wright's Refuge of Durham. Miss Chandler was fascinated in the demonstration on paint application by Riley Paint Company, and enjoyed participating in painting improvised wall space. This exhibit attracted a great deal of attention and interest. The women attending the housing meetings displayed more interest in Miss Cox's demonstration on "Color In The Home" than any other demonstration of the series.

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BUILT-IN EQUIPMENT and INTERIOR DECORATION
(Summary of Plans)

removed and placed elsewhere in the exhibit.

Prior to this meeting, local paint stores and wall paper companies had been contacted for exhibits in the auditorium where the meetings were held. One side of the auditorium and across the back wall was lined with a continuous row of tables upon which exhibits were displayed. For uniformity, the display caption on the poster accompanying each exhibit was limited to two feet in width by three feet in length. Durham County Extension Service featured a special exhibit of Extension bulletins and house plans available on various phases of housing. In the exhibit was featured on a miniature model kitchen with a model U shaped arrangement of built-in equipment, blue prints for built-in equipment and storage space, and bulletins on which the demonstration was based.

An elaborate display of paint, wall paper, color charts, floor and wall finishes, venetian blinds and other such items were prevalent in the six exhibits set up. The five local stores cooperating with exhibits were: Riley Paint Company, Shaw Paint and Wall Paper Company, Rogers Paint Company, Durham Oil Company, and the Home Building and Loan Association. In addition to large colorful books displayed on interior decoration, leaflets and booklets were distributed from the exhibits by the local companies. The manager or some representative from each of the stores was present at the exhibits to answer questions and inquiries of the people. After registering and before the meeting, people attending visited the various exhibits and again after the meeting was concluded. Riley Paint Company cooperated in a big way. They run advertisements of the Housing Institute stating they would feature an exhibit at the meeting. After the meeting was over, representatives of this paint company gave a demonstration in their exhibit booth on the application of types of paint. It was interesting to note how they and representatives

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BUILT-IN EQUIPMENT AND INTERIOR DECORATION
(Summary of Plans)

The most effusive interest of the people attending the series of meetings was displayed at this meeting. Since built-in equipment and interior decoration are subjects that women are always interested in, there were more women attending than men. The register revealed that other meetings were attended almost equally by the two sexes. Several men and their wives regularly attended all meetings. This record attendance of 85 was approximately 55% urban. This increased attendance came as a result of extensive publicity and the abundant interest of the urban population in the chosen topics for discussion. After reaching its peak in publicity, the homes were few that had not been contacted in some manner regarding the Institute. Perhaps another reason for the high attendance was that 34% DuPage County people designated in the survey that they planned to make repairs, add new cabinets, storage space, and brighten up the homewith paint or the like. Of this number they do not plan to build or remodel, but merely to brighten up the homes they already have. On the other hand, many attending the meeting were either planning to build or remodel. Others were those contacted by the Home Demonstration Agent in the February demonstration club meetings on housing and some phases of interior decoration.

Exhibits

The window display set up in a show window of Duke Power Company was rearranged to feature the two exhibits being given this week. In front of the "Built-In Equipment and Interior Decoration" poster featured on a stand was a miniature model kitchen. Exemplifying interior decoration were three rolls of colorful wallpaper and three quart cans of paint. All commercial names were blocked out. In front of the poster on "Building Materials" were samples of various construction materials, such as cinder and cement blocks, lumber, bricks, and other types. The display featured for the previous week was

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BUILT-IN EQUIPMENT AND INTERIOR DECORATION

of other exhibits reiterated points of the demonstrations as they might apply to some of their products. However, no high pressure selling was permitted. Sales from these exhibits would have defeated their purpose. The large attendance at this meeting should also be partly credited to the fine exhibits present.

Publicity Through Radio and Press

Since radio spot announcements are not usually made on Sundays, one announcement daily was made for three days (Friday, Saturday and Monday) for a total of three being made. This type of publicity on the air was limited to 30 and 45 seconds beginning with this meeting. Short catchy sentences were used in a brief description of the meeting to be held.

A ten-minute radio program over Station WDNC was presented on February 17, 1946, by Miss Grace Haynes of the Dairy Council; Miss Julia Dail, Assistant Home Demonstration Agent; and Mrs. Virginia L. Robertson, Home Demonstration Agent. Taking the place of a nutrition broadcast on the "Food Makes a Difference" program at 8:50 o'clock on Saturday Mornings, a round table discussion was conducted by these three members of the Agricultural Workers Council on the purpose and theme of the Housing Meetings. The first four meetings of the Institute made up this discussion period. A similar program was held the following Saturday on the last four meetings.

Five newspaper articles further circulated Housing information before the meeting was held, and two were printed, reporting the demonstrations. One of these articles appeared in the News and Observer, state newspaper. The various companies sponsoring exhibits at the meeting centered their advertisements on Housing in relation to the demonstrations being given by Mrs. Robertson and Miss Rosa Cox, Interior Decorator. The Riley Paint Company published two large advertisements encouraging the public to attend this meeting.

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BUILT-IN EQUIPMENT AND INTERIOR DECORATION

Mail and Telephones

One hundred twenty-six notices were sent out to those names on the Housing Institute mailing list announcing the two meetings to be held this week -- (this meeting and "Building Materials"). Notices mailed to club women announcing Home Demonstration club meetings also included the week's schedule. Letters were mailed to Home Demonstration agents of adjoining counties announcing this remainder of the meetings, asking them to encourage their club members to attend some of these meetings.

There were incessantly ringing telephones for inquiries about meetings, requests for information and assistance, and local companies calling about exhibits.

Contacts

An all-day Agents Training School was held for 25 Home Demonstration agents and Assistants in Raleigh on April 18 with the agents from Durham County attending. Invitations were extended the agents to attend the night's demonstration and others. Outlines of the series of meetings were distributed. As a result, three specialists of this group attended the night meeting and one Home Agent.

Contacts were made with county people through Home Demonstration club meetings, the Curb Market, and posted announcements in rural stores. In planning for exhibits by local companies numerous visits were made to commercial stores and conferences held with the managers.

Civic Club Cooperation

Retrospects of a publicity campaign through the civic clubs of Durham were very pleasing when several members from the following civic clubs were present: Kiwanis Club, Young Matrons' Club, Altrusa Club, and Pilot Club. Perhaps other clubs were represented that were not recorded.

Other Attendances

One Home Demonstration Club has attended all meetings thus far with 50%

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of its active club membership. Ten out-of-county visitors attended, including several popular home economists and visiting out-of-state Duke Power Company officials.

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"BUILT-IN EQUIPMENT AND INTERIOR DECORATION"
Station WDNC-- Durham, N. C.

Durham, N. C.

February 15, 1946

RADIO SPOT ANNOUNCEMENT (to be made Friday, Saturday and Monday)

Are you fussing for storage space and convenient equipment in your home? Does your home need more color in its furnishing? If so, then you must come to the "Better Housing Institute" meeting on Monday Night at 7:00 P.M. in the Duke Power Company auditorium. Mrs. Virginia L. Robertson, our Home Demonstration Agent, will give a demonstration on "Built-in Equipment". Colorful slides will be shown on closets, cabinets, and storage space with equipment needed for each. Miss Rosa Cox, local Interior Decorator, will also give a demonstration on "Color In the Home". Come and let her help you with interior decoration problems. Exhibits relative to these demonstrations will be on display by local stores.

Virginia L. Robertson,
Home Demonstration Agent

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Radio Program on First Four Meetings
Station WDNC -- Durham, N. C.

February 16, 1946 (Better Housing Institute Broadcast)

Music

Announcer: Station WDNC in cooperation with your Durham County Nutrition Committee presents "Food Makes A Difference". Today, instead of the regular program, a discussion on the Better Housing Institute will be given. In our studios to discuss this series of meetings we have Miss Grace Haynes of the Dairy Council, Miss Julia Dail, our new Assistant Home Demonstration Agent, and Mrs. Virginia L. Robertson, Home Demonstration Agent. Let's listen in on their discussion:

Haynes: Mrs. Robertson, what is this Better Housing Institute?

Robertson: It is a series of eight meetings on various phases of housing to meet the specific needs of people who are planning to build, remodel, make simple repairs in the home, or improve the general landscaping about the home. Because of the need for more and better housing a plan for a Better Housing Institute was inaugurated.

Miss Dail, suppose you tell Miss Haynes and the radio audience how this "Better Housing Institute" is sponsored:

Dail: It is sponsored by the Agricultural Workers Council which is made up of all agricultural and home economics teachers of Durham and Durham County, along with Extension workers and other agricultural agencies. At the quarterly meeting in January, the Home Demonstration Agent presented a suggested housing program which was adopted. Mr. D. S. Weaver, Agricultural Extension Engineer from State College, attended and helped plan what we first called a Rural Housing Institute. Because of the widespread urban interest in this project, the title was later changed to simply "Better Housing Institute, and revised to meet the urban as well as the rural needs.

Robertson: You should mention too that a survey was made in Durham County and

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statistics compiled to find out just what the specific housing needs were.

Dail: Yes, the Survey Committee as appointed by the Council, along with a publicity Committee, conducted a survey through the schools and 1200 families were reached.

Haynes: The Mayor heartily encouraged the people of the city of Durham to take advantage of these housing meetings.

Robertson: Yes. An urban survey was conducted last year by the local Chamber of Commerce and revealed much the same statistics as the rural survey; thus, we now have a complete picture of both rural and urban needs. Through the Chamber of Commerce, local civic clubs, local and state newspapers, and rural schools, Home Demonstration and 4-H Clubs, the publicity has been extensive and of state-wide interest.

Haynes: The 3:20 P. M. news broadcast over this station helps keep one informed of the meetings. This excellent course of training sounds grand! Why, it is specialized information being given free--no fees attached!

Dail: Through the specialists of the North Carolina State College Extension Service that are appearing on this series of programs, a person can get information for which he would ordinarily have to pay a large fee to a commercial establishment.

Robertson: Let's tell the radio audience when and where these meetings are to be held.

Dail: Yes, that is very important. I would like to request that every person in the radio audience take a colored pencil and draw a circle around every Monday and Thursday from now through March 7. These meetings are now being held on these nights at 7:00 P. M. in the Duke Power Company auditorium on the corner of Main and Parrish Streets.

Haynes: That attractive window display the Council is sponsoring in one of the Power Company's windows is certainly a good reminder of the meetings. The colorful posters and exhibits tell a story about each one of the eight meetings.

Dail: Our first meeting entitled "What are My Housing Needs?" was held last

Night. Mr. D. S. Weaver, Agricultural Extension Engineer, was in charge of the first part of the program.

Haynes: He discussed the needs, not only of Durham County, the city, and the United States. What were some of the Local statistics, Mrs. Robertson?

Robertson: Our local county survey reveals that 17.9% of the people are planning to build new homes. This is slightly higher than the national average. 17.5% plan to remodel and 34% of the county plan to make major repairs. Last year in North Carolina only \$75 per person was spent on housing in rural areas. Yet, on the other hand, \$125 to \$150 was expended per cow for barns. This goes to say that in some cases a farmer considers his cow above his child.

Dail: Mr. John Harris, Extension Home Planning Specialist, also gave a colorful demonstration on the planning of landscaping, walks, drives, and information on the types of trees and shrubs to improve the home grounds. Colorful slides were shown to demonstrate types of architecture and suggestions for remodeling houses as well as in the selection of a site for a home.

Haynes: The demonstration Thursday Night interested me. "Good House Plans" was Miss Pauline Gordin's subject. She is the Home Management and House Furnishings Specialist, isn't she?

Robertson: Yes, she is. She gave an effective demonstration on how to select a good house plan. I heartily approve of her recommendations to have a usable as well as a well-equipped closet in each room. After pointing out types of floor arrangements to have and types to avoid, blue-prints and house plans were shown on remodeling and building both in her demonstration and exhibits.

Haynes: What treat do we have in store for us next week?

Dail: Monday Night Mrs. Robertson, our Home Demonstration Agent, will give a demonstration through the use of slides on "Built-in Equipment". She will discuss the many types of built-in equipment for each room of the house. Since the majority of homes have insufficient storage space, emphasis will be placed on types of closets and closet equipment. Miss Rosa Cox, local Interior Decorator,

will give a demonstration on the same program on "Color in the Home". Stress will be on the wise selection and use of color schemes through paints and paper, fabrics, and various finishes. I am sure that you of the radio audience will not want to miss Monday Night's demonstration.

Haynes: I understand that commercial companies will sponsor a series of exhibits in the auditorium.

Dell: Yes, local companies are encouraged to feature exhibits at the demonstration.

Haynes: "Building Materials" is the demonstration Mr. Weaver will give Thursday Night. As an engineering specialist, he will discuss the advantages and disadvantages of various construction materials such as brick, lumber, cinderblock, and others. Blue-prints of various sizes of houses will be on display.

Robertson: We have tried to give you of the radio audience a brief outline of the first four of this series of housing meetings. We encourage you and you and you to take advantage of this specialized non-commercial training. You have waited long for the post-war period. It is here now, and we have specialized help to assist you in your postwar housing problems. Went you come and bring your neighbors to this hour-and-a-half meeting every Monday and Thursday Nights at 7:00 P. M. ? Please note that we are now meeting in the Duke Power Company auditorium instead of the Health Department as previously announced. Consult your local paper for further information, or phone the Home Demonstration Agent's office. This is the first type of a housing Institute launched in North Carolina. Help make it a success. A special invitation is extended to the general public, especially returning veterans. Plan now to attend Monday Night's meeting. We shall be expecting you.

Announcer: Thank you, Mrs. Robertson, for such a kind invitation. I am sure our listeners will give you good response.

You have just heard a discussion on the "Better Housing Institute" now being conducted in Durham and Durham County. Listen in again next week at the same time for a discussion of the last four meetings of this series.

This program was given through the courtesy of the Durham County Nutrition Committee, who sponsors the "Food Makes a Difference" program every Saturday Morning at this time over Station WDNB. Listen in again Next week.

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BUILDING MATERIALS
(Demonstration Report)

In following the plan of meetings of building an imaginary house at the Institute, landscaping had been done, a house plan selected, and now the public was ready for recommendations on how to build this home. Even the interior decoration problems and storage spaces had been planned. Forty-six people attended the demonstration on building materials on February 21st at 7:00 P.M. at the regular meeting place. The Durham County Home Demonstration Agent presided and briefly reviewed the previous three meetings. Also announced were plans for the remaining four meetings of the series. A discussion period followed the end of the demonstration. Time was given to people attending to visit the various exhibits present. Mr. D. S. Weaver, North Carolina Agricultural Engineering Extension Specialist, gave the demonstration and exhibited a series of house plans to meet the recommendations that he made in the meeting. Also in his exhibit, was a series of the various types of building materials that he used in his demonstration.



Above, Mr. Weaver is shown pointing out the materials that go to make up a good concrete mixture.

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This proved the otherwise. Asphalt roofing materials were shown to be very popular in a United States survey and were thus recommended as being the best material available. Wood shingles rated second in the survey but are restricted in some areas of the country because of fire hazards. Although very expensive, slate was recommended as an excellent roofing material. Various types of metal roofing were demonstrated, including the new aluminum roofing. Building materials for interior wall finishes, insulation board, finishing of windows and doors, and imitation brick for an exterior finish were on display. In the United States survey 62 1/2% of the people intend to insulate. Mr. Weaver advised that it was better to put some of this money into better construction materials thus making extensive insulation unnecessary. Active discussion added to the demonstration. Many attending brought their house plans with them and received recommendations from Mr. Weaver for building materials.

Human Interest Stories

Throughout his demonstration, Mr. Weaver answered numerous questions for the specific needs of some who were having building problems. Due to the scarcity of better materials, many of the rural families had planned to use cinder or cement block. Keen interest was shown in questions asked about the necessary waterproofing of these materials. It was observed that some had not been well informed on some of these materials; therefore, they actively participated in the discussions, telling of mistakes made and asking how they might right their errors.

Mr. and Mrs. Douglas G. Hill of Route 2, Durham, N. C., had recently purchased a dilapidated farm house. Any remodeling required extensive repairs. Cinder blocks had been purchased for the exterior finish to cover the worn weatherboarding. Below, Mrs. Hill sums up the situation:

"The Institute meeting on construction I found particularly helpful in

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giving me a number of pointers on relative values of different materials for different building purposes. It is so easy for the inexperienced person to make mistakes that can't well be corrected, both in planning and in buying, or to be cheated out of this quality desired by those who want to profit on the individual home-builder's inexperience. Remodelling an old farmhouse is an individual undertaking, I find, and in the present situation where we thought we had to buy such materials as were available, we have already shown poor judgment, or none at all, in the selection of some of them. Take cinder blocks -- I have no idea whether the ones which we have already on hand for use are as good as they should be. But at least I have learned what we can do toward weatherproofing them and making them serve to the best advantage. I wish that many more of the people who plan to build or remodel could have the benefit of instruction in guiding principles by such experts as are conducting these Durham "Better Housing Institute" programs."

Mr. W. M. Johnson of Bahama, N. C., who has given two statements on previous meetings was an active contributor in the discussion period following the demonstration. He said:

"The meeting on building materials was really good. It was refreshing to know the merits of various materials discussed from a strictly impartial and unbiased standpoint. I was impressed with Mr. Weaver's familiarity of the merits of materials and the practical uses to which specific materials were adapted. He sure helped me solve some building problems -- now I'm waiting to get the materials. We hope to build our house of lumber.

I am looking forward to the next meeting which is on insulation and heating. I feel that should our new "home to be" not be comfortable in all kinds of weather, it will be very much of a disappointment, so I want to make plans for a year-round comfortable home."

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The first building material that Mr. Weaver discussed was that of brick. Since 17.9% of the public plan to build new homes, 17.5% remodel, and 55.7% plan to improve their roofs, steps, and the like, this demonstration was very appropriate. Brick is the oldest building material, dating as far back as the Grecian ruins. He gave recommendations on how to select good brick and how they might be used in building homes for decorative purposes as well as for other purposes. Since brick is the oldest material, it is considered the best building material available in these present times. He showed that in testing a brick, a dull thud represented when tapped with a coin proved the brick of soft, poor quality and should be discarded. Concrete and cement as a good material, should not be used on floors on inside of the house because of dampness, he advised. However, it was recommended as being a good finish for low porch floors. In demonstrating how concrete is made, Mr. Weaver displayed a series of small jars in which was placed the various ingredients that go to make up cement. Sand and water proved to glue cement and gravel together. The amount needed of gravel was approximately 90% in doing a building job. It was emphasized that when cement is thin enough to run down a slide trough, it is too thin to use for best construction purposes. Lumber was considered a very good but scarce item of building material, with no relief in sight for the next year. Green lumber proved to be one-fourth as strong as dry lumber. Under masonry units examples of cement and cinder blocks were demonstrated. Mr. Weaver advised against the use of cinder blocks, pointing out that sometimes too little cement is present in the cinders to hold them together permanently. Of the two, the cement block was preferred. Nevertheless, in either a Bordex waterproofing paint was recommended to be used on these two masonry units. The public seemed to be misinformed on the fact that cement or cinder blocks insulated the building because of the air space present.

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BUILDING MATERIALS
(Summary of Plans)

The fourth of the series of eight meetings was on "Building Materials", with the highest percentage of attendance being men. Even with all the priorities and red tape on building materials, the interesting discussion period following the demonstration was not affected, but instead was very active. This 1½ hour meeting like others was divided into two 45-minute periods, including a five minute recess between sessions. During this recess and the discussion period included in the last half of the meeting, people attending actively participated in interrogating Mr. Weaver on building materials to meet the specific need of their selected house plans. Approximately 59% attending were urban, making equally divided interest between rural and urban building needs; therefore, a complete picture was presented.

Exhibits

Additional local companies and building supply stores had been contacted in planning these exhibits. Nine exhibits were on display set up by the following companies: Budd-Piper Roofing Company, Young Roofing Company, Durham Builders Supply Company, and the six exhibits displayed from Monday Night. The three building supply companies all featured, as much as possible, a different type of building material and supplies to avoid repetition in exhibits. Paint companies exhibiting made changes in their displays to include exterior paints and some building supplies; whereas, before they featured interior decoration. The exhibits included all types of building materials, woods, finishes, and accessories discussed in Mr. Weaver's demonstration. Young Roofing Company had as one of its features the new aluminum roofing now becoming available. Before and after the demonstration meeting representatives of these exhibits were at their respective exhibits answering questions of those attending the meeting and distributing literature relative to materials in the exhibit and

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house plans. Such cooperation from these companies added interest and variety to the meeting, met the needs of the public, but in no way "commercialized" the Housing Institute. The space was provided free to local stores, and any company in Durham had the privilege of using it. It was understood, however, that publicity given to the exhibits could in no way imply the Housing Institute recommended their materials and equipment.

Publicity Through Radio and Press

Three spot radio announcements were made (one daily) over Station WDNC of Durham announcing this fourth meeting of the "Better Housing Institute". Such announcements were made by an announcer at the station on the Durham Daily News Program.

Two news articles publicized the meeting and one article reported the demonstration. Newspapers in other parts of the state had by this time begun to follow the Institute closely and were printing schedules of the meetings and results. Approximately eight advertisements by local stores exhibiting at the Institute brought to the public eye their various materials and wares for better housing.

Mail and Telephone

Announcements of this meeting were also made along with the previous meetings on the 126 notices sent out to people on the mailing list last week. Likewise, Home Demonstration club card notices announced the demonstration when mailed to clubs meeting within the given week.

As in planning previous meetings the telephone was indispensable. In addition to visiting various supply companies, several were called.

Contacts

In preparing for exhibits and the demonstration, the Home Demonstration Agent visited several building supply companies of Durham. She observed

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the construction of building materials, such as bricks, cinder blocks, cement blocks, and others. Materials were gathered to supplement the exhibits at the meeting. In these contacts, a closer relation was developed between the County Extension offices, the Agricultural Workers Council, and the local building supply companies.

Contacts were made through Home Demonstration clubs with county people and through civic clubs, the radio, and press, with the urban people. Very little free time was left for home visiting; however, a few were made to discuss house plans.

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"BUILDING MATERIALS"

Durham, N. C.

February 19, 1946

RADIO SPOT ANNOUNCEMENT (To be made Tuesday, Wednesday and Thursday)

"Building Materials" will be Mr. D. S. Weaver's demonstration at the Housing Institute, Thursday Night, at 7:00 P.M., in Duke Power Company auditorium. As Agricultural Extension Engineering Specialist, he will discuss the advantages and disadvantages of lumber, brick, cinder-block and other building materials. Come and discuss your building problems with him.

Virginia L. Robertson,
Home Demonstration Agent

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INSULATION and HEATING
(Demonstration Report)

The fifth of the series of eight meetings was held on February 25th in the Duke Power Company auditorium with 48 people attending. In planning this meeting it was anticipated that the majority of attendance would be urban; however, only one-fourth of the group was made up from the urban area. Five out-of-county visitors were present from all parts of the state, including State College specialists, and Miss Anabelle Arant, Northwestern District Home Demonstration Agent. Those people attending this demonstration were of the same groups that attended the demonstrations on "Building Materials" and "Good House Plans". Two Home Demonstration clubs have had active representation at all meetings thus far, with the same being true at this meeting. Those clubs were Bahama Home Demonstration Club and Ecumenical Home Demonstration Club.



Mr. Weaver is shown here pointing out the percentages of insulation qualities in various insulation materials.

Mr. D. S. Weaver, North Carolina Agricultural Extension Engineer, gave an interesting demonstration on insulation and heating at this fifth meeting. Through a series of charts showing the values of certain material, he showed the means of successfully insulating homes. Heat travels by conduction, radiation, and convection. These three principles were discussed as a basis for determining the type of insulation in the homes. Mr. Weaver estimated that 62% of the people planned to insulate who have homes in the \$1500 bracket, (or are planning to build); 70% in the group of \$2,000 to \$2,500, and 72% in homes above \$2,500. He gave the approximate heat losses derived from thin walls around doors, windows, floors, and infiltration. The largest percentage of heat loss seemed to be found in and around walls. Since 34% of Durham County people plan to make extensive repairs, this meant that a large number of this group plan to insulate and have a central heating plant. The various methods of insulation were demonstrated through the types of illustrative material, Mr. Weaver displayed from the stage. Charts and posters were used to show the percentages of how insulation materials compared with each other. The best type of insulation is that in the future refrigerators would be insulated by vacuum rather than the type of materials used at present. Under rigid insulation types were structural insulation boards made of vegetable fibers, non-structural made of cork bark, and semi-rigid which looks like felt paper and is used to wrap up the wall. A third type of insulation was "flexible" with examples being mineral or melted stone. A fourth type of commonly called "fill" has examples as the trade name of "rock wool" made up of rocks highly refined into fibers, powdered cork, and gypsum. This type is usually blown into the walls and is much more effective than the paper type that is usually wrapped or dropped and packed between walls. The effectivity depends largely on the air spaces. There should be as little air space as possible for the best type of insulation. Insulation values were discussed, and it was pointed out that there is no 100% insulation because

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of the heat loss through the windows. It was interesting to note the type of questions that the men of the audience asked Mr. Weaver in the discussion period at the end of the 45-minute lesson on insulation.

After a five-minute recess, Mr. Weaver gave a demonstration on the various types of heating plants. He first discussed the types of heating units present in the average farm home, pointing out the waste of money involved in building two or more chimneys and furnaces in a rural home, plus the labor and upkeep to keep the heaters or fireplaces burning in the various rooms. Several types of central heating plants were demonstrated through the use of charts and pictures. The public seemed largely interested in the pipe and pipeless types of warm air furnaces. Hot waterfurnaces and steam boilers were discussed with the one and two pipe systems. The best type of heating plant for a small compact home proved to be the piped hot air with 60% of the people designating their interest in this heating unit. The advantages and disadvantages of each type were discussed. Because of the long time that it takes to get up heat, a hot water system proved least desirable. Steamheat was stressed as a good source of heat and an excellent selling agent for a home, but it is expensive to put in and keep up. Simple repairs to the various types of heating plants were discussed.

People attending brought house plans with them to the meeting for suggestions on where to best install a heating unit and the type of insulation to use for the respective house plans. In the discussion periods some of the audience spoke with experience on some of the heating plants. The general consensus of opinion was that any type is far more beneficial than using heaters or fireplaces as is found in the average rural home. The exhibits were very good with Nicholson's, Inc., featuring insulation materials. Building supply companies changed their exhibits to include some information on heating units and insulation.

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After the meeting Mr. Homer Wiggins of Nicholson's, Incorporated, demonstrated how rock wool may be blown into walls and the safety features. He used a small blow torch in proving that rock wool as sold by his company was non-flamable. Such a demonstration was given in his exhibit booth to the many interested people who visited it.

Human Interest Stories

Mr. and Mrs. W. E. Cuyler, R. 1, Durham, N. C., had redecorated in recent years an old farm home which they had purchased. Their big problem was and still is in the heating of this spread out house. Dr. and Mrs. Cuyler were regular attendants at the Institute. Dr. Cuyler is an active Home Demonstration Club member and secretary of the County Organization. In reference to her housing problem, Mrs. Cuyler stated:

"We live in a primitive country home with a fireplace in every room, a kitchen in a separate building, and cracks under the windows and doors. We heat the house with a wood stove and at times it really keeps one busy. As a result of this housing meeting on insulation and heating, we have learned that it would be better to spend money on insulating windows, doors, filling cracks, and crevices. Until we can better arrange our spread out home into a more compact unit, we plan to build a new chimney - perhaps in the center of the house rather than install a heating plant. We plan to make improvements in our home with heating and insulation being one of the first improvements made. This meeting gave us just the information we wanted to know."

Mr. and Mrs. A. B. Wilder of R. 1, Morrisville, N. C., were also among the group of people who regularly attended the housing meetings. The Wilders have an attractive home built of rock in a lively setting. Their problem is heating. When asked which meeting of the series helped them most their reply was:

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Insulation and Heating

"Insulation and heating helped us most, because we learned the latest materials available and the recommendations for the best heating facilities in rural homes. That's just what we needed."

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INSULATION AND HEATING
(Summary of Plans)

The fifth of the series of housing meetings was divided into two 45-minute periods. The first part of the meeting was on insulation and the latter part on heating. The percentage was equally divided between rural and urban peoples. 17.9 per cent of the Durham County people plan to build and 34 per cent plan to make major repairs. Of these two groups many were people particularly interested in the latest information on the topic for this meeting.

Exhibits

The large window exhibit featured in Duke Power Company window was rearranged to feature the two demonstrations of the week. On the elevated stand in the center of the window were featured the types of insulation materials available on the market at present. Also featured was equipment relative to the other meeting to be held during the week. The local commercial companies who featured exhibits on building materials at the previous meetings rearranged their exhibits and featured the methods of insulation and the latest heating methods. The commercial exhibit receiving the most attention of those present was that by the Nicholson, Inc. In addition to featuring insulation materials and window stripping, representatives of the company were present at the exhibit booth and demonstrated how rock wool is blown into houses, the effectiveness of the various types of insulation materials, and the heat safety factors of these types. This demonstration and information supplied by the company gave the public an idea of the types of materials available commercially.

Publicity Through Radio and Press

Two news articles were printed prior to the meeting and thus publicized the program. One news article reported the events of the meeting. Companies

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featuring exhibits at this meeting mentioned their relation to the housing institute through their own commercial advertisers.

Daily spot radio announcements were made over station WDNC for three days to further familiarize the public with the meeting on "Insulation and Heating". Mr. W. B. Pace, County Agent, and Mrs. Virginia L. Robertson, Home Demonstration Agent, gave a feature ten-minute radio report over WDNC on February 24 at 8:50 A. M. This program was built around a report on the third and fourth meetings of the institute and announcing the outline for the last four. The "Food Makes a Difference" program cooperated in relinquishing their time in the interest of the housing institute.

Mail and Telephone

126 notices were mailed announcing the meeting on insulation and heating and household appliances that were to be held. Some of the notices were also mailed to Home Demonstration Agents of adjoining counties. Incoming mail at county Extension offices increased this week with requests for information relative to meetings of the Institute. Twenty-two telephone calls were received on housing in the three days of planning this meeting.

Contacts

Personal contacts were made by twelve office visits and the constant ringing of the telephone.

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"INSULATION AND HEATING"

Durham, N. C.

February 22, 1946

RADIO SPOT ANNOUNCEMENT (To be given Friday, Saturday, Sunday, and
Monday)

The fifth in a series of eight meetings of the Better Housing Institute will be held February 25th at 7:00 o'clock in the Duke Power Company auditorium. Mr. D. S. Weaver, Extension Agricultural Engineering Specialist from State College, will speak on Insulation and Heating. He will discuss your home construction as it affects heating, the types of centralized heating systems, and methods and materials of insulation. Come and let Mr. Weaver help you with your insulation and heating problems on Monday Night at 7:00 o'clock.

Virginia L. Robertson,

Home Demonstration Agent

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Radio Program on Last Four Meetings.
Station WDNB -- Durham, N. C.

February 23, 1946 -- BETTER HOUSING INSTITUTE BROADCAST

Music.

Announcer: Station WDNB in cooperation with your Durham County Nutrition Committee presents the Food Makes a Difference program. Instead of the regular program, we have today our second broadcast on the "Better Housing Institute". In our studios to discuss this housing program are Mr. W. B. Pace, County Farm Agent, and Mrs. Virginia L. Robertson, Home Demonstration Agent. Let's listen in on their discussion.

Mrs. Robertson: I'm certainly pleased at the response we are getting in this Better Housing Institute.

Mr. Pace: Yes, cooperation has been keen. We have doubled in attendance since our first meeting. This goes to say that more people are realizing the importance of the valuable free information being given in this series of eight housing meetings. The Durham County Agricultural Workers Council is sponsoring this Housing Institute as the first in North Carolina, therefore, we have been fortunate in obtaining specialists from North Carolina State College Extension Service to conduct demonstrations along with Mrs. Robertson and other representatives.

The meeting Monday Night had a record attendance of 85 people. It was the best attended meeting we have had. Mrs. Robertson as our Home Demonstration Agent gave a very interesting demonstration on "Built-in Equipment". She pointed out the various types of closets and storage spaces as needed in every room of the house. Slides were shown to demonstrate the built-in equipment as needed in the kitchen with special stress on appropriate heights for work surfaces. I especially enjoyed the slides showing how to build and equip closets for the various rooms of the house. I sure do plan to make some of these improvements in my clothing closet at home.

Robertson: Miss Rosa Cox, a local interior decorator, gave me a lot of ideas through her "Color In the Home" demonstration the same night. In her demonstration she worked out color schemes for each type of room through wallpaper, paint, floor finishes, and fabrics. Colorful ideas were certainly vividly presented for use in each room of a home. Following these two demonstrations on Monday Night, five local commercial companies featured exhibits on built-in equipment and interior decoration. Also following the meeting one company gave a demonstration at its exhibit on the application of paint to various surfaces.

All the exhibits at the meetings have been beneficial, and we encourage any concern desiring to set up an exhibit relative to a specific meeting to contact our office. Those exhibits Thursday Night on roofing, windows and building materials were very effective. Don't you think so, Mr. Pace?

Pace: Yes, I guess I have a man's interest at heart, but Mr. D. S. Weaver sure gave me some good facts about "Building Materials", Thursday Night in his demonstration. It was some information that I have been wanting to know about for a long time. For instance, his explanations of how the structure of cement blocks and cinder blocks affected quality fascinated me. Since there is and for some time will continue to be a shortage of lumber materials, he gave the public an unbiased warning in selecting a good quality of other building materials. Advantages and disadvantages of these various materials were demonstrated.

Robertson: One thing I learned was how to select a good brick. Of course, we know that this is one of our oldest construction materials, dating even as far back as into Biblical history. A firm brick of good quality has a clear ringing sound when struck sharply by a metallic substance. If a dull thud is the result, then the brick is soft or cracked and one would want to avoid this type. However, in all kilns there are a few soft bricks that cannot be avoided. Nevertheless, it is desirable to have the majority as firm solid bricks.

Face: May I put in a word here too about doors, windows, and roofs? For better insulation, durability, and comforts our Agricultural Extension Engineer, Mr. D. S. Weaver, recommended that the larger percentage of money invested in good quality building materials go into tight sound constructed doors, windows and permanent roofs.

Robertson:

I want to invite the radio audience in to see Mr. Weaver's demonstration Monday Night on "Insulation and Heating". Special emphasis will be placed on inexpensive centralized heating systems for the urban and rural homes. Stress will be on sound constructed, well-planned homes with adequate heating facilities. Information will also be given on the various types of insulation materials with the advantages and disadvantages of each.

Face: Thursday Night of next week is dream night, I understand. My wife and I are looking forward to seeing Mrs. Robertson's demonstration on "Household Appliances". Can you tell us a little about it or is it a secret?

Robertson: My, no, it's no secret at all! Why, I'm looking forward to it myself. In the demonstration I plan to point out the features and principles one should observe in the purchasing of the various appliances. In other words, it is a consumer education lesson. Several commercial exhibits will display the long awaited post-war appliances in gas, electricity, and kerosene. Pictures will be on display for those items expected in the near future. It has been every woman's dream during these war years to have some new household appliances, so we encourage you to come and dream with us at what we might call our "dream come true" meeting.

Face: It would be appropriate to invite this same group to attend the demonstration on March 4 on "Lighting, Wiring, and Water Systems". Too many of the average homes are inadequately wired to receive any new electrical appliances. Mr. W. J. Rideout, Extension Rural Electrification Specialist, will also discuss types of water systems for the homestead.

Robertson: Last, but not least, the most important meeting to many of us will be "Financing the Home". At this meeting on March 7, there will be representatives present to discuss financing the home through the F.S.A., the F.H.A., and the G. I. Bill of Rights. We especially invite our returning veterans to be present. Housing loans are available through the G. I. Bill of Rights to those men who are veterans of the recent war. Bring your son, brother, and father to hear Mr. W. L. Hampton of the Veterans Administration discuss the veteran's housing needs and problems.

Pace: House plans drawn up by Extension Service Specialists, and bulletins, state and federal, are on display in the Durham County Extension Service's exhibit. These plans will be loaned out to people to borrow them.

Records are being kept on the demonstrations given in this series. So if any of you listening in need help in your building problems contact the County Farm and Home Agents' office. Better still, try to attend the remaining four demonstrations in this series. Mark these dates on your calendar so you won't forget them:

- February 25 -- "Insulation and Heating"
- February 26 -- "Household Appliances"
- March 4 -- "Lighting, Wiring, and Water Systems"
- March 7 -- "Financing the Home"

Robertson: Thank you for the reminder, Mr. Pace. We sincerely hope that you of the radio audience will attend these hour and a half meetings every Monday and Thursday Nights at 7:00 P.M. in the Duke Power Company auditorium. For further information on any of the meetings consult your local paper or phone our offices. This is the first non-commercial Housing Institute launched in North Carolina. We are counting on you to help make it a success.

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Announcer: You have just heard a discussion on the "Better Housing Institute"

by the County Farm Agent and Home Demonstration Agent. This was the second of a series of two broadcasts on the Housing Program now being conducted in Durham and Durham County.

This time was granted through the courtesy of the Durham County Nutrition Committee who sponsors the Food Makes a Difference program every Saturday Morning over Station WENC. Listen in for the regular nutrition program next week at the same time.

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HOUSEHOLD APPLIANCES
(Demonstration Report)

Following extensive publicity and contacts with local electrical companies and extension specialists, the sixth meeting of the Better Housing Institute was held on February 28th, with 44 people attending. The demonstration "Household Appliances" was divided into two 45-minute periods and was given by Mrs. Virginia L. Robertson, Durham County's Home Demonstration Agent.



Above Mrs. Robertson is demonstrating the attachments of a vacuum cleaner.

In the first part of her demonstration, Mrs. Robertson demonstrated how one should select the various types of electrical appliances. The stage on which the demonstration was given was practically filled with various types of gas and electric ranges, refrigerators, washing machines, and sewing machines. Among her demonstration equipment were the many types of small appliances, such as irons, coffee makers, vacuum cleaners, and many others. This demonstration was entirely non-commercial, though many of the local companies featured exhibits in the auditorium. Mrs. Robertson first demonstrated the principles one should keep in mind in selecting the various types of small appliances. One of the things that fascinated the audience was the new cordless iron that was displayed

for the first time in the city of Durham and this part of North Carolina. The construction of an iron was displayed, showing the various principles one should consider as important decisive factors. Toasters were briefly discussed and waffle irons were demonstrated as to construction with recommendations being given on the cleaning of these and other appliances. Surveys revealed that the American public by far used a percolator in preference to the other types of coffee makers. Principles of convenience and comfort were stressed as important factors in selecting vacuum cleaners, heaters, and hot plates. Of the three types of electric heaters on the market, the electric grill radiator type by far proved most efficient. The price ranges for the average small electrical appliances as well as the large is determined by the extra attachments and accessories on any given piece of equipment. The straight suction type of vacuum cleaner was recommended over the motor driven cylinder type which has the sweeping and beating action of vibrators on the rug. This brought forth questioning from the audience since so many of them have this metal beater bar and brush type. Although this type of cleaner is the most efficient in cleaning qualities; it does have a distinct disadvantage. Mrs. Robertson encouraged the audience to look for the underwriters laboratory incorporated seal of approval on small and large electrical appliances before buying. She stressed that when this seal is present one could be assured of an efficient piece of equipment. Large appliances demonstrated were refrigerators, various types of washing machines, ranges, dish washers, electric fans and others. Principles for selecting each were given.

Following the five-minute intermission, Miss Ella Outland, Home Economist for Duke Power of Burlington, N. C., showed a 20 minute colorful movie, "Dawn of Better Living", to impress the public with the principles of good wiring that is necessary for one to get full efficiency in household electrical appliances/

The second part of Mrs. Robertson's demonstration was featured on gas and kerosene appliances. Statistics revealed that one-half of the families in the United States cooked with gas. With the increasing electrical age, this number

is decreasing. A brief history of the use of gas was given. Various gas appliances (the same types as the electric ones discussed) were on display. In the same manner as the first part of the demonstration, Mrs. Robertson gave the principles one should consider in selections of gas appliances of the best quality. Most manufacturers submit their appliances to the American Gas Association laboratory for testing. Requirements for these appliances have been worked out with various committees which are representatives from the United States Bureau of Standards, Mines, and the United States Bureau of Home Economic, ANEA, the Canadian and American Gas Association, and others. The ranges and other appliances that meet the requirements are marked by the manufacturer with the Laboratory Seal of Approval. It is a blue star surrounded by a double circle in which is written "Complies With the National Safety Standards or Requirements, approved, American Gas Association."

Mrs. Robertson showed pictures of the various types of kerosene appliances and the advancements that have been made in recent years. Rhode Island State College laboratories found that a kerosene refrigerator can operate for approximately 24 per day. This and other information influencing the selection of kerosene appliances were discussed by the Home Agent.

The attendance was three-fourths rural and one-fourth urban at this meeting, with the majority of the out-of-county people attending being rural. However, we were indeed honored to have had two representatives from the United States Extension Service of Washington, D. C., present at the meeting. Mr. George W. Ackerman, U. S. Extension Photographer, and Miss Clara L. Bailey, U. S. Extension Editor, attended this meeting in the interest of the National Housing Program along with Miss Pauline Gordon, North Carolina Extension Home Management and House Furnishings Specialist.

Although it would be hard to say that any group of exhibits was the best of the series, one would conclude that the exhibits at this meeting by the local companies along with those of the Home Agent were received with more interest and enthusiasm than any others of the series of meeting. Commercial companies featured

the various types of electrical appliances that are available now and will be available in the post-war period. Gas and kerosene appliances were featured in books and pamphlets by local companies. Since the general public had been eagerly awaiting such equipment, they were immediately interested in seeing these new postwar products with the representative of the companies present.



Miss Ella Outland is pictured above examining the new cordless iron.

HUMAN INTEREST STORIES

Mrs. J. W. Bissette of Bissette Sewing Machine Company was very cooperative in this demonstration. Through his electrical appliance store, we were able to obtain the cordless iron for the meeting. He said:

"You never get too old to learn. I never realized before what the red or gilt labels on electric cards meant. You sure taught me something."

Mr. Bissette and his son demonstrated in their exhibit booth some of the electrical appliances exhibited. His son, Mr. J. C. Bissette, Jr. visited the Home Demonstration Agents office the day following the meeting for additional information on vacuum cleaners.

Mrs. William H. Jenkins Jr., local news reporter, said she could put her word in on how to select a well insulated electric heater. She had experienced an accident shortly before the meetings from a war made heater which burned her floor.

Four visiting women and the Home Demonstration Agent of Caswell County attended this and two other meeting of the series. After attending the demonstration on "Household Appliances" Mrs. F. J. Malone of Prospect Hill, N. C. wrote back the following letter:

Prospect Hill, N. C.
March 6, 1946

"Dear Mrs. Robertson,

It was my pleasure to attend your excellent demonstration Thursday night on "Household Appliances". I don't think I have ever enjoyed a meeting any more than I did this one - it was wonderful and so practical. You told us the things we need to know before going out to buy these new and standard makes of post war appliances. I am sure this will help me make my selections from the vast field we have to choose from. I think your statement and explanation of 'study your needs before buying' was worth the trip to Durham.

Very sincerely,
Mrs. F. J. Malone
Caswell County

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HOUSEHOLD APPLIANCES
(Summary of Plans)

One of the largest attendancies at the institute was present at this meeting. The most enthusiasm displayed in exhibits was shown, for the public was eager to at last see what would be available soon in household appliances. A higher percentage of rural people were present, for they were interested in better and more convenient equipment, with which to lighten farm and home chores. 90 per cent of the residents in Durham County revealed that they planned to buy new household appliances. There were more varied articles on display at this meeting than at any of the others. The demonstration equipment used by the Home Agent in the demonstration consisted of the latest appliances on the market. Active discussion periods were present at the recess and during the meeting. The public wanted to know what to expect from the various appliances and the standards one should consider, along with the cost of upkeep of operation. This information was given in the demonstration.

Exhibits

In addition to the exhibits held at previous meetings, five additional exhibits featured the various types of electrical, gas and kerosene appliances. In planning for these exhibits eighteen visits were made to local commercial companies. J. C. Bissette and Company featured in its exhibit the types of vacuum cleaners, fans, irons, and other small appliances. The local companies, Pools's Deep Frazee Company and John Dailly's Appliance Company were two of the other companies that featured outstanding exhibits on electrical appliances. The local gas company displayed gas ranges and heating equipment. Other commercial companies had planned exhibits too, but their appliances did not arrive in time to exhibit them, therefore, they displayed literature only.

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HOUSEHOLD APPLIANCES

On the stage where the demonstration was given were electric refrigerators, electric ranges, washing machines, sewing machines, and small appliances in addition to similar gas equipment. These articles were not advertised commercially and were thus used during the demonstration.

Window Exhibit

The window exhibit in the Duke Power Company was rearranged at the beginning of the week for the meetings on "Insulation and Heating" and "Household Appliances. Featured in the window under "Household Appliances" were various small electrical appliances and literature attractively arranged.

Publicity Through Radio and Press

Spot radio announcements were made daily over WDNC for three days. This type of publicity consisted of announcements of 45 seconds made up of short catchy sentences and briefly describing the meeting to be held.

Three news articles announced the meeting and one reported the demonstration held. Local commercial companies featured through advertisements, during this week, the various types of electrical appliances expected soon. It was interesting to note the influence this meeting had in instigating Housing Institute interest in local commercial advertisements.

Mail and Telephone

126 notices were sent out to those names on the Housing Institute mailing list. Notices mailed to club women announcing Home Demonstration meetings also included announcements about the household appliance demonstration. Announcements mailed to Home Demonstration Agents in adjoining counties aided in having three Home Demonstration Agents present at this meeting, eight out-of-county visitors and two out-of-state visitors.

There were approximately 30 telephone calls before and after this demonstration in addition to planning for and the result of information given at the meeting.

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Contacts

Other contacts were made in planning for this meeting through visits to commercial stores, announcements at Home Demonstration Club meetings and announcements and visits to local civic clubs of the city.

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"HOUSEHOLD APPLIANCES"
Radio Announcement -- Station WDNC

Durham, N. C.

February 26, 1946

RADIO SPOT ANNOUNCEMENT (To be made Tuesday, Wednesday, and Thursday)

Do you plan to buy a new iron, stove, refrigerator, or similar post-war items? Then be sure to attend the Housing Institute on Thursday Night at 7:00 P.M., in the Duke Power Company auditorium. Mrs. Virginia L. Robertson, Home Demonstration Agent, will give a demonstration on "Household Appliances". A discussion with special emphasis will be placed on the wise selection of the various types of appliances available. Several commercial exhibits will feature all available post-war appliances. This will be the "dream come true" meeting. Plan now to attend. Bring your neighbors and friends.

Virginia L. Robertson,
Home Demonstration Agent

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LIGHTING, WIRING AND WATER SYSTEMS
(Demonstration Report)

The seventh meeting of the Housing Institute was held on May 4th at the regular time and place with only 26 attending. The sudden drop in attendance was attributed to an incorrect announcement made by the local papers publicizing the date of the meeting. Members of the Agricultural Workers Council regretted this error in the papers, since this was one of the best meetings held. The demonstration meeting was divided into two 45 - minute periods. Mr. W. B. Pace, Durham County Farm Agent, and the Home Demonstration Agent had charge of the meeting. Mr. W. J. Rideout, North Carolina Extension Rural Electrification Specialist, gave a demonstration in the first part of the meeting on water systems, and Mr. Paul T. Tysinger, Illuminating Engineer of the Duke Power System, gave a demonstration on lighting and wiring.



Above is pictured Mr. W. J. Rideout examining an entrance switch while Mr. Paul T. Tysinger looks on.

Mr. Rideout demonstrated the various types of water systems through the use of colorful posters and charts. He distributed to the audience Extension bulletins with printed recommendations of his demonstration. An isolated electric service to prevent fire hazards of pump houses was strongly recommended by Mr. Rideout. In planning a water system for a rural home, one should locate the well on a high place with well-drained soil never less than 50 feet from contaminating sources. The methods of which water is retained under pressure and the sources of water were discussed. Careful planning proved necessary in determining the type of well one is to use as well as the daily water consumption. Pump houses should be insulated for a shallow well pump to prevent freezing of pipes, and the collection of moisture on the inside of the house to rust the pipes. The daily water consumption determines whether one uses a shallow or deep well pump. A shallow pump is one of 22 feet or less; deep well pumps are for wells deeper than 22 feet suction. The cost of pumping water in shallow well pumps is far less than one would think. A shallow well pump will deliver 1,000 gallons at a cost of 3 to 5 cents for electricity. A pressure tank was stressed as an important part of electric water system, for without it no reserve is provided.

There was no commercializing on the program but the Duke Power Company officials present and the farmers, who spoke from experience, contributed largely to the discussion period following the demonstration to prove that an electric water pump is much cheaper in the long run than water supplied by pitcher pumps or small compressor pumps.

Mr. Paul T. Tysinger gave the demonstration on "Lighting and Wiring" following the five-minute recess. For his demonstration equipment he had a completely wired model house and examples of all types of switches and cables. He introduced his subject by pointing out how the farmer could profit by various types of electrical equipment on the farm and the wife with household appliances. In discussing the types of lighting and wiring, Mr. Tysinger stressed the

importance of a strong main switch, pointing out that a 30 ampere switch was usually too small to meet the demands of a farm home without being a fire hazard. He further illustrated, through the use of his excellent demonstration, that it was necessary to use the type with a fuse for stoves and lights. He recommended the new multi-breaker switch, that trips when there is trouble on the line. This switch does not come back on until the trouble is corrected. The majority of farm homes usually overload circuits and voltage. Voltage is that force with which electricity travels down a line. One cannot overload the line if he expects maximum efficiency of his appliances. For example, if a 100 watt bulb (120 volts) is used on a line of 120 volts, then one gets a greater percentage of dis light, if other appliances are on the same circuit. The same thing holds true with appliances except that they have to work overtime to get efficiency. Through his demonstration equipment he displayed the various types of switches, cables and cords. A safety hint tendered was advising against putting a brass shell switch cord in a basement because of the dampness present. Instead, a porcelain shell and cotton cord was recommended. The knob and tube type of wiring invented by Thomas Edison is still proved the safest and most efficient method in wiring. Its big disadvantage is the long installation time required. Of the cables displayed, Mr. Tysinger recommended the non-metallic as being the best. The B-X cable or metallic cable is safe if correctly installed and does not come in contact with moisture or another metallic substance. Recommendations were made for the most effective wiring in a home one should use the No. 12 wire.

Mr. Tysinger proved a very effective speaker and gave an excellent demonstration full of wit and humor, but at the same time winning his points with the audience. A lively discussion period followed his demonstration.

Human Interest Story

Every man present seemed to have a question and participated actively in the discussion period. The women were more interested in the lighting and wiring of the demonstration and several expressed regret that their husbands were not with them to see the demonstration. Since the homemaker will be called on more in the future to plan with the contractor for the wiring of her home, she too should be well informed. This is quite evident by the following story:

Mrs. D. C. Upchurch of Route 3, Durham, N. C. has been a regular attendant of these Housing meetings. When asked which of the series she enjoyed most she said, "The one on lighting, wiring and water systems." Her statement below is explanatory:

Ordinarily I'm not interested in electrical wiring, water pumps and things of that nature. I always was inclined to think things pertaining to electricity was only interesting to men. After hearing Mr. W. J. Rideout and Mr. Paul T. Tysinger speak, I realize how wrong I was. Women should have a knowledge of electrical wiring so they can help their husbands plan a convenient and safe lighting and wiring system for the home.

Since I saw these demonstrations plus the knowledge my husband has on the subjects, I feel now that we can more intelligently tell the contractor how we want our new home wired."

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"LIGHTING, WIRING, AND WATER SYSTEMS"
(Summary of plans)

Forty-six per cent of Durham County people designated in the housing survey that they plan to install some type of water system. With this effusive interest and the need for more information on light and wiring, such a meeting was planned to meet these needs. Two very capable specialists were obtained to conduct this meeting with demonstrations on the aforementioned subjects. It was with regret that the local newspapers erred in publishing announcements of the meeting, thus cutting the attendance to twenty-six, the lowest at any meeting held. Of the group attending, the majority were rural people who planned to make improvements in their homes relating to the subjects being demonstrated. Also present were Mr. Lee O. Goodwin, Manager of Duke Power Company branch of Durham, four specialists and a home economist of the Duke Power system.

EXHIBITS

Exhibits of previous meetings were displayed again in addition to an electric water system exhibited by the Dillon Supply Company of Durham. Visits were previously made to local enterprises to secure exhibits, but due to the scarcity of items pertaining to lighting and wiring, as well as water systems, managers of local business firms did not have equipment to display. Nevertheless, literature was supplied for the exhibit tables by these companies.

Mr. W. J. Rideout, Jr., North Carolina Extension Rural Electrification Specialist, provided through his demonstration, an exhibit of charts and posters showing the various types of water

systems and their effectiveness. He also displayed a quantity of literature on his subject. Mr. Paul ^{W.} Tysinger, Illuminating Engineer of the Duke Power System, likewise provided a supply of literature. His demonstration equipment, as described more fully under "Demonstration Report", consisted of an exhibited model wired home and all types of switches and cables.

WINDOW EXHIBIT

This being the concluding week of the "Better Housing Institute", the window exhibit in the large left Duke Power Company window was changed to feature this meeting and the concluding meeting, "Financing a Home". On the elevated stand in the center of the display was a display of bulbs, cables, and a small water system on half the platform, with the other side being devoted to "Financing a Home".

PUBLICITY THROUGH RADIO AND PRESS

Spot radio announcements were made over Station W.D.N.C. of Durham over the weekend and for three days prior to the meeting to give the public an idea of the type of demonstrations that were to be given.

Two newsarticles featured information announcing the meeting and demonstrations and two reported the demonstrations. Local commercial continued to show keen interest in the Institute through their advertisements in local papers.

MAIL, TELEPHONE, AND CONTACTS

One hundred and twenty-six notices were mailed to County people and interested peoples of surrounding counties announcing the program for the two housing meetings to be held this week.

Approximately 10 telephone calls were made and received before and after this meeting to aid in planning and contacts made.

Contacts were made with interested county people as well as visits to eight local companies to secure exhibits.

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"LIGHTING, WIRING, AND WATER SYSTEMS"
Radio Announcement -- Station WDNC

Durham, N. C.

March 1, 1946

RADIO SPOT ANNOUNCEMENT (To be made daily Friday through Monday)

The Housing Institute will conduct its seventh meeting on Monday Night at 7:00 o'clock in the Duke Power Company auditorium. Mr. W. J. Rideout, Extension Rural Electrification Specialist, will give a demonstration on "Lighting, Wiring, and Water Systems". Statistics prove that homes are inadequately wired to receive the new appliances being purchased. Plan now to attend and get the information needed for your home improvements.

Virginia L. Robertson,
Home Demonstration Agent

vlr:rj

VIII
FINANCING A HOME
(Demonstration Report)

The conclusion of the Better Housing Institute came with this meeting and was met with as much or more enthusiasm as any meeting in the series. For those attending, the specialists felt that this demonstration met the needs of the group. This meeting was held in the Duke Power Company auditorium on March 7 at 7:00 P.M. with a summary of the series of meetings closing the Institute being given.



Left to right are pictured Mr. W. A. Biggs, Mr. Vance E. Swift, and Mr. W. L. Hampton. They are shown conferring over the program on "Financing A Home".

The Home Demonstration Agent presided over the meeting and presented the three speakers. The plan for this meeting was to present the picture of financial planning from all sides. Mr. Vance E. Swift, State Director of Farm Security Administration, spoke on "Financing A Home Through the Farm Security Administration. He discussed the various types of loans available through the F. S. A. and what each loan included. The Rural Rehabilitation loan includes the purchase of livestock, equipping all the home, medical care and home repairs. The Group Service loan was shown to be made only to low income farmers who wish to own their own homes and will promise to cooperate to use joint planning with a group of farmers in

owning some of the equipment needed for the farm. Elaborating further, Mr. Swift discussed the Farm Purchase Loans as being loans to purchase and improve a farm and home with the loan not to be repaid in less than 40 years. Payments may be made ahead but cannot be paid in full under five years to prevent speculating. The County Committee of three farmers and the Farm and Home Management supervisors act on the various loans which come to their attention and supervise them. The fourth type of loan available is the farm loan which is a loan to improve buildings for other practices than farming. Mr. Swift stated that any war veteran of ability was eligible under the new amendment of the Bankhead-Jones Act for these loans. A person does not necessarily have to be in the low income group to be eligible for any of these loans.

Mr. W. L. Hampton spoke on "Financing a Home Through the G.I. Bill of Rights". Since Mr. Hampton is adviser of the local veterans administration, he was well informed, through past experiences, and prepared to give the veterans present the desired information needed in making their financial planning. In clarifying the misconception of the general public in regards to obtaining a loan, he stated that the large amount of red tape involved had been eliminated under a new ruling effective December 1, 1945. To get a loan the veteran, lender, and appraiser must meet and agree on the value of the property to be purchased. If they agree the loan comes effective immediately. The purpose of such a meeting of these people is to insure the veteran against unwise investments during this inflation period. He emphasized that the Veterans Administration does not lend money itself, but merely assists the veteran in obtaining loans from the bank or other approved lending agencies. 47,000 loans for homestead loans have been made to GI's in the United States. The Veterans Administration in making a loan can guarantee up to 50% of the loan on housing, or a maximum of \$4,000 for homestead loans, and \$2,000 for business loans. Interest on such loans cannot exceed 4%, and may be repaid in any time up to 25 years. Mr. Hampton elaborated on the three types of loans available,

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FINANCING A HOME

(farms, housing and business loans). Secondary loans are available, but cannot exceed 20% of the purchase or cost of the property. Since approximately one-half of the men attending this meeting were veterans, there was an active discussion period following Mr. Hampton's talk. He answered many questions for veterans attending, and invited them to visit his offices for private conferences.

Mr. Walter A. Biggs, Executive Vice-President of the Home Building and Loan Association, gave an interesting address on "Financing a Home Through the Federal Housing Administration" and other sources. Mr. Biggs is very popular in the state for his speeches and lectures that he has been making in the state on the various phases of financing a home through the G.I. Bill of Rights. The F.H.A. does not make loans, but merely insures them, he said. Under normal conditions the F.H.A. will insure up to 90% of the value of property, but during inflation only 75% will be insured. Interest rates on such loans are usually 4 1/2% with the loans being confined for a period of 10 to 15 years. To insure the borrower from spending his money too far in advance of his income, no borrower can invest more than 25% of his income in his loan in any given year. Mr. Biggs also discussed the obtaining of priorities for building material, stating that 50% of all materials at present are reserved for GI priorities. Thus, it is almost impossible for an average civilian to secure priority unless he is converting his home into additional housing space or plans to house a veteran. In obtaining priorities veterans must take a copy of his house plans and one side elevation to any building supply company or loan office and fill out the required priority application. To finance a home or for any type of renovation a copy of the original discharge papers is the first and most important prerequisite.

After these three authorities had spoken on the various types of financing, a long discussion period followed the meeting and in several cases private conferences were held by these men with the veterans attending. Not only were veterans actively interested in this meeting but many attending had planned to finance a home through the F.H.A. and Farm Security. The original plan was to have had Mr. A. E.

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FINANCING A HOME

Robertson, local farm Security Supervisor, speak. Because of his illness, the state supervisor came and spoke in his place.

Following announcements that were made in regard to the Institute a brief summary of the eight series of meetings was reviewed. Miss Julia Dail, Assistant Home Demonstration Agent, who had been in charge of the registration of guests at the Institute, gave a report on the number of people attending this series of meetings and the various states and counties represented. Mr. C. E. Bernhardt, Asst. County Agent, and a member of the Survey Committee, reported a summary of the Housing survey made. Summarizing the publicity given at the meetings, Mrs. Virginia L. Robertson, Home Demonstration Agent and director of the Institute, gave the publicity report and expressed appreciation to all specialists, visiting speakers, and local companies for their sincere cooperation in having made this Institute a big success. Each person attending was given a questionnaire and asked to report the meeting of the series that they most enjoyed and to write in a few words which meeting had meant the most to them. These reports were mailed back to the Home Demonstration Agent's Office.

Human Interest Stories

Mrs. Piper Belvin of Route 2, Durham, N. C. had been a war widow like many others during the war emergency. Upon the return of her husband from the armed services she began their planning for the home they had been forced to postpone because of the war. She and her husband were enthusiastic attendants at the "Financing a Home" meeting. Mrs. Belvin reported the following in a letter to the Home Agent:

"My husband is a returned G.I., and we are planning to build that home we have waited for so long. This meeting gave us a lot of assistance in knowing how to begin these plans and make the necessary financial arrangements. We were especially interested to know that G.I. loans are much easier to obtain than we realized. We were also interested in learning that we could get a priority on building materials. We extend our many thanks to you and to the Agricultural Workers Council for assisting

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us in these problems."

Questionnaire letter forms were distributed at this last meeting of the Institute and people asked to designate the meeting of the series that helped them most. 90% of these forms, as returned by mail, chose the meeting on financing as being the most practical of the Institute. Mrs. B. F. Bowling of Reugement, N. C. said:

"Financing the Home" helped us most. My son is planning to build right away. He is a veteran and this meeting sure helped him learn more about applying for a G. I. loan."

The smof whom she had referance, Mr. T. R. Bowling, had this to say:

"Financing a Home" helped me most because it explained in detail how to finance the building of my new house. Through attending this series of meetings, I received valuable information on building and financing. I think anyone planning to build or remodel their home would have been helped by these meetings and missed some good training if they missed some of the meetings.

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"FINANCING A HOME"
(Summary of Plans)

The concluding meeting of the Institute was attended by 42 people with approximately 60% being Durham County rural people and the remaining 40% being urban residents. Four out-of-county visitors were present from Orange and Wake Counties. Since this meeting concluded the series, a brief outline of the Institute's eight meetings was reported by newspapers and at the meeting itself. The Chairman of each committee prepared and presented a report also in preparation of this meeting. These chairmen were: Mr. C. E. Bernhardt, Survey Committee; Miss Julia Dell, Registration Committee; Mrs. Virginia L. Robertson, Publicity Committee and Director of the Institute. Mr. J. C. Jester, President of the Agricultural Worker's Council that sponsored the meetings, was unable to attend and give his report.

EXHIBITS

No other exhibits were set up for this meeting other than displays of bulletins and literature as provided by each of the agencies appearing on the program.

The window exhibit as regularly changed each week, featured "Financing a Home" through the use of a large emblematic dollar mark in the center of the small individual exhibit with literature pertaining to phrases of financing grouped around the emblem.

PUBLICITY THROUGH RADIO AND PRESS

Radio spot announcements were featured twice daily over W.D.N.C. for three days to publicize this concluding meeting of

this series.

Two feature news articles in local papers published announcements and a full outline of the meeting. One full column run reported the meeting with a summary of the Institute and reports of the committees.

MAIL, TELEPHONE, AND CONTACTS

The weekly notices mailed to 126 interested persons the first of each week this week gave an outline of the concluding meeting on financing.

Approximately fifteen phone calls were made and received in planning. Personal contacts were made with the Veterans' Administration, Farm Security Administration, Home Building and Loan Association, and local banks, in addition to conferences held with Housing Institute Committees; to plan, execute, and gather information and help to hold this meeting on "Financing a Home".

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Financing a Home

Radio Announcement - Station W. D. N. C.

Durham, N. C.

March 5, 1946

RADIO SPOT ANNOUNCEMENT (To be made Tuesday, Wednesday and Thursday)

Do you need money to build that new house? Then come to the "Better Housing Institute" Thursday Night at 7:00 P. M. "Financing a Home" will be discussed with special emphasis on meeting the problems of returning veterans. On the program will be Mr. Vance E. Swift, State Director of the Administration, Mr. W. A. Biggs of the Local Home Building and Loan Association, and Mr. W. L. Hampton of the Veterans' Administration. Projects such as the Federal Housing Administration and the G. I. Bill of Rights will be emphasized.

The "Better Housing Institute" will be summarized at this, the last meeting of the series. Plan now to attend.

Virginia L. Robertson,
Home Demonstration Agent