
Chapter 7

Information for All

One thing certain in life is change. It is constant and extension programs must be adapted to meet the needs of an ever changing clientele. In South Carolina, as in all states throughout the country, the home economics programs were adapted to change every day. These changes took many forms and reflected the changing role of the women of the day and indeed the roles of farm women throughout the country. During the late 60's and 70's, the Extension home economics program was able to expand its approaches and working relationships with other agencies to take advantage of technological progress.

Beginning in the summer of 1965, all Extension activities were opened to everyone regardless of race. All organizations sponsored by the Clemson Extension Service either agreed to this provision or affiliation was discontinued. Mrs. W.E. Cochran (Bee) from Greenville County was elected State Council President and, in 1966, Dr. Ruby Craven became State Home Demonstration Agent succeeding Mrs. Sally P. Musser who retired in 1965. Dr. Craven had previously served as District Agent for the Savannah Valley District and State Home Demonstration Agent. (Morgan, 1970) There was also an integration of the Clemson and South Carolina State College staffs. Mrs. Sarah Waymer from South Carolina State College at Orangeburg was housed with the State Home Demonstration Leader and given the title of Assistant to the State Home Demonstration Leader. She was delegated responsibilities within the home economics program. Woodall, 1992)

The South Carolina Home Demonstration Council at an Executive Board meeting on August 23, 1965, voted to and signed a certificate of compliance for Civil Rights as stated in the minutes of the day. Those in attendance at that meeting were: Mrs. Newsom, Mrs. Eidson, Mrs. Bookhart, Mrs. Rast, Mrs. Stoudemire, Mrs. Musser, Dr. Craven, Miss Ballentine, and Mrs. Knox. (Minutes, Aug, 1965)

"The motion was made by Mrs. Eidson and seconded by Mrs. Bookhart that the certificate of compliance with the 1964 Civil Rights Law be signed. The motion carried. Mrs. Cochran signed the certificate of compliance. One copy is on file in the Clemson Extension Service office and one in the council files."



*Dr. Ruby Craven, State Leader
Extension Home Economics, 1967-1976*

At the June 1966 meeting of the State Council, the South Carolina Home Demonstration Council voted to change its name to comply with the national organization and became the South Carolina Extension Homemakers Council (SCEHC). The motion was made by Mrs. Ralph E. Frame, York County, and seconded by Mrs. Hyatt, Colleton County. (Minutes, 1966)

At this same meeting, the Allendale County delegates made the following motion: "That the South Carolina Extension Homemakers Council request Governor McNair and other state officers to see that the litter bug law is strictly enforced by the State Highway Department." This was seconded by Mrs. Maude Rizinger, Lexington County, and passed. (This letter was written and mailed, June 18, 1966.) (Minutes, 1966)

At the same time that the South Carolina Extension Homemakers Council was serving the members of the white race in South Carolina, a sister organization, the Palmetto Home Demonstration Council, also sponsored by the Extension Service, was serving the needs of the Negro race.

The Palmetto Home Demonstration Council was an organization with a program of work geared to the interests and needs of its members, and served a most valuable purpose in reaching rural women with home economics education. Perhaps their finest contribution to the improvement of rural life was the establishment of a Home Demonstration House, completely furnished and equipped as a training center where women could go in small groups and "learn by doing" the improved methods of homemaking as taught by the Extension specialists and county home demonstration agents.

After much study and many conferences between Extension Service personnel and leaders of both councils, it was determined that one council could better serve the interests of the state's women than two. (Cochran, 1971)

At a 1967 meeting of the Executive Board of SCEHC, Mrs. Ida Culler moved that four members of the Extension Homemakers Council participate with four members of the Palmetto Council in organizing a coordinating board. Mrs. Newsom seconded the motion, and it carried. Later after some discussion, Mrs. Culler moved that the State Board invite the Palmetto Home Demonstration Council to join the South Carolina Extension Homemakers Council as new members. Mrs. Eidson seconded the motion and it carried unanimously. (Minutes, 1967)

In the spring of 1967, at the state meeting of the Palmetto Home Demonstration Council, the invitation was extended to the membership to join the South Carolina Extension Homemakers Council. A bit of irony was the fact that the South Carolina Extension Homemakers Council President

Integration of the Councils

was prepared to attend this meeting to extend the invitation, but was called for jury duty, the first time that women had been permitted to serve in this citizenship capacity. The Vice-President, Mrs. J.A. Seaber, read the invitation which was graciously accepted by the Palmetto Council membership, and June of 1967 found both memberships attending the Winthrop meeting. In the summer of 1967, two former members of the Palmetto Council attended the meeting of the National Extension Homemakers Council in Brookings, South Dakota, traveling with the SCEHC Council President and Extension Advisor.



Mrs. Bee Cochran, President, SCEHC, 1965 - 1968

Membership in the State Council reached its low point largely due to the integration of the Negro and white councils as a result of Civil Rights legislation. This integration was formally accomplished in 1968 under the capable leadership of Dr. Ruby Craven, State Home Demonstration Leader from Clemson University; Mrs. Sarah Waymer, Assistant Home Demonstration Agent from South Carolina State College; Mrs. Bee Cochran, State President of the Council; and Mrs. Willie Austin, President of the Palmetto Council.

During the period, a clarification of the mission of Extension home economics was accomplished and well-defined objectives and program guidelines were established. Along with this trend came increased attention to tailored programs for specific audiences by age and interest. It was also during this period that the home demonstration titles for employees and names of clubs and councils were changed to Extension Home Economics to reflect the expanded role of Extension and to conform to a uniform national title since the term "Home Demonstration" was widely used only in the South. The long sought after opportunity to work intensively with low-income families was provided in 1969 when program assistants (non-professional teachers) were employed to make individual home visits in the Expanded Food and Nutrition Education Program (EFNEP). (Woodall, 1992)

Two additional specialists in nutrition were added to work with the Expanded Food and Nutrition Program (EFNEP). After several years of direct supervision of the program by the State Leader of Extension Home Economics, a coordinator, Mrs. Janice McRee, was employed to give leadership to the program and coordinate all those who were involved with the program, including one member of the 4-H staff. (Woodall, 1992)

The former consumer information staff position was converted to a second position in family resource management. A second position in both clothing and child development and family relations were added.

The following positions were then maintained on the staff until budget changes in the middle 70's: two clothing specialists, two child and family development specialists, one home furnishings specialist, two family resource management specialists, one housing specialist, and three nutrition specialists. With additional staff and up-to-date training materials, inservice training for county staff was provided. County staff members were assigned subject-matter areas of responsibility so that they could become more expert in limited areas rather than trying to be proficient in everything. (Woodall, 1992)

Mrs. Ida Culler from Sumter County was appointed and served as Citizenship Chair of the National Extension Homemakers Council (NEHC) from 1966-68. Later, Mrs. Bee Cochran, from Greenville County, was elected and served as Secretary for the Country Women's Council (CWC) from 1969-71.

A slow recovery of membership and involvement of homemakers was carried on during this period under the capable leadership of South Carolina Extension Homemakers Council presidents: Mrs. J.A. Seaber, Richland County (1968); Mrs. Joe R. Johnson (Hazel), Aiken County (1970); Mrs. Ralph Gates, Sumter County (1974); Mrs. Herman Haynie (Mary), Anderson County (1976); and Mrs. Dayton Swintz, Marion County (1978).

Reports from 1969 indicate that ten counties conducted Emergency Preparedness training with over 400 attending. In addition, 84 clubs had taught lessons to 973 club members. Council members, who were certified instructors, taught Defensive Driving classes in 23 counties with 493 enrolled and 335 completing the course. (Minutes, 1969)

It became necessary for Mrs. Seaber to resign as council president, and Mrs. Joe R. Johnson, Vice-President, was selected by the council board to fill this unexpired term. Mrs. Johnson continued the leadership training started by Mrs. Seaber and stimulated interest in the volunteer role of council members in reaching the less fortunate with help in the Expanded Nutrition Program. She also continued to serve as an instructor in Defensive Driving, going wherever a class was organized in the state to teach the course. (Cochran, 1971)

Programs in the 1970's began to focus more and more on the expressed needs of people.

Programs



New officers in 1971 were: Mrs. Hazel Johnson, Aiken, President; Mrs. Earle Davis, Lexington, International Chair; and Mrs. Mary Haynie, Anderson, Piedmont District Director.

This is evidenced by the increasing use of local advisory committees to advise the Extension Service on needed programs. Specialists and county Extension home economists began coordinating more work, where feasible, with other state agencies to increase effectiveness audiences reached.

A program called "Operation Help" was started in 1970 largely as a result of the efforts of Dr. Ruby Craven. It was a significant SCEHC program as described by Mrs. Hazel Johnson. (Minutes, 1970)

"Extension agents can only do so much and only reach so many people. We as leaders in our communities and counties can help in the development of all people. It's our job to provide this leadership.

What is leadership? It is helping individuals or groups toward accomplishing something that they believe is important. It is working with others so that everyone feels responsible.

Each time that we help someone or each time that we surprise ourselves by being able to do just a little more, just a little better—we grow a little. We grow through training others. Each of us has some particular talent that may be developed and directed to aid others in our communities. Our country is in greater need for volunteer workers who can and will help those less fortunate to develop than ever before in its history. I challenge each of you to become involved as a volunteer and accept anew the responsibilities as homemakers to make the world a better place in which to live."

The Environment was already a "hot" topic in the 1970's. One of the speakers, Mrs. W. Croft Jennings, Jr., at the 1972 state meeting, used slides to show various types of pollution existing in the state, with emphasis on waste disposal, and slides to show the new recycling program and what is being done to reclaim waste paper and glass. Workshops conducted at that same meeting included: How to plan a recycling day, Consumer buying in relation to the environment, Sanitary landfill requirements, Governor's beautification and community improvement program, and Plantings suitable for your home and community grounds. (Minutes, 1972)

In the meantime, the clientele of Extension expanded to include increased urban and rural non-farm families. Home economics subject matter and practices are applicable to any taxpayer. Methods used included demonstrations, workshops, seminars, exhibits in community shopping malls, state fairs, mass media, ETV and network channels, and home study courses for in-depth teaching. The improving expertise of the county Extension home economist became increasingly evident. (Woodall, 1992)

With less production at home, the farm family began experiencing more cash expenditures than it did in the early years. Also, the non-farm family became a higher percentage of Extension clientele as the number of farm families decreased. This resulted in more serious approaches to family financial planning and home management.

The Extension Homemaker Council leadership became more forceful and independent during this period as they took almost complete responsibility for planning and conducting the state meetings and sending representative to national and international meetings. Four council officers took a defensive driving course for instructors and then taught the 12-hour course throughout the state. The State Council rented the teaching kit for their use.

Mrs. Bee Cochran wrote a pageant about the highlights of the first fifty years of the council and presented it at the state meeting in 1971. The pageant was the highlight of the meeting. Mrs. Cochran was also nominated for Southern Region Director for NEHC in 1973 but was not elected. (Minutes, 1973) In 1976, Mrs. Hazel Johnson from Aiken County was nominated for the same office, but she too was not elected. (Minutes, 1976) Mrs. Ralph Gates was elected state president in 1974.

The State Council has reprinted the South Carolina Cookbook several times. County councils sold copies locally, as well as in stores, to provide money for local council treasuries and for the Marian Baxter Paul loan fund maintained at South Carolina State College.

The South Carolina Extension Homemakers Council continues to participate in international programs such as "Pennies for Friends" to assist members in third world countries and "Save the Sight" to prevent blindness in designated countries. They have sponsored environmental projects throughout the period and participated in "Making America Beautiful" in the 1960's.

The Council contributed to the national "Treasure Trails in the USA" produced by the national organization. Later, they produced an edition of

Leadership



New officers of SCEHC in 1978 were: Mrs. Dayton Swintz, Marion County, President; Mrs. Lessie Gore, Horry County, Second Vice President; Mrs. Mildred Siler, Marion County, Secretary; Mrs. Betty Buff, Lexington County, Director; Mrs. Evelyn Bruce, Marion County, Director; and Mrs. Gladys Mattison, Anderson County, Member-At-Large.

"Treasure Trails of South Carolina" to stimulate interest in historical locations in the state. A state quilt was completed in the 1970's with each county contributing a quilt square representing their county. As a result of the efforts of Senator Strom Thurmond, this quilt was displayed at the Smithsonian in Washington in November of 1977.

During 1976, a specific guide was developed for state and county Extension homemaker councils. Much of this policy had previously been unwritten and was passed by word of

mouth. It was felt that the guide could help homemaker leaders to run their organization more effectively as well as more independently.

In 1978, the council selected "Aid to the Physically Limited" as their main goal and programs were conducted throughout the state. Other program suggestions included child abuse, wife abuse, immunization programs, parent-child interaction, day care, or sitting for the young, elderly, and shut-ins. (Minutes, 1978)

Budget problems became apparent in 1979 and Mrs. Dayton Swintz, President, sent a letter to Clemson University administration detailing the council's concern for Extension Home Economics and the two unfilled positions. It was decided to also send letters to the congressional delegations and state legislative delegations urging increases in the budget for Extension. Later in 1979, a housing specialist position was filled, the Federal budget of USDA was increased, and the South Carolina Legislature increased the Clemson budget by \$100,000.



New Officers of SCEHC in 1979 were: Mrs. Eugenia Evans, Greenwood County, Member-At-Large; Mrs. Bee Cochran, Greenville County, Historian; Mrs. Mattie Mae Hill, Sumter County, Member-At-Large; Mrs. Betty Buff, Lexington County, First Vice-President; Mrs. Mary Haynie, Anderson County, Counselor; Mrs. Dayton Swintz, Marion County President; and Mrs. Madeline Lever, Richland County, Treasurer.



District Directors of SCEHC in 1979 were: Mrs. J. W. Mattison, Anderson County; Mrs. Claudia Peebles, Barnwell County; and Mrs. W.L. Bruce, Marion County.

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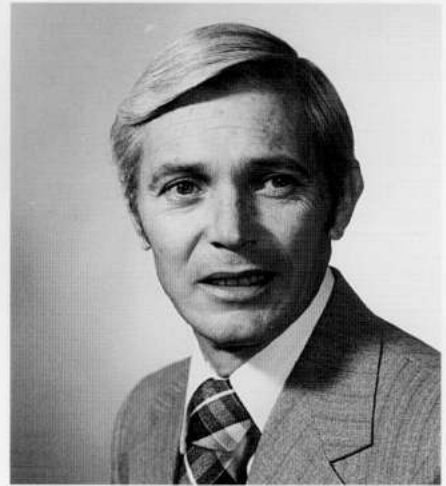
Following Dr. Craven's retirement in 1976, Dr. Virginia Greene became State Leader of Home Economics for a period of three years. Dr. Tom Mounter was named to the position of Assistant to the State Leader-Home Economics in 1979 with one of his major responsibilities being that of serving as advisor to the South Carolina Extension Homemakers Council. It is believed that Dr. Mounter was, if not the first, one of the first males in the country to serve in this role for this predominately female organization.



*Dr. Virginia S. Greene, State Leader
Extension Home Economics, 1976 - 1979*

Records of membership from 1965 through 1972 have not been located in any of the files or records. It is presumed that they were quite low. In 1973, the council reported 4,154 members, but in 1974 again no records are available. The lowest reported membership in the state council since 1921 was in 1975 with 3,500 members reported. After that a very slow, intermittent increase began to take shape as follows: 1976 - 3,986; 1977 - 4,622; 1978 - 4,742; 1979 - 4,488.

Membership



*Dr. Clyde T. Mounter Appointed State Advisor to
SCEHC in 1979*