

A 43.7. Vol. 1.

Science

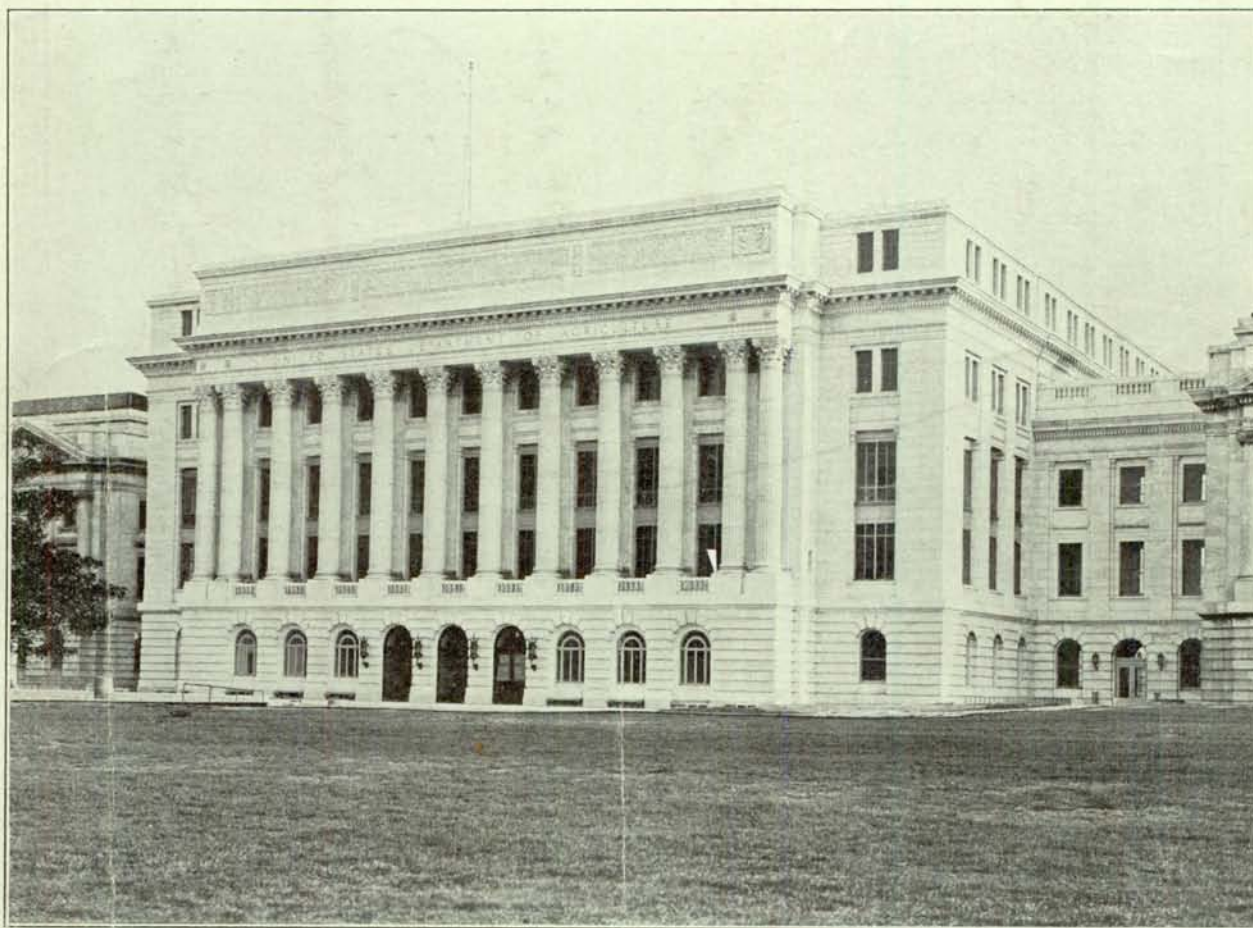
FINE FOR OVERDUE PERIODICALS SEVENTY DAYS

Extension Service Review



Vol. 1, No. 1

MAY, 1930



NEW ADMINISTRATION BUILDING, UNITED STATES DEPARTMENT OF AGRICULTURE

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

FOR SALE BY THE SUPERINTENDENT OF DOCUMENTS, WASHINGTON, D. C. - - - - SEE PAGE 2 OF COVER FOR PRICES

Table of Contents

	Page
Our New Publication. <i>C. W. Warburton</i> - - - - -	1
Necessity for Professional Improvement. <i>C. B. Smith</i> - - - - -	2
The Federal Farm Board. <i>Alexander Legge</i> - - - - -	3
Farm Board Facts - - - - -	4
Cooperatives to be Studied - - - - -	4
Farm Board Aids Michigan Cooperatives - - - - -	5
Virginia's Educational Campaign - - - - -	6
Extension Problems Needing Consideration. <i>H. W. Mumford</i> - - - - -	6
Beautifying Home Grounds - - - - -	7
Editorials - - - - -	8
Questions and Answers - - - - -	8
Economic Justice Through Organization. <i>Secretary Arthur M. Hyde</i> - - - - -	9
Fourth National Boys' and Girls' 4-H Club Camp - - - - -	10
Better Community Meals - - - - -	10
4-H Leaders Organize - - - - -	11
Extension Work in Hawaii - - - - -	11
Field Activities - - - - -	12
Announcements - - - - -	14
Service Information - - - - -	16

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent directly to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., MAY, 1930

NO. 1

Our New Publication

C. W. WARBURTON

Director of Extension Work, U. S. Department of Agriculture

WITH this issue the Extension Service of the department begins a monthly publication which is planned to reflect all phases of extension activity. The purpose of this publication will be to keep extension workers in every part of the United States acquainted with the latest results and methods in the extension field, to exchange news of activities in the various States, to be instructive, to indicate the sources of information and assistance helpful to the field, to center attention on the major objectives of extension work, and to encourage pride in the profession of the extension teacher. An organization such as the Extension Service, in which approximately \$25,000,000 is invested annually and which employs over 5,800 men and women trained workers will surely find a national extension journal a distinct aid to progress. The advantage of having each and every agent informed regularly, promptly, and effectively regarding new objectives adopted, new policies formulated, and new teaching methods developed is readily apparent.

The department Extension Service has endeavored in the past to reach the field through a number of mimeographed periodicals covering such phases of its activities as boys' and girls' 4-H club work, county agricultural agent work, home demonstration work, extension work in home management, horticulture, plant pathology, animal husbandry, forestry, and poultry. These mimeographed publications are being superseded by the REVIEW which will deal with all phases of extension work and will carry representative material in each field.

The need of a printed national extension publication has been felt for many years and from time to time efforts have been made to establish one. As early as July 17, 1915, C. B. Smith, now Chief of the Office of Cooperative Extension Work and at that time in charge of extension work in the Northern and Western States, sent a memorandum to A. C. True, director of the States Relations Service, recommending such a publication. In

this memorandum, Doctor Smith made a strong plea for "a systematic extension publication that shall represent the entire service and meet a need that is now felt by this office and all the extension force of both the department and the colleges with which we come in contact in the field." Doctor Smith then went on to detail what he conceived to be the form and extent of such a publication and it is interesting to note that the present REVIEW will incorporate many of the ideas he then outlined.

Nothing tangible developed from this memorandum but the idea did not die. From time to time, during the past 15 years, the subject was revived only to be met with difficulties in obtaining authorization and funds for printing such a publication. As the years passed and the extension organization became larger and more complex, it became imperative that means from a national standpoint be developed for reaching and assisting the field worker. These means took the form of circular announcements and mimeographed bulletins which have grown greatly in number as the demand for such information increased. Numerous mimeographed bulletins have been issued at stated times, either quarterly or monthly. Although this mimeographed material has proved helpful, such a method of publication is only a temporary expedient.

Recently the demand for a regularly printed publication has become insistent. The subject recurred with increasing frequency and had many advocates both in the field and in the department. Not only those connected with the administration of the Extension Service but the Office of Information, through its director, Milton S. Eisenhower, advocated such a publication. As a result, on January 16, 1930, Secretary Hyde sent a letter to the Bureau of the Budget strongly advocating the publication of an extension service house periodical. On January 22, the Director of the Budget authorized the issuing of the publication by the department and the EXTENSION SERVICE REVIEW, a dream of 15 years, became a reality.

The REVIEW will feature from month to month statements or stories of outstanding extension accomplishments and methods. In this way it will be able to present a picture of extension progress that should be an inspiration and help to every extension worker.

The field will be represented as fully as our space permits by news items, statements, and stories contributed by the several State extension services. It is to be hoped that every worker in the field will come to feel a personal interest in this publication and will make every effort to contribute to its success by furnishing material of outstanding interest and value to other workers.

In view of the fact that the extension forces are cooperating closely with the Federal Farm Board in its educational program, the REVIEW will from time to time direct the attention of our field agents to statements issued by the board, to facts and data obtainable from it, and to any publications or other teaching material which may be made available by the board for extension use.

The REVIEW will contain an editorial page in which will be reflected the policies and opinions of the Extension Service. We hope these editorials will be of help to extension workers and will serve to strengthen extension field activities. Administrative announcements and important changes in organization and personnel will be published month by month as occasion warrants. New publications of interest to extension workers will be listed from time to time. This publication will also carry information on important decisions, policies, and plans affecting the extension organization of the country and on the various services available from the Department of Agriculture. It is our hope to present in the REVIEW the best type of pictures illustrative of extension activities so that we may see as well as read what the service is accomplishing. We hope to make the EXTENSION SERVICE REVIEW in the fullest sense what its name implies, the official organ of the entire field force as well as of the Washington office.

Necessity for Professional Improvement

C. B. SMITH

Chief, Office of Cooperative Extension Work

County agents are limited in their training. Taking all the county agents, both men and women, in 16 States as a sample of the whole United States and examining into the training of each, we find that 69.6 per cent have a bachelor's degree; 3.2 per cent a master's degree; and 3 per cent a doctor's degree; 18 per cent have only limited college training; and 9 per cent no college training. There is thus a total of around 27 per cent that have had only limited or no college training.

Each day the county agents are sounded to their depths and their well of knowledge drawn upon to the limit. That they feel the need of going up to the university from time to time to replenish their stock of knowledge goes without saying and needs no long-drawn-out argument.

Our reports show that, notwithstanding the desire of farmers during many years for help in the field of agricultural economics, we have been giving them on the whole an average of but 4 per cent of the time of county agents and specialists, covering more particularly farm management, marketing, and rural credit as specific projects. Ninety-six per cent of the time of these agents for the past five years appears to have been given to production and miscellaneous matters.

The report of the county agents for 1928 shows that, out of about 2,400 county agricultural agents employed, but 1,144—less than half—gave any attention to farm management; only 73 gave attention to farm credits; but 1,027 out of the 2,400 gave attention to cooperative marketing. We have no record as to how many may have given assistance to the farmer in crop and stock insurance, farm taxation, and like matters, but from our general observation in the field we know there were not many.

Although the Federal Department of Agriculture and some of the State agricultural colleges have been getting out agricultural outlook material for the past six years, supplemented by intentions to plant and breed data and information on price trends, hardly more than one county agent in three or one extension specialist in three in 1929 used this information with their farmers or took any substantial part in its dissemination.

A few of the States—not more than can be numbered on the fingers of both hands—are doing magnificent work in some phases of the field of agricultural

economics. At least 50 per cent of our States, however, are engaged only haltingly in this field.

And, why haven't the county agents and extension specialists undertaken more work in the economics field during the past 15 years? In the face of the farmer's solicitation and urge, why have so many hesitated? The fault would seem to go back to our colleges of agriculture. Most of the colleges have failed to give the county agents adequate training to make the agents feel sufficient confidence in themselves to advise the farmer in the economics field.

The county agent has been put out in the county and told to make good. He has emphasized in his work the things he was taught and knew best. These have been largely in the field of production. He has succeeded so well in this field that it is now possible to produce each year more of practically any commodity than the nations will take and pay a reasonable price for. In fact, the real problem now with many commodities is to restrain rather than to accelerate production. With production in some degree met, the time has come to give more attention to economics if we are to serve the farmer and the public in the most effective way.

Meanwhile, the field is white for the harvest. The Farm Board is here. Extension is called upon to give service in the economics field now. Only part of our forces are adequately trained for the work. What are we to do? This seems like a case where vital professional improvement is involved.

Moreover, we must recognize at the outset that it is not a case of taking on just one more man or two more men in the whole broad field of economics, but rather of training a number of men for the various fields of economics. Also, it is not practicable for every county agent to get away to college, even if he has the desire to do it. Training will have to be given most of them, therefore, where they are. We have to take the college, knowledge, and help to them in the field, and build up in the county agents confidence so that in future they can handle economic information as they handle production. This will probably have to be done through the aid of economic extension specialists, through short courses held at the college from time to time for extension forces, and through granting to the county agents some form of sabbatic leave. It would seem that

the colleges that failed to give these agents a working knowledge in agricultural economics when they were students at the college are under strong obligation to be liberal in helping them to obtain additional training now that the agents have become representatives of the college in the counties and are being solicited for help by farmers in connection with all phases of agricultural economics.

If we are to build up a strong extension force that meets expectations in these times of agricultural efficiency of the farmers, a force that has knowledge and courage and whose counsel is sound; if we are to build up morale and satisfaction in the force, we must provide a way for its growth. Extension agents will gladly do the economic work when they have the economic knowledge. Let us help them to the limit in their effort for further professional training in this field or in any other field in which training is needed.

We best serve our own interests as administrators and as colleges and the farmers' interest when we best serve the interests of extension agents and provide ways for their professional improvement and advancement.

An Effective Slogan

The value of a good slogan, consistently and persistently used, is being demonstrated in Florida where the nutrition specialist, Mary A. Stennis, three years ago began to use the words, "Food, Nutrition, and Health." This slogan has appeared as the main title of all State bulletins used by home demonstration agents in their food and nutrition work among girls and women. This work emphasizes the importance of an adequate food supply, the use of home-grown fruits and vegetables, meal planning, and food preparation and preservation for maintaining health.

Under this slogan, during the past three years, women's home demonstration clubs held milk-for-health campaigns, established school lunches in rural and consolidated schools, cooperated in preschool child clinics, and team demonstration contests in salad making and bread making. The 4-H club girls prepared themselves to enter local, county, district, and State health contests and posture contests, and have given team demonstrations showing the contribution of foods to health and growth. One contest emphasized improvement in health and the best individual nutrition habits for a club girl, including the spread of her influence to other individuals in her family and community.

The Federal Farm Board

ALEXANDER LEGGE
Chairman, Federal Farm Board

The Federal Farm Board, created under the agricultural marketing act passed by the recent special session of Congress, is charged with the responsibility of placing agriculture "on a basis of economic equality with other industries, and to that end to protect, control, and stabilize the currents of interstate and foreign commerce in the marketing of agricultural commodities and their food products." The methods prescribed for doing this are:

1. By minimizing speculation.
2. By preventing inefficient and wasteful methods of distribution.
3. By promoting the establishment and financing of a farm marketing system of producer-owned and producer-controlled cooperative associations and other agencies.
4. By aiding in preventing and controlling surpluses in any agricultural commodity through orderly production and distribution.

The agricultural marketing act is designed to enable farmers, through collective action, to control the production and marketing of their products. The board is fostering a system of local, State, or regional cooperatives amalgamated or federated into national commodity cooperative sales agencies. To participate in this program the individual farmer needs only to belong to a qualified cooperative marketing association handling his particular commodity.

Under the terms of the agricultural marketing act, the board may, with exceptions not here important, lend only to cooperative associations which are qualified under the Capper-Volstead Act of 1922.

To qualify under the Capper-Volstead Act, the cooperative must be composed of persons engaged in the production of agricultural products, as farmers, planters, ranchmen, dairymen, nut or fruit growers, acting together in associations, corporate or otherwise, with or without capital stock, in collectively processing, preparing for market, handling and marketing in interstate and foreign commerce, such products of persons so engaged. Such associations may have marketing agencies in common; such associations and their members may make the necessary contracts and agreements effecting such purposes.

Under the provisions of the act, however, such associations shall be operated

for the mutual benefit of their members and conform to one or both of the following requirements:

"1. That no member of the association is allowed more than one vote because of the amount of stock or membership capital he may own therein, or

"2. That the association does not pay dividends on stock or membership capital in excess of 8 per cent per annum."

Another requirement of the act is "that the association shall not deal in the products of nonmembers to an amount greater in value than such as are handled by it for members."



Alexander Legge, Chairman of the Federal Farm Board

In order effectively to carry out the provisions of the act, the board has already assisted cooperatives handling grain, wool, and mohair, cotton, and beans in the formation of national cooperative sales agencies for these commodities. Other cooperative groups are being afforded similar assistance. Whenever such national cooperatives are formed it is the policy of the board to extend the benefits of the agricultural marketing act to local, State, or regional cooperatives only through the national organization representing their commodity.

The measure of success of this venture will depend upon the understanding the farmers have of the possibilities of the law and their willingness to help them-

selves to obtain its benefits. Extension workers can render agriculture a great service by carrying the proper interpretation to the farm home.

When a commodity has been designated and a national marketing association set up to handle that commodity, when its management has been approved by the Federal Farm Board and its financial position in the industry made secure and to the farmer dependably assuring, then that association should attract the rank and file of farmers who produce that commodity wherever located. Extension workers may advise farmers to market their crop through a local cooperative unit, conforming with the requirements of the Capper-Volstead Act of 1922, to be handled through an approved cooperative national agency.

Extension workers can cooperate with the Federal Farm Board in assembling information regarding the need for cooperative organization of various groups of producers of agricultural commodities. They can arrange conferences of representatives of State agencies and of the Federal Farm Board for considering programs and policies relating to such organization. They can assist in arranging meetings of producers to hear discussions of plans for organization; and they can secure for growers and other interested persons, copies of by-laws, contracts, outlook reports, charts, and other data relating to the project under consideration. They can cooperate with Federal and State agencies in making regional surveys of cooperatives in order to assemble and analyze data to be used as a basis for organization programs and to enable specific cooperatives to make changes in their business set-ups necessary to bring them within the requirements of the Capper-Volstead Act. They can assist the cooperatives in countless ways, by furnishing advice and information, after the organization has been set up. In a word, they can be of inestimable value to the success of the cooperatives.

It is evident to all that an important and complicated task has been assigned the Federal Farm Board. It is equally evident that success will depend in a large measure on the cooperation given to the board by other Federal, State, and local agencies working for the development of agriculture. The Division of Cooperative Marketing in the Department of Agriculture has been transferred to the board. A fine group of trained workers are at our command. We are having splendid cooperation and support from the Department of Agriculture and other Government and

State departments. We are having the best of cooperation from the Federal Reserve Board, the Federal Intermediate Credit Banks, and the Federal Farm Loan Bureau in fitting into the established system of rural credits the supplemental financial assistance the Federal Farm Board is giving to cooperative associations.

With the earnest support of the extension workers throughout the land in the development and prosecution of cooperative programs of mutual interest, the work of the Federal Farm Board, under the agricultural marketing act, will be advanced immeasurably.

Farm Board Facts

In what general way does the Federal Farm Board plan to help improve the farmers' marketing system? What must the farmer do in order to market his products through a central or national sales agency owned and controlled by farmers and recognized by the Federal Farm Board? What is an advisory commodity committee? What is meant by a stabilization corporation, and what is the position of the Federal Farm Board on the subject of stabilization? Can individual cooperative associations borrow money directly from the Federal Farm Board?

These and other pertinent questions concerning the activities and policies of the Federal Farm Board are discussed in a recently issued publication known as Circular No. 1, entitled "Questions and Answers." Forty-three general questions most commonly asked about the board and its program of improving farm conditions through more efficient marketing methods have been briefly but thoroughly covered in the circular. Only those activities of the board which are general in scope are discussed. No attempt was made to cover questions concerning plans for the marketing of any individual farm commodity. The questions and answers are classified into sections covering five main topics: General, organization, commodities, stabilization, and loans. The following excerpts from Circular No. 1 indicate the method of treatment:

Q. In what general way does the Federal Farm Board plan to help improve the farmers' marketing system?

A. First, by helping farmers organize into cooperative marketing associations. Second, by aiding in federating these associations into district or regional selling units and, wherever possible, into national sales agencies. Third, by assisting them through loans and in de-

veloping highly efficient merchandising organizations.

Q. What other major objectives does the Federal Farm Board have?

A. To assist farmers through collective action in controlling the production and marketing of their crops; to encourage the growing of quality crops instead of more crops; to aid in adjusting production to demand.

Q. What would be the effect on consumers of agricultural products if farmers limited production to harmonize with demand?

A. The Federal Farm Board is working on the theory that the production of farm products in excess of normal marketing requirements is a waste. It injures the producer without benefitting the consumer. The consumer requires and should have a normal supply of food and textile products of high uniform quality. The producer desires a supply which can be sold at prices that will assure him a reasonable profit on his farm business. The development and maintenance of a condition of stability with regard to production and price will benefit both producers and consumers. Such coordination of supply and demand is a problem to which the farmer cooperatives must give further attention, and in the solution of which the Federal Farm Board must render all possible assistance.

Q. Can farmers build up a cooperative system of marketing with the aid of the Federal Farm Board that will reduce fluctuations in prices of farm products, yield the farmers larger incomes, and yet not raise prices to consumers of farm products?

A. The Federal Farm Board believes this can be done.

"Questions and Answers" was prepared in response to a nation-wide demand for a publication outlining information about the policies and operations of the Federal Farm Board. The board believes that it will aid greatly in dispelling much of the existing misunderstanding.

Copies of Circular 1 were sent to all extension workers. Additional quantities of the publication can be obtained by any extension worker through his State director of extension or the Office of Cooperative Extension Work, United States Department of Agriculture, Washington, D. C.

Fifteen 4-H club summer camps will be held in Minnesota during the months of June and July. Club members from 20 counties will take part in these camps, 10 of which will last 3 days, 3 for 4 days, and 2 for a full week.

Cooperatives to Be Studied

The Federal Farm Board and the land-grant colleges of the Northeastern States have undertaken a thorough study of cooperative associations in this territory. The board approved making the study on January 13, upon the recommendations of Commissioner C. S. Wilson, of the Federal Farm Board; W. I. Myers, agricultural economist of the New York State College of Agriculture; C. E. Ladd, director of New York Extension Service, chairman; and T. B. Symons, director of Maryland Extension Service, secretary of the committee of the land-grant colleges of the Northeastern States which has been giving consideration to ways in which the Federal Farm Board and the colleges might cooperate. The board further made available \$30,000 to finance the study and designated Doctor Myers as its representative in contacting with the various State colleges and in organizing the study in cooperation with them.

The study is being undertaken with the following objectives:

1. To determine the type of business of the many scattered local cooperatives in these States as a basis for the establishment of sound regional cooperatives.

2. To obtain detailed information concerning the volume of business, financial condition, and costs of operation of each cooperative. A careful analysis of the operations and financial condition will reveal inefficiencies in operation and weaknesses in financial structure which should be corrected in order to put these cooperatives on a sound basis.

3. To provide the basis for effective extension work by the numerous States with these cooperatives in order to get them on a sound, efficient basis.

4. To find out which, if any, of these cooperatives are not organized in accordance with the provisions of the Capper-Volstead Act.

5. To indicate to the people of these States that the Federal Farm Board is interested in their peculiar cooperative problems and that it is anxious to assist in the solution of these problems.

6. To enable the Division of Cooperative Marketing of the Federal Farm Board to correct and bring up to date its records of cooperative associations in these States.

Information regarding each active local cooperative business organization in these States will be obtained by personal visits to be made by trained investigators of the colleges and the board. All such information obtained will be

considered confidential and will be used principally in the computation of totals and averages. No information will be published that might reveal the identity of any cooperative association. After completing the field work, the results for each State will be tabulated and studied. Both the field work and the tabulation will be supervised by representatives of the Federal Farm Board so as to insure comparability of methods and results. Field work will begin not later than July 1, 1930, and will be completed as rapidly as possible.

The action of the board was indorsed by the agricultural committee of the New England Council, meeting in conference with Commissioner C. S. Wilson on February 24. Subsequently the committee of the land-grant colleges of the Northeastern States met in New York City on February 28, and discussed the details of the proposed study under the chairmanship of C. E. Ladd, director of the New York Extension Service. Preliminary reports on what the land-grant colleges of this area were doing in the economic field were made as follows: On extension, by H. J. Baker, director of the New Jersey Extension Service; on research, by W. L. Slate, director of the Connecticut Experiment Station, New Haven; and on teaching by Director Ladd. The committee authorized these men to put the data obtained in the form of a preliminary report to the Federal Farm Board, and further authorized them to form committees on these three phases of the work of the colleges to assist them in developing further data which would be helpful in meeting the economic situation.

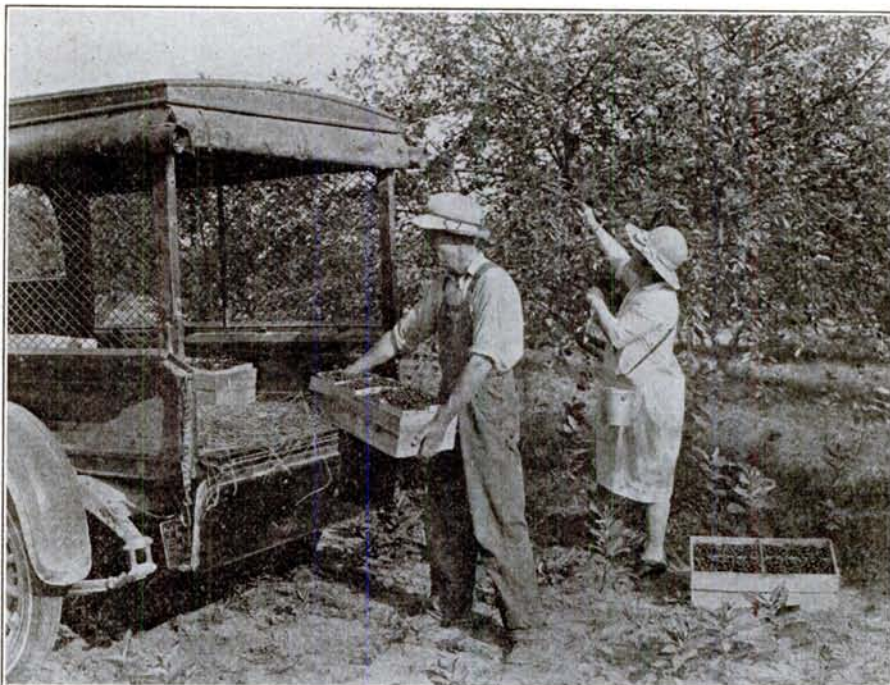
Other members of the committee in attendance were S. W. Fletcher, of Connecticut; J. C. Kendall, director of the New Hampshire Extension Service; and Director Symons of Maryland. By invitation of the committee there were also present: J. L. Hills, dean of the Vermont College of Agriculture; N. T. Frame, director of the West Virginia Extension Service; and Florence E. Ward, regional agent for the Northeastern States, United States Department of Agriculture.

A pottery club, which might be classed under the house-furnishing project, was organized at the Zuni Indian Day School in McKinley County, N. Mex. The members received their instruction from an Indian woman in the village who taught them all the steps in pottery making. This is the second year they have had a club of this kind in that school.

Farm Board Aids Michigan Cooperatives

The passage of the Federal marketing act making funds available for the use of cooperative associations which could meet the requirements set by the Federal Farm Board found Michigan with five established cooperative groups with a combined membership of 60,000 farmers. These were the Michigan Potato Growers Exchange, the Michigan Milk Producers, the Michigan Elevator Exchange, the Michigan Livestock Ex-

The representatives of Michigan and Wisconsin fruit growers met the Federal Farm Board in December, 1929, and asked for lines of credit to assist in handling fruit produced in the two States. The cherry growers asked for \$720,000 to build or purchase processing and canning plants; and the apple, peach, and grape growers of southwestern Michigan asked for \$1,200,000 to make it possible to obtain the plants needed to handle these fruits.



Loading Michigan cherries for market

change, and the Michigan Fruit Growers (Inc.). These cooperative groups have developed in the past 13 years during which cooperative marketing work has been one of the major projects of the extension service of the Michigan State College. Throughout the period of development of these groups the staff of the extension service has advised and assisted in their growth. Consequently, when these groups came to seek financial assistance under the Federal marketing act, they asked the extension service to give them assistance in preparing their case for presentation to the board. Gifford Patch, jr., specialist in agricultural economics for nine years was given the task. Mr. Patch together with J. F. Cox, dean of agriculture, and V. R. Gardner, director of experiment stations, have helped the Michigan delegates in presenting their case to the Federal Farm Board.

Both credits were granted under certain conditions which had to be fulfilled before the money became available. The cherry growers were required to obtain approved crop contracts for 60 per cent of the total tonnage of cherries grown in the producing areas. This has been done, and the organization has now asked the board for the release of the first funds for the purchase of a processing plant.

The work of the other fruit groups has gone steadily forward in qualifying for Federal assistance. The groups are being merged into the Great Lakes Fruit Growers (Inc.) and crop contracts, 50 per cent of the total tonnage, are being obtained. State college extension men aided both marketing bodies in meeting the conditions imposed by the board.

In January, the Michigan Potato Growers Exchange presented its case to the Federal Farm Board and asked for a

loan of \$55,000 to finance the storing and marketing of certified seed potatoes. The loan was granted and the money has been used for the purposes for which it was requested.

Money loaned by the Federal Farm Board to Michigan bodies is secured by first mortgages on business properties and the interest rate is determined by the rate on Federal obligations on the day when the loan is granted. The cooperative organizations are granted the lowest interest rate which the Government pays that day.

Virginia's Educational Campaign

The Virginia Extension Service has under way an educational campaign in cooperation with the Federal Farm Board in the tobacco-growing counties of the State, looking to the organization of producers on a basis that will permit the board to render assistance to the industry.

W. S. Green, of Burkeville, is employed by the Federal Farm Board to cooperate with the extension division and the State department of vocational agriculture in putting on this campaign. The educational work is being done by county extension agents, teachers of vocational agriculture, and local leaders, through holding local meetings in every community where the tobacco growers are willing to come together to discuss the following questions:

1. What the Federal Farm Board can do to help the tobacco growers.
2. The present situation in regard to the production and marketing of tobacco.
3. What the farmer must do to become a qualified cooperator.
4. What essential things should be included in a contract for cooperative marketing?
5. How to set up a cooperative tobacco association should one be desired.

As the first step in this campaign of education, leaders' training conferences were held in Chatham, South Boston, South Hill, Farmville, and Lynchburg. At these conferences the county agents, teachers, and local committeemen were given accurate and uniform information on the subjects mentioned above, and they were trained in methods of presenting this information effectively at local meetings. Local follow-up meetings are being held at from 3 to 10 points in each tobacco county looking toward the adoption of a uniform marketing agreement.

Extension Problems Needing Consideration

H. W. MUMFORD

Dean, College of Agriculture, University of Illinois

I should like to discuss briefly two things in connection with extension work that seem to me to need the serious consideration of colleges of agriculture throughout the country. I say colleges of agriculture because they are the agencies in cooperation with the Federal Department of Agriculture, to which have been delegated the responsibility for administering and directing the extension work in the 48 States and Hawaii.

It is safe to say that there has been a decided improvement in extension personnel through the year. This statement, as hopeful as it may seem, is not a complete answer. In considering the question of personnel, I am inclined to approach it with the question: From county, State, and national standpoints are the men and women now in the service better able to meet the problems of the Extension Service, as they present themselves to-day, than were these same or different people to meet the problems of earlier years?

Obviously, we are each entitled to our own opinions. It is my opinion that, from the standpoint of personnel able to cope with present-day problems, we have held our own and perhaps gained a little, but not enough to brag about. This opinion is based, not so much on the relative quality and training of the personnel, as it is on the rapidly growing complexity of problems with which the Extension Service is confronted and on the fact that we are confronted with an actual reduction in available men, principally as a result of a material reduction in enrollment in colleges of agriculture throughout the country over the past few years. Not only has the actual number enrolled been much reduced, but the graduates have been less enthusiastic about taking up definite agricultural careers. In the main, the agricultural depression has been the cause. Regardless of the cause, however, it is a fact that must be reckoned with.

From some standpoints the frequency with which changes in the personnel of the Extension Service have taken place has been a handicap to the work. However, the time is opportune, I believe, to give serious consideration to the question whether under present circumstances length of service is necessarily an asset. I do not need to discuss the many reasons why more frequent changes have been impracticable in the past, even if they had been desirable. Suffice it to

say, that some of these reasons will not operate in the future with the same force as in the past, and we may now ask: How long may a county agent, farm adviser, a subject-matter specialist, or a supervisor remain in extension work with advantage to the work? Has it not been rather generally accepted that the more experienced an extension worker is, the more valuable he is? I am wondering if that is now true as a general rule.

Some will say there can be no general rule that will hold true in all cases; the answer in any given case will depend upon the individual involved. Granted, but are there no logical reasons why a county or State worker is likely to be more valuable the first few years than after he becomes a confirmed extension man? The advantages of accumulated experience to an extension worker are well understood, and are likely to be given their proper weight as against any possible disadvantage we may list in connection with long-continued service; but the disadvantages I think have been given less consideration than they warrant.

I have observed that there is a tendency among some of the extension specialists who have been long in the service to lose some of their enthusiasm and zeal in the work. They are confronted, no doubt, with the same depressing effect which the speaker experiences who is obliged to deliver the same address over and over again, or the actor who plays the same part in a play for the hundredth performance. Only a genius can maintain enthusiasm and zeal under such circumstances. A tendency develops to rely upon cleverness and the arts of the public speaker, rather than upon the appeal and value of the subject matter. Some extension specialists, too, can not resist the temptation of building up a personal following rather than a following for agriculture and the institution they represent. There is danger also of following a standardized technique and program rather than being alert to improve what is offered and the method of offering. One defense of the specialist may be that he does not have time to do otherwise. Whatever may be said against the practice of placing on the subject-matter extension specialist some responsibility for experiment-station work, there is much to be said in favor of his having the mind and the point of view of the investigator

toward the methods he uses in presenting his material.

In the objectives of extension work the development of the farm home has not had the emphasis, I believe, that it merits. The raising of rural standards and ideals in matters of home comforts and conveniences, so that children may have suitable environment for a well-balanced development, should be given more serious attention in plans for agricultural improvement. Only a few months past, I overheard a prominent home bureau woman in Illinois say that not infrequently farm women would sit and listen attentively for the better part of a day to a program of especial interest to men, such as best methods of raising pigs, feeding dairy cows, or of selecting seed corn; but if a woman attempted to speak on raising children, the men would either walk out, would be indifferent, or would go to sleep. This is bitter medicine for a man to take, and I am not altogether prepared to accept the statement without some reservations. However, I am convinced that not enough thought and emphasis have been put on the rearing of children and the development of the farm home. The fact that there is an increasing interest in and a demand for home-economics extension and boys' and girls' club work is one of the significant developments of recent years.

I am wondering what the various answers would be if we were to try to say what has been the most important accomplishment of the agricultural extension work in the United States since the enactment of the Smith-Lever law. We doubtless should not all answer the question in the same way. A considerable number would say that it has been the wider dissemination of farm facts among farm people. If that be true, then the stated purpose of the act has been accomplished. But just as a by-product of an industry sometimes becomes more important than the main product, I should say that the development of rural leadership which has come incidentally in the attempt to disseminate facts, has been the great accomplishment of Smith-Lever extension work. Among a body of people used to relying on themselves, used to individual responsibility and individual accomplishment, it is natural to find the characteristics which, given the opportunity, make capable leaders. In the councils of the nations, we now have men who have come up through farm-organization movements, which in turn have been stimulated, aided, and in some instances, developed through the Smith-Lever work.

If I were asked what is the greatest need of the extension service, I should say a better-trained staff, which spends as much time in finding out what needs to be done as it does in attempting to get others to believe that they should do it. I believe that the next 10 years of extension work will be more exacting than the last 10 years. I believe that we should be more concerned in doing thoroughly well what we are doing than that we should try to reach the last man. I believe that we shall need to give more attention to the proper balancing of our programs; that we shall need to begin at once to develop methods that will stimulate, rather than stifle, individual thinking among the mass of farmers, for most certainly the farmer should look forward to the time when he can think through the most of his problems himself rather than feel impelled to call upon an expert to answer most of his questions.

Scrub Bulls Eliminated

All scrub dairy bulls have been eliminated from Catawba County, N. C., following a campaign put on last year by J. W. Hendricks, county agricultural agent, assisted by F. R. Farnham, dairy extension specialist, and the county is now the third in North Carolina and one of the few in the United States that has only purebred dairy sires within its borders, announces John A. Arey, in charge of dairy extension work at the State Agricultural College.

The campaign to eliminate the scrub dairy sires was begun in Catawba last March with a farm-to-farm survey made to locate all scrubs. The survey disclosed that there were 66 such animals and 86 purebreds. Mr. Hendricks then addressed a letter to the owners of the scrub stock asking them to cooperate in freeing the county of the low-grade animals. A list of breeders having purebred bulls for sale or for use was inclosed.

This letter was followed by another personal visit from the county agent and the extension dairyman, until finally last September four large community sales were held. Butchers were invited to attend these sales and to bid on the scrubs which had been gathered at the four convenient points. In this way, 28 animals were sold at auction for beef. Follow-up work on the part of the extension forces resulted in each of the remaining animals being disposed of until now the last scrub of breeding age has been removed.

Beautifying Home Grounds

"Three hundred and forty-eight homes in the counties of the Macon district of Georgia are enrolled in contests and campaigns to beautify home grounds," says Rosa McGee, district home demonstration agent. "Study groups are organized, and the fundamental principles of landscaping are taken up in reading and group discussions, lectures, and demonstrations. A study of shrub selection is made. Tours are made to nurseries and to homes that have been landscaped. Groups of people go to the woods to study and identify native shrubbery that is adaptable for base planting and grouping. Plans of the home grounds are drawn to scale, and after the study and selection of shrubbery and trees are made the plan for planting is finished. During the fall and winter a great deal of planting is done. Many women propagate some of the plants which they use about their homes. They also have exchange days when they bring to one place the plants which they wish to exchange. In this way greater results are accomplished with less expense. This plan spreads information regarding the growing of different kinds of plants.

"The grounds of schools and churches have also come in for their share of consideration. With the help of all in the communities, some school and church grounds have been planted in one day as a demonstration. Careful planning is necessary if this is to be accomplished. The home demonstration agent in Sumter County gives the following description of how this was done: 'The county home demonstration council requested a plan for planting the grounds of one of the schools. The help of H. W. Harvey, the State horticultural specialist, was secured. At the January meeting of the community home demonstration club, a list of the native shrubbery that was suitable to use and that could be found was made. We listed the shrubbery that could be contributed by the women and the shrubbery that we could buy; made a planting plan, and estimated the number of different shrubs and trees needed. When the day which had been agreed on for the planting came, different women brought various native plants. An estimate of the fertilizer, labor, and tools needed had been made. Six wagon loads of fertilizer were brought and eight negro men with tools came to work. The women prepared and served lunch to the group. Five hundred plants were set out during the day. The planting of the grounds around both the school building and the teacher's home was finished that day.'"

Extension Service Review

Issued monthly by the **EXTENSION SERVICE** of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C. by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

MAY, 1930

The Review

With this, the initial number of the **EXTENSION SERVICE REVIEW**, the Extension Service of the United States Department of Agriculture begins the publication of a monthly periodical that is greatly needed to aid the work being done in the field. The origin of the **REVIEW** is briefly mentioned in an article printed elsewhere. It is the intention of the service to keep this periodical on a high plane and to endeavor to reflect in its columns the accomplishments and methods of the extension forces. The **REVIEW** is planned to be the spokesman of the entire service, and we trust that the workers in the field who are on the front line of extension activity will make this publication their own. It will publish from time to time pertinent articles concerning extension work contributed by outstanding leaders. It will carry stories of accomplishment in all the fields it serves, and will outline methods of procedure that have proved to be valuable in extension teaching. The **REVIEW** not only welcomes contributions from the field but urges its readers from every State to supply timely stories on extension activities. It is hoped that this publication may prove a faithful and vivid record of extension progress and development.

Extension's Opportunity

The Federal Farm Board now has under way the national organization of marketing facilities and finance for 11 of the great agricultural commodities. Whether or not this program succeeds

depends largely on how well the individual farmer understands and supports it. Speaking on this point Chairman Legge of the Federal Farm Board says in this issue of the **REVIEW**, "The measure of success of this venture will depend upon the understanding the farmers have of the possibilities of the law and their willingness to help themselves to obtain its benefits. Extension workers can render agriculture a great service by carrying the proper interpretation to the farm home."

This statement is an invitation and a challenge to extension forces. It is an invitation to make the educational contribution to the new national program for agriculture that will help establish its success. In so far as farmers throughout the country are able to operate local cooperative associations as efficient units of a national marketing organization, to that extent the new program will succeed. With intelligent understanding to do his part the farmer can reap, through such cooperative effort, the full benefit of the agricultural marketing act. Extension workers can help materially in giving him this understanding.

The Federal Farm Board believes the extension worker to be ideally situated and equipped to tell the story of organized marketing to the farmer and to gain his support for the cooperative movement. This belief on the part of the board is a challenge to the ability and reputation of the extension worker.

Contests

The contest, as a means of arousing interest and obtaining attention, is as old as advertising and education. Extension agents have used successfully contests in poster making, in production, in exhibits, and in skill.

Within recent years manufacturing and business concerns have cooperated with the county extension agents in supplying suitable prizes for educational contests conducted by extension workers. Certain principles govern the proper use of prizes in these contests. They should be of a nature to contribute to the educational program of the county. They should be offered in a way to create a broad interest in the practice to be taught. In making awards attention should be focused on better practices encouraged by the contest, and not on the prizes or their donors.

Some commercial organizations have requested the cooperation of extension workers in conducting contests that involve the use of trade-marked goods by the contestants. Such purely advertising efforts on the part of manufacturers

and merchants should not be confused with those conducted on a sound teaching basis in which the contest serves to obtain the interest and attention of a large number of people in an educational way. Extension workers wisely refuse to cooperate in advertising contests promoted by manufacturers and merchants involving the use of their goods by the entrants in a contest. While such efforts on the part of business men may be considered ethical from the standpoint of trade promotion, the extension worker can not lend his support or sanction to such an enterprise under the guise of educational effort. It is gratifying to observe the care with which proposed contests at the present time are scrutinized by the extension worker and his refusal to lend his name and office to any scheme that has as its primary purpose the increase of the immediate sale of goods to farming people.

Questions and Answers

The **REVIEW** from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. Which States pay all the salary of county extension agents from State and Federal sources?

A. The States of California, Delaware, Nevada, Pennsylvania, Utah, and Territory of Hawaii pay all the salary of the county agricultural agents from State and Federal sources, California, Connecticut, Delaware, Nebraska, Nevada, Oregon, Pennsylvania, Utah, and Hawaii pay all the salary of the county home demonstration agents from the same sources. Hawaii also pays all field expenses of county agents from Territorial sources.

Q. Does the Federal retirement act apply to cooperative extension employees?

A. The Federal retirement act applies only to civil service employees of the department. The cooperative employees are not entitled to the benefits of the act.

Q. Will a letter addressed to the Office of Cooperative Extension Work reach the proper person or must it have a specific address to receive proper attention?

A. A letter addressed to the Office of Cooperative Extension Work will be forwarded to the proper section for attention and will receive the same consideration as one addressed to an individual in the office.

Economic Justice Through Organization

Excerpts from Secretary Hyde's Speech to the Fifteenth Annual Convention of the Illinois Agricultural Conference at Springfield, Ill.

It is a happy and helpful thing that everybody is thinking on farm problems. Diverse results are to be expected. Nevertheless, you may start your reasoning at any given point on farm questions and your logic will, in the end, bring you inevitably at grips with the problem of the surplus. By surplus I do not mean merely the carry-over. Some carry-over is necessary. Nor does surplus always mean the margin over domestic consumption. Of some products, such as cotton, we shall always be exporters. The surplus with which farm thinking must busy itself is that part of the crop which the market, domestic or foreign, can not absorb without disastrously breaking the price.

American agriculture is overexpanded. We produce a price-breaking surplus of many staple crops. Other factors contribute to complicate the farm problem. Overexpansion is fundamental.

There is nothing new in all this. Agriculture has been greatly expanded, both at home and abroad. The facts are well known. The question is not as to conditions, but as to the method of dealing with them.

There are those who maintain that it is the duty of the farmer to express himself in the largest possible production, that he who makes two blades of grass grow where one grew before is a public benefactor; that the farmer has not only the right but the duty to produce as much of the crops which he raises as the greatest possible acreage, the most scientific methods, and his own best efforts will permit.

If this theory is to prevail, then logically we should encourage a larger acreage per man; an increasingly scientific, mechanized, and intensive cultivation; and the most efficient system of marketing. But before we embark on this program we are bound to recognize that enormous surpluses will be produced which must compete for the markets of the world. Inexorably they must be sold on the basis of a competitive price. This in turn means that American farmers must produce at so low a cost as to return a profit on the world price. If this is our program then we must compete with a foreign agriculture which is also expanded, which has the benefit of cheap lands; uses cheap labor and, in increasing degree, modern machinery. Such expansion would mean ever-increasing sur-

pluses from America meeting foreign competition in the world market. No debenture, or other scheme of subsidy, could equalize such conditions. The American farmer can not, and ought not, be compelled to meet the fierce competition of cheap lands and low standards of living of other countries.

Under the circumstances, shall we continue annually to pile up mountains of foods and fibers, the very size of which reduces the world price, breaks the price at home, and leaves us poorer? Shall we perpetually attempt to pile the mountain higher? There is nothing economically sound or socially desirable about producing crops to sell at less than the cost of producing them.

We mix plenty of brains with the soil in our production of crops, but we do not consider the market before we plant, nor can we follow our production through in the market after it is produced. We use scientific methods to plow, seed, and reap; we use no method at all in regulating the size of the output or the movement to market. We have little voice in the sale of our own products.

But you say, shall we abandon scientific methods, scrap our machinery, and let our lands lie idle while interest and taxes eat them up? Certainly not. Let us not forget that scientific principles and mechanical farming should apply to the method and cost of production and not to the size of the crop. Profit, not surplus products, will determine prosperity. Interest and expenses are met out of surplus profit, and not out of surplus production. Profit, not quantity of crop, determines the standard of living and supports civic enterprises. What the Nation needs is not more crops or less crops, but prosperous and contented farmers.

One general answer to farm problems is organization; organization to control marketing, to standardize output, to eliminate the waste and duplication in marketing and distribution, and to mobilize the economic power of agriculture. Thus the farmer can approximate the position of industry, or of other groups. By the long arm of his own organization, the farmer can make himself felt beyond his own line fences and in the markets of the world. Through his organization, the farmer can get information as to commodity supplies, can

bring his production within the limits of demand, can control the surplus problem by preventing it. By organization, the farmer can take control of his own industry; reestablish the independence of his calling, win his own place in the sun of economic equality, and, having won it, hold it against all the changing vicissitudes of the future.

The modern organization of business and industry has complicated and enlarged the problems of agriculture. Organization has taken over every industry except agriculture. Competition in industry is no longer between individuals, but between organizations. Labor is organized. Agriculture alone interposes against the competitions of powerful organizations the bared breasts of its individual producers.

To assist in the organization of agriculture, to take the problems of the various farm commodities out of the realm of politics and partisan bickering, and to meet them in the realm of economics, to set up an authoritative tribunal which shall study each separate problem, and afford leadership for agriculture in all its phases; and to do this not by subsidy nor by governmental dabbling in business, but by helping the farmer to help himself through his own organizations, this is the purpose of the agricultural marketing act.

Industry, which owes much to business organization, should welcome the opportunity to lend a helping hand in the organization of agriculture. With all due credit to the personal factor of initiative and ability, the fact remains that organization has played the predominant part in the rapid growth and prosperity in industrial and commercial fields. From the standpoint of self-interest, industry can well afford to assume a helpful attitude toward securing economic equality for agriculture. Here are 27,000,000 consumers who know the value of American-made products. No change in packages, in credit facilities, or in sales departments of industry is needed. The increase in purchasing power of the farmer will mean enlarging markets and continued industrial expansion. Economic equality for the farmer means an increase in the net annual farm income. The larger part of this would soon find itself in the channels of trade.

We talk much of economic equality. We have set it as the goal of our quest.

The Fourth National Boys' and Girls' 4-H Club Camp



The fourth National Boys' and Girls' 4-H Club Camp will be held in Washington, D. C., June 18 to 24. The primary purpose of this camp is to give representative rural young people an opportunity to become better acquainted with the work and facilities of the United States Department of Agriculture, to study their Government at first hand, and to confer with representatives of other States. Each State and the Territory of Hawaii may send to this camp four delegates, two boys and two girls, accompanied by one or more members of the State cooperative extension service, who are in charge of club work. These boys and girls, who must have been club members in good standing for at least three years, are chosen for outstanding achievements in agriculture or home making.

The daily program for the national camp provides for the opening of the day with an assembly in the auditorium of the Natural History Building of the Smithsonian Institution, where the club members will be addressed each morning by a speaker of national importance. Judge Florence E. Allen, of the Supreme Court of Ohio, will be one of the speakers to address the club members on June 23. Following the morning session there will be conferences of club members and club leaders, after which the club members

will be taken to a place of historical interest while the club leaders remain in session.

In the afternoons club members will make tours to Mount Vernon, Arlington Cemetery, and other places of historical and national significance. They will place a wreath on the Tomb of the Unknown Soldier. The dairy husbandry and animal husbandry farms at Beltsville, Md., and the plant industry farm at Arlington, Va., will also be visited by the club members.

In connection with the camp, the 4-H club banquet will be held on the evening of June 21. Arrangements are being made for a radio broadcast program on that evening with the possibilities of a national hook-up. Each evening there will be a camp fire.

The boys' uniform will consist of white duck trousers, white shirt, white hat, black tie, and belt. The girls' uniform will be of jade green with white trimmings and a white hat. Throughout the week's activities the club uniforms and emblems will be worn, not only that delegates may be easily identified, but so that complete democracy in respect to clothes may be assured to every boy and girl who comes and so that the group as a whole will make a pleasing picture.

The Trunk Line Association of the railroads and the various passenger asso-

ciations throughout the United States are cooperating by granting a special rate to those who will attend the camp of one and one-half fare for the round trip on the identification certificate plan. The Pullman Co. has made a special concession which will entitle club members, leaders, chaperons, and members of their families to purchase accommodations in Pullman cars at 50 per cent of the regular tariff rate while en route to and returning from the club camp.

Better Community Meals

Thirty-two organizations entered the "better community meals" contest recently sponsored by the Middlesex County Extension Service, Massachusetts. Such groups as granges, parent-teacher associations, and church societies availed themselves of the opportunity to compete for the \$50 in prizes for the three best community meals served in the county between November 1, 1929, and March 1, 1930.

The home demonstration agents, who did the judging, observed many definite improvements in these community meals as compared with similar affairs held in previous years in this county. The following points are mentioned as typical of these "better community meals."

1. All meals were well-balanced.
2. There was a choice of dark or white bread.
3. Milk was provided whenever children were to be served.
4. The dining rooms were neat and orderly.
5. Tables were attractively decorated and properly set with clean dishes and silver.
6. Waitresses were dressed in fresh white attire.
7. Kitchens were made orderly and sanitary.

The score card used gave a total of 40 points out of 100 to a balanced menu of well-prepared and attractive food served; 40 points to the cleanliness and order in the kitchen, and 20 points to attractiveness of tables, order in the dining room, and skill and neatness of the waitresses.

Many interesting stories reached the ears of the judges. In one group which entered the contest the women spent two days rejuvenating the kitchen and obtaining the cooperation of the brothers of the order to paint the kitchen walls. In another group the women obtained the help of the men in their organization, and while these men scrubbed the dining

room floor for the first time it had been scrubbed in 30 years the women scrubbed the kitchen, lined the shelves, polished the stove, and painted the rusty old oven interior with radiator paint. This great zeal for cleanliness was stimulated by the fact that the score card used in judging the community meals allowed for a possible 56 points out of 100 for cleanliness, order, and attractiveness of the kitchen and dining room.

4-H Leaders Organize

County associations of 4-H club leaders, first organized in New Hampshire four years ago to serve as a social club and a clearing house for ideas, have earned for themselves a very definite place in the 4-H club program, according to C. B. Wadleigh, State club leader. Each association has assumed more and more responsibility until the original purposes have grown to include a long list of additional achievements.

As an example of the work that is being done, a State institute for recreation, which met for a week in Manchester, was a project managed wholly by the State local leaders' association. The school was limited to 50 persons, 35 of whom were 4-H club leaders sent to represent their respective counties. Early in June a second institute is to be held, a testimony to the worth of the first. The State association also financed trips to New York for a club member and leader to broadcast during the national 4-H club radio hour of the United States Department of Agriculture. Four club delegates were sent to Camp Merrowvista, a national youth leadership training school at Center Ossipee, N. H., for a period of two weeks.

The associations are particularly active during farmers' and homemakers' week, attending training classes each morning and discussing club work at a State leaders' association meeting each afternoon. A large share of the field day program is in their charge, and the preparation and serving of all meals are a part of their duties.

Two county associations set for their goal in 1929 the organization of a 4-H club in every community in the county. It was done. The local leaders are instrumental in interesting others in becoming leaders, and are of great assistance to the club agents in planning the club work and in meeting club problems in the county. About 400 of the 533 club leaders in New Hampshire are members of these associations.

Extension Work in Hawaii

The Territory of Hawaii, the youngest member of the extension family, closed its first report year in a most creditable manner. It was among the first to have a complete set of reports in the Washington office. There are two extension agents, a man and a woman, in each of the four counties in the Territory, one of these counties having an extra man. Although but two of these nine agents have been at work for the full year, all had completely developed county extension programs with written plans of work.

Hawaii's agricultural population is composed of various racial groups and practically no white farmers operate on a small scale. Its agriculture is almost completely industrialized. Its crops are quite different from those produced on the mainland. The extension demonstrations have a familiar sound: Range pasture improvement, weed control, poultry culling, dairy improvement, home gardening, fruits for the home, pruning, and fertilizing are samples in agriculture; and proper food for the family, comfortable clothing, and home conveniences are samples in home economics. The work is based on demonstrations reinforced by farm and home visits, meetings, tours, publicity, and the usual line of demonstration accessories. The home economics work is carried on through home

demonstration clubs. A farm women's camp was held in one county and a boys' and girls' club camp in another. A club boy was sent to the National Boys' and Girls' Club Camp held at Washington, D. C.

Perhaps the most outstanding lines of work in agriculture during the past year have been in connection with the control of the rice borer in one county and rat control in another. Rats are serious pests on the coffee plantations and as a result of an organized rat-killing campaign by the county extension agent, it was estimated that the value of this work alone would more than pay the cost of extension work in this district for 10 years.

Notable progress has been made in boys' and girls' extension clubs. Each of the nine county extension agents have a goal of at least 250 club members at the end of the second year. Already two of the agents have exceeded this goal.

There are two Territorial agents (specialists), one in animal husbandry and one in forestry.

The agricultural extension service, which is one of the three coordinate divisions of the University of Hawaii, has three divisions—administration, agriculture, and home economics. There is an assistant director for agriculture and an assistant director for home economics,



Club boys judging poultry in Hawaii

who have immediate charge of all extension work in their respective fields. The assistant director for agriculture is also Territorial agent in tropical agriculture and the assistant director for home economics is Territorial agent in home economics. The director, who has the rank of dean in the University of Hawaii, is in charge of all administrative matters. The salaries and expenses of all county extension agents are paid from Territorial and Federal funds. No county or private funds of any sort enter into the extension budget. All professional employees are members of the faculty and have sabbatical leave, insurance, and retirement benefits on the same basis as other members.

Home Demonstration Work in Ohio

A 50 per cent increase in the number of different homes reporting improved practices due to home demonstration work from 1927 to 1929 was made by 12 of the counties in Ohio having home demonstration agents. In 1927, the attention of the Ohio home demonstration staff was called to a study made by Grace E. Frysinger, Federal extension home economist, as to the percentage of farms reached in each county by home demonstration agents of the Central States.

Ohio took up the challenge for that State. Some of the means used to increase the number of homes reached include regular and increased volume of news articles, circular letters, window displays, contests, playlets, talks at general meetings, achievement day programs, and more especially the increased number and better use of local leaders and more complete records of results accomplished.

Comparable data for the 3-year period were available from 12 counties. In this study the number of farms refers to data as of the 1925 agricultural census. The data on percentage reached is based upon the number of different adult women reported as adopting improved practices. While it is possible that there may be some instances where two adult women came from one farm home, it is probable that the number of such cases is too small to appreciably affect resulting percentages.

The following data represent a few of the outstanding data, the steady improvement being noteworthy. In 1927 these agents reached 26 per cent of the farms. In 1928 they reported reaching 31 per cent and in 1929 they had increased the figure to 39 per cent.

The maximum number of farms reached by any agent in 1927 was 27 per cent and the minimum was 7 per cent.

In 1928 these figures increased to 39 per cent maximum and 25 per cent minimum, and in 1929 the maximum was 66 per cent and the minimum 19 per cent.

The largest number of homes reached in any of these counties in 1927 was 1,028. In 1928 this number increased to 1,553 and in 1929 one of these counties reported 2,100 homes.

In 1928 these agents reached 19 per cent more homes than in 1927, and in 1929 they reached 27 per cent more homes than in 1928, a gain of 50 per cent in 1929 over 1927.

The results obtained by these Ohio home demonstration agents are but the beginning of sustained effort to extend home demonstration work to all the women of each county employing a home demonstration agent.

Farm Economics in 4-H Club Work

Farm-economics projects designed particularly for the older club member are emphasized in the Montana 4-H club program. Many of the club members in these projects are carrying on cost of production records with small grains and at the same time producing a home-grown supply of well-bred seed.

C. E. Potter, State club leader, reports that in all the projects reported in this section there has been a production phase. With the many new things developing in farm economics, cooperative marketing, machine farming, with the activities of the Federal Farm Board, and with the growth of a new agricultural policy on the part of the Nation, he says it is fitting that the extension service should play an important part in reaching young men between the ages of 17 and 25, in giving them some conception and vision of the larger things involved in such a program.

Twenty-one of these farm-economics clubs were organized in 12 Montana counties. Seventeen local leaders, five of whom were former club members, and five assistant local leaders assisted the county extension agents in the supervision of the program. These clubs held 121 meetings, 23 tours, and 4 achievement-day programs. Over 67 per cent of the members in these projects were in the age group 14-20; 15 per cent being in the group 18-20.

Fifty-nine of the meetings were attended by county extension agents at which time they gave 23 demonstrations. County agents also visited 121 of the 128 homes represented in this project.

One of the attractive and novel features added to the program of the farm-

economics clubs in Teton, Hill, Roosevelt, and Phillips Counties was the field day held at the Brockton experimental farm where they observed the operation of power machinery with its latest adaptation to the newer developments in farming in northern Montana. It has also been in the program of a great many of the clubs to visit the experimental substation.

Spraying Demonstrations

A summary of the potato-spraying demonstrations held in Pennsylvania during the past 12 years according to R. S. Kirby, extension specialist in plant pathology of the Pennsylvania State College of Agriculture, shows that there has been an average increase of 80.2 bushels per acre of sprayed over unsprayed potatoes. The average number of spray applications has been 7½, which means that each time an acre was sprayed there was an average increase in yield of 10½ bushels. Figures on the cost of spraying have been kept by the farm management department. These show that the 80.2 bushels per acre increase has been obtained at a cost of 16 cents a bushel. The trend in potato spraying has been from an average of 5 sprayings per year when spraying started in 1918 to 11 to 12½ sprayings per year as occurred during the past three years. Yields have increased in proportion to the number of sprayings.

Home Orchard Improvement

An outstanding phase of negro extension work in Greensville County, Va., during the past five years has been that of pruning and spraying the home orchard. This work was started in 1924 and then consisted only of orchard pruning, followed two years later by spraying, as it was only after the farmers were convinced of the good effects of pruning that they would take the next step.

In 1925, a total of 104 apple trees were pruned and 52 trees sprayed with a solution of lime sulphur and arsenate of lead. The pruning and spraying of these trees, especially the 16 belonging to R. B. Young, helped to spread the work in the community and many sections of the county. The increased yield resulting from the first real orchard spraying demonstration on Mr. Young's place amounted to 40 bushels from the 16 trees and brought a total of \$60, at a cost of \$2.80. In 1928, a total of 809 trees were pruned and 1,115 sprayed. The work continued to increase and in 1929, 940 trees were pruned and 1,230 sprayed.

Water in the Home

A State-wide "water in the home" contest was a striking feature of the home-management work conducted in Illinois in 1929 under the supervision of M. Attie Souder, State home management specialist.

The contest was launched in April, 1929, and State and district contests were planned by the State committee. By December 31, 1929, 12 counties reported having an active county committee; 5 counties reported making a survey of the water and sewage facilities of 400 to 800 farm homes; 4 counties made a survey of the sanitary conditions of the school wells of the county under the supervision of the Illinois State Board of Health; and in 14 counties a representative of the farm mechanics department of the University of Illinois demonstrated the construction and installation of a septic tank. Three kinds of awards were planned for the contest: (1) Individual awards for those entering the contest, who according to circumstances had installed unit or part of a complete plan or a complete water and sewage system; (2) district awards of a drinking fountain to the county scoring highest in number of improvements made and quality of playlets, essays, and posters; and (3) State awards to the four best playlets, the four best original essays, and the four original posters from the 26 counties have home demonstration agents.

The contest was sponsored by the Illinois Home Bureau Federation. The federation enlisted the active cooperation of the home economics department and farm mechanics extension service of the University of Illinois, Illinois Agricultural Association, State Board of Health, State Board of Vocational Education, Household Science Club, Federation of Women's Clubs, Master Plumbers Association, and of magazines, papers, radio stations, bankers, and manufacturers. As a result, news about the campaign was heard over the radio, read in newspapers, and talked about by people interested in better farm-home living.

One of the high points of the year's work was the rural sanitation short course held in Kankakee, December 10, at which talks were given and movies, posters, and charts were shown under the direction of the home bureau. Prizes were awarded to winners of the essay, "Why I Want Running Water in My Home," and "The Value of a Water System." At the annual county home bureau meeting in this county, a very clever original playlet on this subject was presented by one of the units.

La Salle County reported a county-wide essay contest upon the subject, "Why I Want Running Water in My Home," in which 3,700 school children participated. Champaign County made a tour of homes having running water, a rural school well survey affecting 13,328 school children, a survey of water and sewage in some 80 homes, and a septic-tank demonstration and talk by the home demonstration agent at every unit meeting.

California's Neighborhood Plan

"The California neighborhood leader plan has carried through with colors flying," says Harriet G. Eddy, State home-demonstration leader, in commenting on the successful effort through which over 13,000 homes were reached with helpful information by the farm-home departments and home-demonstration agents of 27 counties. The project leaders in the various subjects selected, representing the different communities in the county were trained by the county home demonstration agent, there being usually two leaders from each community. Each project leader within seven days met with and trained four neighborhood leaders, each of whom gave the demonstration before three other farm women. These three in turn met with two others and each of the two with one. In each step of the plan, effort was made to reach some women who had not been in regular attendance in the home demonstration or farm center groups.

Regarding the plan, Miss Eddy reports, "This neighborhood leader plan is certainly a stick of dynamite designed to stir the hardpan of complacency that frequently forms in local clubs or farm centers and among extension workers. It was in fact a most human race in which 27 county farm home departments and their home demonstration agents took part. The most interesting feature about this race was that each county set its own goal and each county raced with itself to see how many homes could be reached with home demonstration information that was being broadcast through neighborhood meetings.

"When the bell rang, for the race to start on January 1, 542 project leaders were off on the course in 318 rural communities in California. During January many of the tracks were slippery or snow-laden so that the race had to slow down at times. But these project leaders kept going, and by the end of the month they had held 436 meetings, attended by 2,124 neighborhood leaders, who were to

run the next relay. And what a run they made! They held 1,235 meetings and reached 7,534 homes.

"The last week in February," concludes Miss Eddy, "saw all counties come into the home stretch and pass under the finishing wire, hanging up a record of 13,231 homes reached, the largest number ever reached in two months' time in home demonstration work in California. Four thousand five hundred of these homes had not been reached before by home demonstration subjects. Without question the rural homes in these 1,122 neighborhoods have benefited from the information they received whether it was in vegetable cookery, sewing-machine skill, furniture renovation, dry cleaning, dress finishes, food for the sick, or one-dish meals."

Auction Markets

Two auction markets for fruit and vegetable growers in Cumberland County, N. J., had gross sales amounting to \$426,000 in 1929. These markets at Rosenhayn and Cedarville were established on June 1, 1928, following a study of auction markets in other States made by county agent D. M. Babbitt, at the request of local growers.

Money for the enterprises was lent by groups of farmers who formed a marketing association in each of the two localities. Much assistance in the organization of these associations was obtained through the bureau of markets of the State department of agriculture. Directors of each market consist of a president, vice president, secretary, treasurer, and four additional members.

The markets are maintained through a small selling charge paid by farmers through the buyer. At one market, for example, 3 cents a package is charged for selling strawberries and 2 cents a package for all other commodities. At the other market an operation charge of one-half of 1 per cent of the selling value is made.

It is estimated that the 100 fruit and vegetable growers cooperating in these two enterprises have added about \$68,000 to their income in the last two years. Mr. Babbitt states that this amount represents the difference between the amount received for produce sold at their own auction markets and what they would have received in New York City, based on a careful comparison of daily prices received at the auction markets and New York City quotations. The centralization of large quantities of produce at these new markets has attracted more buyers to the county.

Seed Loans

County agents are acting in an advisory capacity to Federal administrators of the seed loan act passed by Congress this spring. This act carried an appropriation of \$6,000,000 for the granting of loans to farmers in designated storm, flood, and drought stricken areas for the purchase of seed for spring planting in 1930, feed for work stock, and fertilizer. These areas are in Alabama, Florida, Georgia, North Carolina, South Carolina, Virginia, Ohio, Oklahoma, Indiana, Illinois, Minnesota, North Dakota, Montana, New Mexico, and Missouri. Extension agents in these regions are also assisting farmers in making application for loans.

Loans are being made to individuals in the above named States as have been found by the United States Department of Agriculture to have acreage fit for seeding, and whom by reason of crop failure or losses due to storm, flood, or drought, do not have seed, feed, or fertilizer, and who are without money or commercial basis of credit for its purchase.

Federal seed loan offices have been established at Columbia, S. C.; St. Louis, Mo.; Albuquerque, N. Mex.; and Grand Forks, N. Dak. Representatives from the United States Department of Agriculture are administering the loan from these points for areas near these centers.

The Wheat Situation

The recent wheat situation has brought out a strong and definite statement on agricultural policy from the Federal Farm Board. Writing to Gov. George F. Shafer, of North Dakota, on the subject of overproduction, Chairman Legge says:

"There is no possible solution of this problem unless we get the cooperation of the growers themselves. No other industry in the world blindly produces without any attention to potential market possibilities. In endeavoring to obtain equality for agriculture, it is perhaps essential that agriculture adopt some of the basic principles of other industries. Wheat seems to be in the worst situation of any of our major crops, so far as the export market is concerned, but fortunately there is only a small amount of it exported on an average.

"Your growers will ask how they are going to get along with less production, but if they can get more money, and we believe they can, by raising four bushels where they are now raising five, why should they destroy the market by raising

the extra bushel? A 20 per cent reduction would make the tariff fully effective, but the 10 per cent we are now suggesting would in our judgment put the trade on a fairly healthy basis.

"The present operations of the Stabilization Corporation will undoubtedly result in their having upwards of 100,000,000 bushels of wheat on hand at the close of this present season, and if farmers are going ahead trying to produce an additional surplus on the basis that some way will be found to take care of it on a fair price level another year, they are going to be mistaken. If they will cooperate, the Grain Stabilization Corporation will be justified in paying storage charges and carrying this wheat for a time in the hope that a crop shortage somewhere in the world will give them an opportunity to unload it; but if, on the other hand, the farmers' attitude is to let George do it all, the natural procedure would seem to be to dispose of this wheat as best they can and write off the loss, but doing this probably will affect adversely the price of the 1930 crop. May we have your cooperation and support in trying to correct this situation?"

National Music Week

The 4-H clubs will begin National Music Week with their National 4-H club radio program on Saturday, May 3. At this time, the third of their monthly music appreciation periods will be broadcast by the United States Marine Band over the National Broadcasting Co.'s chain of 42 stations. It is quite appropriate that the music for this particular broadcast will be based on favorite American songs. In every section of the United States 4-H club members and leaders will, by listening to this program, participate in the events of the Seventh Annual National Music Week.

4-H club members from Ohio and Massachusetts, and a leader from Massachusetts, will talk on this program. I. W. Hill, Federal field agent in 4-H club work for the Southern States, will also contribute to the program.

"Eighty-six corn club members of Rapides Parish, La., produced 5,634 bushels of corn on the 100 acres involved in this project," reports B. W. Baker, county club agent. This is an average yield of 56 bushels to the acre, which is the highest average yield that 4-H club members of the parish have ever made. The average corn yield for the parish, aside from demonstration plots, is 20.

Summer Schools for Negro Extension Agents

Plans for the establishment of three summer schools for negro extension agents are being worked out by a committee of the Office of Cooperative Extension Work in cooperation with directors of extension in the Southern States and presidents of negro land-grant colleges. In accordance with present plans the schools are to be held at the negro land-grant institutions at Orangeburg, S. C.; Prairie View, Tex.; and Nashville, Tenn. The time set for holding the schools is August 4 to 30, inclusive.

This movement for the improvement of negro extension agents is sponsored by the Julius Rosenwald Fund of which Alfred K. Stern is the director. An appropriation of \$15,000 has already been made by the Julius Rosenwald Committee for the purpose of defraying the expenses of the three schools. Each school will receive \$5,000, or such portion thereof as may be needed to pay the salaries of teachers, purchase of equipment, and other expenses. This movement has the united indorsement of the directors of extension and presidents of negro land-grant colleges and is believed to hold far-reaching possibilities in the training of negro extension workers for more effective service.

The plan is to hold courses of two to four weeks in the following subjects: Dairying; poultry; swine; cotton; soils; fertilizers; and crops; home gardening and fruits; agricultural engineering; farm machinery; home and community beautification; rural sanitation and improvement; foods—canning, dieting, selection, and the like; news writing and reports; extension methods, including organization and demonstrations; agricultural economics, emphasizing farm management, cooperative marketing, and farm finance; and a special course for supervisors. The courses offered at the three institutions will be uniform. Variation in the teaching content will be made to meet conditions peculiar to the section in which the school is located. The aim is to make these courses simple, definite, and applicable so far as possible to the problems with which negro extension agents have to deal in their work.

The work of formulating preliminary plans for these schools is under the general direction of J. A. Evans, associate chief of the Office of Cooperative Extension Work; and E. H. Shinn, of extension studies and teaching, is active director of the preliminary work in the Washington office. Mrs. Oia Powell Malcolm, field agent in home economics for

the Southern States, is assisting in the preliminary work. The work of formulating the program and selecting teaching personnel and equipment will be done by a committee in close cooperation with directors of extension, State home demonstration leaders in the Southern States, and presidents of negro land-grant colleges.

Wisconsin Gives Course in Extension Methods

Two special courses in extension methods will be offered at the University of Wisconsin during the 1930 summer session which should be of interest to county agricultural agents, home demonstration agents, club agents, specialists, and extension supervisors who may be interested in professional improvement.

One such course was given during the 1929 summer session which proved so popular that the university has been prompted to offer two courses this year. Both of these courses will be given by M. C. Wilson, in charge of extension studies and teaching, Office of Cooperative Extension Work, United States Department of Agriculture. For the past six years, Mr. Wilson has conducted cooperative extension studies in 22 of the States. Data from such studies which relate to boys' and girls' club work, home demonstration work, as well as to agricultural agent work, furnish much of the factual data used in the courses.

Course 1, which may be taken for either graduate or undergraduate credit, will cover such topics as extension objectives, measuring extension accomplishments, factors affecting extension accomplishments, and relative effectiveness of the means and agencies employed in extension teaching.

Course 2 will be handled as a graduate seminar course and will be devoted to an analytical review of the latest developments in extension. This course will be open to those who have taken course 1 or who have had suitable extension experience.

In addition to the courses in extension methods, courses of special interest to extension workers are being offered in news writing, rural sociology, farm relief, marketing, community recreation, and public speaking. A wide range of courses in the various agricultural and home-economics fields are also offered.

Extension workers desiring further information regarding these courses should address J. A. James, assistant dean, College of Agriculture, Madison, Wis.

Cornell Extension Course

Cornell University is offering at its summer session a course of study of graduate level for extension workers. This course, which continues from July 7 to August 15, makes it possible for a student to meet the requirements for the degree of master of science through attendance at summer session and work in the field under college direction. The following are some of the subjects developed in the course:

The organization and administration of cooperative extension work, directed by C. E. Ladd, is in charge of Martha Van Rensselaer for home economics and H. W. Hochbaum for agriculture.

Psychology for extension workers, P. J. Kruse.

The sociology of rural life, E. D. Sanderson.

Food preparation and preservation, Sarah L. Brewer.

Survey of clothing problems as related to extension teaching, Mildred Carney.

Home furnishing problems for home demonstration agents and county project leaders, Grace E. Morin and Mrs. Alma F. Scidmore.

Full information about these courses may be obtained from the director of the summer session, R. M. Stewart, Cornell University, Ithaca, N. Y. Information concerning the requirements for an advanced degree may be obtained from the office of graduate school, Morrill Hall, Cornell University, Ithaca, N. Y.

Club Leaders Studying 4-H Club Problems

As an outgrowth of the meeting of the National Club Congress in Chicago last year, a committee appointed by C. B. Smith, Chief of the Office of Cooperative Extension Work, will report at the National 4-H Club Camp, held during June in Washington, D. C., on the results of its study of the national problems of 4-H club work from the economic viewpoint. W. J. Jernigan, State boys' and girls' club leader, Arkansas, is chairman of this committee. E. I. Pilchard, specialist in junior club work, Illinois; T. E. Buckman, assistant director of extension, Nevada; C. B. Wadleigh, State club leader, New Hampshire; and Eugene Merritt, senior agriculturist of the Western States in the Office of Cooperative Extension Work, are the other members.

A committee appointed by Doctor Smith to study the essentials to be taught to 4-H club members during the first two years of club work will also make its report. C. C. Croy, assistant State club leader, Ohio, is chairman of this committee; the other members being B. O. Williams, State club agent, South Carolina; Dorothy Emerson, girls' club agent, Maryland; Charles E. Potter, State club leader, Montana; and R. G. Foster, senior agriculturist of the Eastern States in the Office of Cooperative Extension Work.

A report will also be received from a committee that has been studying the problems of the older boy and girl on the farm. The committee consists of T. A. Erickson, State club leader, Minnesota, chairman; A. J. Brundage, State club leader, Connecticut; Hallie Hughes, State agent, girls' club work, Virginia; Helen Cowgill, assistant State club leader, Oregon; and R. A. Turner, senior agriculturist of the Central States in the Office of Cooperative Extension Work.

Marion Butters, assistant director, New Jersey, is chairman of a committee studying the whole question of prizes, awards, and national contests in 4-H club work, which will also make its report. Other club people on this committee are B. W. Marston, State club leader, Wyoming; W. C. Abbott, State club agent, Louisiana; L. I. Frisbie, State extension agent in club work, Nebraska; and I. W. Hill, senior agriculturist of the Southern States in the Office of Cooperative Extension Work.

Josephine Arnquist Bakke, assistant State club leader, Iowa, chairman, will make a report for the committee studying the question of local volunteer leadership. The other members of this committee are W. J. Wright, State leader, junior extension, New York; Lurline Collier, State agent, girls' club work, Georgia; E. C. Hollinger, assistant director, New Mexico; and Gertrude Warren, club organization specialist of the Office of Cooperative Extension Work.

Child Health Week, beginning on May Day, is a logical time to call the attention of mothers to Leaflet 42, entitled "Good food habits for children," prepared by the Bureau of Home Economics. Even mothers who know how their children should be trained sometimes need to be backed up by the printed word before they can get family cooperation in combating whims and maintaining regularity. The young, inexperienced mother will find in this leaflet just what she needs by way of guidance.

Lantern-Slide Catalogue

Lantern slides that the department has available for loan or purchase are listed in a catalogue entitled "Lantern Slides and Film Strips of the United States Department of Agriculture," which was recently published. This catalogue, known as Miscellaneous Publication No. 72, contains the titles and descriptions of 175 series of slides covering every important phase of farming operations or home-making activities. The terms under which slide series may be borrowed, the method of purchasing slide series either in the form of glass slides or film strips, the preparation of film strips from State illustrative material, and available department publications concerning the preparation, use, and classification of visual material are also discussed in this publication.

A copy of Miscellaneous Publication No. 72 has been sent to each extension director, State supervisor, county extension agent, extension specialist, agricultural college and experiment station library, dean of agriculture, and teacher of vocational agriculture.

New Motion Picture

Mink, marten, muskrat, fox, otter, rabbit, and raccoon—the leading raised-in-America furs are shown in an educational motion picture, entitled "The Fur Industry of the United States," which was rushed to completion for showing at the International Fur and Hunting Exposition to be held at Leipzig, Germany, in May.

To secure the scenes needed, a crew from the Office of Motion Pictures traveled as far west as California, where the rabbit pictures were made at the United States Biological Survey rabbit station at Fontana and vicinity, and as far south as southern Louisiana where the muskrat scenes were made. The film shows the vast extent of the muskrat fur industry of the Southwest, where muskrats are handled in preserves. Some of the scenes were made in the marshes at the mouth of the Sabine River and others in the marshes near the mouth of the Mississippi.

Large fox farms near Milwaukee and Minneapolis were visited to get pictures of silver and blue foxes. Mink pictures were also made near Minneapolis. The marten-farm pictures were made at Saratoga, N. Y., and the raccoon-farm pictures at a raccoon farm in Ohio. Raccoon trapping and skinning scenes were made in Louisiana.



Close-Up Photographs Are Best

This photograph of 4-H club members being taught how to select seed corn embodies many features of the good extension photograph, but its effectiveness is greatly diminished by the conspicuous appearance of too much unnecessary scenery caused by taking the photograph from too great a distance. The photograph concentrates on one story, which it tells clearly and definitely; it suggests action; the surroundings furnish a natural setting for the pictured story; the clothing of the individuals is typical of the situation; the picture has human interest; and the principal objects stand out clearly against a contrasting back-

ground. Unfortunately, the photograph includes a large block of wood in the foreground, the foundation of the building, and door frames which are given far more importance than they justify. These competing elements which forcibly divert one's attention from the central theme of the picture could easily have been omitted had the photographer moved his camera closer to the subject and taken a horizontal instead of a vertical photograph. The white lines frame only that part of the picture which is essential to the story. By concealing the part outside of the white lines, one can readily see the improvement that is possible by taking photographs close to the object.

Directory of Extension Service

C. W. WARBURTON, Director of Extension Work

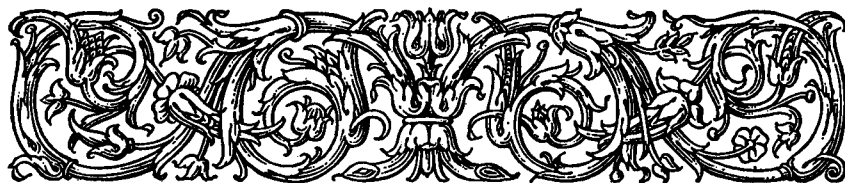
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits

RAYMOND EVANS, Chief, Office of Motion Pictures

State Directors in Charge of Cooperative Extension Work

- ALABAMA - - - - - L. N. DUNCAN, Alabama Polytechnic Institute, Auburn.
ARIZONA - - - - - P. H. ROSS, College of Agriculture, University of Arizona, Tucson.
ARKANSAS - - - - - DAN T. GRAY, College of Agriculture, University of Arkansas, Fayetteville.
CALIFORNIA - - - - - B. H. CROCHERON, College of Agriculture, University of California, Berkeley.
COLORADO - - - - - F. A. ANDERSON, State Agricultural College of Colorado, Fort Collins.
CONNECTICUT - - - - - B. W. ELLIS, Connecticut Agricultural College, Storrs.
DELAWARE - - - - - C. A. McCUE, University of Delaware, Newark.
FLORIDA - - - - - WILMON NEWELL, Agricultural Extension Service, Experiment Station, Gainesville.
GEORGIA - - - - - J. PHIL CAMPBELL, Georgia State College of Agriculture, Athens.
HAWAII - - - - - F. G. KRAUSS, University of Hawaii, Honolulu, T. H.
IDAHO - - - - - E. J. IDINGS, College of Agriculture, Moscow.
ILLINOIS - - - - - H. W. MUMFORD, College of Agriculture, University of Illinois, Urbana.
INDIANA - - - - - J. H. SKINNER, Purdue University, LaFayette.
IOWA - - - - - R. K. BLISS, Iowa State College of Agriculture and Mechanic Arts, Ames.
KANSAS - - - - - H. J. C. UMBERGER, Kansas State Agricultural College, Manhattan.
KENTUCKY - - - - - T. P. COOPER, College of Agriculture, University of Kentucky, Lexington.
LOUISIANA - - - - - W. B. MERCIER, Louisiana State University and Agricultural and Mechanical College, University Station, Baton Rouge.
MAINE - - - - - L. S. MERRILL, College of Agriculture, University of Maine, Orono.
MARYLAND - - - - - T. B. SYMONS, University of Maryland, College Park.
MASSACHUSETTS - - - - - W. A. MUNSON, Massachusetts Agricultural College, Amherst.
MICHIGAN - - - - - R. J. BALDWIN, Michigan State College, East Lansing.
MINNESOTA - - - - - F. W. PECK, Department of Agriculture of the University of Minnesota, University Farm, St. Paul.
MISSISSIPPI - - - - - R. S. WILSON, Mississippi Agricultural and Mechanical College, A. & M. College.
MISSOURI - - - - - A. J. MEYER, College of Agriculture, University of Missouri, Columbia.
MONTANA - - - - - J. C. TAYLOR, Montana State College of Agriculture and Mechanic Arts, Bozeman.
NEBRASKA - - - - - W. H. BROKAW, College of Agriculture, University of Nebraska, Lincoln.
NEVADA - - - - - C. W. CREEL, College of Agriculture, University of Nevada, Reno.
NEW HAMPSHIRE - - - - - J. C. KENDALL, University of New Hampshire, Durham.
NEW JERSEY - - - - - H. J. BAKER, College of Agriculture and Mechanic Arts of Rutgers University and the State University of New Jersey, New Brunswick.
NEW MEXICO - - - - - W. L. ELSER, New Mexico College of Agriculture and Mechanic Arts, State College.
NEW YORK - - - - - C. E. LADD, New York State College of Agriculture, Ithaca.
NORTH CAROLINA - - - - - I. O. SCHAUB, State College Station, Raleigh.
NORTH DAKOTA - - - - - C. F. MONROE, North Dakota Agricultural College, State College Station, Fargo.
OHIO - - - - - H. C. RAMSOWER, College of Agriculture, Ohio State University, Columbus.
OKLAHOMA - - - - - D. P. TRENT, Oklahoma Agricultural and Mechanical College, Stillwater.
OREGON - - - - - PAUL V. MARIS, Oregon Agricultural College, Corvallis.
PENNSYLVANIA - - - - - M. S. McDOWELL, Pennsylvania State College, State College.
RHODE ISLAND - - - - - G. E. ADAMS, Rhode Island State College, Kingston.
SOUTH CAROLINA - - - - - W. W. LONG, Clemson Agricultural College of South Carolina, Clemson College.
SOUTH DAKOTA - - - - - A. E. ANDERSON, South Dakota State College of Agriculture and Mechanic Arts, Brookings.
TENNESSEE - - - - - C. A. KEFFER, College of Agriculture, University of Tennessee, Knoxville.
TEXAS - - - - - O. B. MARTIN, Agricultural and Mechanical College of Texas, College Station.
UTAH - - - - - WILLIAM PETERSON, Agricultural College of Utah, Logan.
VERMONT - - - - - THOMAS BRADLEE, University of Vermont and State Agricultural College, Burlington.
VIRGINIA - - - - - J. R. HUTCHESON, Virginia Polytechnic Institute, Blacksburg.
WASHINGTON - - - - - RUSSELL M. TURNER, Acting Director, State College of Washington, Pullman.
WEST VIRGINIA - - - - - NAT. T. FRAME, College of Agriculture, West Virginia University, Morgantown.
WISCONSIN - - - - - H. L. RUSSELL, College of Agriculture, University of Wisconsin, Madison.
WYOMING - - - - - A. E. BOWMAN, College of Agriculture, University of Wyoming, Laramie.



EVERY industrial interest except agriculture is organized. In the race of the industrial giants, which have the combined organized strength of their separate parts, agriculture enters the strength and the fleetness of the individual farmer. Agriculture must organize.

ARTHUR M. HYDE,
Secretary of Agriculture.

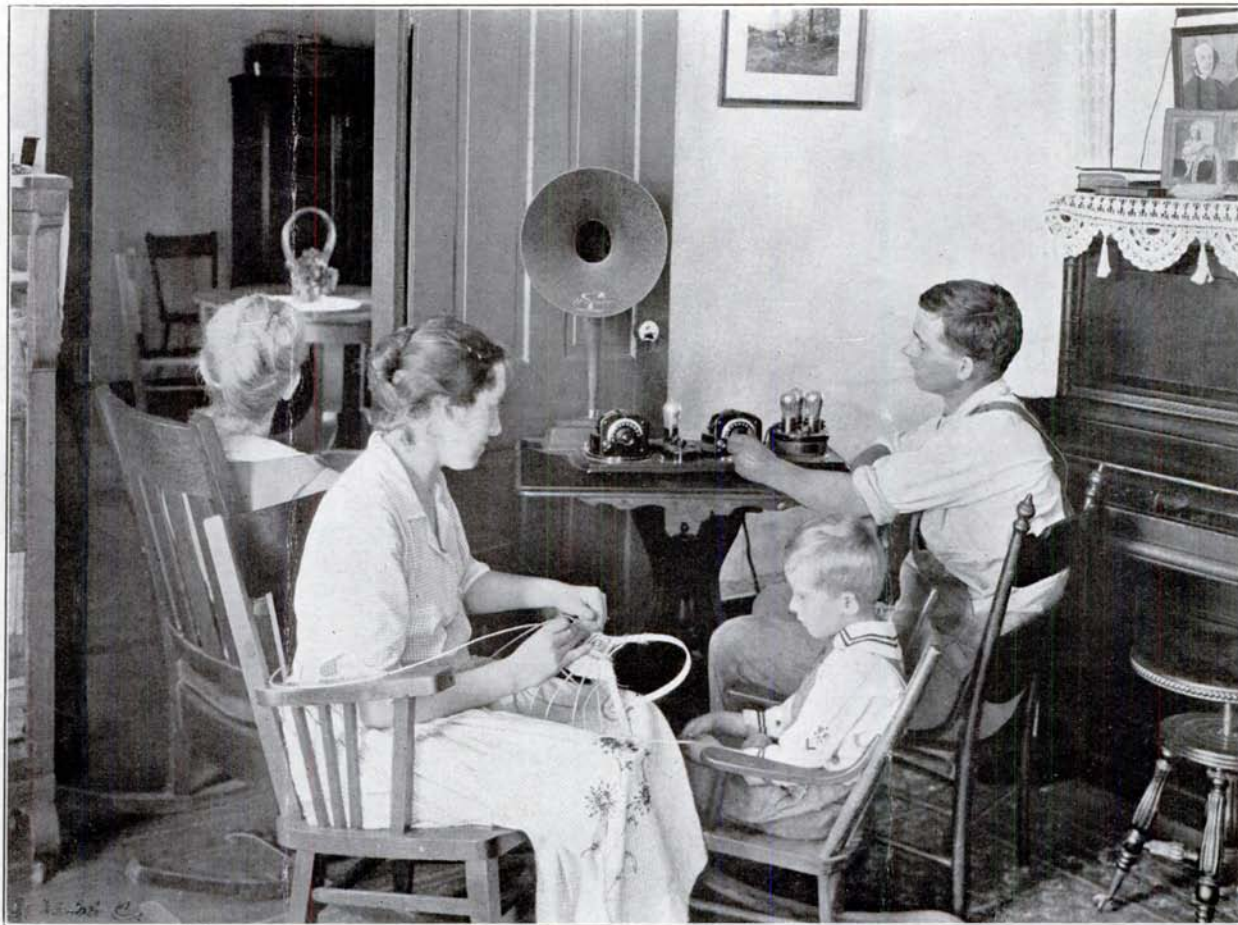


Extension Service Review



Vol. 1, No. 2

JUNE, 1930



RADIO, THE NEW EXTENSION AID

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
Coordinating Radio Programs. <i>M. S. Eisenhower</i> - - - - -	17
Organizing to Market Grain Cooperatively. <i>Samuel R. McKelvie</i> - - - - -	18
Illinois Soil-Testing Methods - - - - -	19
Outlook Conferences - - - - -	20
Rural Standards of Living. <i>Nat T. Frame</i> - - - - -	21
Program Making in the Eastern States - - - - -	22
4-H Camp Program Nears Completion - - - - -	23
The 4-H Club Speaks for Itself - - - - -	23
Editorials - - - - -	24
Questions and Answers - - - - -	24
Annual Report Form Committee - - - - -	25
Wisconsin Bankers Help Extension Work - - - - -	26
Age Limit Increased in Oregon 4-H Clubs - - - - -	26
Clothing-Management Project - - - - -	27
Outlining Subject-Matter Projects - - - - -	28
Georgia 4-H Clubhouses - - - - -	29
Child Care in Iowa - - - - -	29
Field Activities - - - - -	30
Service Information - - - - -	31

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent directly to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., JUNE, 1930

NO. 2

Coordinating Radio Programs

M. S. EISENHOWER,

Director of Information, U. S. Department of Agriculture

RADIO has had a mushroom growth as an agency in agricultural extension and information. In the current picture we see 19 colleges operating their own stations, 12 colleges cooperating with commercial stations, the United States Department of Agriculture broadcasting its market news reports over 117 stations, weather reports reaching the public over 230 stations, United States Department of Agriculture manuscript programs broadcast by 175 stations and the National Broadcasting Co. chain of 39 stations using department and Federal Farm Board programs daily. Viewed by the ultimate consumer, I fear agricultural radio programs present a picture of disorganization and crudity of method. This fundamental fault in a field requiring the utmost in organization and in refinement of technic points to the necessity of coordinating the efforts of all people who formulate radio programs.

The farmer radio listener is the one in whose interest our radio programs ostensibly are sent. Let us then frame our programs to give him the information he wants not in snippets, apparently unrelated to each other, but in a series of coordinated broadcasts. The farmer now gets market quotations in one series of programs, interpretations of economic trends in another series, and news of recommended improvements in farm and home practices in a third. What he wants are market quotations, analyzed in the light of the long-time and shorter term outlooks for the various commodities, and information on how to adjust his production practices to the economic situation and to scientific knowledge. Providing this sort of service means pooling Federal and State efforts.

The department is furthering a plan to coordinate Federal and State radio efforts. The proposal suggests that educational manuscript programs emanating from the department, similar programs from the Federal Farm Board, and the market news services be supplemented in each State by localized information. To do this some person in every State exten-

sion service must give his undivided attention to the preparation and scheduling of radio programs on agricultural economics and science. For example, the market news broadcasts will reach their full usefulness only when they are reinforced with localized interpretations. State agricultural colleges are best placed to develop regional and localized interpretations in order to make them of more direct value to farmers. The Bureau of Agricultural Economics and the State extension services already work in close cooperation in preparing agricultural outlook information. Radio offers probably the best medium available for stimulating interest in the outlook. Furthermore, more and more State colleges are cooperating with the Bureau of Agricultural Economics in its crop and livestock estimating work. Manifestly radio offers the most prompt method of getting these estimates, intelligently interpreted, into the hands of the rural population.

Radio Cooperation

The compilation and distribution of the annual outlook is a splendid example of what can be done by collective action in the field of information. Economic broadcasts, coordinated on a Federal and State basis, can be just as effective every day of the year. A steady stream of interpretative information thus provided will go a long way toward accomplishing the very thing that is now intended when outlook data are made available.

State extension workers are cooperating with the Federal Farm Board in educating farmers in the principles of cooperative marketing. The radio service of the Office of Information is working with the board in getting out radio program material furthering this educational effort. Obviously this effort can be made much more effective if the State extension services will join with the department and the board in supplying broadcasts which emphasize the local phases of cooperative marketing.

Plans for cooperation of the State extension services and the department in a

system of syndicated agricultural radio programs through commercial broadcasting stations have been completely formulated. Briefly, this plan of cooperation places the responsibility of assigning programs to stations upon the various State agencies. The subject matter of the programs will be prepared initially in the department, and then sent to the States where the local information will be supplied. Problems of editorial style, delivery, relations with listeners such as the offering of bulletins, checking the effectiveness of the programs, and so forth, will be worked out jointly by the department and the State editors.

The Aim of Radio

The present plan is to begin the coordinated programs on September 1 of this year. Many State extension services do not have the personnel to handle the work. Since the law permits the State organizations to use funds for editorial assistance, this particular problem is strictly one of allocation of funds. It would be unwise to begin a cooperative effort unless in each State there is a man prepared to devote his full time to it.

I want to conclude this brief statement, as I started it, by pointing out again that the persons to be benefited by coordinating Federal and State extension radio programs are the listeners, not the program makers.

Our aim in the use of radio, as in the use of every other extension method, necessarily must be to keep the whole picture of agricultural science and economics steadily before the public. Our aim must be to set before farmers, whether they be in Maine or Montana, Oregon or Oklahoma, the scientists' recommendations of improved practical methods of producing higher quality crops and livestock at a lower unit cost. Our aim must be to keep before the farm business men day by day not only the current market quotations, but facts on the course the markets are going to follow and how production plans for the future should be modified.

Organizing to Market Grain Cooperatively

SAMUEL R. McKELVIE, Member, Federal Farm Board

THE program for organized commodity marketing is not a matter of choice with the Federal Farm Board, and, frankly, I would not change it if I could. The agricultural marketing act says in section 5, "The board is authorized and directed (1) To promote education in the principles and practices of cooperative marketing of agricultural commodities and food products thereof. (2) To encourage the organization, improvement in methods, and development of effective cooperative associations." From the first page to the last page of this marketing act we find that word "cooperative" repeatedly used. It is the very heart and soul of this act and contemplates the development of a farmer-owned, farmer-controlled marketing system.

There are those who say it can't be done. There were times when I thought it couldn't be done. Even to-day I am not leaving the impression with farmers that this is a tea party or knitting bee. But it is a job that is worthy of the time and effort it will take to put it over.

Cooperative Associations

In this country there are more than 12,000 farmers' cooperative associations, with over 2,000,000 farmers who are members of one or more of these organizations, handling every year agricultural products valued at \$2,500,000,000. They represent the determination of purpose of the American farmer to own and control his marketing system. Where are they? Back in the country principally, at the local marketing points. Locally they market the commodity cooperatively, but when it passes to the terminal market it goes to some one else who is not cooperative, either in spirit or results. It is in the terminal market that the greatest influence is exercised upon control of prices and orderly distribution. At the very point where it is vital that the farmer should exercise his initiative and his prerogative as a marketer, he yields to some one else. The Federal Farm Board feels that it is well-nigh useless to assist farmers in organizing cooperatively to do their marketing unless cooperative terminal-sales agencies are included in the plan.

The Farmers' National Grain Corporation is now established and doing business at 343 South Dearborn Street, Chicago. It is a cooperative-sales agency

that will have branches in every important grain market in this country and throughout the world. It will serve farmers' cooperative elevators and such other cooperative units as may exist or may be developed.

The subject uppermost in the mind of the farmer is how he may take advantage of the agricultural marketing act. The first step is to join a cooperative that deals in a specific commodity, such as grain. Membership in a local elevator or some local marketing unit is sufficient.



Samuel R. McKelvie, Member of the Federal Farm Board

A marketing agreement with some larger unit, such as a pool or terminal agency, also fills the requirements. Membership in a general farm organization is not necessary.

The local cooperative unit is the most important in any large-scale cooperative undertaking. This unit is democratic in principle and gives farmers an opportunity to manage their affairs at home. Unless this unit functions fully and in complete harmony with the central sales agencies or all similar units, large-scale cooperative marketing can not be successfully carried out.

Marketing Options

The grower agrees to market his grain through his cooperative on three options; namely, (1) for cash on the day of delivery at the local elevator; (2) to be stored and an ample advance made on

the storage ticket; (3) to be pooled and an advance made with subsequent payments as the grain is sold during the marketing year. Cash grain will be sold in the competitive market; stored grain will be held subject to the call of the grower and will not be sold until he so orders; pooled grain will be sold according to the best judgment of the central sales agency. The grower's marketing agreement embodying these options contains also a provision that during the 2-week period each year the grower has the right to waive delivery for that year. All grain will be sold under direction of the Farmers' National Grain Corporation, thus to eliminate competition among cooperatives and to provide ample volume to insure economy in handling and orderly marketing.

The Federal Farm Board requires that so long as a central sales agency like the Farmers' National Grain Corporation is indebted to the Federal Farm Board the management of the corporation shall be satisfactory to the board. Why? Because the money that is lent to the Farmers' National Grain Corporation and to its members and finally to the farmer is money from the Treasury of the United States, accumulated there from the taxes of all the people and must be returned to that source. Therefore, when we exercise some vigilance over the management of an institution that borrows Government money, we not only keep faith with the taxpayers but exercise what we believe is good business in the interest of the cooperatives themselves. If more banks that lend to cooperatives exercised some interest in those cooperatives before they get into trouble, instead of getting in such a sweat afterwards, there would be fewer fatalities among cooperatives.

The Farmer's Responsibility

The success of this undertaking is founded upon the willingness of farmers to see it through. Cooperative marketing is a private enterprise, and those who are to benefit from it must take the initiative in organization and management. The Government can help, but in the first and last analysis the responsibility rests with those who are to benefit from it. It is not a foul-weather program, to be supported by farmers when times are bad and deserted when conditions are favorable. The success of it depends upon continuing unselfish effort to the end that the farmer may own and control his marketing system. A sales agency like the Farmers' National Grain Corporation, set up with the assistance of the Federal

Farm Board, should not be regarded as a Government agency. The Government has no ownership in it and buys none of the commodities handled by it. With limitations hereinbefore mentioned as to management, the Farmers' National Grain Corporation runs its own affairs, bears its own losses, and returns its benefits to its own members. The Government has no desire to run the farmer's business and will not do so; the responsibility for that rests with the farmer himself.

In order that this undertaking may come to the fullest fruition, all agencies interested in promoting the permanence and welfare of agriculture must lend a helping hand. This includes the United States Department of Agriculture and land-grant colleges and their cooperative extension service, the State departments of agriculture, and all types and kinds of farm organizations. The Federal Farm Board recognizes the substantial and wholesome support it has received from these sources and welcomes a continuation of it.

Livestock in New Mexico

Decided progress in the farming and livestock business in New Mexico was shown in reports presented to the agricultural division of the New Mexico Bankers Association this year. Some of the important activities of the New Mexico bankers in cooperation with county extension agents included conducting educational tours, securing purebred stock for breeding purposes, especially sheep and cattle; working for the appropriation for extension work in counties having no agents; securing purebred seed for customers of the banks; supplying spray material for protection of crops; cooperating with farmers in conducting demonstrations in feeding New Mexico crops to New Mexico livestock; obtaining terracing machinery for demonstrating terracing; financing boys' and girls' club projects; donating cash prizes for 4-H club work and county fairs; and encouraging better farm and ranch methods among the clientele of the respective banks.

The Silver City Bank, in cooperation with the extension service, sponsored a tour of the Highland Hereford Breeding Association at Marfa, Tex. During the 10 months following this trip, more than 500 head of good registered bulls and about 1,000 head of high-grade registered cows and heifers were obtained to replace scrub and low-quality stock.

Illinois Soil-Testing Methods

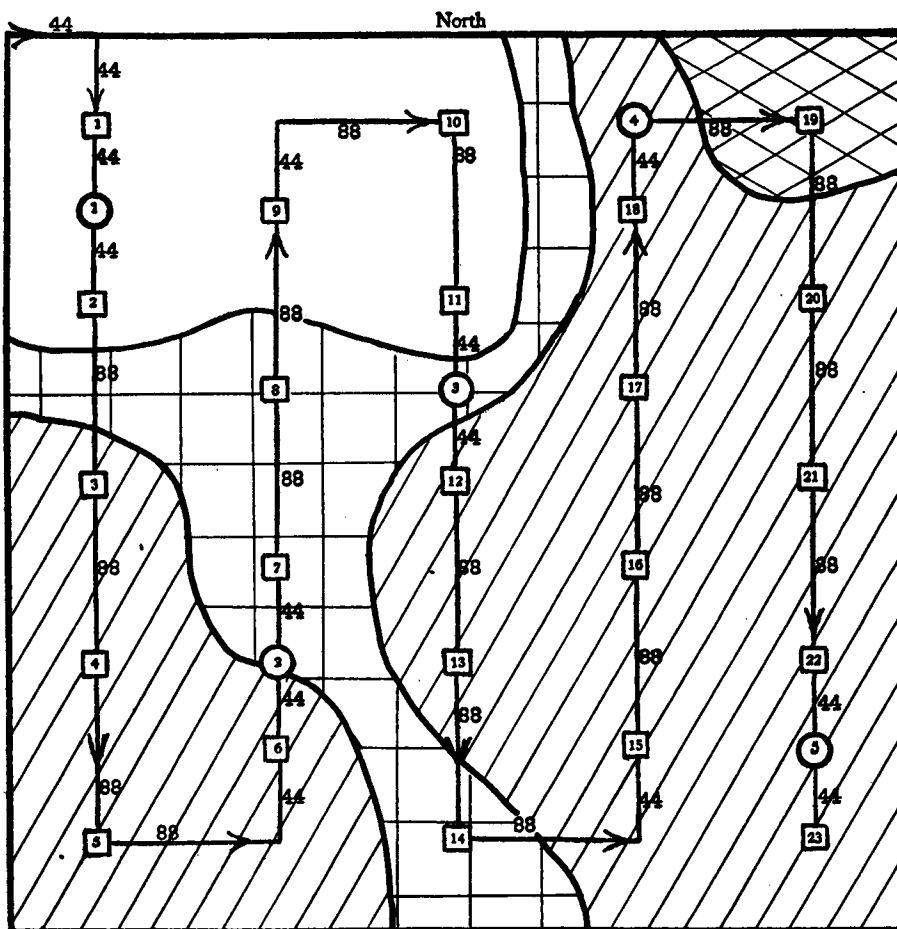
The use of agricultural limestone to correct soil acidity in Illinois has increased steadily from 122 tons applied in 1906 to 900,000 tons in 1929. The half-million-ton mark was passed in 1924, and the steady increase from that time, says O. S. Fisher, Federal extension agronomist, has doubtless been due largely to the well-organized plans for using project leaders in soil testing and mapping in that State.

sult of 19 half-day meetings, they were able to test 11,000 acres. Another farm adviser reported that the soil-testing project resulted in 6,000 tons of limestone being used in his county during the year. This consisted of 142 cars, an increase of 65 cars over the previous year.

Systematic Testing

The soils extension report from Illinois, in discussing the topic of soil testing and mapping, says:

The farmer must be educated to a better understanding of the problem of soil



Plan for soil testing

This project was carried on last year in 17 counties, and the advantage of the plan for testing soils with the help of project leaders is shown in the comparison of the reports from two counties in southern Illinois. In one county the farm adviser, answering calls from farmers for soil testing, was able in the entire year to test and map 1,980 acres; in an adjoining county, where the soil-testing project was carried on with project leaders, the farm adviser and the project leaders were able to test and map 1,900 acres in one afternoon. As the re-

acidity. Many farmers continue to waste clover seed from year to year on land that is too acid to grow clover. Others apply limestone to lands that do not need limestone. In order to correct these and other mistaken ideas on soil acidity and to offer the farmers an opportunity to obtain an invoice of their soil which will show where limestone is needed and how much per acre, soil testing and mapping were formulated.

The plan must include the systematic testing and mapping of the field or farm. This is necessary because of the variation in the soil with respect to its lime needs. Often on a single field the farmer will have areas of sweet, slightly acid, medium acid, or strongly acid soil. A sys-

tematic plan for testing and mapping seems to be the only way for the farmer to locate these areas. Simply testing one or two samples from a field is not sufficient.

Such a project must make it possible to test a large acreage with a minimum of time and labor. The farm adviser could not by any means expect to answer all the calls for such work in his county. The solution of the problem seems to be that the farmer must be taught to test and map his own soil. In this project the farmer is not expected to begin to test soil without supervision. The farm adviser will call meetings of a few project leaders, outline to them the plan of taking soil samples, test the soil samples for acidity, and then draw the maps showing the various degrees of acidity. These men are given demonstrations where the actual work is done. Usually after such project leaders have attended two or three soil-testing meetings, the farmer will be able to not only test and map his own farm but will be able to hold demonstrations and assist his neighbors in testing and mapping the soils on their farms. Aside from the information they obtain from the testing and mapping, they derive a great deal of benefit from the general discussion that always follows the testing and mapping work.

The plan for soil testing is drawn up to represent a 40-acre field. Following this plan samples of surface soil are taken from 23 locations in the field, subsurface soil from 5 locations, and subsoil from 5 locations, making a total of 33 samples for the 40-acre field.

A rack is provided to hold 33 bottles. A sample of soil is placed in each bottle to represent the corresponding location in the field and then a small amount of the test solution, in this case potassium thiocyanate solution, is poured into each bottle, the contents thoroughly mixed and allowed to settle.

A chart is used in reading the acidity of the various samples. The test solution from the neutral soils remains clear, but as the acidity of the samples increases the solution becomes red. The soils showing strong acidity, which would need from 2½ to 3 tons of limestone per acre, cause the solution to become a very deep red color.

Making the Testing Map

After reading these samples and going over the chart for the field indicated for each sample the soil-test lines are drawn, showing the approximate division point between the soils of different acidities. These are then colored to correspond with the coloring on the color chart. The finished field is shown in the appended chart. The value of such work will be seen by studying this chart. It indicates that a very small acreage needs a heavy

application of limestone. About half the field needs a medium application, possibly one-fourth a slight application, and one-fourth does not need any limestone.

A discussion of this project with the extension agronomists in Illinois indicates that the two outstanding benefits from the soil-testing are: (1) The mapping of large areas of land, making it possible to apply limestone in a systematic, sensible way; and (2) the training of a large number of outstanding project leaders. After these men have been trained in this work they are used many times in carrying on other extension projects in the county.

Outlook Conferences

A series of regional outlook conferences will be held this year in at least four regions, according to plans begun by several groups of extension directors in cooperation with the Federal Extension Service and the Bureau of Agricultural Economics. These conferences are for the purpose of a better adaptation of outlook information to the problems of farmers having different systems of farming and conditions and for improving the technique of disseminating outlook information.

The first of these conferences will be for the Western States and will meet at Bozeman, Mont., the week of August 11, when the extension economists in farm management and marketing meet for an analysis of all of their programs.

The second conference will be for the Central States and will be held at Ames, Iowa, September 25 to 27.

For the Southern States, because of the differences of problems in the eastern and western Cotton Belt a number of the extension directors favor the holding of two conferences, but plans are not yet decided. The southern workers realize that outlook material to be of most use to farmers in their planning must be made available about the first of the year. They feel that an early regional conference will make this possible.

The New England Conference is held in the winter immediately following the annual outlook conference at Washington.

The idea of developing regional conferences was proposed in a resolution adopted by the State representatives attending the annual outlook conference in January at Washington. It is believed that through regional conferences the outlook information can be considered more closely as it relates to the problems of the region and thereby as-

sist in the making of a more useful program for farm adjustment.

These conferences are being organized and planned by regional committees. The Bureau of Agricultural Economics will cooperate in every way possible to make these conferences a success. Plans are being made by the bureau to bring together pertinent material of national significance and related to the problems of these different areas. Bureau workers will also aid at these conferences by presenting world-wide and nation-wide information and analysis on crops and livestock to be considered by regions.

The Bureau of Agricultural Economics has also agreed to present its outlook material in two forms, one to represent a more detailed analysis and interpretation of the situation accompanied by supporting data particularly for the use of extension workers. The second form will be the publication in popular form designed particularly for general distribution.

Farmers who top-dressed their oat crop with 200 pounds of readily available nitrogen fertilizer on each acre during 1929, produced an average of 51½ bushels as compared with 28 bushels on the unfertilized acres, reports R. A. Wasson, extension agronomist, Louisiana State University. Fertilizer demonstrations were conducted last year in 11 parishes, the above averages being the result of a tabulation of yields on these demonstrations. The oat crops were top-dressed with nitrate of soda at the rate of 200 pounds to an acre between the dates of February 20 and March 20. The smallest value of increased yield due to the fertilizer was \$8 an acre and the greatest was \$37, with an average increased value of \$15.74. The smallest net profit on an acre, due to fertilizer was \$1.20 and the greatest \$32.22, with an average net profit of \$10.94 an acre.

American Institute of Cooperation

The sixth summer session of the American Institute of Cooperation will be held at Ohio State University, Columbus, Ohio, June 16-July 23. In cooperation with the Ohio State University, the Institute of Cooperation will offer credit courses in agricultural marketing, cooperation and rural sociology, problems in cooperative marketing of farm products, extension education, and methods in teaching cooperative marketing in high schools. Related courses will be offered in the regular summer session of the university.

Rural Standards of Living

NAT. T. FRAME, Director of West Virginia Extension Service

(Excerpts from a paper presented at the Eastern States Extension Conference, Boston, Mass., February 26, 1930)

In speaking to the American Country Life Association at East Lansing, Mich., in 1927, W. M. Jardine, then Secretary of Agriculture, said:

Country people need expert assistance just as city people need expert assistance in working out the principles of consumption. This need is on the same level as the need for expert assistance in the principles of production and marketing.

A plan to equip the country with the institutions of health and culture and facilities for education and entertainment deserves an application of brain power coequal with the brain power applied through agricultural colleges and governmental agencies to achieve on the farm more efficient production and greater financial returns. The people of this country have been liberal in providing funds for the latter type of work. Is it not of equal importance that we develop an effective program, properly financed, to get for the farmer those facilities for education, recreation, entertainment that he desires? We can make the country so attractive that the farmer, upon becoming well off, will not want to leave the farm. Rural America has so many natural advantages over city life that the raising of its standard of living should be urged to the utmost.

Henry C. Taylor, of the Vermont College of Agriculture, strikingly emphasized the need of an understanding by farmers of the principles of consumption when he paraphrased Ben Franklin by saying, "You must eat your cake to keep it."

When the product of increased efficiency, or the product of improved conditions, due to the withdrawing of certain legislation which is disadvantageous to the farmer, or bringing him legislation which puts him more nearly in a position of fairness with other groups, when that comes, if it is used in building up land values on the one hand or increasing products on the other hand, thus reducing the prices of those products, it is diffused to other classes and ceases to be available for consumption. It is only in so far as this larger income due to greater efficiency or fair legislation is used and built into the higher standard of living that you can hope to have it, and it becomes a factor of limiting competition of farmer with farmer. It is only in so far as it operates as a factor in limiting competition of farmer with farmer, that the farmer as a class will be able to hold that increased income as a continuous stream year after year.

So remember this. The old proverb of the day of Ben Franklin will have to be discarded. That is fundamentally of an order that we can not accept. The new proverb is: "You must eat your cake to keep it."

The keen interest of industry and labor as well as of agriculture in all

these problems of consumption makes it incumbent upon us as extension workers to be prepared to render a quality and quantity of expert service in this field much larger than our present programs contemplate.

Minimum Standards Generally Accepted

It took years of cooperative effort for organized labor to sell to itself and to the public (including employers) the economic theory that without a high living standard for labor national industrial progress would not be possible. The work already done in focusing attention upon standards of living for rural families suggests that the time has come when extension work should lead out in a big and broad way toward the objective of a reasonable standard of living for every family on agricultural land. We have already developed some effective techniques, such as economic conferences, country-life conferences, community scorings, area surveys, and the like. If we can promptly expand and exploit our "standards of living" programs so as to grip the imagination of farm people and town people alike we should be able to make rapid progress.

Farms Managed to Produce Necessary Incomes

To capitalize for the benefit of farm families the awakening interest in rural living standards it is essential that extension work give much attention to plans for farm reorganization and efficient management to produce the incomes needed. We are increasing each year our effective utilization of outlook reports, area economic surveys, and other available information but we are not yet tackling the reorganization problems in the wholesale way that is demanded if we are really to take advantage of present national psychology. In this field should lie one of the more immediate of our larger objectives.

Significant programs of agricultural reorganization to meet changed conditions have recently been published in reports, entitled "York County (Maine) Agriculture, the Situation and its Adjustments," and the "Agricultural Situation in Franklin County, Maine." Jefferson and Seneca Counties of New York have published reorganization programs based upon the work of serious-minded

committees through several months of consideration of data obtained by the agricultural economists of Cornell University. Oregon Farm Income, Series No. 1, Dairy Farm Incomes Required to Maintain Standard Farm Homes in Oregon, is a new type of publication approaching the problems of farm reorganization and farm management from this new angle of providing a satisfying standard of living. Other counties and other States are making worth-while demonstrations in this field. These demonstrations point the way to the widespread reorganization program that the present situation demands.

Cost of Distribution Reduced

Not only is agriculture apparently handicapped by the increasing cost of distribution but the whole industrial nation is agreed, according to Garet Garet:

In the process of cheapening the satisfaction of human wants, the next thing is to attack the cost of distribution.

Distribution, therefore, is put on its knees and made to look at itself critically for the first time. The indictment of it contains briefly these counts: That the cost of it is swallowing up the further benefits of scientific machine production; that this cost, contrary to the meaning of the time, is tending rather to rise than to fall; that it is governed by ideas that are 50 years obsolete; that it has no social principle; that, unless it is reformed, the rate at which we can continue to cheapen the satisfaction of human wants will be much retarded in the future.

When, therefore, the Federal Farm Board asks our whole-hearted cooperation in carrying out the marketing act we are apparently working in harmony with the best thought in industry as well as in agriculture. The close-up objective of helping to perfect national cooperative marketing machinery is so much in our line of vision these days that we do not need to emphasize it here.

The organization of supervisors and teachers of home economics will meet with the National Education Association at Columbus, Ohio, June 30 and July 1. The general theme of this meeting is Home Economics Educates for Parenthood.

D. R. Webb, of the Revilo Community, Lawrence County, Tenn., conducted a farm-flock demonstration with 231 white leghorn hens during the past year. His average production was 159.6 eggs per hen, more than double the State average. His total receipts were \$965.92, feed and other expenses were \$459.31, leaving a profit of \$506.61, according to County Agent Otto Hunerwadel.

Program Making in the Eastern States

A strong, definite trend toward the development of a unified program, based on a fundamental study of the problems of both the farm and the farm home has been evident in the Eastern States during the past year and a half. The annual conference of extension workers of the Eastern States, held in Washington, D. C., in February, 1929, directed attention to the need of a study of the basic facts of farm life in order to set up new and important extension objectives for the States in this region. This program was a distinct departure from the program based largely on the extension of different subject-matter practices and skills which had been predominant up to this time.

The program for the conference centered around a discussion of how the necessary farm income may be obtained and expended to the best advantage and of the economic factors which affect the income-producing capacity of the different farm enterprises. Extension programs rightfully should be based on a thorough study of such facts.

Dairying, for example, was considered not only from the point of view of what would be good methods of production but also of what volume and efficiency were necessary in order to provide the farm family with adequate income for living in keeping with the farm family's ideas of what are essential. It was apparent to those who planned this conference that the most effective extension teaching must take into account the fact that successful agriculture is based upon farm home life of a superior order and incomes necessary to provide this life.

Following the lead of the 1929 conference, the conference of 1930, held in Boston, devoted its discussion to the problems of food as related to New England farm conditions and poultry products as related to the New England agricultural situation. The findings of this conference will carry still further into the programs and plans of work of 1930 and 1931 the major idea—what are the food requirements for health and vigor on the farms in New England? What can be produced; what would have to be purchased; what is the effect of the food expenditures on the other items in the family budget; and what poultry can be used as a source of income to meet these requirements either as a specialized farm industry or as a supplemental farm enterprise?

Concrete evidence of the influence of these conferences on extension thought

and program organization in the Eastern States is found in many counties. A striking example of this influence is found in the trend taken by extension work in Franklin County, Vt.

Problems Studied

In this county a joint farm and home economic conference, in which 150 farmers and home makers participated, was held in December, 1929. Plans for this conference were formulated by Director Thomas Bradlee almost a year before it took place. During the month of preparation for the conference Ralph C. McWilliams, county agent in Franklin County; C. W. Gilbert, State farm management specialist; and Eugene Merritt, Federal field agent of Western States, made a survey and study of the volume of business and efficiency on between 30 to 40 farms in the county. The various enterprises and problems of these farms were studied from the point of view of determining the present farm income and how much cash was available for family living. Surveys were made with regard to home conditions also. Local leaders trained by Marjorie E. Luce, State home demonstration leader, and Harriet E. Davis, home demonstration agent, gathered information on present conditions in the farm homes. This included information regarding the family food supply, the food habits, and the expenditures for food, clothing, health, education, recreation, and other items having to do with the cost of family living. Information of this nature was compiled from surveys covering 400 farm families, representing approximately one-third of the farm homes in the county.

With these data in hand the men and women attending the conferences were divided into committees which discussed the problems confronting farming and home making in the country and worked out solutions of these problems out of their own experiences. All the discussions and recommendations leading up to a system of farming and home making were interdependent with the objective in view of having the farm produce a sufficient income to pay all the farm expenses and to provide the farm family with a standard of living below which the farming people themselves decided they did not care to live. Not only did the conference set up these standards but the men and women volunteered their cooperation in putting their own recommendations into effect. By sitting

down in discussion groups and analyzing their own situations, they worked out a program to solve both their farm and their home problems, and in many cases volunteered to cooperate with the county agent in bringing those recommendations to pass. This program differed from most of the programs in the past, where each enterprise was considered by itself and the farm and home as a separate entity.

In working out the above plans, each enterprise was thought of as part of the system of farming and each phase of home making as a part of a system of home making, the two systems being adjusted so that they could be accomplished out of the gross cash receipts from the farm. The conference was not considered either by the farming people or by the extension staff as an end in itself but as the beginning of a long-time program for the improvement of agriculture and rural life in Franklin County.

Living Conditions Considered

Women assigned to consider home problems at this conference agreed that the aim of home making should be to produce another generation of farm people who should be equipped physically, mentally, morally, and financially to cope more successfully with their problems than the present generation. In order that living conditions in farm homes may be improved and made satisfying, these farm women concluded that for the farm family of five persons the sum of \$1,500 a year is necessary for the development of family living. This sum would include \$100 to be set aside each year toward an educational fund so that each child may have as a minimum a high-school education and some vocational training. These committees made recommendations concerning the various phases of the home program—for instance, that more attention be given to the family vegetable garden in the interests of health and economy; that it be one-half acre in size and supply sufficient vegetables for summer use, for canning, and for storing to provide each member of the family with two servings of vegetables besides potatoes daily the year around. They recommended that the minimum canning budget for the farm home be 100 quarts of fruits and 100 quarts of vegetables per year.

In dealing with the dairy program for Franklin County it was found that the readjustment in demand for dairy products due to the spread of New York City and Boston milk sheds into northern Ver-

mont was causing the dairymen to change their system from the uneven production which met the requirements of the creameries to that of the more even production to meet the requirements of these big whole milk markets. The problem before the conference was what these readjustments should be and how fast they should take place.

The forest problem of Franklin County was the fact that the sugar bushes were gradually disappearing, and no definite effort was being made to have them replaced. The receipts from this crop were second only to dairying. The committee on sugar-bush management and replacement had an important part in the discussion of the conference. Upon the recommendations made by the 10 committees at this conference will evolve a long-time farm and home program in Franklin County.

4-H Camp Program Nears Completion

Final details of the program of the Fourth National Boys' and Girls' 4-H Club Camp, which is to be held June 18 to 24 on the grounds of the United States Department of Agriculture at Washington, D. C., are being completed. The camp will be under the direction of George E. Farrell. Gertrude L. Warren is to have charge of the junior conferences which are held daily during the camp. I. W. Hill will preside at the morning sessions. The tours to various places of educational and historical interest will be under the direction of R. A. Turner. R. G. Foster will be in charge of the evening programs. These members of the staff of the Office of Cooperative Extension Work are all well known to club members in various parts of the United States.

Among the persons of national prominence who will address the group are Judge Florence E. Allen of the Supreme Court of Ohio and James Clinton Stone, vice chairman of the Federal Farm Board. Speakers from the United States Department of Agriculture include Secretary Arthur M. Hyde; C. W. Warburton, director of Extension Work; and C. B. Smith, chief of the Office of Cooperative Extension Work.

The State leaders' conference each day at the camp has been set up as a working conference with a minimum of set speeches and with ample time for discussion of all matters coming before the meetings. The general plan of the conference provides that the program be

built around the five committee reports that have been in process of preparation for the past six months. These committees will report on the results of a study of the national problems of 4-H club work; the essentials to be taught to 4-H club members during the first two years of club work; the problems of the older boy and girl on the farm; the question of prizes, awards, and national contests in 4-H club work; and the question of local volunteer leadership.

William John Cooper, Commissioner of the Office of Education, United States Department of the Interior, has been invited to address the leaders, as well as L. N. Duncan, director of the Alabama Extension Service, other members of college extension staffs, and several members of the Office of Cooperative Extension Work. Several leaders from the different States will also take a prominent part at the conference meetings preliminary to the discussion periods.



Edmund Aycock, of Wayne County, N. C., talks to the folks at home

The 4-H Clubs Speak for Themselves

Nine national 4-H radio programs in the series begun August 3, 1929, as a once-a-month feature of the department's farm and home hour, have been completed. The voices of 18 boys and girls, telling 4-H club experiences in as many different States, have been broadcast in these programs over a 30 to 40 station network, which, after the first program, covered the country from coast to coast. On June 7 the tenth program brings the record up to 20 boys and girls and 20 States. Forty-three stations will carry the program. In addition, four club members of the third national club

camp and two members of the second camp spoke over a national network while in Washington.

Acting on the impulse which these youthful voices gave, individuals in 13 States and 2 Canadian Provinces have written the department asking to be informed about 4-H club work. These inquiries came from business men, home makers, teachers, farmers, former club members, boys, and girls. Comments and newspaper clippings relating to the programs have come from 24 States.

Beginning with the February broadcast, two new features have been made a part of the program, musical numbers and background played by the United States Marine Band and a 5-minute talk by an older person who has worked for a number of years directly with club boys and girls. These have included Naoma Bennett, county home demonstration agent, Tennessee; Lola Belle Green, assistant State club agent, Michigan; Alfred Despres, a local leader and former club member, Cheshire County, N. H.; and G. L. Farley, State club leader, Massachusetts. States which have furnished the club-member speakers are Connecticut, Illinois, Indiana, Iowa, Maryland, Massachusetts, Michigan, New Jersey, New Hampshire, North Carolina, Ohio, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, and Wisconsin. Louisiana, Minnesota, Virginia, Wisconsin, Oklahoma, and Arkansas were represented in the camp programs.

Approximately 1 farm home in 3 has a radio, according to data obtained from extension studies made during the past 4 years, which involved 3,645 representative farm homes in the 7 States of Pennsylvania, Illinois, Minnesota, Kansas, Michigan, Rhode Island, and Nebraska. One farmer out of 10 with radios reported the use of extension information obtained over the radio in connection with changes made in farm and home operations. Two per cent of all the changes made by farmers and farm women in these areas, in connection with which information obtained from the extension service was used, were credited to the influence of the radio.

In the four States of Illinois, Kansas, Michigan, and Nebraska, where more detailed information regarding the radio was obtained, it was found that in 85 per cent of the farm homes having a radio, extension radio programs had been listened to, and of those listening to extension programs 26 per cent could mention specific ways in which use of such information had been made.

Extension Service Review

Issued monthly by the *EXTENSION SERVICE* of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C. by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director, Extension Work*
C. B. SMITH, *Chief, Office of Cooperative Extension Work*

J. W. HISCOX, *Chief, Office of Exhibits*
RAYMOND EVANS, *Chief, Office of Motion Pictures*

REUBEN BRIGHAM, *Editor*
F. A. MERRILL, *Associate Editor*

JUNE, 1930

Radio

The radio has taken a definite place in country life. Daily it brings to the farm home the world's news, entertainment, and opinion. Weather forecasts, market reports, practical pointers on farm and home operations come almost hourly to the rural listener.

Extension figures large in this latter phase of radio service to the farmer. But there are problems that bother. Radio knows no State lines; hence, who shall conduct radio extension programs? Radio transmission equipment costs money—big money. Who shall provide the equipment? Some State extension services have put radio to work by building their own equipment or by arranging with commercial stations for time. The department releases information through more than half of the commercial stations of the country. But there is no program for coordination of department and State broadcasting.

The need for such correlation is pressing. The department radio service asks State extension services to help work out a practicable system. Once this immediate end is gained, other problems remain. How shall we use the available broadcasting facilities? Can radio be depended on to do a complete educational job?

The radio talk or skit leaves no permanent record behind. The visual element at present is lacking. But, at the speed of light—186,000 miles per second—radio transports thousands of farm families to the sources of business information. Radio attracts attention. Radio

inspires interest and favorably disposes the hearer to follow a course of action. Radio creates a demand for more detailed directions in bulletins or from the field force of the extension service. Hence, radio is not effectively used unless it is backed up by the whole extension organization.

The problem must be attacked from the viewpoint of the farmer listener. The listener wants and is entitled to have a complete picture of the new forces in science and economics which affect his farm and his home. He wants, and he should have the picture clearly presented and coherently interpreted.

In the interest of the rural radio listener and of the greater success of extension teaching it is clearly necessary to do two things: First, to coordinate effectively the extension radio work of the Department of Agriculture and the land-grant institutions. Second, to build radio teaching into the very fabric of extension teaching, to add radio's strength as a getter of attention and inspirer of action to the present extension teaching program and to reenforce radio's weakness in detailed instruction with the resources of print and demonstration and personal contact now available in the extension organization.

Know the Facts

A definite trend toward planning the county extension program with the full picture in view is evident. East, West, North, and South, more and more it is being recognized that an adequate standard of living and a farm income equal to maintaining such a standard are the mainsprings of a satisfying farm life. Extension agents and farm people are beginning to realize that before any program is outlined or undertaken, there should be full knowledge of the facts, economic and social, that are involved. They must first find the answers to certain key questions: What is an adequate standard of living for the farm family of the county? What are the requirements for food, clothing, housing, education, recreation, and maintaining health, and what will these items cost? What are the more profitable farm enterprises of the county? In what units are such enterprises most profitably operated? What combinations of enterprises and enterprise units have been found most advantageous in the local farm practice of the county? What volume of business is necessary to provide an income large enough to pay farm expenses and leave enough cash to provide an adequate liv-

ing standard? How is the necessary volume of business to be developed? Should the farms be larger? Should certain enterprises be replaced by others that are more profitable? Should one enterprise be developed faster than others, and if so, in what proportion?

These are questions that must be answered to-day in outlining an extension program for a county. To arrive at the answers to these questions, Federal and State economic and subject-matter information, the experience and judgment of specialists and agents and, most important of all, the knowledge and experience of men and women of the county who are successful farmers and home makers must be brought together and pooled in the effort to obtain an accurate understanding of the situation and the factors on which any really helpful program must be based.

In many sections progress in extension-program making is waiting on research and facts. Particularly is this true of economics facts. The beginning of progress then would seem to be in expanding research in the State experiment stations and in the United States Department of Agriculture in order to furnish the basis for stronger extension programs in every county.

Questions and Answers

The REVIEW from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. What helps can be obtained for local leaders in 4-H club work?

A. Local volunteer leaders should have information that treats briefly the objectives of 4-H club work, ways of handling young people, and technique or methods for carrying our specific phases of the club program. Club literature in each State and from the United States Department of Agriculture sets forth the objectives of 4-H club work and offers help in club methods. The local leaders themselves, assembled for group-training schools, are a valuable source of help on all these problems, especially in handling young people and the use of various techniques.

Q. What ways can one use in getting cooperation on the part of the parent for 4-H club work?

A. One agent is sending a letter to all club parents a month after the boy

or girl begins work, asking the parent to return a card which requests specific information about the member's work and suggestions from the parent as to needed helps to improve the work. Effective ways of interesting parents are, of course, through personal visits, having fathers and club boys, or mothers and club girls meet jointly occasionally and having the young people do things that involve parent cooperation.

Q. Should 4-H club work be carried on through the schools as much as it is at the present time?

A. Cooperation with the schools in the conduct of club work is a fine thing where the school authorities welcome it. From the standpoint of permanent organization that reaches into the life of the people and develops their support and leadership, the organization of the work on a neighborhood or community basis, outside the school, but correlated with other educational agencies, seems to be most effective.

Annual Report Form Committee



Annual report form committee in session

World's Poultry Congress

The President, by authority of Congress, has accepted the invitation of the British Government for the United States to participate in the World's Fourth Poultry Congress to be held in London, England, July 22 to July 30, 1930.

These world congresses are held under the auspices of the World Poultry Science Association and in the United States participation is being arranged by Government officials and others designated by the Poultry Science Association of America.

The United States Government is one of more than 45 governments that have accepted the invitation and will be officially represented. At the last session of the United States Congress an appropriation of \$25,000 was made for the building and showing of a national educational exhibit. This exhibit is being prepared by the Extension Service through its Office of Exhibits. The Office of Motion Pictures is also preparing five new films covering various aspects of the poultry industry. Both the exhibits and films will be available for distribution upon their return from England. The exhibit will portray production, marketing, and consumption of poultry products.

The World's Fourth Poultry Congress will be held in the magnificent Crystal Palace, which is one of the world's most noted exhibition buildings. It is expected that many poultrymen from the United States will attend this Congress.

A group of State and county extension workers, representing all sections of the country and all phases of field work, met in Washington February 15 to 21, to advise with representatives of the Federal Extension Service regarding revision of the annual report form. Front row, left to right: I. D. Wood, agricultural engineering specialist, Nebraska; J. M. Fry, county agricultural agent supervisor, Pennsylvania; M. C. Wilson, in charge extension studies and teaching, United States Department of Agriculture; I. O. Schaub, extension director, North Carolina; Flavia Gleason, home demonstration leader, Florida; C. B. Smith, chief, Office of Cooperative Extension Work, United States Department of Agriculture. Second row: Mrs. Kathryn Van Aken Burns, home demonstration leader, Illinois; J. A. Evans, associate chief, Office of Cooperative Extension Work, United States Department of Agriculture; Arnold De Collier, county club agent, Oregon; John D. Hervey, county agricultural agent, Ohio; Nora L. Hulbush, home management specialist, Montana; Eleanor S. Moss, county home demonstration agent, Connecticut, and C. W. Warburton, director of Extension Work, United States Department of Agriculture.

The number of questions in the report form has been greatly reduced, principally by the elimination of most of those asking information regarding adoption of practices. The page on marketing has

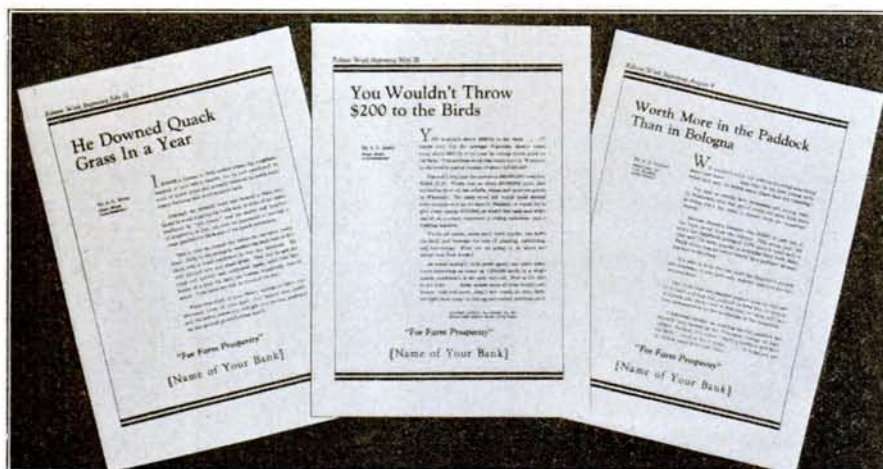
been entirely rewritten to bring out more fully extension work in that field, and other important changes have been made. It is believed that the new form when its revision is completed will be much more satisfactory than the one now in use.

Study Garden Project

To obtain information relating to the home-garden situation in representative areas of the State, records were recently obtained from 271 nonselected farm homes in Union, Sumter, and Orangeburg Counties, S. C. In addition to obtaining information of value to the future development of home-garden extension programs, an attempt was made to obtain data regarding the influence of extension teaching upon home-gardening practices and data regarding the relative effectiveness of the means and agencies which have been employed in extending home-garden information.

The study is a cooperative one between the Federal extension office and the State extension service. The survey party collecting the field data was composed of Lonny I. Landrum, State home demonstration leader; Blanche J. Tarrant, Sarah E. Harper, and Mrs. T. D. Plowden, district home demonstration supervisors; and Iva M. Sinn, J. M. Stedman, and M. C. Wilson, of the division of extension studies and teaching of the Federal Office of Cooperative Extension Work.

Wisconsin Bankers Help Extension Work



Advertisements used by Wisconsin bankers in extension campaign

County agents in Wisconsin and the extension forces at the college of agriculture are being helped in putting over effective farm practices by rural bankers who belong to the Wisconsin Bankers' Association, according to K. L. Hatch, assistant director of extension at the Wisconsin institution.

This year a series of 22 advertisements to be run by country bankers in their local weekly newspapers has been prepared by the department of agricultural journalism at the State university. Last year a somewhat similar series of advertisements was used during the first four months of the campaign by more than 235 rural banks in the State. During that time these banks ran a total of 20,706 column-inches of space, reached over 200,000 farm homes, and invested more than \$4,700 in this advertising.

These advertisements all promote the use of efficient farm practices. For example, four of the advertisements promote the use of tested, labeled seed; a number of advertisements tell all about improving the pasture; one series urges the use of proper fertilizers; another series tells about the work of cow-testing associations in the State and the way they help the individual farmer; and still another tells how to eradicate such noxious weeds as Canada thistle and quack grass.

Each advertisement carries the name of a member of the college staff. This adds a touch of authority, ties the extension service of the university up with the rural banks, and lets the college speak directly to the farmer. As soon as the banker receives the series he is urged to confer with the county agent and the agricultural committee of his

county so as to make the campaign as effective as possible. This conference brings banker and county agent together and oftentimes makes possible a close form of cooperation.

Each advertisement is 3 columns wide and about 9 inches long. The layout is attractive and carries considerable white space so as to attract attention, make the message easy to read, and lend a certain dignity to the series.

"In preparing the series a liberal use was made of the results individual farmers have obtained by adopting the practices the advertisements promoted," says Andrew W. Hopkins, of the agricultural journalism department at the Wisconsin College of Agriculture. "The copy is rather chatty, yet meaty and to the point."

Age Limit increased in Oregon 4-H Clubs

The age limit of 4-H club members in Oregon has always been up to and including 18 years, which meant that as soon as boys or girls had reached their nineteenth birthday they had graduated from the ranks of club members, and their only field in club work was leadership. To provide for these older club members the plan for a senior 4-H club project has been adopted. All senior 4-H club members are between the ages of 19 and 21, inclusive.

The Oregon Bankers' Association has given \$150 in prize money to provide classes of livestock, poultry, and crops for older club members, the prizes to be awarded in state-wide competition at the Oregon State Fair. Exhibits are to be

scored on the basis of 25 per cent for quality, 25 per cent for record book, 25 per cent for size of project, and 25 per cent for leadership activities.

Size of Project

It will be noted that the size of the project will count 25 per cent in the contest. To receive the full 25 points the club member must have the minimum requirement. The pig project requires 2 brood sows and their litters and a crops project; the sheep project, 10 ewes and their lambs and a crops project; the dairy project, 3 cows, at least 1 in production, together with a forage project; beef, 1 steer or 2 breeding females and a crops project; dairy-herd-record keeping, the keeping of records on 10 cows; the goat project, 10 does and a pasture; and the poultry project at least 100 hens or 250 day-old chicks, together with a crops project.

In the crops project 1 acre of potatoes, 5 acres of corn, 1 acre of perennial forage or 5 acres of annual forage, or 1 acre of grass seed or 5 acres of grain seed are required; in horticultural work, one half acre of commercial garden, or one fourth acre of berries, or 1 acre of tree fruits.

Where it would not be possible for a senior club member to have a minimum requirement for a project he may receive full credit of 25 per cent for the size of his project by taking at least one half of one project and one half of another, such as 2 different kinds of livestock; for example, 1 brood sow and 5 ewes. This does not apply in combining a livestock and a crops project where such a crops project is required with the livestock project.

Reports similar to those used in junior projects will be used for each division of the project. In addition, a senior report will be furnished covering all projects which will also be required.

Senior 4-H club members exhibiting in State competition will not compete in the regular club classes with the juniors, but they may exhibit in interstate competition in the club classes. The only exceptions to this rule are the two projects, farm accounting and dairy-herd-record keeping, in which both junior and senior members may compete. Judging and demonstration teams from the senior group may compete with juniors in county, State, or interstate competition.

The annual meeting of the Specialists in Agricultural Engineering will be held at Urbana, Ill., June 11 to 14, inclusive.

Missouri 4-H Baby Chick Club

The 4-H Poultry Club of Oakville, St. Louis County, Mo., set a new standard of achievement in Missouri for 1929. It was the first 300-baby-chick club ever conducted in the State; the 6 club members made a 100 per cent record of completion in carrying out approved practices recommended by the Missouri College of Agriculture; and each member made an average income of \$105.61, not including \$52 in awards.

In all, the 6 club members raised 2,011 head of young stock, valued at \$2,136.60, at a total cost of \$1,502.90, making an income for the club of \$633.70. The total income to date would more than pay for the total cost of the baby chicks, for the 10 by 12 foot brooder houses, brooder stoves, other equipment, and feed, and the members now have fine flocks of producing pullets.

Each club member carried out the following approved poultry practices, according to Berley Winton, poultry extension specialist of the Missouri College of Agriculture:

1. Hatched the chicks early.
2. Raised the chicks on fresh range.
3. Fed a growing ration.
4. Separated cockerels and pullets at broiling weight.
5. Maintained clean, sanitary quarters.

In addition, these club members learned to conduct regular club meetings under parliamentary procedure, to demonstrate approved poultry practices to the people of their home community, and to put into practice many important factors of care and management of chicks and growing stock.

Clothing-Management Project

Home management has often been considered as applying only to the kitchen. The extension specialists in New York State have, during this past year, developed a clothing-management project which points the way toward applying the principles of good arrangement, and the saving of steps, time, and energy as applied to clothing. The outline of the project and some of the results are thus reported by Ella Cushman, household management specialist:

The project as it was given is made up of three demonstrations. At the first

presentation the principles of organization of working centers are applied to the sewing center in the home. The county agent who taught the lessons demonstrated the distance traveled in assembling and putting away sewing equipment. This was done by having the woman in whose home the meeting was held carry a ball of string as she walked about the house collecting and putting away her tools. Another woman pinned the string to the floor, and at the end of the demonstration it was measured. The effect of the yards and yards of string extending sometimes over the entire first floor and upstairs was very effective.

In the second presentation the principles of selection of sewing equipment were discussed and a set of equipment was on exhibit.

At the third meeting the entire problem of clothing the family was discussed as a phase of household management. Clothing-record books were given to those women interested in making clothing inventories and keeping clothing expense accounts.

As I said, we were trying out this project in two counties, and we feel that it proved successful. We plan to reorganize the material in such a way next year that it can be given by local leaders. We also plan to cooperate more closely with the clothing department.

In her annual report Mrs. Lois D. Mathewson, the county home demonstration agent who conducted the project in eight communities in Steuben County last year, said: "Of the eight demonstration homes studied, one woman has reduced the distance she has had to travel from 219 feet 3 inches to 80 feet, and is planning to reduce further this distance when she purchases a small oil stove upon which she may heat her irons for pressing while she is sewing. Another woman has reduced the distance she travels from 212 feet 1 inch to less than 100 feet by moving her supply chest from her bedroom to the bay window in her dining room, where she stores her sewing machine. A third home maker who traveled 163 feet 10 inches plans to have an ironing board and iron in a closet off the bedroom where she sews. This saves going downstairs for this equipment. A fourth home maker plans to rebuild her home within the year and hopes to have a special sewing center. Three of the other home makers do not sew a great deal, doing only their own family mending, and they have not as yet made any change. An eighth home maker, who had a lovely sewing room but who originally traveled 273 feet 9 inches because she kept her ironing board so far from her sewing center, has moved her board to the kitchen and so reduced the distance traveled."

Under an act of the State legislature effective January 1, 1930, county agent work in South Carolina is supported by State and Federal appropriations and it is mandatory that each county have a farm agent and a home agent.

Household Buying

Problems of household buying are coming to the front in extension programs in home management. They were frequently mentioned in connection with economics farm-home conferences held in numerous States recently. The idea of buying household commodities according to quality and performance specifications is relatively new, but it is gaining headway.

In line with this trend a new mimeographed publication of the Bureau of Home Economics should be of interest to extension workers. A series of reading references for women's club programs has been outlined by the Bureau of Home Economics and the American Home Economics Association. These programs bring up for discussion the present household buying situation and its drawbacks for the woman purchaser. Somewhat to their surprise women are learning from one section of the reading series that the Government is increasing the number of its purchases by exact specifications and that this is the regular procedure in most large business organizations. The idea is brought out that similar specifications could be drawn up for many common household articles.

A beginning has already been made in formulating Government standards for meats, milk and other dairy products, poultry, eggs, canned goods, fruits, and vegetables, as well as most manufactured foods which enter interstate commerce. The specifications already used for farm products directly affect the farm woman when she goes to market to sell as well as when she shops for her own needs. From the references in this series of programs she can find out to what extent the Government is aiding her and what other steps might be taken. There is ample material here for lively and constructive discussions.

The programs can be obtained from the Bureau of Home Economics, United States Department of Agriculture, or from the American Home Economics Association, Washington, D. C., with which the bureau is cooperating.

Fifty local leaders are assisting County Agent L. A. Churchill in Jackson County, Minn., in all 4-H club programs where 600 project enrollments have been obtained. A leader training meeting is held each month in this county.

Outlining Subject-Matter Projects

People engaged in every profession and industry gradually build up certain formulas, outlines, special tables, and the like to meet some need such as the saving of time and effort.

A committee of Iowa agricultural extension specialists and supervisors adopted an outline for all their subject-matter specialists in agriculture to use in drawing up individual sample project plans for the guidance of county agents. This was furnished the specialist in mimeographed form. Items in the outline were placed in a column headed "Activities and methods." Suggestions offered by specialists were given in column 2, under the heading "Work to be done." The third column was left blank and was headed "County plans to be made in each county." This column made it possible for the county agents to write in any exceptions or modifications of the plan suggested by the State extension office without rewriting the whole plan. The outline was also used for project planning in a series of Iowa district county-agent conferences.

The following topics were developed for county agents to use in summarizing their project plans for the year:

Situation including problems, remedy, and number of people now following practice recommended.

Phases of project undertaken.

Goals for year.

Townships or communities involved.

Committees and leaders.

Result demonstrations.

Proof to be established.

Units involved.

Method demonstrations and training schools.

Tours and picnics.

Other meetings relating to project.

Circular letters.

News articles.

Exhibits.

Other methods such as slogan, poster, and essay contests, films and slides, and surveys.

Measuring results by follow-up records and reports.

Literature and illustrative material to be prepared.

Days agent's time.

Days specialist's time.

This outline was placed on the left-hand side of a large sheet of paper. A 2-inch or 3-inch column was used for each project and the names of projects or subprojects were placed at the top of each column. All statements were given

briefly so that only about a day's time would be needed to summarize in relation to each item all project work planned in the county. In many counties it took a day to plan one or two projects in detail. Some preferred to develop on a separate page the situation or basic facts having a bearing on the work undertaken.

Other States Use Outline

The county agent supervisors of Missouri, Nebraska, and some other States have used a similar outline for planning major projects in detail with county agents, both individually and in groups. The Missouri supervisors, in using the outline for developing individual project plans, added columns for indicating kind, number, location, and month opposite most of the extension means to be used.

The items in the outline are listed in the order which seems most convenient in planning. Phases of a poultry project, for example, might be limited to "Feeding for Winter Eggs" and "Growing Healthy Chicks." Each of these might in turn be subdivided. It is necessary to know goals to be reached during the year before deciding what procedure to use in reaching them. To get 300 flock owners to adopt the practice of feeding a laying mash requires a different procedure than to get 10 or 30 to do it. Ten cooperators might be obtained through farm visits without using any other methods.

If people are not convinced of the desirability of adopting certain recommended practices, it may be necessary to build confidence in them through result demonstrations. The number and nature of result demonstrations help to determine the number of meetings at result demonstrations. An inventory of available literature and illustrative material is necessary before it is possible to list what is to be prepared. An estimate of the agent's time required to give demonstration helps in determining how intensively each project can be carried out, considering time required for other projects. If certain means listed in outline are not to be used, a line is drawn through the space to show it was not overlooked or the space is left vacant.

H. W. Gilbertson, of the Federal Extension Service, who has encouraged the use of various adaptations of this outline in the Central States, cooperated with county agent supervisors, specialists, and agents in developing county agricultural campaigns in seven Central States. In planning agricultural campaigns it was

helpful to use a relatively complete alphabetical list of extension means for reference in deciding what other methods or means could be used most advantageously.

This outline can be used in many other ways, such as for making a list and study of the extension means which have been used in successful project work or a campaign. It can also be used as an intermediate step in preparing a "calendar of work" by months.

Local-Leader Influence

About 86 per cent of local extension leaders are instrumental in conveying subject-matter information to other farmers and farm women. A leader will influence an average of 12 persons to change several practices. This was found to be uniformly true in the representative areas in South Dakota, New Jersey, Kansas, and Nebraska, where the work of 742 local leaders was studied. The average variation in the number of local leaders who functioned was found to be only 3.5 per cent in the 4 areas, while the average variation in the number of farms or homes influenced per leader was 1.3 per cent.

The findings of the study indicate that many factors such as educational background, occupation, method of selection, length of time served, and amount of time devoted to leadership activities also have had some bearing upon the effectiveness of local leaders in influencing others to make use of extension information. It appears that the principal factor governing the extent of influence per local leader is a natural and fundamental one—the size of the normal circle of close friends and acquaintances of the average farmer and farm woman. The field of activity of the average farmer and farm woman probably does not comprise more than 20 to 25 families, only a part of whom may be interested in the phase of extension sponsored by the local leader. In villages the average number of persons reached was appreciably higher, indicating a somewhat larger number of friends and acquaintances per leader than in the open country.

These data would seem to point out the desirability of having a large number of local leaders, each with his or her small circle of influence and devoting a reasonable amount of time to leadership work, rather than confining the work to a small number of leaders and expect them to enlarge their normal circle of influence through increased time devoted to leadership effort.

Georgia 4-H Clubhouses

"When I came to Paulding County in 1928," says Florabel McGoogan, Georgia home demonstration agent, "I found a virgin field. There was no 4-H clubhouse. Within a few months, however, one had materialized. For this handsome little building we are indebted chiefly to the local cotton manufacturing company. This is an example of the cooperation I received. I do not mean that the path was all roses, for there was another side to the picture. There were opposition and indifference. To say that this clubhouse is an important thing to have in the county is almost like saying that our courthouse is important."

The building of the county clubhouse is a great opportunity for a practical demonstration in house planning, building, interior decorating, furnishing, and landscape gardening. The object lessons the club members get are worth far more than textbooks and lectures on the same subjects. The club members not only had a hand in the planning of the building but they also made the window curtains, planned a scheme of interior decoration, laid out the grounds, planted flowers and shrubbery, and selected the furnishings. The furniture that they selected was all unpainted, so that they had a great deal of practical work in planning the colors and painting the furniture accordingly. All these things were participated in by club members. In this way the seeds of house designing, furnishing, and decorating were sown far and wide.

How Used

A considerable part of the clubhouse consists of a kitchen and dining room. With modern facilities, it is easy to demonstrate the preparation and proper serving of meals. Club members design, prepare, and serve the meals under the supervision of the home demonstration agent. Without this clubhouse kitchen and dining room, it is impossible to make these demonstrations to any considerable number of club members. No home has a kitchen and dining room large enough for the purpose. This one thing perhaps would justify the clubhouse's existence even without the many other excuses it has for being. Lessons in table etiquette are much more effective where a large number of people are present than where there are only a few, since the subject is a little delicate. The larger number removes the feeling that there is anything personal in the instructions. Table

etiquette may not be the most important thing in the world, but no one will deny that it is better to observe these graces than to ignore them.

The county clubhouse is the proper and logical place for the quarterly meetings of the home demonstration council. Every three months the officers of the various clubs throughout the county come in and meet at the clubhouse and discuss plans. Not only can the clubhouse be used for these meetings, but for any community meetings pertaining to agricultural or home-extension work, even to entertain the Kiwanis or other civic clubs at their weekly luncheons. The county clubhouse is the symbol of 4-H club work. It is a standing reminder of the 4-H club idea. Being a clubhouse and not just a house, people notice it and see its trade-mark "4-H Clubhouse." If they don't know what 4-H means, they will find out. In this way the clubhouse is a valuable advertisement for the organization.

Child Care in Iowa

Rural women in 787 Iowa communities received instruction in child care and parent training during 1929. Four hundred and forty-eight local leaders were trained by the extension specialist and 3,156 people reported improved home practices.

Typical of the improvement made is the following record of Mrs. W. E. Logan, who describes what she did as follows: "In our own home we have given special attention to improving our home arrangements and equipment as a place

for the children. Our back-yard playground was our first attempt, and it has been a joy to the whole family. Here father built a fireplace, erected a tent, table, and camp chairs. Not only leisure afternoons are spent "playing camp" but on hot days the whole family is rested by eating supper out in the open. Other simple equipment has been provided including a swing, sand pile, trapeze, and there is a space in which to play numerous games.

"With thought and very little time simple changes were made in home. Mother's things were taken out of the boys' closet and hooks were put low enough for the younger boy, who is 5 years old, to reach. Dresser drawers were also cleared out, giving each child drawer space with plenty of room to keep clothes in order and also a place to store their 'prize collections.'

"A playroom was fixed in the attic equipped with a blackboard, a punching bag, blocks, indoor baseball, tool chest, indoor sand pile, and other playthings. Here boys play on bad days in spring, fall, and winter days when the place can be heated with an oil burner. All toys are stored here in boxes, and when the boys play downstairs one box is taken down at a time and returned before another is obtained. This saves unnecessary confusion and also their tiring of the playthings by having all their toys at once.

"Quite a happy addition to our wash room was a mirror and a low shelf where each child could keep his comb, toothbrush, and wash cloth. The mirror was quite an incentive to a neat personal appearance. And so with thought and little time we are making simple changes in our home for the comfort and happiness of our two boys, hoping each year to do a little more."

Events of Extension Interest

Annual 4-H Club Short Course, Southern Branch of the University of Idaho, Pocatello, June 23 to 26, inclusive.

Four-H Club Round-up, Kansas State Agricultural College, Manhattan, week of June 2.

The 4-H Club Summer School, Oregon State Agricultural College, Corvallis, June 9 to 21, inclusive.

State 4-H Club Short Course, University Farm, St. Paul, Minn., June 3 to 6, inclusive.

Annual Field Day of the New Jersey State College of Agriculture and Experiment Station, New Brunswick, June 11.



Toys for young children

Traveling Conference for Women

A traveling conference for women to see home-demonstration work of the University of California agricultural extension service was held April 28, 29, and 30. This conference, the first to be held for women by the California Agricultural Extension Service, studied home demonstration work at the College of Agriculture in Berkeley for one day and saw the results of work in the field covering four counties for two days.

Traveling conferences for men have been held by the agricultural extension service in cooperation with the California Farm Bureau Federation for many years; women have not been invited to attend these. This year, following the same plan used for the men's conferences, each home demonstration agent brought delegates from the various counties to the conference at Berkeley.

From each of the 27 counties having home demonstration agents two delegates were invited, from each of the 16 counties having no home demonstration agent one delegate was asked to attend. In addition there were representatives of the California Federation of Women's Clubs, the parent-teacher associations, and similar organizations. There was an attendance of nearly 150 with about 40 automobiles in line. Madge J. Reese, of the Extension Service of the United States Department of Agriculture, participated in the conference and tour.

The delegates arrived in Berkeley on Sunday, April 27. Monday was spent in Berkeley attending lectures, conferences, discussions, a tour of the campus, and an illustrated lecture in the evening. The last two days of the conference were devoted to seeing the work of the home department in near-by counties. Instead of stopping at a different town each night, the conference returned to Berkeley every evening.

Leaving Berkeley Tuesday morning, the women spent the forenoon in Napa County, with lunch at Suisan Valley Farm, the afternoon being spent at this place. On Wednesday the program was under the same arrangement in Alameda and Contra Costa Counties. On Tuesday evening there was an hour of recreation, and on Wednesday evening B. H. Crocherson, director of agricultural extension, addressed the women.

"Every phase of home demonstration work was discussed, and demonstrations were given during the tour of the counties," says Harriet G. Eddy, State home demonstration leader. "We did not have

as strenuous a tour as the men, but we believe the women benefited from our traveling conference as much as their husbands do from their more extended trips."

Livestock Monuments

Two monuments, commemorating progress in livestock improvement in Kentucky, were unveiled last year. Taylor County finished its drive on scrub sires, and the occasion was celebrated at the unveiling of a bronze tablet at Campbellsville. A tablet was placed at Morganfield in commemoration of the freeing of Union County from the scrub-stock list. Both monuments were given by the Louisville Board of Trade.

The purebred sires campaign being conducted in the State by county agricultural agents and extension field agents from the College of Agriculture of the University of Kentucky resulted in 1,061 purebred bulls, 920 purebred rams, and 270 purebred boars being placed on farms in 1929. Six hundred and ninety-seven of the bulls were of dairy breeds.

The campaign for improved livestock has been under way in Kentucky for 10 years, under the direction of county agents and the College of Agriculture. In 1920 less than 20 per cent of the sires in the State were purebred; in 1930 it was estimated that 60 per cent were purebreds.

Office-Management Conference

A conference of clerks from county agents' offices in New Jersey was held at the State College of Agriculture, at which changes in systems of filing, reporting, and general office management were discussed in order that each clerk might have a better idea of just what is wanted by the agent and by the State office. The program included talks on how to make out a satisfactory expense account, preparation of copy for the printer and newspaper, annual reports, how to keep three agents satisfied, helps in mimeographing, and how to keep the office in order. Besides the talks, some time was used for discussions and social gatherings.

"The conference was valuable in getting the work on a more standard basis throughout the State in that it gave the clerks a good opportunity to exchange ideas with clerks from other counties," says the assistant director, A. M. Hulbert.

Fertilizer Practices

One of the far-reaching developments in extension work in Alabama has been the adoption of the cotton fertilizing practices recommended by the Alabama Polytechnic Institute at Auburn. Investigations of fertilizer methods reveal that more than half of the farmers in the State are acquainted with the so-called "Auburn method" and fertilize their cotton accordingly.

About a quarter of a century ago the experiment station of the Alabama Polytechnic Institute began experimenting with cotton fertilizers. After many years of experimental work at this station and in cooperation with farmers throughout the State a dependable method was obtained. The experiment station recommends home mixing in order to get the right kind of ingredients and to apply the fertilizer at the proper time to produce the best results.

In order to establish this method on the farms of Alabama county agents arranged and conducted demonstrations in cooperation with farmers. Each fall when results were visible, field meetings were held and articles were published in local newspapers. After the crops were harvested, results were made known through the press and at meetings.

The Alabama Farm Bureau entered the field as a buying agency. This organization buys cooperatively and adheres closely to the recommendations of the experiment station and extension service. Through it, members get what they want at low prices due to cooperative buying in large quantities.

Oil Burners Tested

Many types of oil burners designed especially for home-heating purposes have been placed on the market within the past few years. The new method of heating appeals to many home owners because of the relief from uncertainties of coal supply, from furnace attendance, and from dirt. The possibility of automatically regulating the heat is another attractive feature.

To meet the demand of prospective purchasers of this type of heating equipment for reliable information the United States Department of Agriculture tested a number of oil burners of different design and prepared Department Circular 405, "The Domestic Oil Burner." In this circular, which is based on the results of the tests, an attempt is made to give the information necessary for the home owner to make his own selection of an oil burner.

Motion Pictures for World's Poultry Congress

The Office of Motion Pictures is completing a series of poultry films for the Fourth International Exposition of the World's Poultry Congress, to be held at the Crystal Palace, London, July 23 to 30.

"The Turkey Business" is a 1-reel movie which gives some idea of the size and extent of the turkey business. "Breeding for More and Better Eggs" shows in two reels the importance of breeding for increased egg production. Other films in this series include "Egg Marketing in the United States," "The Poultry Marketing Industry of the United States," "Cooperative Marketing—Eggs and Poultry," and "Brooding and Rearing Chicks."

Department Film Strips

A distinct trend toward the use of film strips is apparent from the increasing number of purchases of department film strips being made by extension workers. Agents who have used the film strip report that it is just as effective as the glass slide and considerably more convenient and economical. Apparently the ease with which film-strip projectors may be carried about and operated, the light weight of film strips as compared with bulky glass slides, and the low cost of both projectors and strips are factors which the extension worker considers important.

Prices of department film strips range from 35 to 75 cents each, depending upon the number of frames in the strip. A total of 80 series, covering a variety of subjects have been placed on strips by the Office of Cooperative Extension Work. Each series includes lecture notes which may be used by the extension agent as a basis for his talk.

Recent releases of department film strips and their prices follow:

Series 53, Hog Houses and Equipment (30 frames), 35 cents; Series 204, Control of Stinking Smut or Bunt of Wheat (40 frames), 35 cents; Series 251, Equipment and Practices That Reduce the Costs in Haymaking (68 frames), 53 cents; Series 258, Fitting Dresses and Blouses (33 frames), 35 cents.

Copies of these film strips may be purchased from the Consolidated Film Industries (Inc.), 1776 Broadway, New York City, the firm which holds the department's contract for film-strip production for this fiscal year. Purchase or-

ders should be sent direct to this firm, but a request for authorization to purchase should be sent at the same time to the Office of Cooperative Extension Work. Blanks for this purpose will be supplied upon request.

Florida Radio Club

A novel way of increasing listener interest in the farm radio programs being put on over WRUF by the Florida Agricultural Extension Division has been devised by R. M. Fulghum, assistant editor in charge of the programs. This is the Florida Farmers' Radio Club.

Special club programs are conducted on the first and third Mondays in each month. The program which lasts for 30 minutes is conducted just as a small farmers' club or organization meeting would be, with some specially selected principal speaker for the occasion.

Listeners-in are invited to join by writing to the club, in care of the Agricultural Extension Division, at Gainesville, Fla. Each one who sends in a letter or card is enrolled as a member, given a membership card, and invited to submit suggestions for the improvement of the farm-radio programs.

Extension Service Mail

During the calendar year 1929 the Office of Cooperative Extension Work returned to State extension directors a total of 73,987 pieces of mail originating with cooperative extension workers throughout the country, but which failed to be delivered. Incidentally the office called attention to any violation in the use of the penalty privilege noted in connection with each piece of mail. Included in this material were checks or other financial paper totaling in value \$1,790.32. The latter class of material was given particular attention and returned to State directors with special letters.

This is a service which has been maintained in the Office of Cooperative Extension Work since the inauguration of its field work, and it is hoped that the return of this mail is providing a means of checking up incorrect addresses on mailing lists, and incidentally bringing back to agents undelivered material of value.

Abstracts from periodical literature on child development and parental education are published each month in the Journal of Home Economics.

Local Film Strips Effective

Along with the increased use of department film strips has come a greater interest in the production of State and county film strips from local photographs. The following excerpt from a letter received from Jane S. Ketchen, extension marketing specialist in South Carolina, is typical of the attitude of many extension workers toward locally produced film strips:

We used our film strip entitled, "Home Demonstration Marketing Activities in South Carolina," at two county fairs this year as well as at the State fair, and it created quite a bit of interest. I also used it with a group of women selling garden produce on their local club market and will use it the coming year in our club markets. In connection with this film strip I use two short strips gotten out by the department entitled "Standard Baskets for Fruits and Vegetables," and "How Insects Attack Garden Vegetables and Methods of Control."

I do not think there is any doubt as to the value of film-strip material, as it is easier to put across your work by this means than any other. People readily grasp the thought or information from pictures that they do not get from unillustrated talks. The pictures relative to work being done in our own State created greater interest than perhaps anything we have done. Film strips prepared from local photographs are also helpful in getting people to carry on projects in other counties.

The film strip was made from illustrations selected and organized into a series by Miss Ketchen. The negative and one positive print were produced at a cost of 25 cents per frame, or \$14 for the entire series of 56 frames. Should additional positive prints of the series be desired for the use of county home demonstration agents in South Carolina, they may be purchased for 44 cents each.

Other States that have had film strips prepared from local material within recent months are: *Arizona*, "Flood Water Irrigation and Production of Range Supplementary Feeds"; *Colorado*, "Lamb Feeding Methods and Equipment in Colorado," "Measuring Irrigation Water," and "Colorado Farm Taxes"; *Maine*, "A Time-Saving Dish-Washing Project" and "Build Early for Strong, Straight Bones"; *Maryland*, "4-H Club Work in Frederick County, Md." and "More Tomatoes from Fewer Acres"; *Massachusetts*, "Massachusetts Pastures" and three scenic film strips; *New Hampshire*, "Management of Young Forests in Southern New Hampshire"; *New York*, "Extension Work in Wyoming County, N. Y.," and "Wood-Lot Management"; and *Ohio*, "Extension Activities in Franklin County, Ohio."

Motion-Picture Sales

The extent to which outside agencies have availed themselves of the opportunity to buy copies of the department's motion pictures has been one of the surprising features in the growth and development of its picture activities, as is shown in the following summary of such purchases.

During 1929, 298 pictures, totaling 418 reels, were purchased by outside agencies, 87 by foreign governments and 109 by educational institutions. During 1928 purchases totaled 387 reels; in 1927, 389 reels, 80 going to 10 foreign countries; in 1926, 335 reels; in 1925, 257 reels; in 1924, 310 reels; in 1923, 357 reels; in 1922, 289 reels—a total of 2,741 reels sold in 8 years.

Educational institutions are the largest buyers of these agricultural movies. Among recent buyers are the State universities or agricultural colleges of North Carolina, North Dakota, Wisconsin, Iowa, Kansas, Kentucky, Michigan, Missouri, Indiana, Arkansas; the State foresters of Alabama, Connecticut, Tennessee, Oklahoma, Oregon; boards of education of Kansas City, Los Angeles, Philadelphia, Detroit; The American Forestry Association; the curator of the New Jersey State Museum; the Pittsburgh College of Pharmacy; State departments of entomology, and farmers cooperative associations.

Because the demand for copies of its film are much greater than the supply, arrangements have been made by which State universities and approved agencies can buy copies made from the department's negatives, practically at cost.

New Motion Pictures

During the past six months the Office of Motion Pictures has completed the following motion pictures which are now available to extension workers:

"Grain Grading" is a 2-reel film which shows detailed operations of the procedure followed in inspecting wheat and rye. It replaces the old 1-reel film entitled "Wheat Grading Under Federal Supervision," which has been withdrawn after years of usefulness.

"Rust," a 2-reel picture, tells the story of a wheat farmer's failure because the black stem rust, spread by the common barberry, ruined his crop. It is a story picture, showing the farmer's daughter in college as well as the Government's methods in fighting the black stem rust of wheat. "Banishing the Barberry" is a companion picture, depicting how the

Government forces operate to eradicate the common barberry, which spread the rust.

"Lamb—More Than Legs and Chops" shows how the butcher may make attractive cuts from all parts of the lamb and points out that "crown roasts" "Saratoga chops," and "mock ducks" are palatable and much cheaper than leg roasts and rib chops.

"The Eastern Woodchuck and Its Control" is a 2-reel movie showing the damage done by woodchucks and the best methods of exterminating them.

"Concrete Road Facts" and "Low Cost Road Surfaces" (in two parts) are three new road films, shown first in South America at the Pan American Highway Congress held in Rio de Janeiro, Brazil, last August, where they received much praise from the engineers.

"New Woods for Old" is a 1-reel film showing how a farm woodland of eastern hardwood should be handled as a crop.

"On a Thousand Hills" shows in one reel how to save range pasture by deferred and rotation grazing.

These and the 250 other subjects in the department's film library are available for loan without charge other than the cost of transportation. Prospective users should apply for bookings to the Office of Motion Pictures, United States Department of Agriculture, Washington, D. C.

Aids for News Writing

Extension services or other branches of the land-grant colleges in 14 States have published instruction in the essentials of news writing, in some form, according to the records of State bulletin receipts in the United States Department of Agriculture. In addition, some States have issued information on other phases of news work designed to be helpful to extension workers who cooperate with news agencies. While the edition of some of these may be limited, loan copies probably can be obtained from the college libraries.

The country correspondent. G. M. Oehm. (Arkansas Col. Agr. Ext. Circ. 226. 1926.) Fayetteville.

Telling tips for testers in dairy-herd-improvement associations. F. J. Keilholz. [1928?] (Illinois Col. Agr. Ext. Serv.) Urbana.

The extension news writer; a correspondence course in news writing for reporters in 4-H club work, women's work, country correspondents, county agents, home demonstration agents, club agents, and others interested. v. 1, nos. 1-7. October, 1926-April,

1927. Compiled by H. J. Metcalf. (Iowa State Col. Ext. Serv.) Ames. Mimeographed.

Preparation for editorial work on farm papers. N. A. Crawford. (Kansas State Agr. Col. Bul. v. 1, no. 5. 1917. Indus. Jour. Ser. no. 3.) Manhattan.

Stories farm paper editors want. C. E. Rogers. (Kansas State Agr. Col. Bul. v. 5, no. 2. 1921. Indus. Jour. Ser. no. 5.) Manhattan.

How to gather and write farm news. C. E. Rogers. (Kansas State Agr. Col. Bul. v. 7, no. 6, 1923. Indus. Jour. Ser. no. 7.) Manhattan.

The country press and agricultural extension. C. E. Rogers. (Kansas State Agr. Col. Bul. 1927. Indus. Jour. Ser. no. 8.) Manhattan.

Farm news tips. M. B. Arbour and B. B. Mackay. (Louisiana Agr. and Mech. Col. Ext. Circ. 101. 1928.) Baton Rouge.

Tips for 4-H news scouts. M. B. Arbour and B. B. Mackay. (Louisiana Agr. and Mech. Col. Ext. Circ. 124. 1929.) Baton Rouge.

An informal series of letters on news writing for boys' and girls' club members [1927-28?]. E. Lux. (Nebraska Col. Agr. Ext. Serv.) Lincoln. Mimeographed.

Agricultural review of Nebraska weekly newspapers. E. Lux and V. Michael. (Nebraska Col. Agr. Ext. Serv. Circ. 1620. 1925.) Lincoln.

Local features in the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 101. 1924.) Ithaca.

The editorial page in the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 99. 1924.) Ithaca.

Reading copy on the country weekly. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 100. 1924.) Ithaca.

Making the country weekly more attractive. M. V. Atwood. (New York State Col. Agr., Cornell Ext. Bul. 69. 1923.) Ithaca.

Making things more interesting; a series of four letters from a reporter to club boys and girls who are beginning to write for their home newspaper [1919-1922?]. R. Lord. (Ohio State Univ., Agr. Ext. Serv., Correspondence courses in agriculture, Course XXVI.) Columbus. Mimeographed.

Word and style book of the Oregon State editorial association. C. J. McIntosh. (Oregon State Agr. Col. Ext. Bul. 415. 1929.) Corvallis.

Extension publicity. W. H. Darrow. (Texas Agr. and Mech. Col. Agr. Ext. Serv. Circ. C-35. 1924.) College Station.

Suggestions on how to prepare copy for the press. E. R. Price. (Virginia Agr. and Mech. Col. and Polytech. Inst., Agr. Ext. Serv. [1928].) Blacksburg.

The country community reporter. W. C. Schnopp. (West Virginia Col. Agr. Ext. Serv. Circ. 289, rev. 1928.) Morgantown.

Agriculture and the country press. A. W. Hopkins. (Wisconsin Col. Agr. Ext. Serv. Stencil Bul. 59. 1922.) Madison. Mimeographed.

4H CLUB SONGS



Sons of the soil are we;



Turning our sods, Asking no odds,
Where is a life so free?

TWO PICTURES FROM FILM STRIPS WHICH VISUALIZE CLUB SONGS

Film-strip series 230 contains illustrations for "America the Beautiful," "Dreaming," "A Plowing Song," and, "Home, Sweet Home." Film-strip series 254 illustrates "A Song of Health" and "The Star-Spangled Banner."

For a complete catalogue of film strips, prices, and how to purchase strips, write to the

Office of Cooperative Extension Work

EXTENSION SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE

Washington, D. C.



IF we are going to build a strong extension force that meets expectations in these times of agricultural efficiency of the farmers, a force that has knowledge and courage and whose counsel is sound; if we are going to build up morale and satisfaction in the force, we must provide a way for its growth. Extension agents will gladly do the economic work when they have economic knowledge. Let us help them to the limit in their effort for further professional training in this field or any other field in which training is needed.

— C. B. SMITH.



Extension Service Review



Vol. 1, No. 3

JULY, 1930



GEORGIA FARMERS SHIPPING POULTRY COOPERATIVELY

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
Importance of Vision in Extension Work. <i>C. A. Brehm</i> - - - - -	33
Kitchen Campaign - - - - -	34
Farm Board Assists Wool Growers. <i>C. B. Denman</i> - - - - -	35
Georgia Markets Poultry Cooperatively in Eighty-five Counties - - - - -	36
Extension Training Course - - - - -	37
Hog-Feeding Demonstration Tour - - - - -	37
4-H Home-Making Club Work Expands - - - - -	38
Dry-Land Gardens - - - - -	39
Livestock Committee - - - - -	39
Editorials - - - - -	40
Talking Pictures for Extension. <i>Raymond Evans</i> - - - - -	41
South Dakota Tries Economic Conference Idea - - - - -	42
Maine Conferences Unique - - - - -	42
Professional Improvement - - - - -	43
A Nevada News Story - - - - -	43
New Jersey Forestry Clubs Popular - - - - -	44
Distribution of Department Publications by Extension Agents. <i>M. C. Merrill</i> - -	45
Field Activities - - - - -	46
Service Information - - - - -	47

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent directly to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., JULY, 1930

NO. 3

Importance of Vision in Extension Work

C. A. BREHM, Assistant Director, Tennessee Extension Service

The improvement of rural life is an exceedingly complex matter, because for its realization there is involved simultaneous improvement in the many phases of human activity which compose it. Simply teaching a farmer to feed tankage as a supplement to corn to reduce the cost of pork production is not going to advance rural life very far. But when the money gained from this practice, supplemented with increased money earned from other equally profitable farm practices, in the course of time is used judiciously to improve the home and environment, then this individual farmer is making progress in improving rural life for himself, at least. When this practice becomes general and fixed among many farmers in a community and is supplemented with many other equally good farm practices, all of which result in a larger farm income, and which eventually are reflected in an improved environment, better schools, churches, and roads, then and not until then, is real and marked improvement in rural life under way. This is the kind of rural-life improvement for which every extension organization and real farm leader is striving.

Influences That Improve Rural Life

No single thing, of the many things which an agricultural extension organization teaches, is going to have any marked effect on improving rural life or making the farm business prosperous. Rather, prosperity depends on improvements resulting from the many things taught, properly related, or coordinated. Rural improvement depends on better educational facilities, that those engaged in rural-life vocations may be better equipped to create the wealth that improves the environment; better roads, that people may have more frequent social contacts with each other and may market products more expeditiously; comfortable homes with conveniences to eliminate much of the drudgery for women, especially, that more leisure time for education, rest, and recreation may result; opportunity for religious worship and more frequent social contacts with each

other, and healthful surroundings. These are the influences that contribute to the comfort, happiness, and enjoyment of life. The desire to have comfortable surroundings and enjoyment impels men to work and is the force that propels civilization forward, and makes the luxuries of one generation the necessities of the next.

Naturally, the possession of those influences which contribute to comfort and satisfaction must be purchased with wealth acquired by those who want them. It follows that the farmer who would have a comfortable home and the conveniences that go with it must create the wealth from his farming operations to acquire these things. Also, people in a community or State that desire good educational facilities, social centers, and healthful surroundings must create the wealth, paid in the form of taxes or contributions, to make these things possible. In a rural community or State, of course, this wealth must come from farms. Thus, the farm must provide the wealth to make possible the comforts that satisfy. The rural population enjoys the comforts of a convenient home and the satisfying things of life in proportion as the farm income will permit. Income determines the standard of living.

Increased Farm Income

Similarly no one crop or single practice in the production of a crop will make farming prosperous. This is contrary to good farm management. Rather maximum income from farming requires the right kind of combinations of livestock and crops; efficient machinery and equipment, skillfully handled; the production of livestock products and crops at cheapest cost; the adjustment of production to market demands; cooperative marketing; and a host of other things properly coordinated.

In addition there are other influences beyond the control of the individual farmer, such as transportation, communication, credit, insurance, taxes, prices of materials to operate the farm, and others that have a direct influence

on the farmer's income. The better the system of farm management in its intimate details and the more favorable the influences beyond the control of the farmer for producing at cheap cost, all other things being equal, the greater the income.

Extension Work to Develop Rural Life

It has long been recognized that rural people, as a group, have not had the same opportunity to enjoy as comfortable and satisfying surroundings as groups of people in other vocations in our national social fabric. This constitutes what is designated as "our farm problem" today. It was to teach rural people how they could provide more comfortable and satisfying surroundings that the Smith-Lever Act was enacted in 1914, creating cooperative extension work in agriculture and home economics. The chief function then of cooperative extension work is to teach rural people how to create additional wealth by increasing income above expenses and to expend it judiciously for conveniences of the home and other things that provide enjoyment and happiness. To do this most effectively, all the known facts about farming and rural life, the knowledge and research studies of the various bureaus of the United States Department of Agriculture and departments of colleges of agriculture and experiment stations must be coordinated into a properly balanced, practical extension program. And to make marked rural improvement, the teaching of these facts must be in their proper relation to each other.

It is only when an extension organization can coordinate its work in this way that it will be possible to do the most constructive work. Certainly, an extension organization can not intelligently tell a farm family how to efficiently coordinate farm management, production, marketing, and home improvement with profit and enjoyment unless it can coordinate this subject matter into a uniform program subscribed to by all its members.

Extension Employees Must Have Broad Vision

Now, how can an extension organization function to contribute most effectively to the improvement of rural life? Of paramount importance is an extension staff, composed of individuals in the various positions, especially the specialized positions, that can visualize the whole rural-life field in the State. This involves a knowledge of the fundamental influences on which improvement in rural life depends and the relationship of these influences to each other. Also, these individuals must be thoroughly familiar with rural conditions as they exist and the various phases of the work of the extension organization in contributing to the improvement of them, and be able to visualize the potential possibilities of improvement. Simultaneously, they must visualize the most useful relation of their work and themselves to the entire extension program, instead of a restricted vision of themselves and their own field of work as defined by project outlines. Never before in extension work has it been so important that extension people have the proper vision, and it will become still more important in the future.

County agents and home demonstration agents must take to the people a program that is properly balanced and which really contributes to the development of rural life rather than a number of miscellaneous projects not related to each other, such as poultry culling, seed-corn selection, and the like that are easy to put across but do not have any great bearing on the big problems on the farm or rural community. Rather, in the demonstration program, there must be a distinct relation between soil maintenance and fertilization, feeding livestock, cash crop, the home, the community, and the vital things influencing the farm income and the home.

Constructing Extension Programs

In helping to construct such a program, specialists must not be too specialized and emphasize their particular projects out of a proper relation to the entire extension program or good practical farm and home management. Certainly, no beef-cattle specialist should go into a dairy community and indiscriminately urge dairymen to feed beef cattle. The most effective work the beef-cattle specialist could do in such a community would be to educate the dairymen to greater perfection in the dairy business.

Farm income and the life of the family can not be disassociated in the practical economics of the farm family. Neither

can a home-economies extension program be disassociated from a farm extension program and be intelligently projected. It is like buying an article on credit without knowing whether the money will be available to pay for it. Yet, I have known home-economics programs to be put before rural people without any consideration to income or whether the family could afford it. There is no doubt about the merits of a farm family having all these comforts and conveniences. But the influence that determines whether they can have them or not is the amount of money available. This is simple economy we all understand. The farm and home programs should be drawn and presented in their proper relation to each other, the home program in keeping with the farm income and recommending on those farms of low income conveniences and comforts that are simple and inexpensive.

Each specialist should be more or less familiar with the work, objectives, and subject matter of every other specialist, and especially the entire extension program for a region or county. This applies equally well to the home-economics specialists being familiar with the work of the farm specialists. Several years ago I met a woman engaged in extension work in Denmark. The thing that impressed me most about her was her knowledge of the technique of farming in her country. Many of our home-economics workers know little about the technical details of farming. Yet, the farm woman knows many of these details, and certainly it would be a distinct asset to a home-economics worker in her contacts with farm women to know as much about farming as they did. At least, it would give her a keener insight into the farm woman's problems.

Coordination of Workers

To have coordination of thought and action among members of an extension staff, individuals must be temperamentally "cooperative or coordinative" minded, or they must be educated to this point of view. Sometimes with certain individuals this is a difficult thing to do. Some individuals like to advertise themselves and their work as individuals—a perfectly human weakness—rather than the program of the entire organization. This attitude handicaps very much and practically makes impossible the effective coordination of a well-balanced extension program. Each specialist must have confidence in and respect for the opinions of the other specialists.

It is the function of the director to employ specialists with the right point of view or educate them to the proper point of view. This can be done by frequent conferences of administrative agents and all specialists. In the event members of the staff can not be brought to the proper point of view, it seems to me there is no place for them in the organization. Certainly we are not going to make much progress in formulating a program for improvement in any county or region unless all members of the staff contribute to its development and thoroughly agree on its practicability; and certainly we are not going to inspire the confidence of rural people in such a program if there is discord and difference of opinion among members of the staff about various phases of it. I have known instances where one specialist, for example, discussed with rural people his opinions about certain phases of the work of another specialist not being practical or certain phases of an extension program not being practical. An individual with such a point of view contributes largely to destroying confidence in the whole extension program and is a liability rather than an asset. When extension organizations can organize themselves to agree on one program, then and not until then will it be possible to do the most effective work.

Kitchen Campaign

"Undoubtedly the outstanding piece of work done in Delaware this year was the kitchen-improvement campaign in New Castle County," says Helen McKinley, State home demonstration leader. Several months were spent in making definite plans before the campaign was launched. The names of 1,400 home makers throughout the county were obtained as a mailing list.

Mimeographed leaflets on general improvement plans, floors and coverings, and wall and woodwork finishes were compiled, Government bulletins on convenient kitchens and floor coverings were studied, and some special demonstration equipment was prepared.

The best information on laying and treating different kinds of linoleum, on applying various paints and varnishes, and on finishing walls suitably was obtained from a local dealer who was very cooperative. In order for extension agents to become familiar with the newest types of equipment and to enlist cooperation they interviewed plumbers and local dealers in linoleum, paints, and wall finishes. The State board of health of-

Farm Board Assists Wool Growers

C. B. DENMAN, Member, Federal Farm Board

ferred the personal services of an engineer who was a water system and waste disposal specialist. A survey blank, enrollment blanks, score card, rules of the contest, and check-up report blank were prepared, and schedule of meetings in various local communities was planned. Addresses were broadcast over station WDEL, Wilmington. At least 15 news stories and 6 circular letters were sent.

A letter and survey blank were sent to the entire mailing list telling of the problem, the interest of the representative women, and the help that the home demonstration agent was prepared to give. Each home maker was requested to fill out and return the inclosed survey blank. Demonstration meetings were started. Enrollment was closed and scoring of kitchens begun. The contestants were allowed three months to make improvements, during which time publicity articles appeared weekly and demonstrations in local communities were held.

The advisory council set dates and made definite plans for the county achievement day program when the prizes should be awarded, and for a tour to visit some of the outstanding results. Special prizes were planned for the three best stories written on how these improvements were made. Invitations were sent for entire families to attend the county achievement day meeting. A program of events and instructions regarding the lunch was included. Thirty-three women made the tour to the homes of seven of the contestants. A questionnaire for reports was sent to those who had not entered the contest but who had made improvements.

In conducting the campaign the local contacts consisted of 15 method demonstrations to 5 organized groups and 10 lecture demonstrations to miscellaneous groups including 1 grange, 3 federated clubs, 3 community meetings, and 4 parent-teacher associations.

One hundred and ten women enrolled with 84 reporting improvements. Thirty-seven entered the contest, thereby starting result demonstrations, and 36 of these completed (the other contestant was forced to stop because of serious illness). A total of \$1,722.96 was spent by the contestants in making their improvements.

The Office of Cooperative Extension Work has finished the indexing of the annual reports from extension workers throughout the United States covering the year 1929. There were 600 more reports this year than have been received during preceding years.

The Federal Farm Board has assisted the growers of wool and mohair and cooperative wool and mohair marketing associations to establish what is now the National Wool Marketing Corporation. It is composed of some 25 State or regional cooperative wool-marketing associations, operates in practically all wool-producing sections of the United States, and is in position to offer its contract and service to any interested wool producer in this country. That it is meeting rather universal interest and support is indicated by the fact that the corporation now has approximately 70,000,000 pounds of wool under contract.



C. B. Denman, member of the Federal Farm Board

The fact that this central selling agency already controls the sale of this volume of wool gives a good demonstration as to the value in marketing through an agency with sufficient volume to be a dominant factor in the wool and mohair industry. While the wool corporation will handle a very large percentage of the wool produced in the United States this year, the indications are that the percentage of mohair will be even larger, relatively, than that of wool.

It has a subsidiary credit corporation through which it discounts its paper for preshearing advances and loans on wool covered by warehouse receipts, thus offering to give to the wool grower credit facilities comparable to those offered by any financial institution. Its discount-

ing is done through regularly established banking facilities.

The officers of the National Wool Marketing Corporation are L. B. Palmer, president; Roger Gillis, vice president; and J. B. Wilson, secretary and treasurer. The board of directors consists of F. J. Hagenbarth, Spencer, Idaho; F. R. Marshall, Salt Lake City, Utah; J. H. Peterson, Dixon, Calif.; A. A. Johns, Prescott, Ariz.; Roger Gillis, Del Rio, Tex.; Roy Davenport, Uvalde, Tex.; R. A. Ward, Portland, Oreg.; Murray E. Stebbins, Helena, Mont.; J. B. Wilson, McKinley, Wyo.; J. H. Lemmon, Lemmon, S. Dak.; R. E. Jones, Wabasha, Minn.; L. B. Palmer, Columbus, Ohio; F. H. Wagar, Penn Yan, N. Y.; Floyd W. Lee, Albuquerque, N. Mex.; James A. Hooper, Salt Lake City, Utah. The office of the corporation is located at 281 Summer Street, Boston, Mass.

Under the agricultural marketing act a provision is made for an advisory committee to represent each major agricultural commodity. Upon request of the Federal Farm Board, the wool and mohair cooperatives selected the following men to constitute the wool and mohair advisory committee for this year: Frank J. Hagenbarth, Salt Lake City, Utah, president, National Wool Growers Association; R. A. Ward, Portland, Oreg., manager, Pacific Cooperative Wool Producers Association; J. H. Lemmon, Morristown, S. Dak., director, Cooperative Wool Growers of South Dakota; F. O. Landrum, Laguna, Tex., vice president, American Wool and Mohair Producers Corporation; Roger Gillis, Del Rio, Tex., president, Texas Wool and Mohair Growers Association; L. B. Palmer, Columbus, Ohio, president, Ohio Wool Growers Association; Col. Charles F. H. Johnson, Passaic, N. J., president, Botany Mills.

Members of the committee met with the farm board and recommended an industry program for wool and mohair. It is the hope of the Federal Farm Board that the activities of the National Wool Marketing Corporation will be such as to gain the support and confidence of the wool and mohair growers and manufacturers in a way that will bring greater stability of price and more orderly distribution of those products.

Three junior club camps were held in New Jersey the last two weeks of June and the first week of July. Boys and girls from six counties attended these camps.

Georgia Markets Poultry Cooperatively in Eighty-Five Counties

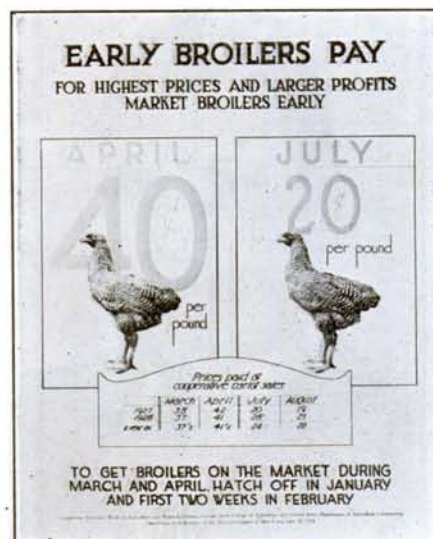
Community groups of Georgia farmers assembled and sold cooperatively during 1929, 3,846,159 pounds of live poultry, the returns from which came to approximately \$900,000. This activity was conducted in 85 counties with the advice and aid of extension workers of the Georgia State College of Agriculture. The money returns to farmers varied from less than \$200 to over \$50,000 per county.

This cooperative marketing of poultry is part of a 5-year extension program for developing the poultry industry adopted by the Georgia Extension Service in 1927. This program contemplated the coordination of production and marketing in which the State extension poultry specialists would be responsible for production material and the marketing specialists for the work in marketing. In carrying out this program in a county a county committee in formed of poultry men, farmers, and others interested in the improvement of practices in raising and marketing poultry products. The committees in some counties have grown into formal cooperative associations.

Cooperative Plan

Under the plan followed in these counties in instituting the cooperative marketing of live poultry, the county poultry committee, with the advice and assistance of the county agent, makes a survey to determine if there is an adequate surplus to justify car-lot assembling. Usually two or more counties join together in loading a car. If estimates show an adequate volume a date is set for the marketing. Then the Georgia State Bureau of Markets is requested to make contacts with prospective car-lot buyers, soliciting bids. These bids are submitted to the poultry committees by classes of live poultry. At a designated hour the bids are opened by the poultry committees and with the advice and assistance of county agents the successful bidder is determined and a contract made. The other details for assembling, grading, weighing, financing, and transporting are planned and supervised by the local poultry committees or associations with the advice and assistance of county agents and specialists from the marketing division of the Georgia State College of Agriculture. In addition to soliciting bids the Georgia State Bureau of Markets has cooperated by furnishing weighers and graders, especially when the plan is being initiated.

The county agents were the pivotal workers. In addition to the usual method and result demonstrations used by them in establishing the poultry-industry development program, posters, circular letters, news items, and exhibit material were used successfully. To intensify the work, seven contiguous counties in northeast Georgia were selected first for this effort. Up to the present time seven posters have been displayed intensively in these counties. These posters were developed from distinctive practices in reference to the production and marketing of poultry. For example, in December, 1928, a poster illustrating the



seasonal price fluctuations for broilers in Georgia was distributed. Twenty of these posters were placed in each of these seven counties, being displayed in country banks, stores, and schoolhouses. As soon as the posters had been placed, a carefully drafted circular letter, explaining in more detail when and how to raise broilers so as to take advantage of the usual upward swing in price in March and April, was sent by each county agent to the farmers interested in the poultry enterprise. To carry the information to all the farmers in each county, items were prepared for the local newspaper.

The posters used in the series carried the following titles: "A Strong Shipping Point Poultry Market Commands Good Prices"; "Healthy Birds, Clean Houses, Wholesome Feed"; "Early Hatched Pullets Pay"; "Early Broilers Pay"; "Growth of Live Poultry Market"; "Is an Egg Always an Egg? Ask the Can-

dlers"; and "In Marketing Eggs Size Plus Quality Brings the Top Price."

The subject matter for them was developed by the production and marketing specialist after conferences with county agricultural agents in the seven counties in which they were used first. The subject-matter information was then sent to the Federal Office of Cooperative Extension Work in Washington for visualization and designs for the posters were prepared by visual instruction and editorial work. The posters were then printed by the Georgia Extension Service.

To give the rest of the State an opportunity to use this material, one poster on each subject in the series was sent to each county agent. As a result, 20 additional county agents used the material and were furnished with 10 posters and copies of the circular letters and news items used.

County Agents Active

The county agents have been the pivotal men in this development. They have made the farmers in their counties realize their bargaining power when they market collectively. This bargaining power might be minimized if some central agency, not owned and controlled by farmers who had gained experience in marketing through local services, performed the selling function. The county agents and marketing specialists of Georgia have been directly responsible for maintaining this favorable position of the producers.

This systematic development of the poultry enterprise in Georgia counties, and especially the cooperative marketing by local counties and formal poultry associations, is regarded by the extension service of the Georgia State College of Agriculture as having obtained the following results:

Increased the price paid to farmers.

A survey made by one of the marketing specialists of Georgia in cooperation with the county agent in a county where such cooperative marketing had not been started, showed that the farmers were receiving on an average of 18 cents per pound for hens, 25 to 30 cents for fryers, and 9 cents for roosters, whereas in another county in which this local cooperation had been developed farmers were receiving 25 cents a pound for hens, 35 cents for fryers, and 15 cents for roosters. It was decided to undertake such group cooperation, and two weeks later in this

particular county 21,210 pounds of live poultry were assembled and sold, representing an increase in price of \$1,509.

Stimulated the production of farm flocks.

In Georgia, as in many of the Southern States, poultry products are insufficient to meet local consumption. The marketing specialists say that the inability to market the surplus has restricted needed expansion.

Provided the means for extension workers to show how better breeding pays.

Provided training for Georgia farmers in cooperation in agricultural production and marketing.

Extension Training Course

It has been recently announced that the Oklahoma Agricultural and Mechanical College will add a department of extension training for the purpose of giving professional training to prospective county agricultural agents, county home demonstration agents, and other extension workers. The general administration of this division will be by the dean of agriculture, the director of extension, and the dean of home economics with a head of the department in charge.

The technical subjects of the new courses will be given by the various departments of the college, while extension subjects are to be taught by persons who have had considerable training in extension work.

There will be two courses. One pertains to successful home making and the preparation of students for field work in home demonstration activities. Graduation from this course will lead to the degree of bachelor of science from the school of home economics. The other curriculum includes extension training for county agents, but is made general enough so that other extension workers will be benefited by taking it, and also that the graduate can apply the knowledge obtained to any professional line in agriculture. The satisfactory completion of this course leads to the degree of bachelor of science from the school of agriculture.

The extension training department offers the following courses: Visual education, result demonstration, history of agricultural organizations and extension work, organization and methods in agriculture, organization and methods in home demonstration work, and demonstration practices and observations. The plan is to have both a man teacher and a woman teacher to handle the above phases of the extension training course.

Hog-Feeding Demonstration Tour

Immediate cooperation with the Colorado Experiment Station enabled the Colorado Extension Service to stage one of its most successful and effective demonstrations.

Three days after a particularly striking hog-feeding experiment had been completed by the Colorado Experiment Station in cooperation with the United States Government Dry-Land Field Station near Akron, Colo., April 17, 1930, a two weeks' hog-feeding demonstration tour was begun.

Two truckloads of hogs, representing two of the nine experimental feeding pens, told a story of contrasts and emphasized the importance of feeding a protein supplement in the hog-fattening ration. They were exhibited at 40 towns in 12 eastern Colorado counties.

lot to more than triple the gains made by the other lot and reduced the feed cost per 100 pounds of gain by almost one-third. Those receiving protein supplement weighed an average of 296 pounds each at the end of the feeding period, while those receiving no protein averaged only 139 pounds in weight.

Director F. A. Anderson, of the Colorado Agricultural Extension Service, considered this contrast between the two pens of hogs so striking in its significance that he immediately undertook the demonstration tour to take directly to the farmers and hog producers of eastern Colorado the important feeding information.

Hundreds of farmers throughout the area covered by the tour compared the two truck loads of hogs and heard the



Hog-feeding demonstration tour

The contrast between the two lots of hogs was so noticeable that it was almost unbelievable to some of the farmers who inspected the animals during the tour—the first of its kind ever held in Colorado.

Both lots of hogs were alike in quality, weight, and age when the feeding experiment began, and both received the same ration of corn and hog millet, or proso. One lot was fed a trinity mixture protein supplement, while the other received none.

After the 120-day feeding period, it was found that the addition of the protein supplement enabled the hogs in one

lot to more than triple the gains made by the other lot and reduced the feed cost per 100 pounds of gain by almost one-third. Those receiving protein supplement weighed an average of 296 pounds each at the end of the feeding period, while those receiving no protein averaged only 139 pounds in weight. Well-attended meetings were held wherever stops were made. County agents and prominent farmers in the district aided in making arrangements for the meetings in their respective localities.

The demonstration was considered particularly valuable because the lot of hogs that had been fed no protein supplement were representative of thousands of hogs in the territory covered. It was shown in the experiment that these hogs represented a loss of \$4.49 a head.

4-H Home-Making Club Work Expands

A substantial increase was noted in all lines of 4-H home making club work during 1929, according to Gertrude L. Warren, of the Office of Cooperative Extension Work. This increase was due largely to the use of Capper-Ketcham funds, making possible an increased number of agents devoting some time to 4-H club work. As previously, the largest enrollment was in clothing club work. Progress in the clothing program was indicated not only by the tabulation of results given in the annual State reports but also from a study of the literature

club program in 1929 was the research work done in South Carolina to determine more accurately what the farm girl selects and how she does her purchasing.

Strides were made during 1929 in the number of garments made by club girls for their younger brothers and sisters. In this work consideration was given to those psychological appeals that are fundamental in the development of personality in young children. Another interesting development of the clothing work during 1929 was a State style show for club boys emphasizing what a farm boy should wear on different occasions.



Members of 4-H club canning fruits and vegetables

prepared during the year. Better educational methods were followed, more specific information given, and more attractive illustrations shown. In addition, traveling exhibits of garments made by former club members, together with judging contests, proved an effective means of raising the quality of work under way.

The outstanding developments of the clothing club program during 1929 were the emphasis placed upon posture and health in relation to clothing, the standards for proper dress, including the wearing of proper shoes, and the economic aspects relating to clothing selection and the keeping of clothing budgets as well as personal accounts. One of the most valuable contributions to the clothing

As a result there was a noticeable improvement in the appearance of all club boys of the State at county and State events and in their general attitude toward appropriate dress.

The Food Club Program

The food club program in 4-H club work has always been considered important to the health of the rural family. Reports during 1929, indicate that its influence on the improvement of general health conditions in rural America is becoming increasingly greater. A gratifying increase was noted in the number of reports showing how food club activities were organized to meet local community needs. Farm boys and girls

enrolled in food clubs reported encouraging results in the preparation and serving of family meals in keeping with the dietary needs of the family, the packing of well-planned school and picnic lunches, and the baking of wholesome bread and cakes. Some clubs of girls reported very constructive and interesting work in serving simple refreshments at community events. In Ohio an increase was noted in all food club work due to the reorganization of the program based upon a survey of the interests of adolescent farm girls.

In the garden club work the planning and planting of the garden in keeping with the family food needs was given emphasis during 1929. The outstanding development of the canning club program was the reorganization of the work on the basis of meal preparation as a further expansion of the work in planning the family canning budget.

While the keeping of food and health habits was an integral part of all food club work, there were in addition a substantial number of farm boys and girls engaged in other club activities, who kept their food and health habits through the year in accordance with their height and weight findings. In some States this latter phase of the food club program was undertaken as a special health club activity. In some States, also, nearly every club member selected in 1929 some bad habit with the aim of correcting it. A large majority reported success in this undertaking. Reports also indicate a large increase in the number of club boys and girls who had physical and dental examinations during 1929. It is difficult to estimate the influence of such programs in improving the food and general health standards in farming communities.

There was a considerable increase in the number of farm boys and girls who arranged their rooms in accordance with the better practices, refinished furniture, especially fine old family pieces, and made or purchased accessories to enhance the general atmosphere of comfort and beauty in the farm home.

Home Management Activities

In addition to the work done in home improvement, an increasing number of club members were enrolled in so-called home-management activities. Farm girls reported taking over the responsibility for certain household activities, such as the Saturday cleaning, washing the dishes at night, cleaning the household silver, and making the beds. Some of the older club girls in home management reported much pleasure in taking

over the management of the farm home while their mothers attended the State farmers' short course or the women's camp. Records of housework done are giving a clearer idea of the big part being played by club girls in many farm homes. Reports indicate that the burdens of mothers are being materially lightened through the encouragement given farm girls in the 4-H clubs to do their share of work in and around the home.

Farm boys and girls enrolled in home beautification clubs reported having completed work in improving the external appearance of their farm homes by planting perennial gardens, using native shrubs and plants, and repairing as well as beautifying the fences surrounding the home grounds. This work is becoming increasingly correlated with forestry and other general community activities.

One of the outstanding developments during 1929 along home-making lines was the impetus given the work in child training. For several years "Big Sister" clubs have been conducted successfully in Massachusetts. These girls who take care of younger members of their families have shown an almost surprising sense of responsibility, particularly in their own health and food habits. Besides the immediate help to the mothers, the good times and thoughtful attention to the children and the desire to learn useful and helpful things, these clubs have developed in the girls many desirable character traits.

In Wisconsin, the State club leaders reported that some excellent results have been obtained in cooperation with the State board of health. There the county nurses assist in the supervision of "Little Mothers' 4-H Clubs."

In 14 States definite work in clothing and feeding younger members of the family was given as a part of the regular 4-H programs in clothing and nutrition. This work in the care and training of children seems to be meeting a real need in those farm communities where the responsibility of dressing, caring for, amusing and even feeding a younger child of the farm family usually falls upon an older sister.

As in all home activities, in keeping with the general trend, there was a substantial increase in the number of boys enrolled. There was also an encouraging number of older boys and girls attempting to do their part in raising the standards of living in their home communities. Special emphasis was placed also at club short courses and other club events upon the development of desirable attitudes.

Dry-Land Gardens

Eleven counties in New Mexico did extension work in home gardens last year, with 393 farm homes adopting improved practices, reports from that State say.

"In Union County, in cooperation with Hazel C. Usner, the district home demonstration agent," says a report from that county, "we have given 24 method demonstrations on planning and encouraging better gardens, and have conducted 65 result demonstrations—62 of which were completed. These demonstrations included increasing the variety of vegetables grown, making use of the overflow from the farm well where available for supplementary irrigation, and tillage methods. The gratifying result of the home garden work of this county is that during the past six years the home garden project has been carried the number of home gardens in the county has grown from less than a dozen to at least 1,200. The remarkable gardens which have been grown this year are a credit to any county."

In San Miguel County, where Mrs. Ivie H. Jones is home demonstration agent, arrangements were made with a local grower of sweet corn to secure a large quantity of sweet-corn seed. This was supplied to farmers in different communities at cost, and as a result a much larger quantity of sweet-corn seed than ever before was planted.

In Harding County the Farm Women's Market at Roy is furnishing a nice outlet for a limited amount of surplus garden products. The women are all aware of the fact that Roy will only furnish outlet for but a small amount of surplus, and are urged not to grow produce for the market but merely to bring to this market the surplus from their gardens. The limited supply of water on the mesa would prohibit the production of garden products for distant markets.

Seeds Exchanged

The Farm Women's Cooperative Club, of Roy, held an exchange of surplus garden stock March 19. Dill, wax beans, squash, and pumpkin seed were exchanged. One hundred and sixteen ever-bearing strawberry plants, 12 tomato plants, 15 rhubarb roots, 76 gooseberry bushes, 24 black currant bushes, 1 quart of winter onion sets, sage, parsley, and wonder berry plants were also exchanged. No losses in any of this stock were reported, and the home demonstration agent has visited gardens where most of it was planted and growing. The women

enjoy sharing with one another. The slogan was "A garden on every farm." The district agent contributed much to this cause by stressing before the women's clubs the economic place the garden should take in the expense of feeding the family. She also promoted a seed exchange at the club meetings, at which there were several dozen different kinds of home grown seed exchanged between the members of the numerous clubs. This year most of the members of these clubs are saving a surplus of their best seed to use in this way next year.

Livestock Committee

Six of the seven members who will compose the Livestock Advisory Commodity Committee have been selected by livestock cooperatives to represent the livestock industry before the Federal Farm Board. The committee was appointed upon invitation of the farm board as provided by the agricultural marketing act. The committee held its first meeting in Chicago on May 14.

The six members selected are: R. M. Gunn, Buckingham, Iowa, member, board of directors of the National Livestock and Meat Board, member, marketing committee of the Iowa Farm Bureau Federation, and livestock feeder and breeder; T. C. Halley, Scottsbluff, Nebr., lamb feeder; C. A. Ewing, Decatur, Ill., livestock feeder and member of board of directors Chicago Producers' Commission Association; H. L. Kokernot, San Antonio, Tex., cattle ranchman, president, Texas Livestock Marketing Association, and member executive committee of the American National Livestock Association; Thomas E. Wilson, Chicago, Ill., president, Wilson & Company, vice chairman, National Livestock and Meat Board, and chairman, American Institute of Meat Packers' Committee to confer with livestock producers; and R. M. Hagen, San Francisco, Calif., managing director, Western Cattle Marketing Association, and secretary, California Cattlemen's Association.

During the period May 1, 1927, to April 30, 1930, John Bradford of the Playground and Recreation Association of America, gave recreational training to practically 22,000 local leaders, over 10,000 of whom have been 4-H club leaders. Forty-four States and four Canadian Provinces have been represented in this work.

Extension Service Review

Issued monthly by the **EXTENSION SERVICE** of the United States Department of Agriculture, Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

JULY, 1930

Sound Program Making

Two needs are outstanding as to viewpoint and emphasis in present-day extension programs. One is that we think in terms of the farmer's business and income as a whole and not merely in terms of various enterprises. The other is that we consider also as a whole the agricultural industry of the region or district for which a program is being developed.

In working out such programs county extension agents are using with success the analyses of farm accounts and enterprise-cost accounts kept locally and analyses of farm management surveys of farms in their counties. These data, along with the results of economic research of the State experiment stations and the United States Department of Agriculture, give these county extension agents a body of fact on which sound programs may be based.

Experience in counties where farm accounts and farm management surveys have been utilized indicates that there should be at least 30 completed farm accounts available in each county each year in order to give accurate data in sufficient volume for effective program making. Where such local facts are available, the contribution of the agent to the program for his county carries with it authority, force, and conviction. Without these facts an agent may keep busy in a county for many years without attaining substantial accomplishment or making any permanent contribution to the agriculture of the county. It would

seem to be wise for the extension agent to seek and to obtain the cooperation of the farmers of his county in acquiring these facts that are essential to sound program building and execution.

Talking Pictures

The talking picture comes over the extension horizon. In this issue of the Review we read what Raymond Evans says of the talkies, how they are produced, what they cost, and what part they may play in extension teaching. The possibilities in this new medium of instruction intrigue us. They suggest how the thought and personality of the extension leader, whether director, supervisor, specialist, or agent, may be projected with their original force and vitality to audiences far beyond those now reached. Likewise, the talking picture would take the successful farm practice of one region or area and show it to the people of other sections, letting the man or woman who is the exponent of the practice tell the story in person. Through the same medium the national 4-H club camp held in Washington last month and other significant extension events of national, regional, and State importance would be seen and heard by the people in every county and community where such events have interest and appeal.

Speculation on the teaching possibilities of the talking picture might be continued indefinitely. Suffice it to say that here is a medium worth watching. Study the talking picture. Know something of its possibilities and its limitations. When production begins, be ready to use it effectively. This may well be our attitude toward the coming of the talking picture into the extension field.

Productive Criticism

Criticism in any line of work is helpful and stimulating if constructive. It should be the stimulus to act on rather than to reaction. In no field is this more true than in boys' and girls' 4-H club work. If certain objections are directed at the club program, they should not provoke antagonism but should stimulate extension workers to study diligently the validity of these criticisms and the causes which provoked them. They should lead either to presenting sound evidence disproving the critics' statements or to the making of scientific studies of club work on the basis of which necessary adjustments can be made.

Emotion and sentiment will not solve 4-H club problems. Nothing so soon wrecks a movement as entrenched traditional beliefs and prejudices based on opinion rather than fact. On the other hand, nothing so promotes the growth of a movement as persistent study of its defects and constant effort to remedy them. Criticism that leads to such study and effort should be welcomed. The development of reliable scientific information in the field of junior extension education is the only basis on which sound progress in 4-H club work can be made.

Questions and Answers

The REVIEW from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. What are some basic reasons for the readjustment or long-time programs now being developed?

A. Such programs provide a broader and more dependable basis for current extension programs because economic and social needs are considered as well as farm production or home-making skills. A long-time program seeks to help farmers increase their incomes as a whole by pointing out ways in which the organization and business management of farms may be brought into closer adjustment with present economic conditions. In addition, such programs develop a wider appreciation of improved standards of living and rural social organization generally.

Q. How much time do county agricultural agents devote to 4-H club work?

A. The average amount of time devoted by county agricultural agents to 4-H club work was determined by a questionnaire sent to extension agents in 1929. During the year 1928 county agricultural agents spent an average of 25 per cent of their time on 4-H club work.

Q. How is the Office of Cooperative Extension Work of the United States Department of Agriculture informed regarding what work is contemplated by each State during any given year with Smith-Lever and Smith-Lever offset funds?

A. Plans of work are submitted by the States at the beginning of the year, which must be reviewed and approved by the Federal Extension Office before Federal funds are made available to the States for carrying on each project.

Talking Pictures for Extension

RAYMOND EVANS, Chief, Office of Motion Pictures, U. S. Dept. of Agriculture

The talking picture has triumphed in the commercial motion-picture field so quickly that its most sanguine advocates have been surprised. Already the silent entertainment is as dead as the stereoscope, and the only reason why silent educational films are not just as dead is because there are not enough educational talking pictures to supply the educational field nor enough equipment available for projection of such pictures.

This situation is attributable largely to the fact that the cost of talking-picture production, as well as of equipment for projection, is much greater than that of silent pictures and projectors. A budget such as that of the Office of Motion Pictures, based on past needs for silent picture work, is wholly inadequate for production of talking pictures on a scale comparable with the work that has been done hitherto. Indeed, without provision for a large initial investment in recording equipment, it is not adequate for any production of talking pictures, even on a limited scale, except on commercial contract. The very best professional camera for silent picture work costs in the neighborhood of \$3,000, complete, while a sound truck for field work in talking pictures (sound on film) will cost perhaps \$40,000. A studio outfit for recording by the disk system costs at least \$5,000. A good microphone alone costs \$250; a high-grade "mike" \$1,000. The cost of the standard portable projector used by county agents is about \$250; the very cheapest sound-on-disk outfit available for use with such a projector about twice that, while a good portable outfit for projection of sound on film costs from \$2,000 to \$4,000.

These prices, in the opinion of those in touch with the industry, are likely to be revised downward when production is standardized, but at best equipment for making and projecting talking pictures will remain far more costly than silent equipment.

The Department's Program

Two years after the beginning of the era of talking pictures the department finds itself with a budget for motion-picture work based on the costs of silent-film production. Consequently, it faces the problem of edging into talking-picture production by the resort to such expedients as are within its financial resources. Several of the bureaus that have made consistent use of motion pictures in the

past have evinced keen interest in sound pictures. Indeed, among the subject-matter men of the department there seems to be a general appreciation of the great possibilities of the "canned lecture" illustrated with motion pictures and a desire to try out this method of teaching. With a view to making a beginning in this work, pending provision of funds for recording equipment, the Office of Motion Pictures has worked out the following tentative course of procedure which it is laying before the bureaus interested in motion-picture work:

1. The first step would be to score on disk, with voice or music, or both, a selected number of our existing films needed for field work by the representatives of the department itself. Pictures that might be considered in this connection would include those on cattle-tick eradication, on barberry eradication, on corn-borer control, and on the forest-fire-control problems of the Forest Service. Such film could be made available on very short notice for use on bureau field trucks equipped for the projection of sound pictures. The scoring of the pictures can be done on contract. The department already has scored one picture in this way, as an experiment, and finds it a feasible and not an expensive thing to do.

2. The bureaus concerned in intensive educational campaigns should put in the field one or more trucks equipped for projecting sound pictures. The Bureau of Animal Industry and the Forest Service already have motion-picture trucks in operation that could easily be adapted to this work.

3. All films scored on disk should be supplied in 16-millimeter as well as 35-millimeter size, to serve as a nucleus for a library of 16-millimeter sound films.

4. The department should plan to equip the motion-picture laboratory with a sound-on-film recorder, housed in a truck for field use, during the fiscal year beginning July 1, 1931, and should plan projects for that year's production program with a view to making talking or synchronized pictures of all that will lend themselves to that treatment.

This program, if carried out, would provide a limited number of talking pictures on short notice, and would serve to start the work without entailing any great outlay of funds during the coming fiscal year.

To make such a program effective, a coordinate development of facilities for sound-picture projection by State extension agencies would be absolutely essential. Our suggestion in this regard is that State extension authorities provide projection trucks equipped for putting on good talking-picture shows and route them about the States in accordance with local demands.

We do not think it is desirable for the individual county agent to undertake the projection of 35-millimeter talking-picture films. While portable outfits for such projection, with sound on disk, are available and quite practicable, they are much bulkier and somewhat more difficult to operate than the portable silent projector. For the county agent who has a flair for the work and wishes to act as his own projectionist, we would suggest the 16-millimeter sound-on-disk equipment. Such outfits, complete, can be bought for \$500 or less, and while the picture projected is not as brilliant as that from 35-millimeter film at an equal throw the output of the speaker is just as good as that of the standard-size outfits.

Any talking picture made on 35-millimeter stock can easily be made available on 16 millimeter stock by reduction. If the original recording is on disk, the same disks used with the 35-millimeter prints can be used with the 16-millimeter prints. If the original recording is on film, it can be re-recorded on disk for use with the 16-millimeter film.

Talkies Educationally Effective

The possibilities of the talking picture in educational work are such that educators are evincing more interest in "talkies" than they have ever shown in silent-motion pictures. In a "talkie" a scientist or economist who has an important finding to put before the public can, in effect, be put face to face with those to whom the finding is of most interest and in many parts of the country at the same time. Excellent effects can be obtained by the use of a running spoken commentary in connection with animated maps and diagrams, and musical scoring can be used to good advantage to add to the effectiveness of old, silent pictures. We feel that all doubt as to whether talking pictures are here to stay has been dissipated long ago, and we would welcome any action or suggestion that might come from the State extension authorities looking to the equipment of State agencies with sound projectors.

South Dakota Tries Economic Conference Idea

Faith in the agricultural economic conference form of program planning is growing in South Dakota extension circles as a result of the five held this spring in Lincoln, Bon Homme, Fall River, Codrington, and Clark Counties. Although some of the five were perhaps more successful than others, much ultimate good is expected to be derived from all of them. It is safe to say that the majority of the thousand farmers and farm women who attended the meetings went home afterwards and did some serious thinking along new lines.

Ground work for each conference was laid by conducting preliminary farm management surveys and surveys of the farm homes, T. S. Thorfinnson, farm management specialist, being in charge of the first, and Susan Z. Wilder, extension nutritionist, in charge of the other.

Committees Selected

Committees of representative farm men and women were selected to discuss each phase of the farm problem. The committees varied somewhat in the different counties but ran about as follows: For the men—beef cattle, dairy cattle, swine, sheep, poultry, cash crops, feed crops and pastures, gardens and shelterbelts, power and equipment, farm organization; for the women—food, clothing, home plant and equipment, miscellaneous budget.

An extension specialist served on each of these committees as secretary, taking down the recommendations as made and offering technical information when requested to do so.

It was the task of the women's committees to determine the amount of money needed to maintain the proper standard of living for the farm family. They had to decide the amount that should be spent for clothing, for food, for household furnishings and equipment, for recreation, for church and for charity, education, incidentals, and the like.

It then became necessary for the men to shape their agricultural enterprise so that it would bring in the amount of money required by the women.

Conference Program

Each conference proper was opened by a discussion of the agricultural outlook by A. E. Anderson, director of extension, or some other qualified speaker. Next came a talk on agricultural trends within the county by the county agricultural agent, and one on home conditions by the home extension agent. Results

of the farm management survey and the farm-home survey furnished the subjects for these talks. With this picture of present conditions within the county and the probable market future of the farm products clearly established in the minds of the audience, the general meeting was adjourned and committee meetings were begun.

Committees Report Findings

In practically every instance these committee meetings were characterized by enthusiastic and energetic discussions on the part of the farmer members, usually extending through the afternoon of the first day of the conference and into the forenoon of the second. As soon as committee recommendations became available they were submitted to the farm organization committee by a representative of the commodity committee. Incorporating the best features of the various committee recommendations into one or two model farm set-ups which would produce the necessary income was the job faced by the farm organization committee.

A big meeting on the afternoon of the second day closed each conference. At this meeting each committee chairman read the report of his committee, after which it was discussed by the general gathering, changes made if thought necessary, and the report accepted.

Committee reports were later mimeographed, assembled into a general report, sent to each committee member, and also made available for general distribution to any farmer who desired them.

The economic conference idea was first tried out in South Dakota last fall with the personal assistance and advice of Eugene Merritt, of the Office of Cooperative Extension Work. The scene of the first conference was Aberdeen, in Brown County, and the farm people took hold of the idea so well that five more were scheduled for this spring. As more conferences were held, the thing became more and more systematized, until now the specialists are able to put one on with a minimum of effort and waste motion.

This fall and next spring conferences will be held in five or six new counties, according to plans being formulated by Director Anderson and V. D. Basart, county agent leader. Follow-up conferences will be held in the six counties which have already had conferences.

Many benefits accrue to both the farmers and the extension service as a result of the conferences. The mimeographed reports contain a wealth of rec-

ommendations concerning farming practices advocated by some of the best agricultural minds in the county, and they also contain a discussion of the most important problems confronting agriculture in that region. The reports serve as excellent guides for the mapping out of the county agent's programs.

The conferences have the effect of stirring the agricultural population up to a more acute realization of what its problems really are and to a serious consideration of the best means of solving them.

Mutual benefit is also derived from the closer relationship established between the extension service and the farming population through such meetings.

Maine Conferences Unique

"For the past four years the Maine Extension Service has planned and put into effect a program at its annual conferences that is different from that of most State conferences," comments A. B. Graham, principal agriculturist in charge of subject-matter specialists, of the Office of Cooperative Extension Work. "Maine's type of program is distinctive in that it is centered around some definite method or methods of conducting extension work. This character of program for State conferences is commended to the consideration of extension workers as being stimulating to the development of progress in teaching methods and in obtaining more effective results."

The first year Maine used this type of program the discussion centered on methods of extension teaching. The group conferences with county club agents were held in the afternoon. Each of the discussions by these groups concerned the methods of teaching subject matter, in which the applications of the discussions of the morning were made.

Letter Writing Stressed

The second year "How to write both personal and circular letters" was the dominant feature of the conference. The general morning session was given to the discussion of letters written by a person in the employ of one of the industrial corporations, and the afternoon to group discussion.

The third year "The organization of material for a talk and how to make a talk" was the leading thought. The afternoon sessions were given to the application of the general instructions. The principal instructor spent part of his time in each of the group sessions as a leader in discussion.

At the fourth year conference "The process of learning and its application to the extension field" took up the time of the general session. The application of these principles was discussed relative to conducting a meeting by the county agents, to making a call by the home demonstration agents, and to making a method demonstration by the club agents.

Preparation for Conference

Preceding the conference by several months, each agent was requested to read "Influencing Human Behavior," by H. A. Overstreet. The assistant director of extension sent five questions on this book to each agent to bring out what parts of the book applied to his work as a teacher, also to bring out what parts of the book he could not apply. These answers were placed in the hands of each of the lecturers at the general session for the purpose of securing explanation.

Ten days or two weeks before the conference a discussion leader was selected from the county extension agent groups to conduct the afternoon discussion in each of the group meetings. An outline was carefully prepared by each of these group leaders as to the points that were to be covered in the discussion on the holding of a meeting, the making of a personal call, and the conducting of a method demonstration.

The evening before the conference opened the two instructors for the general meeting, the three discussion leaders, the State leaders in each of the three lines of work, and the assistant director held a meeting to make a general survey of the entire plan of conducting the conference. This was for the purpose of coordinating the general session with the special or group session of the afternoon and to determine in just what ways the points of the general discussion would be applicable to the outline prepared by the discussion leader.

Conference Outlines

The outlines were not distributed to the county extension agents but were held in the hand or placed on the table in front of the discussion leaders so that each could effectively guide the discussion, both as to its nature and as to time allotments for various points.

The evening before the last day the general work instructors were brought together with the assistant director, and at least 10 or 12 salient points of their lectures were set forth for report the next day. The discussion leaders also

prepared their reports to give to the closing session the general results of the group discussions. These reports were all prepared in brief form and were added to by extemporaneous remarks by the leader. Following the conference mimeographed copies of these briefs were sent to each agent, and they were requested to return to the assistant director whatever comments they desired to make on the work and results of the entire conference.

Professional Improvement

During the summer of 1930 extension field agents will have many opportunities for further professional training along the lines they are pursuing. Many land-grant colleges are offering courses in their summer sessions that appeal to the extension worker as useful in increasing his subject-matter knowledge and his methods of procedure. Besides the usual courses in fundamental agricultural and home-economics subjects, these institutions are offering work in marketing, farm management, sociology, general economics, and kindred topics. The department would be glad to see as many extension agents as possible attend summer sessions for professional improvement. Especially would it be beneficial for agents to attend the different institutes and schools that offer greater knowledge of cooperative marketing and farm management, as these subjects are to play such an important part in our extension work through the immediate future.

The University of Wisconsin is enlarging its special course for extension workers this year. Whereas only one course was given at this institution last year, this year two will be offered. The first of these courses will cover such topics as extension objectives, measuring accomplishments, relative effectiveness of means, while the second course will be handled as a graduate seminar course and will be open to those who took course 1 last year. The second course will be devoted to an analytical review of the latest developments in extension.

Cornell University at Ithaca, N. Y., is offering through its college of agriculture a summer course of study that includes work extremely valuable to the extension worker. Courses in organization and administration of cooperative extension work, psychology for extension workers, food preparation and preservation, house furnishings, and the like will be offered. Much attention will be paid in all these courses to the newer con-

ceptions of cooperative activities and economic disposal of productive surpluses.

In the South the Georgia College of Agriculture is offering courses for graduate students in the marketing of farm products under three heads—1, markets; 2, marketing functions; and 3, marketing methods and agencies. Other southern institutions are offering similar courses in their summer schools.

The American Institute of Cooperation is offering at the Ohio State University a 6-weeks' course dealing with agricultural cooperation. The university has consented to give degree credits to those completing the course. A conference of the American Institute will be held July 7 to 12 at the Ohio State University to which all directors, officers of cooperative associations, county extension leaders, and others are invited. The conference program will include discussions of membership relationship, financing, and other problems of cooperatives.

Mr. Julius Rosenwald has given \$15,000 for financing three summer schools for negro extension agents. These schools, which will be conducted from August 6 to August 30 at Orangeburg, S. C., Nashville, Tenn., and Prairie View, Tex., will present such subjects as extension methods, agricultural economics, cooperative marketing and farm finance, as well as the usual fundamental agricultural and home-economics subjects. These schools offer an excellent opportunity for negro extension agents to increase their subject-matter knowledge and their skill in method presentations.

The alert extension agent will find ample opportunity to increase his or her extension teaching ability by taking advantage of some of these courses or of others offered by institutions conveniently located. A few weeks devoted to better teaching preparation during the summer months will reflect greater achievements in the field during the remainder of the year.

A Nevada News Story

One of the finest examples of the efficacy of the news story as an extension method came to the attention of A. L. Higginbotham, editor of the Nevada Agricultural Extension Service.

One hot day in the middle of the summer the editor, suffering from the heat, bethought himself or the infinitely more suffering persons living on the desert. Why wouldn't a story of the "iceless" or desert refrigerator be timely? Very much so, he thought.

New Jersey Forestry Clubs Popular

From Mrs. Mary Stilwell Buol, assistant director, he obtained the information that such a means of keeping food cool had been recommended for years by the extension division. Obtaining specifications, he wrote a story for the regular news service on the principles of desert refrigeration, concluding it with the statement that exact plans could be obtained from the Reno office.

The story was picked up by the United Press and incorporated into its service to its member newspapers. The Nevada news service has never had such a demonstration of the effectiveness of its publicity.

Fifty-three persons, including homesteaders, business men, real estate agents, farmers, housewives and others, took the trouble to write to the Reno office for specifications. The letters came from 38 towns in six States. Thirty-two persons wrote from 23 localities in California; 14 from 9 towns in Arizona; 4 from 4 communities in Nevada; and 1 each from Washington, Oregon, and Illinois.

As was natural, the letters came from the Southwest chiefly, but practically every portion of Arizona, California, and Nevada was represented. One California woman wrote that she wished to send the specification to her son and daughter in India. The Illinois inquiry came from the director of the Household Science Institute.

When one considers that probably thousands of other persons read the item and went to the county agents in their locality for advice, one realizes how a simple news story, which took not more than an hour of the extension editor's time, is a very effective extension method.

Sabbatic leave of absence has been granted by the University of California to Farm Advisor H. E. Wahlberg for the purpose of visiting European countries to study subtropical fruit areas similar to those of southern California. Mr. Wahlberg will visit Spain and include in his itinerary the northern coast of Africa. He will later proceed through Germany and will attend the International Soils Congress meeting at Moscow. Delegates to the soils congress will make a tour to the agricultural areas in the region of the Black Sea and the Caspian Sea.

Ralph Edwards, a 4-H tobacco club boy, Washington County, Tenn., led his fellow farmers in tobacco sold on the Johnson City market this year, with 826 pounds raised on half an acre, for which he received \$231.24.

Enrollment in the New Jersey 4-H Club forestry project has increased from 39 to 2,000 during the past five years, with 95 per cent of those who began this work five years ago still members. Speaking of this growth, E. L. Scovell, extension specialist in farm forestry, says:

"Our problem has not been the expansion of our project but of keeping pace with it. We have been hard pressed to develop trained leadership and subject matter as rapidly as the demand for the project has increased."

New Jersey's extension program in forestry has two very definite phases, one dealing with the solution of present problems and situations and the other with the future. The first phase has to do with the present owners of wood lots and submarginal lands. The second phase deals with all those who may own or have a part to play in shaping the future welfare of such properties. This is the basis for the division between the work with senior and junior 4-H forestry club members.



A group of forestry club members

The program is designed to develop an attitude among rural and urban boys and girls which will assure the continual application of constructive management practices on farm woodlands. Results are measured in terms of growth in the individual boy or girl, the extent to which each has acquired an increased interest in the woods, a stronger liking for them, a deeper appreciation of their value, and a greater knowledge of the principles of good woodland.

"Assuming that the chief purpose of our junior forestry program is to safeguard the future welfare of the farm timber resources of the State," Mr. Scovell continues, "it seems necessary for us to reach as many rural and urban boys and girls with our program as possible. To limit our work with juniors to those who live on farms having woodland or submar-

ginal land would mean neglecting a much larger number of boys and girls who might well be more influential than this small group in determining the future welfare of our timber resources. We desire a program which will be suitable alike for juniors on the farm and in the urban districts, with woodlands to manage or without them, and with or without lands on which they can plant forest-tree crops. At the same time we realize the importance of teaching the boys and girls on farms how to manage the farm wood lot and how to establish forest plantations."

The Club Program

To meet this dual responsibility and opportunity, New Jersey has developed the junior forestry work along two lines. The club program in forestry is organized on an 8-year basis, four years of junior work followed by four years of so-called senior 4-H club work. The junior work in the beginners or introductory phase is designed to create a widespread interest in the woods among the rural boys and girls between the ages of 9 and 14. From those completing this phase and whose interest has been developed to where they wish to continue in forestry club work the senior 4-H forestry clubs are recruited. These members carry on the four years of the advanced phase in which practical woods forestry is the keynote. The local forestry clubs meet regularly, some twice a month and some weekly, to report on and discuss the things which they have been doing, have seen, or are planning to do, and make plans for future club activities.

"The growth of the forestry project among club members since 1925 and the large number of boys and girls who continue this project year after year," comments Robert G. Foster, field agent in 4-H club work for the Eastern States, "has strengthened the belief of those in charge of the forestry program in New Jersey that the principles underlying the development of the forestry club work in that State are sound psychologically and economically and that they are in accord with the principles of good teaching."

Plans changing the annual young farmers' week in June to separate meetings for 4-H club members and vocational agriculture students in August are announced by A. L. Baker, State club leader of Pennsylvania. In the past both club members and vocational students have met together for a week of contests, recreation, and training immediately after college commencement. The new plans call for club week August 13 to 16 and future farmers' week, August 18 to 22.

Distribution of Department Publications by Extension Agents

M. C. MERRILL, Chief, Division of Publications, Office of Information,
United States Department of Agriculture

THE DISTRIBUTION by extension agents of the publications issued by the United States Department of Agriculture has been much discussed with reference to three important aspects: (1) The availability of the supply; (2) the procedure involved; and (3) the effectiveness of this method of distribution.

Certain conditions surrounding the availability of department publications should be clearly understood. In recent years on account of limited printing funds the department has had difficulty in attempting to meet the requirements, as measured both by the material the bureaus in the department wished to have published and by the demand for the printed bulletins that had been issued. Many publications, especially the technical and semitechnical ones, were therefore printed in small editions for libraries and the technical workers in the subjects covered. When the supply for free distribution became exhausted later applicants were referred to the Superintendent of Documents, who ordinarily maintains a quantity of each bulletin for sale. If the demand for the technical and semitechnical bulletins is of such character, strength, and continuity that a reprint for free distribution is justified the supply may be replenished.

Free Supply and Sale Supply

Here, likewise, is a situation that should be understood—the relation between the free supply and the sale supply of department publications. These supplies are often maintained concurrently, and while the department is sending bulletins out free the Superintendent of Documents is selling copies of the same bulletins. There is no conflict here, for the department is entirely willing to have its publications sold, and the Superintendent of Documents offers no objection to the free distribution by the department. As the department is not authorized to sell publications, all remittances for these should be sent to the Superintendent of Documents and not to the department. Requests for free copies are sent to the department, which passes upon the requests and fills them as fully as the free supply will permit. Orders for the available copies are then forwarded to the Superintendent of Documents, Government Printing Office, where the mailing is done.

Extension agents are undoubtedly interested in many of the technical bulletins and circulars. But because of the number of copies that would be required to supply the 4,715 agents it has not been possible to list them for the receipt of the publications in these series. However, all extension agents are on the mailing list to receive the Official Record and Crops and Markets, and a great many of them at their request are getting the Monthly List of Publications. In all of these the new publications of the department are listed. Many agents accordingly send in requests for the bulletins of special interest to them in their work.

The plan of having applicants request publications instead of sending them direct without being requested has been followed with good results in recent years, although the wastebaskets of the country have probably suffered by the change. Formerly there was much direct sending of farmers' bulletins to their constituents by Members of Congress, but now the inexpensive lists of available farmers' bulletins and leaflets are generally sent instead. From these the bulletins of special interest can be selected and requested.

The farmers' bulletins and leaflets are the two series carrying popular material, and they are accordingly the publications which extension agents no doubt find most helpful in giving practical information to farmers, housewives, and club and project leaders. Applications from agents for these publications are therefore sympathetically encouraged both by the extension and publication officials of the department. Because of an increase in printing funds this year a more liberal policy in regard to supplying extension agents with publications has been adopted. As long as the information contained in them remains reasonably up to date and useful farmers' bulletins and leaflets should ordinarily never be allowed to get out of print. Reprints of these are therefore freely ordered. That the free supply of some of them occasionally becomes exhausted is due either to rapid and extensive distribution, lack of funds for reprinting, or excessive cost.

The law provides that four fifths of all farmers' bulletins shall be subject to distribution by Members of Congress and only one fifth by the department. In-

asmuch as these bulletins and the leaflets are distributed in quantity it is often impossible for the department to send as many copies as are requested. By law 50 copies of any publication are all that can be sent to any individual or agency that is not a cooperator of the department. In such cases the applicant is advised that perhaps he can obtain the desired supply from one of his representatives in Congress.

Requests for Publications

In the interests of coordination, understanding, and fairly equitable distribution of publications, all requests for them in quantity from agents in the counties should be sent to the State director of extension, who will pass upon them and probably make alterations embodying eliminations, substitutions, or additions, and he will then send on the list he approves to the Office of Cooperative Extension Work at Washington for further attention, changes, or approval. The requests are then sent to the Office of Information, which keeps the necessary records of distribution and makes out orders which are forwarded to the Superintendent of Documents as authorization for mailing. During the winter and early spring months the distribution work is extremely heavy and of rush character. In spite of extra employees and overtime work during this period the handling of requests and the mailing of publications sometimes falls many days in arrears. At such times those who have requested publications through either the Extension Service, Members of Congress, the Superintendent of Documents, or Office of Information frequently are irritated and disappointed in not receiving the bulletins promptly. Letters of complaint are then written and these further add to the work and general delay. To avoid this unsatisfactory condition, extension agents are here urged to plan ahead and advise those in need of printed material to get their orders in far in advance of the actual date or period the information is desired. For example, if a poultry demonstration project is planned in the fall for the following spring, the desired bulletins on poultry which will be required in connection with the demonstrations should be ordered in the fall, so that they will be on hand when the project is begun. To wait until spring before ordering them may result in disappointment.

Direct, personal distribution of publications by extension agents to those especially interested in the subjects covered or the problems discussed and remedies

proposed is considered to be very effective. It is a practical extension of the idea that bulletins should be given only to those who request them, instead of being mailed broadcast and thus get into the hands of disinterested persons, and immediately thereafter into the waste basket. Printing funds are too limited to suffer a waste in that way. By the personal contact, explanation, and discussion the printed word becomes an important adjunct to the verbal information dispensed by the extension agents.

Extension agents are supplied by the Office of Cooperative Extension Work with a circular outlining the procedure to be followed by them in ordering publications. If not already at hand, a copy will be mailed promptly by that office upon request.

Wyoming Takes to Air

The Wyoming Extension Service has begun to make some use of the airplane in its attempt to speed up its work and to make more efficient use of the specialists' time. Recently, J. R. Neale, livestock specialist, and J. A. Hill, dean of the college of agriculture, flew to a ranch 200 miles from Laramie, culled a band of 1,700 sheep, and returned to Laramie in time for an early dinner. They left Laramie at 4.15 a. m. in a 2-seat Eagle-rock plane in charge of a licensed transport pilot, arrived at the ranch at 7.45 a. m. ready for work, put on their culling demonstration, and were back at the local air field at 4.50 p. m.

To have made the trip by train would have entailed a total travel distance of 938 miles, 24 hours en route each way, and would have cost, including fare and Pullman, more than the plane fare. This is the second time Mr. Neale has taken to the air when a 1-day piece of work a long distance from headquarters was to be done. In January he flew to Gillette, a round trip of 500 miles, to attend a farmers' meeting when it was important that an extension representative be present.

Agricultural Economists Meet at Cornell

Representatives from 15 foreign countries and from many States of the Union are expected to attend the international conference of agricultural economists at Cornell University, August 18 to 29, according to C. E. Ladd, director of agricultural extension at the New York State College of Agriculture.

The first conference was held at Dartington Hall, Devon, England, in 1929, and was attended by representatives from 12 countries, including about 15 persons from Canada and the United States. This group requested the Cornell representatives to organize a similar conference at Ithaca for this year.

Training Local Leaders

A special feature for the training of 4-H club local volunteer leaders in California in 1929 was the series of five district conferences held in different parts of the State. It seemed desirable to try out the system of holding district conferences in order that a larger number of local leaders might have the opportunity to study methods of conducting 4-H club work. Two of these conferences were 3-day affairs. The first one was held at Lucerne in Lake County. Eighty-one local volunteer leaders from the eight north coast counties—Del Norte, Humboldt, Mendocino, Lake, Sonoma, Napa, Solano, and Marin—took an active part in this 3-day conference. The delegations were divided into seven committees—program making, county club council, achievement day and tours, community and individual improvement projects, demonstration teams, recreation, and agricultural and home demonstration projects. The purpose of the conference was to give club leaders an opportunity to meet with other leaders in the State and exchange ideas and to develop plans for future execution.

Besides the two 3-day conferences, 1-day regional conferences were held in Stanislaus, Modoc, and Riverside Counties. Ninety persons attended the three county conferences at Modesto, Merced, San Joaquin, and Stanislaus. The conference began at 10 a. m. and closed at 10 p. m. The whole day was marked with good spirit and interesting and constructive contributions to the program. Two hours were devoted to group meetings where leaders could discuss leadership problems in smaller groups. Most of the afternoon was devoted to discussions by successful leaders from various counties. Demonstration teams and amateur dramatics were also included in the afternoon programs. Dinner was served by the Salida farm-home department women at the women's community hall in Salida. The evening program following the dinner included a demonstration by Ethelwyn Dodson, clothing specialist, entitled "The Brittany Fashion Show," in addition to games and other forms of recreation led by Professor Metcalf.

The Modoc conference for Modoc and Lassen Counties had an attendance of 40 persons for the afternoon and evening sessions. The program consisted of a general conference from 1 to 4 p. m., followed by a 1-act play presented by the club of Likely. After the play, group meetings were held, in which the clothing leaders discussed clothing club matters, while the men discussed livestock problems. At 6 p. m. dinner was served, after which games and dancing were enjoyed under the leadership of a club leader of Lassen County, who had attended the two local leader short courses at Davis.

The third 1-day regional conference was participated in by Riverside, San Bernardino, Orange, and Los Angeles counties, with 63 persons present. This program was similar to those held in the other counties. Each local leader went home from the conference with a year's program outlined for his or her club.

Surveys Made in Utah

Economic farm and home surveys were held in six counties in Utah during the past spring. The county agents, with the aid of staff members, took records from the representative farms. A similar record was made in the homes by the home demonstration agents or leaders. When the facts were assembled, a conference was held at the Agricultural College of Utah, the material was gone over, and recommendations made which were later presented at the regional conferences in the localities in question. The regional conferences were held at Brigham City, Nephi, and Vernal, and were attended by county commissioners, teachers, county officials, and prominent farmers of the district. These surveys and conferences have changed the basis for making extension service programs in the counties in which they have been conducted and have tended to stimulate increased activity on the farms and in the homes to make arrangements to place the farms in a position whereby they can furnish the necessary income to insure a satisfying standard of living.

Many farmers put down in black and white, for the first time, their assets and expenditures for a period of one crop year in connection with this survey. Incidentally, interesting cases have been reported by those taking the surveys that husbands learned that their wives were much more economical than they had believed them to be, and wives learned that husbands were much more liberal than they had been thought to be.

Field Photography Begins

Photographic trips recently completed in Florida and North Carolina by George W. Ackerman, the department's extension photographer, resulted in 482 photographs being added to the files of the Office of Cooperative Extension Work and the two State extension services. Prior to the trips each State submitted comprehensive programs of subjects to be photographed, and detailed itineraries were arranged which permitted the photographer to obtain the maximum amount of pictures with the least number of jumps from county to county. Representatives of the State extension staffs were assigned to accompany Mr. Ackerman to be responsible for the subject-matter phases of the pictures, and plans were made with county extension agents to select the locale of the photographs and to complete arrangements with local farmers and farm women for staging them.

A total of 302 photographs were procured in Florida with the cooperation of A. P. Spencer, vice director of the extension service, and Virginia P. Moore, assistant State home demonstration agent. The subjects of the photographs included various phases of poultry production, dairying, cooperative marketing, pastures, fruits, truck crops, irrigation, grading and packing, cattle, pigs, forestry, parasite control, flowers, home beautification, nutrition, gardening, curb markets, kitchen improvement, negro work, and club work.

In North Carolina 180 photographs were obtained covering every phase of poultry production and marketing. F. H. Jeter, editor of the North Carolina State College, and C. F. Parrish, the poultry extension specialist, planned the itinerary, selected the subjects, and accompanied the photographer during his tour of the State. Sixty photographs were taken in one day in Iredell County, which exceeded Mr. Ackerman's previous high record for one day's field photography. Under ordinary conditions 30 well-staged photographs are considered a normal output, although more are possible if care has been taken to avoid long jumps and unnecessary delays.

Mimeographed Publications

Extension workers are no doubt familiar with the mimeographed publication, List of Extension Publications of the State Agricultural Colleges Received

by the Office of Experiment Stations Library, and probably have wondered why these publications are not received by the Office of Cooperative Extension Work Library. The explanation for this is that at one time both offices—that is the Office of Experiment Stations and the Office of Cooperative Extension Work—were in the division known as States Relations Service, and one library served the two offices. In 1923, when the extension work was reorganized and the States Relations Service went out of existence, a cooperative arrangement was made whereby the library should continue to function as it had before the reorganization took place.

In the collections of the Office of Experiment Stations Library are found the necessary reference books, a set of the Department of Agriculture publications, and the collection of the State experiment station publications and State extension publications, which collection is believed to be the most complete in existence. In the station collection there are approximately 22,523 bulletins and circulars, and in the extension collection about 24,644 publications. The work of the library staff is in connection with the Experiment Station Record, in maintaining the collections of the station and extension publications, and in preparing bibliographical lists of these publications. The library also collects and binds the collection of experiment station and department publications for the insular stations in Guam, Hawaii, Porto Rico, and the Virgin Islands.

Publications prepared by the library are the supplements to Department Bulletin 1199, entitled "List of Bulletins of the Agricultural Experiment Stations to the End of 1920," and the "List of Extension Publications of the State Agricultural Colleges."

There is also kept up-to-date a subject catalogue of the extension publications. This catalogue, which contains approximately 17,000 cards, has proved invaluable in identifying extension bulletins and in the preparation of bibliographical lists.

Events of Extension Interest

Institute of Rural Affairs, State Farmers' Institute, and Virginia Homemakers' Association, Virginia Polytechnic Institute, Blacksburg, Va., July 29–August 1.

Club Week, Pennsylvania State College, State College, Pa., August 13–16.

Leadership Training School, Pennsylvania State College, State College, Pa., August 11–16.

State 4-H club roundup, Missouri College of Agriculture, Columbia, August 4–8.

State short course, Agricultural and Mechanical College, College Station, Tex., July 28–August 1.

Four-H club roundup, Oklahoma Agricultural and Mechanical College, Stillwater, Ok'a., July 28–August 1.

Utah Farmers' Encampment, Utah State Agricultural College, Logan, July 14–17.

4-H club week, Michigan State College, East Lansing, July 7–11.

Farm and home day, South Dakota State College, Brookings, July 17.

Junior farm bureau camp, University of Nevada Livestock Farm, Reno, July 28–August 2.

Farm and home week, State College, Raleigh, N. C., July 29–August 1.

Yearbook of Agriculture

The Yearbook of the United States Department of Agriculture for 1930 assembles a great variety of recent scientific, technical, and economic information in short, popularly written articles and in agricultural maps and statistical tables.

The Extension Service has sent copies to extension directors and State leaders of county agricultural agents, home demonstration agents, and club agents, and to farm management demonstrators. Owing to the limited number of copies which the department had for distribution, it was impossible to send copies to all its employees. A large part of the edition of the Yearbook was allotted to Members of Congress, and an agent desiring a copy may be able to obtain one from his Senator or Representative.

New Building Occupied

After what seemed to be an interminable delay, the new administrative building has been occupied. Secretary Hyde's office was moved into the new quarters the last of May, and the other administrative divisions followed as rapidly as possible. The new building is a marvel of convenience and architectural beauty. When the old red brick building is removed and the front grounds graded and beautified, the department will have one of the most attractive buildings in Washington.

Staging the Group Photograph



These two photographs illustrate the difference between a weak group picture that tells nothing and a strong picture which portrays the entire story. Nothing provokes more unsatisfied curiosity than a photograph which conceals its message. The upper photograph was taken to picture a demonstration to a girls' club, but succeeds only in showing the back view of some girls gathered together on a lawn. There is no way of telling what is going on. The picture tells no story.

Contrast this poorly staged picture with the lower one, which shows plainly that a demonstration is in progress, who is attending it, what is being demonstrated, and how. The interest in this picture centers on the person making the demonstration. The eye is attracted immediately to the demonstrator just as are the people in the surrounding group.

Group pictures that tell the complete story are not difficult to obtain. Usually such a group forms in a circle around

the demonstrator. Break into the circle and place the camera in the position of one of the people watching the demonstration. Then get the individuals on your right and left to move until they are included in the picture without obscuring the demonstrator. All persons should be looking toward the demonstration, their attitudes should be natural, the demonstrator should be plainly the central point of interest, and the action portrayed should be that usual in conducting the demonstration. Then the picture will really tell the story.

Office Organization

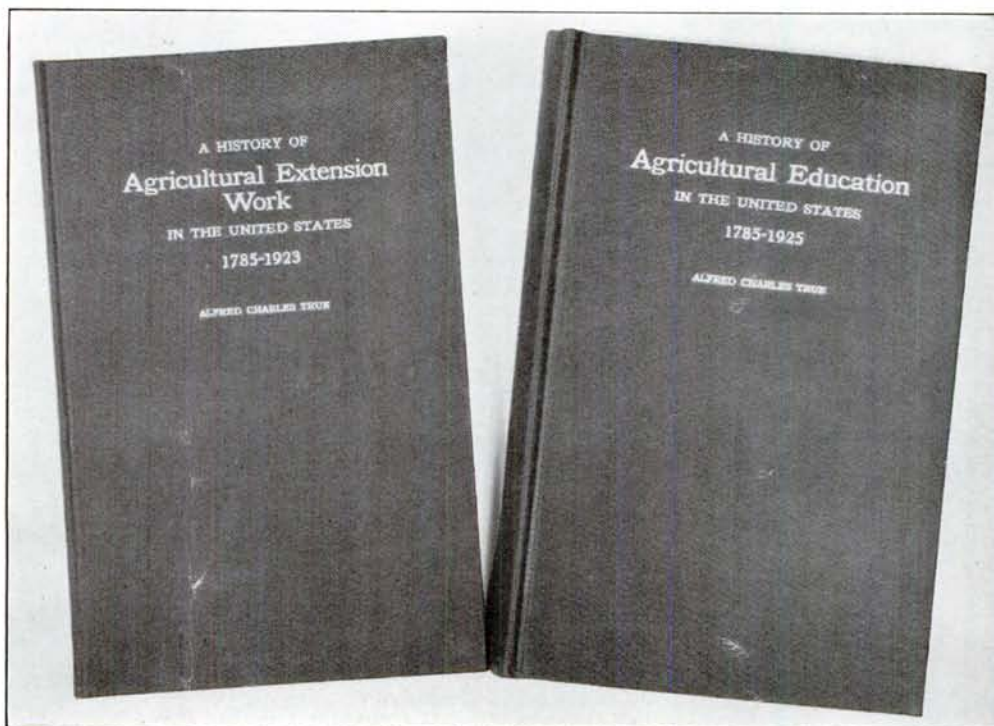
A manual on office organization, prepared by S. B. Cleland, assistant county agent leader of Minnesota, has been issued by the Minnesota Agricultural Extension Division for the use of county agents, home demonstration agents, and county club agents in the organization and management of the county extension office. The manual deals with the manner of filing material and clearing the files, filing equipment, and supplies needed in the office, use of desks, office arrangement, qualifications and duties of the office clerk, handling of mail, and office standards.

This manual was issued as part of an extensive program of office management, revision of which has been in progress in Minnesota under the direction of the supervisory staff. In 1926 and 1927 the offices and files of the central extension office at University Farm, St. Paul, were completely revised, using methods that have proved very satisfactory. Following the same principles and adapting the arrangements to county conditions, the supervisors of county agent work have since assisted the county extension workers in 62 of the 65 counties having county extension agents in the revision of their offices.

The plan followed in Minnesota is to make the filing and other office procedure as simple as possible consistent with the retaining of important material long enough to meet the needs of the agents. How to file material so that it can be easily and quickly found has been one of the matters given special attention; but of almost equal importance has been the clearing of the files, when to discard material, and how to do it. The appearance of the offices was also given attention in order to work out methods of keeping the office from accumulating surplus material.

Two VALUABLE Books

FOR SALE by the Superintendent of Documents
United States Government Printing Office, Washington, D. C.



Agricultural Extension Work—

Starting with the organization of the Philadelphia Society in 1785, the author, Doctor True, formerly Director of the States Relations Service and specialist in States Relations Work, United States Department of Agriculture, traces the evolution of agricultural extension work from these early agricultural societies and State boards of agriculture on through the rise, rapid development, and decline of farmers' institutes to the efficient nation-wide cooperative educational system which came into existence under the Smith-Lever Act.

Miscellaneous Publication 15, U. S. Department of Agriculture Octavo, 220 pages, bound in blue cloth - - Price 75 cents

Agricultural Education—

In this book Doctor True describes the development of agricultural education in the United States as it is related to the general development and progress of science and education and to the background of economic conditions and of organizations of various kinds for the promotion of agriculture and country life. This treatise is comprehensive in scope and is an excellent reference volume for students of agricultural education. It is the second published volume of a series of three covering the history of agricultural education, extension, and research.

Miscellaneous Publication 36, U. S. Department of Agriculture Octavo, 436 pages, bound in blue cloth - - - Price \$1

HOW TO REMIT—Copies of these histories may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C. Orders should be sent direct to the Superintendent of Documents. *The Department of Agriculture does not have copies for free distribution or copies for sale.* Remittances to the Superintendent of Documents should be made in the form of postal money order or certified check. Postage stamps and personal checks are not acceptable, and currency is sent at the sender's risk.



NO · OTHER · HUMAN · OCCUPA-
TION · OPENS · SO · WIDE · A · FIELD
FOR · THE · PROFITABLE · AND
AGREEABLE · COMBINATION · OF
LABOR · WITH · CULTIVATED
THOUGHT · AS · AGRICULTURE.

—LINCOLN.

*Inscription on new Administrative Building, Department of Agriculture
Washington, D. C.*

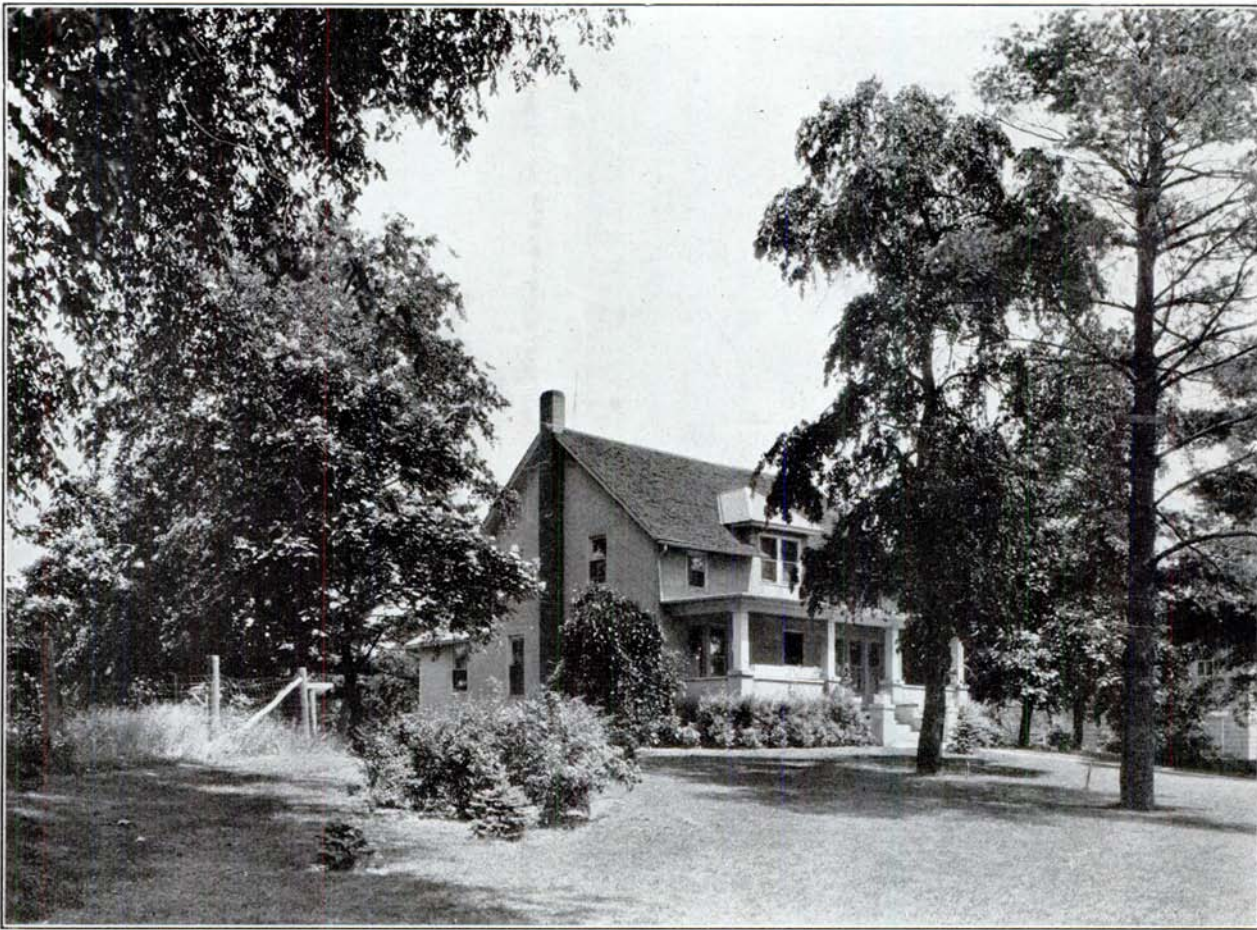


Extension Service Review



Vol. 1, No. 4

AUGUST, 1930



EXTENSION'S GOAL—THE ATTRACTIVE FARM HOME

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
Better Farm Homes. <i>C. W. Warburton</i> - - - - -	49
Kentucky Plants Lespedeza - - - - -	50
The Apple Industry's Cooperative Marketing Program. <i>Charles S. Wilson</i> - - -	51
4-H Club Fire-Prevention Campaign - - - - -	52
Maryland Maple Sirup is Inspected - - - - -	53
Low-Cost Farming - - - - -	53
Planning an Adjustment Program - - - - -	54
Junior Conferences - - - - -	55
House-Dress Contest - - - - -	55
Editorials - - - - -	56
Kansas Wheat-Belt Program. <i>H. J. C. Umberger</i> - - - - -	57
Texas Swine Demonstration - - - - -	58
Wool Marketing - - - - -	58
The Health Program in 4-H Club Work - - - - -	59
Grain Grading at Country Points - - - - -	60
Field Activities - - - - -	61
Kitchen-Improvement Contest - - - - -	62
Departments Cooperate - - - - -	63
Service Information - - - - -	64

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent directly to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., AUGUST, 1930

NO. 4

Better Farm Homes

C. W. WARBURTON

Director of Extension Work, United States Department of Agriculture

ONE of the traits typical of the American is his willingness to discard something useful in order to obtain something better. Carried to extreme, this tendency sacrifices too much that is good. Within reason it is a healthy quality in a national spirit which enables it to discard something still usable for something more efficient or more satisfactory. With this spirit the first American farmers produced farm homes which set a high standard for efficiency, measured by the knowledge and facilities of those days. At the same time they established this precedent for constant improvement.

Our homes are a part of ourselves, we can not separate ourselves from them. With this in mind, let us think of the changes directly affecting our lives which have taken place in the last 25 or 30 years. Within this time, people have progressed from the point where they traveled with satisfaction by means of a good horse and buggy to the point where they greet with impatience a question as to whether or not weather conditions favor the fast passenger plane's making its regular trip. Thirty years ago we went into town for our mail and for the paper which gave yesterday's or last week's market reports. Now we sit before the dial and within 24 hours tune in on to-day's market, to-morrow's weather forecast, a discussion a thousand miles away of economic situations on the opposite side of the globe which may affect American farming. These changes are by no means completed. We shall probably have more of them rather than less.

Improving Our Homes

In this business of living, of keeping in step with to-day, we have no more essential equipment than our homes. If, in the process of speeding up, in the competition daily growing keener, we have pushed our field equipment at the expense of our homes, we must make compensating improvement in the homes

or be content with less returns on our investments, physical and spiritual.

I do not mean that farm homes lacking in modern conveniences and arrangements should be torn down and new ones built, any more than I would suggest that every farmer should buy high-priced pedigreed livestock. The extension service believes emphatically in bringing what is on hand up to the highest possible state of production or usefulness and then, as we gain skill and means, to introduce something better—going back again to the 4-H club member's challenge "make the best better."

The extension programs in every State reflect this belief. They show, too, the importance attached to the farm home.

Doctor Knapp's Teachings

Dr. Seaman A. Knapp, whose extension pioneering in the cotton-growing States began in 1903, held constantly to a high ideal for improvement of the farm home. Early in the development of the work he wrote:

It is realized that the great force which readjusts the world originates in the home. Home conditions will ultimately mold the man's life. The matter of paramount importance in the world is the readjustment of the home.

Throughout the South are evidences of his teaching. Southern States and counties have extension programs for better lighting of homes, better home equipment, improvement in planning, beautification of the interior, the exterior, and of the home grounds. Contests in improvement of the kitchen, the bedroom, the living room have been thoroughly enjoyed by the participants and interested spectators in many counties. Contests in beautification of the home grounds are showing what may be accomplished by the use of native plants with small expenditure and a well-thought-out plan.

Western States extension workers have developed a regional extension program for home management. Projects adopted

for emphasis throughout the States were: (1) Kitchen improvement, (2) installation of water and sewage-disposal systems, and (3) improvement of home furnishings which make for comfort and attractiveness. The committee recommended using to the best possible advantage the material resources of the home and farm: Food, equipment, fuel, clothing, housing, budgeting of money, considering immediate and future needs and basing budgets on records of cash expenditures and of supplies contributed by the farm; utilizing electricity in the home; and wise spending of the money and time available for adding to the comfort and attractiveness of the home. Later Western States conferences have indorsed the program and have reported excellent progress.

The extension program for the Central States includes projects for more efficient kitchen arrangement, use of modern kitchen equipment, refurbishing of rooms, house planning, remodeling, and refinishing of old furniture.

In 1929 and in 1930 the regional conference of Eastern States extension workers emphasized particularly the question of what constitutes a desirable standard of living for farm families and how the farm business may be developed to meet the standard. County conferences of farmers and extension workers are being held to continue the study.

National Interest in Improved Homes

Some idea of the interest which is shown throughout the United States in extension projects for farm-home improvement may be obtained from the fact that annually about 25,000 farm kitchens are studied and rearranged for conveniences, with the advice and assistance of extension workers; that approximately 50,000 women learn methods of repairing and remodeling house furnishings; that 30,000 farm homes demonstrate methods of improving farm-home grounds.

This constant striving toward improvement in the farm home is of national interest and importance. It intimately concerns the well-being of nearly half of the people in the United States. Also it holds, I believe, the possibility for more general attainment of something nearer the ideal home than we find elsewhere. Research and development have adapted practically every facility for the home to farm conditions. The farm environment has natural advantages which are beyond the means of the great majority of city families. The farm home may have whatever space the family wishes for its setting. It may have windows looking north, south, east, west on scenes which the family usually may control and which are almost universally beautiful. It may be of any type which the family chooses and its beauty and fitness are independent of building restrictions; the most modest house may be as attractive as its most imposing neighbor. All about the farm home lie recreational facilities giving well-nigh irresistible invitation. Can you picture a more attainable ideal?

Women are Interested

Of what interest is the Federal Farm Board and the development of cooperative marketing to farm women? Miss Connie J. Bonslagel, State home demonstration agent for Arkansas, answered this question in a clear and striking way when at a meeting of members of the Federal Farm Board, State directors of extension, and representatives of the United States Department of Agriculture held in Chicago during the annual sessions of the Association of Land-Grant Colleges and Universities, last November, she said:

Better standards of living will help to bring increased incomes on farms. Farm people should feel that they must have better homes, better equipment, more conveniences. The feeling that one must have a thing is a powerful incentive for getting that thing. When the farm woman feels that such improvements as waterworks must be bought and paid for she will be more alert to better farming practices. She will urge her husband to follow the county agent's advice to buy better seed or more fertilizer, instead of discouraging the expenditure as may have been her wont. She will also urge her husband to join the cooperative associations which are recommended. The farm woman has influence in her home, in the community, and in the county and she will not hesitate to use it in any cause in which she believes.

Kentucky Plants Lespedeza

As a direct result of extension activities of the college of agriculture during the last five years, Kentucky will soon have a million acres of lespedeza with an added crop and soil improvement value of 15,000,000 to 20,000,000 dollars.

The common lespedeza acreage now totals 600,000 and the Korean acreage 150,000. It is estimated that lespedeza adds \$7,500,000 to the annual grazing value of Kentucky pastures. Practically 80 per cent of all sweetclover sowed in Kentucky is mixed with lespedeza seed. To this should be added a seed production now approaching 100,000 bushels annually. The soil-improvement value of this master legume is placed at a figure equal to its grazing worth.

More important than the financial value of lespedeza is the fact that it has proved to be a legume which is adapted to every acre on every farm.

The development of common Jap began in 1922, when 20 men in 15 counties agreed to act as demonstrators; in 1923, the same counties had 111 such demonstrations. In 1924, 393 men in 31 counties were prevailed upon to sow common lespedeza. In the meantime publicity was being given to the place which lespedeza was finding on Kentucky farms.

Lespedeza Seed

In 1924 the introduction of lespedeza into the bluegrass region of the State met with success. County agents in the western part of the State encouraged the saving of seed and two model seed pans were used for exhibition. As a result 10,000 bushels of seed were saved in 1924.

A total of 13,500 bushels of lespedeza was sowed in 1925. The next year 15,000 bushels of seed was saved and 16,000 bushels sown. The first sowings of Korean and Tennessee 76 were made in 1924, although a few ounces of seed had been distributed among farmers the previous year.

By 1929 the amount of Korean seed saved reached 600,000 pounds, while a million pounds of Jap seed was harvested and sold. The Korean crop has been multiplied by 10 in pounds sown each year since 1926, including 600,000 pounds in 1930, and the scene is now set for 5,000,000 pounds to be sown next year.

Christian and Todd Counties each sowed 100,000 pounds of Korean in 1930; Warren County, 30,000 pounds; Simpson County, over 50,000 pounds; and seed could not be found to supply the demand in most other counties at the end of the 1930 sowing season.

One illustration of the way the plan has worked is the experience of a county agent in the bluegrass area. He put a short news item in the local paper telling where lespedeza fitted into the farm needs. On the following Saturday, 17 men from widely scattered parts of his county came to his office to interview him. In the communities of some of these men whom the agent had never seen before, extension work had not previously met with success.

The Kentucky Seed Improvement Association was organized this year and will function as a means to encourage the cleaning of this seed to high standards of purity, especially the removal of dodder. The association will also establish sources of such reputable seed, from which growers may buy with confidence.

For the seasons of 1928, 1929, and 1930 the annual sowing of common Jap has been 1,000,000 pounds.

Farm Women Visit Terminal Markets

Thirty-six Maryland farm women, accompanied by Venia M. Kellar, State home demonstration agent; Edythe M. Turner and Florence Mason, district agents; and their respective county home demonstration agents made a tour of New York City for the purpose of visiting some of the large terminal markets and commercial houses. The tour was arranged by cooperation of the Maryland Extension Service with the agricultural development bureau of the Baltimore & Ohio Railroad Co.

The women were given an opportunity to observe the methods employed in unloading, handling, and distributing fruits, vegetables, and other perishable products when they are received at the various piers; and the "whys and wherefores" of an auction were explained to them at one of the big auction houses. They saw the condition in which their fresh farm products reached the market, and were given an idea of the processes through which farm products must pass before they reach the tables of people living in the big city.

Although the fundamental purpose of the tour was to obtain practical, first-hand information, variety was added to the educational feature by sight-seeing trips about the city, visits to some of the largest department stores, and an opportunity to inspect one of the big ocean liners.

The Apple Industry's Cooperative Marketing Program

CHARLES S. WILSON, Member of the Federal Farm Board

MARKETING the American farmers' apple crop valued at more than \$100,000,000 annually is the tremendous task now facing cooperative leaders in the United States. Each year there are about 32,000,000 barrels of apples produced for market in this country. From 10 to 15 per cent of these apples are handled through farmers' local cooperative organizations. It is evident that a great amount of work must be done in organizing orchardists who are growing apples commercially in almost every section of the United States. Most of the apples, however, are grown east of the Missouri River.

For several months the Federal Farm Board has been working with representatives of the apple industry in an effort to improve present distribution and sales methods and to develop a plan of marketing in accordance with the provisions of the agricultural marketing act.

Two conferences have been held by the farm board with representatives of the apple growers for the purpose of launching a new nation-wide cooperative movement among producers of this fruit. The first meeting was held in January and the second in May. At the first meeting, growers' representatives expressed a desire to eventually work out the handling of apples on a national basis. These representatives found upon examining the situation from a national viewpoint that the greater number of the more important apple-producing areas are unorganized cooperatively and for that reason they felt that it was extremely inadvisable to suggest that an advisory commodity committee be set up at this time as provided for in the agricultural marketing act. At the same time, however, these conferees made it clear that they wanted to eventually work out the handling of apples on a national basis.

Results of Meeting

At the January meeting the apple representatives recommended that a general committee, representative of the various important apple-growing regions, be established to give the subject further study. This resulted in the appointment of a general apple committee composed of 15 men who met at the call of the farm board in Washington, D. C., on May 14.

Since these two meetings were held the Federal Farm Board has been mak-

ing detailed preparation for the organization of an apple project. In carrying out this project the board will assist growers in the development of local and regional cooperative marketing associations looking toward the handling of apples on a national scale. Both Federal and State agricultural agencies, including the extension forces of the United States Department of Agriculture, are invited to cooperate in this undertaking.



C. S. Wilson, member of the Federal Farm Board

The farm board will encourage and assist in strengthening existing associations and will help in the organization of new ones wherever grower sentiment and conditions are favorable to cooperative development and where the project offers reasonable promise of success.

Local cooperatives will be encouraged to unify their marketing activities and to establish regional sales agencies with the hope that eventually there will be sufficient cooperative associations of apple growers to warrant a national sales program for this fruit. As a background for the new project, there already are in many sections thriving cooperatives actively working to increase the volume of fruit that is handled by their marketing organizations.

The Hood River Apple Growers' Association of Oregon has a plan of expan-

sion under way. With financial and organization help from the Federal Farm Board and other agencies the Hood River association will be able to more adequately meet the needs of the growers. Lack of adequate facilities has been the main reason for the association not expanding more in the past.

Fruit cooperatives of southern Michigan have been working to extend their membership to increase the volume of fruit handled and to effect a closer federation of associations. As a result of these efforts the Great Lakes Fruit Industries has been incorporated as the central selling agency for the southeastern Michigan region. Thus, the several local cooperatives handling fruit in this territory have been united into close relationship and in accordance with the regional program are to be affiliated with the cooperative associations in northern Michigan and eastern Wisconsin.

A few groups of apple growers in the Cumberland, Shenandoah, and Potomac Valleys of Virginia, West Virginia, and Maryland have organized in accordance with the provisions of the agricultural marketing act and are contemplating the construction of cooperative packing houses.

Financial Assistance Available

The Federal Farm Board already has pledged itself to give financial assistance in the building of packing houses by two apple associations in the Shenandoah Valley when the organizations have met the requirements of the agricultural marketing act. Other groups in this region have packing-house construction plans under way.

Meetings also have been held in New York State. Western New York apple growers have an expansion program under consideration and will study the advisability of forming a regional sales agency.

Work now being carried on in these various regions is the initial step of a long-time program, looking toward the development of a national cooperative grower-owned and grower-controlled selling system for apples. The Federal Farm Board will do all it can to aid in laying a substantial foundation for the apple industry's centralized sales organization.

4-H Club Fire-Prevention Campaign

The extension supervisory force and the community and forestry specialists prepared the plans for the 4-H club woods fire-prevention campaign, reports D. E. Lauderburn, extension forester in Mississippi. The third week in September was selected for the campaign. A letter from the director of extension to the county agricultural and county home demonstration agents emphasized the economic importance of their woodland areas to the farmers and the prosperity of the State. This letter was followed up by letters from the district and club agents urging the agents to cooperate in conducting the campaign with all their 4-H clubs. In addition to these letters, the extension forester sent out circular letters to the agents with instructions regarding the work to be done; and also prepared subject matter consisting of short articles on the value of farm woods, the damage fire does to trees, pastures, game, and soils, and the importance of protection from fire. A detailed program was prepared with additional optional material in the way of songs and poems, which were used by some of the clubs.

Plans for Work

The forestry commission approved the campaign and agreed to supply the necessary funds amounting to over \$1,200. Beginning the first of August the State forest service employed extra office help to undertake the big job of making up their allotments of programs, posters, nails, and other material for each of the more than 700 clubs and groups of 4-H club boys and girls. The plan as developed was to have each club carry out the program at its September meeting, with a boy or girl taking one of the seven subjects outlined by the extension forester; reading what had been written, learning and reciting it, or giving it in his or her own words.

An allotment of 2 outdoor posters was made for each club boy or girl enrolled plus 10 indoor posters for each club. To assure the proper putting up of the posters, roofing nails were shipped with them, allowing six nails per poster. It was feared that without these large-headed roofing nails, the posters would be put up with small-headed nails or tacks and that the posters would not remain in place. A feature commented on favorably by some of the agents was the instruction that each boy and girl should write his or her name on the posters which were put up by them.

This gave the club members a feeling of ownership and individual interest in the posters and of resentment when the posters were torn down, which happened in a few cases.

To check up on the results a questionnaire to be filled out by the secretary and returned to the club agents was included in the material sent to each club. A large measure of the effective results of this campaign may be attributed to two things: (1) Securing the cooperation of the women extension supervisory force and the home demonstration agents, as they spend a larger proportion of their time on club work and are, perhaps, more careful than the men agents in carrying out details; and (2) preparing every detail of the subject matter and plans for posting signs, even down to the number of nails for each package.

Results Obtained

In summing up the results it was found that the campaign was put on by county and home demonstration agents in 55 counties. Twelve counties have not yet reported. Reports from the 55 counties are not complete, some merely stating that they conducted the programs and that the posters were put up at least in part. Forty-one agents reported holding 395 meetings, an average of 10 per county, which would make a total of 550 meetings if this average holds good for the 55 counties. This is probably about right as the number of meetings reported by counties ranged from 1 to 26. Detailed reports were received from 35 agents, showing a total recorded or estimated attendance of 4-H club members and visitors of 26,361, an average of 753 per county, or a probable total of 41,415 for the 55 counties. Thirty-three agents reported 15,726 posters put up, an average of 477 per county or a probable total of 26,235 for the State. This accounts for about half of the posters sent out. The questionnaire on results indicated that the remaining posters were being distributed to farmers and others who wished to protect their woodlands from fire.

This is an activity which had a very far-reaching educational effect. Boys and girls learned something about woodland protection and the importance of farm woodlands in conducting these programs. They shared in a community activity and were made to feel a personal responsibility in this work by

signing their names to the posters they put up as cooperators with the State forest service. A great deal of attraction throughout the State was attracted to this campaign. More than 110 news items about it were recorded in the daily and weekly papers.

Reasons for Conducting Campaign

There were two reasons for conducting this campaign: First, it crystallized into action a growing appreciation of the necessity for fire prevention; and second, lacking any 4-H club projects in forestry, it served as a substitute for such projects. It was more far-reaching in effect than any attempt to organize 4-H forestry clubs would have been, all attempts at which have failed in Mississippi so far. An immediate effect of this campaign was noted under the heading "Remarks" by one club secretary, who reported that one girl nailed a poster on a tree close to where some negroes were burning brush. When she left, the negroes, after reading the poster, put out the fire right away. The following was typical of many of the comments under "Remarks" made by club secretaries, "We want to help in this great fight and we were glad to put up the posters."

Special Soils Agent

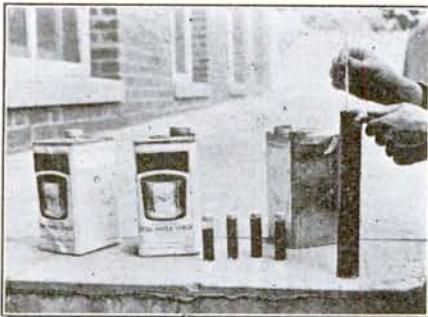
Largely as a result of a soil-saving campaign conducted last year by the Iowa Extension Service, farm bureaus, chambers of commerce, and similar organizations in Mahaska, Monroe, Wapello, and Appanoose Counties employed Paul C. Wiechmann this spring as their first special soils agent. Mr. Wiechmann was formerly with the soils department of the Iowa State College and also has been county agent in Adair and Hardin Counties.

The hiring of this special soils agent comes as a result of the realization on the part of many southern Iowa counties that soil erosion and fertility problems are becoming serious in that section of the State. Mr. Wiechmann is working with farmers on soil-fertility and erosion problems as the county agent does on farming problems. His work consists largely in assisting the county agent in placing demonstrations in most of the townships in the four counties to show what can be done by terracing, cropping methods, and reforestation to prevent erosion. Educational meetings will also be held and farmers will be given help in solving their individual problems.

Maryland Maple Sirup Is Inspected

Maryland maple products needed a name—that is, those grades of sirup which reflected credit on the producers. A name, once chosen needed protection. The maple producers of Garrett County recognized that a name and its protection could be had only through an organization. As a result, there is to-day in Maryland the Garrett County Maple Products Association; Maryland gains the distinction of being the first State to employ a licensed Federal-State inspector to inspect and grade maple sirup; and the two highest grades enter the market under the name "Crest O' the Highlands."

"Behind this brief summary of conditions," says T. B. Trenk, Maryland extension forester, "there is a rather lengthy story of education, persuasion, and running through it all is a commendable spirit of cooperation."



Testing maple sirup

The objectives of the Maryland Department of Forestry and the University of Maryland Extension Service were twofold in undertaking this piece of work—to encourage production of a better quality product, and to aid in finding a better market. A cooperative was considered, but the idea was soon abandoned. A privately owned processing plant appeared to be one solution, but the necessary capital was not forthcoming. One alternative remained. A producers' association was planned which would sponsor Federal-State inspection, design, and execute a trade name and label, and authorize their use on sirup meeting certain requirements.

At a series of meetings, this last alternative was submitted and met with general favor. A "constitutional convention" was held and the Garrett County Maple Products Association was brought forth.

No easy task lay before it, but all of its members determined to make the first season a success. As a result of the

association, and the cooperation it has received from the extension service and the forestry department, twenty-odd producers have had Federal-State inspection of their sirup; approximately 2,000 gallons of sirup have passed inspection and have been, or are being, sold under the "Crest O' the Highlands" name; for those members who desired it, the association presented at cost a quantity of advertising pamphlets, and furnished lists of prospective customers; has provided sets of color samples of sirup to producers, based upon official grades, which the association requested the State board of agriculture to promulgate; and has issued a booklet of maple sirup and sugar recipes. An application is pending to have the association's name trademarked. Most significant of all, the producers have been able to get more for their sirup when sold under the association's name and label.

Low-Cost Farming

The Montana Extension Service in nine days carried messages of low-cost farming to over 20,000 farmers of the State through the medium of the "low-cost farming special," a train run through the cooperation of the Northern Pacific Railway Co. and the extension service. One-quarter mile of train, covering 700 miles of territory, brought the messages to farmers by the actual display of farm equipment now being used and by carefully planned exhibits covering practically every phase of agriculture in eastern and south-central Montana. Fourteen cars were devoted to farm equipment and four to exhibits.

The special visited 18 communities, making two stops each day. In each community visited in indoor meeting was held at 1 p. m., where farmers gathered to discuss farming problems with specialists from the State college of agriculture. Merchants, farmers, and civic clubs cooperated to make elaborate plans for the day in each of the communities visited. In many of the towns the farmers brought basket lunches and business men furnished ice cream and coffee. One community held its annual county-wide picnic on the day of the train's arrival, when more than 5,000 people visited the train and had a huge picnic on the county fair grounds.

The slogan "Save labor—your biggest cost" was chosen for the train as emblematic of the story told. The 14 cars of farming equipment and the 4 coaches of exhibits had lower labor costs as their ultimate message.

The machinery displayed on the flat cars included practically every phase of farming in the sections of Montana visited, and special emphasis was put upon the modern methods of summer fallowing and dry-land tillage. There were horse-drawn and power-operated implements; labor-saving hay tools; tractors; combines; bean, corn, and beet equipment; seed-cleaning equipment; and multiple team hitches.

The significant thing about this equipment was that every implement on the train had either actually been used on the experiment farms of the college or was a duplicate of such equipment. It had all been thoroughly tried and found worthy of recommendation. There were no attempts to force "new-fangled" machinery onto the farmers.

The first coach was known as the outlook car. It carried a message of correct farm management with a study of world and home markets as related to products produced on Montana farms. International competition with United States wheat growers was shown; the wool market situation and what happened to the butter market in 1929 were portrayed.

Another coach was planned to emphasize production of alfalfa hay, the legume that is frequently called the safety valve for well-balanced farming in Montana. Exhibits pointed the way toward better-quality hay and higher yields while cutting the production costs at least one-half. The kind of seed used, methods of curing and stacking, and equipment used were all featured.

Production of alfalfa seed was the subject covered in the third coach. Although Montana farmers already obtain an annual cash return of something like \$1,500,000 from alfalfa seed, the exhibits in the third coach showed the farmers how they may increase their seed returns even more by using registered seed and proper tillage and harvesting methods.

The last of the four coaches dealt with modern low-cost tillage methods, especially for dry-land farming. The duck-foot and the 1-way disk were compared to the plow for summer fallow. Methods of summer-fallowing and weed control were shown, and moisture conservation was emphasized.

The special train was enthusiastically received wherever it stopped. Specialists at the State college of agriculture feel that they have accomplished much in the way of assisting the farmers of eastern and south central Montana.

Planning an Adjustment Program

"I figure that I must have gross receipts of \$12,000 if I am to employ four men the entire year," said J. S. Williamson, owner of Sunrise Farm, Franklin County, Me. Said Lester Lee, a farmer of the same county, to George Lord, his county agent, "The first thing I want to know is how can I get one of those new publications that have just been put out by the farm organization committee? The Wilton Trust Co. sent one to my neighbor and he lent it to me to read. It is the best thing I have seen for a long time."

An attempt is being made to guide the people in Franklin and York Counties and the members of the extension staff to arrive at a true statement of the agricultural situation and to recommend adjustments which, if made, will increase incomes. Briefly, the method of procedure is one of determining the situation and adjustments, developing a public consciousness of the situation as found and the recommendations made, and assisting a few farmers whom the extension service can point to as examples of what can be done.

Preliminary details in working out the project consisted of: (1) A conference between Eugene Merritt and H. W. Hochbaum, of the Washington office; A. I. Deering, assistant director; and Donald W. Reed, farm management demonstrator of the State office. (2) Mr. Hochbaum met in the county with the farm management demonstrator and the county agent for the purpose of formulating more detailed plans. As a result of these two meetings a working plan was developed.

Results to date may be briefly summarized as follows: The preliminary plans of stating the situation and the adjustments were carried out and the result printed in a fully illustrated attractive 24-page bulletin costing approximately 10 cents per copy. The cost of printing was covered by farmers' organizations and commercial concerns dealing directly with farmers, such as banks, canneries, creameries, and feed stores. The following summary of the Franklin County publication gives an idea of the type of recommendations made:

"The present agricultural decline is the result of changing economic conditions. Farmers now practicing the agriculture of 20 to 50 years ago are working for a very small wage.

"The committee recommends producing for sale more market milk, sweet cream, dairy stock, fresh eggs, poultry, sweet corn, and string beans for canning,

and good quality apples of certain standard varieties. Those farmers who organize their business upon sound business principles and produce the above products can earn enough to maintain for themselves and family a standard of living comparable with that of other business men of equal managerial ability. In order to do this, a farm business which requires the employment of \$250 worth of seasonal labor must produce enough products to sell for over \$3,000. Some farmers in the county are now doing this with one of the following combinations of enterprises:

"(I) 10 dairy cows, 3 acres sweet corn, \$200 from the sale of wood and lumber, \$150 from outside labor.

"(II) 10 dairy cows, 100 hens, 2 acres sweet corn, \$150 from outside labor.

"(III) 8 dairy cows, 200 hens, 2 acres hoed crops, \$200 from the sale of wood and lumber.

"Both counties have been covered with district meetings, and already about 150 cooperators are enrolled. In the future meetings will be held with these cooperators and definite plans for adjustment on their individual farms made."

Food Models

Food models used in an exhibit on a train by the extension service in Missouri are described by Marion K. White, nutrition specialist, and Flora L. Carl, county home demonstration agent at large.

The train went out in the height of summer heat. As there were no screening facilities, real food was impossible. Wax models of fruit, which showed to good advantage, were obtained. Milk, as usual, was preserved with formaldehyde in the half-pint bottles. Butter squares were cut from a yellow soap that was excellent in its color. Whole-wheat bread was shown by cutting oblong tau rubber sponges in half and painting the surface with brown water colors to give a shaded appearance. This was the best model made. Broiled steak was shown, using a dark, red-brown sink stopper as the foundation. This was cut in the proper shape for a serving; a real bone from a steak was broiled in preservative and strong soap; painted, and carefully fitted into the rubber. There was no mistaking what this represented. Baked potato was shown by using a real potato shell filled with tinted cotton. The chef on the train baked a fresh potato for the

exhibit daily so that the drying out wasn't detrimental to appearance.

Cream-of-pea soup was made from boiled soap mixtures to which was added milk of magnesia and fruit coloring. A few soaked dried peas floated on the surface. These were changed occasionally throughout the two weeks the train was out. Oatmeal was also made of soap, with real oatmeal added. The surface of this was moistened before each showing to keep it fresh looking. Baked custard was made by inserting a piece of cardboard covered with yellow oilcloth in the top of a custard cup. This was "browned" a little with paint and a tiny bit of glue held a flecking of cinnamon in place. Nutmeg was tried, but the cinnamon worked better.

Sick-Room Equipment

Costly sick-room appliances and equipment, necessary for only a short time perhaps, but nevertheless necessary, add heavily to the burden of expense attached to sickness or disability from accident in a rural home. A pair of crutches, a wheel chair, a back seat, or a bedside table are sometimes urgently needed and soon finished with. The average rural family can not afford a complete supply of such equipment, but the members of the family may need it as badly as city dwellers do.

Women in Green township, Shelby County, Ohio, took a long step toward solving the problem when they canvassed their township and made a survey of all the sick-room equipment owned in the township. Then they posted a list in the centralized township school, showing what articles were available and who owned them.

Now, when sickness attacks a Green township family, reference to the list shows where the necessary appliances can be located and borrowed from their owners. The list was compiled during the working out of a project in home care of the sick, sponsored by the extension service and directed by Wanda Przuluska, extension health specialist.

"Other townships have established loan chests at central points where sick-room equipment is assembled. But that means that some one has to take charge of it and make loans from it. The Green township method leaves it up to the borrower and the owner. Incidentally, it has helped in creating a spirit of neighborliness and willingness to help each other in the whole township," says Miss Przuluska.

Junior Conferences

In the words of Stanwood Cobb, "The group mind—planning, creating, and achieving can accomplish marvels of which the individual is incapable." It was this thought that prompted emphasis on youth participation in the junior conferences at the Fourth National Club Camp held in Washington June 18 to 24. The club delegates, ranging in age from 15 to 21, were divided into five discussion groups to consider, from their own point of view, the same topics assigned to the State club leaders; namely, minimum essentials for the first two years of 4-H club work, local volunteer leadership in 4-H club work, 4-H club incentives, a desirable program for older farm boys and girls, and possible solutions to some of the economic problems confronting farm boys and girls.

Throughout the discussions a committee of State club leaders endeavored to guide these young people to think for themselves and to express their own opinions freely. At the same time, every opportunity was taken to train them in assuming such responsibilities as chairman of a group, secretary, or group discussion leader in order to enable them to avoid unnecessary mistakes and to gain confidence through their successes. At all times, regardless of the amount of youth participation, the young people gave evidence of desiring the assistance of their State leaders.

A committee of 31 made up of those young people acting as chairmen, secretaries, recorders, and discussion leaders met daily with George L. Farley, Massachusetts State club leader, and Miss Dorothy Emerson, Maryland girls' club agent, to plan for the work of the following session and to carry back to the groups the best thought of such conferences.

It was interesting to note how the tone of the junior conference gradually became more impersonal each day. The young people appreciated the guidance given them in the art of discussing 4-H club problems. As a result, they soon turned away from giving personal stories of their own experiences, as was true the first few days of the conference, to discussions of general conclusions based upon their experiences.

It was also gratifying to note the ease with which the junior delegates presided over their morning assemblies when a delegate from each discussion group presented a daily progress report and a general report at the final session. Those who heard these reports were

unanimous in their opinion that the junior conferences were well worth while. It was felt that the young people placed upon their own responsibility made good in a remarkable way. Throughout the week every advantage was taken of opportunities for youth participation. This spirit of youth participation, prevalent not only in the junior conference but also in the preparation of the camp news sheet, the tours, and the camp-fire programs, seemed to mark the high point of development of the Fourth National Club Camp.

Moreover, what these young people did at the Fourth National Camp was a demonstration of the possibilities of work with older farm boys and girls. They proved conclusively that the more responsibility is placed upon them and the more they are enabled to take part in discussions, the more interest will they take in the work under way and the more they will be able to contribute to the group as a whole. In addition, through the discussions the club members proved that they were being increasingly enabled to advance their own point of view regarding matters of general interest. The need of farmers to-day is not only for strong cooperation among themselves but greater ability to state their problems and desires. The experiences gained by these farm young people in such discussion groups should be of much value not only to them as young farmers and citizens a few years hence but also to our country as a whole in furtherance of its rural cooperative movement.

House-Dress Contest

Better fitting and more becoming work dresses became the chief aim of the women in home-economics clubs in Whatcom, Snohomish, and Clallam Counties, Wash., this past spring, says Ruth Gaskill, extension editor of that State. A house-dress contest, inaugurated by the extension work in home economics, under the direction of E. Belle Alger, State clothing specialist, brought into competition approximately 800 women in these three counties. Local and county contests were held, the winner of each local contest becoming eligible to compete in the county contest and style show.

Two classes of dresses were made—one with set-in sleeves and one without sleeves. Tub-fast cotton material costing not more than 40 cents a yard was used in each case. Workmanship, suitability to purpose and to individual, becomingness of color, and allowance for freedom

of action were all taken into consideration in selecting the winning garments.

In discussing this contest, Inez J. Arnquist, home demonstration agent in Whatcom County said:

The house-dress contest is centering the attention of home demonstration clubs on various problems in connection with the making of house dresses. These problems include the selection of the best lines to suit the individual figure, becoming color, alterations of the pattern to provide for variations from the so-called "normal," and finish of the seams and edges to provide for comfort, wear, and easy laundering.

A perfect fitting dress is a real achievement when one considers that patterns are made for a type of figure. Few women are true to type in all proportions. Who has not experienced the annoyance of a sleeve that binds, an unfinished seam that scratches, or a garment that does not allow freedom of motion while working? These defects not only make for discomfort but also hamper and distract the mind from the work at hand. Comfort and ease of motion should be the keynotes of work clothes.

The finals of the contest were held in the form of a style show, the stage setting being a kitchen. Each woman modeled her own dress, and in showing it she was asked to sit, stoop, and reach. In one county, as a means of helping ease the stage fright of the contestants, each woman was asked to set a certain portion of the breakfast table, which was included in the stage setting, as well as walk across the floor. Soft music played throughout the revue added an attractive feature.

The enthusiastic comments of the judges and of those attending the revue indicated that this contest was a worthwhile project, the agents in these counties have reported. Such expressions as "I have never seen such lovely house dresses anywhere" were heard throughout the audiences.

The Oregon Extension Service is issuing a series of 4-page printed circulars, entitled "Ten Lessons in Marketing," to teach marketing methods to 4-H club members. The series covers the following subjects: What is marketing and what purpose does it serve? Assembling, inspecting, standardization; transportation; preservation and storage; manufacturing in relation to marketing; advertising and selling; financing, risk bearing, insurance, and speculation; marketing agencies and their functions; methods of business organization—the cooperative association; and cooperative marketing—its difficulties and advantages.

Extension Service Review

Issued monthly by the **EXTENSION SERVICE** of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

AUGUST, 1930

Cooperating with the Farm Board

Extension workers have followed closely the program of the Federal Farm Board as it has been developed from month to month during the first year of its existence. The early announcement of the board that it would render assistance to farmers only when they were collectively organized into cooperative associations naturally gave impetus to the formation of these associations. With this policy to reenforce them, extension workers have made vigorous efforts to acquaint farmers with the objects and operations of cooperative associations and requirements for membership. The fact that over 1,000 cooperative associations were organized with extension assistance during 1929 indicates that extension effort in support of the farm board's policy has been accomplishing results. It is not to be expected that it would be possible to organize cooperative associations in tremendous numbers nor was it to be desired. Past experience has taught the extension worker that one cooperative association organized on a sound basis is worth 20 into which farmers have combined without an understanding of what might be expected of such associations or of themselves.

The farm board has concentrated on the development of national and regional commodity organizations through which the local cooperative associations might effectively function. Out of this effort

the national and regional organization of five commodities—grain, wool, livestock, beans, and cotton—have been largely accomplished. In the formation of regional organizations, in particular, extension aid has been sought and information given which has facilitated the forming of organizations capable of operating successfully.

The farm board has included in its program the financing of qualified regional cooperatives in a large variety of commodities. In many cases, existing regional cooperatives were not organized to meet the full requirements of the board. In revising their organization to meet the requirements of the farm board, extension specialists in a number of States have proved most helpful.

Several large-scale efforts to adjust production to meet the economic situation with respect to a commodity, which have been favored by the board, have likewise been vigorously supported by the extension service. Notable among these were the efforts to adjust production and lower production costs in the Cotton Belt and in the spring Wheat Belt in the Northwest. Similar efforts are now being made in the hard red Wheat Belt.

Finally, the farm board and the extension service have combined with the research divisions of the State agricultural colleges and the United States Department of Agriculture to develop further facts which are needed in developing a sound and businesslike conduct of farming in every section of the country. In review, it would seem that a commendable beginning has been made in the coordination of effort by the farm board and the extension service.

A New Development

The farm home takes on a new significance in the extension program. To be sure, the life of the farm always has revolved about the home, yet the management of the farm and the management of the home have each had a special and independent sphere. New standards of living—new ideas of what constitute convenience, comfort, attractiveness, and efficiency in the home—are changing this relation. Before we undertake to-day to outline an extension program for agricultural improvement, we are tending to give thought first to the requirements of the family which the farm business must support. What should be the standard of living of the family, what conveniences and comforts should it afford,

what other things ought to be provided to insure a happy and satisfying life, what will all this cost are some of the questions we stop to consider. Then, knowing what we require, we proceed to plan the development of the farm business, select the enterprises to be undertaken, and determine the time and capital to be devoted to each. The home becomes no longer the product of whatever the business happens to be. The business is built around the home and the requirements of the latter determine in large degree the kind of business we shall have.

In bringing about this change, home demonstration work has had no little part. The encouragement given to higher standards of nutrition, of clothing, and of the equipment of the farm home has had a direct influence. Through the introduction of money-making activities and industries among farm women, through the development of markets for home-grown and home-made products, and through a better knowledge of purchase values in clothing and furnishings, well-dressed families and well-furnished and attractive homes have resulted. Improved methods of home management have given the home maker leisure for opportunities for recreation and an enjoyable social life not before experienced. Extension work, too, through local meetings, community achievement days, county camps, and trips to the State agricultural colleges to attend short courses, has made the educational influence and inspiration of the college and university a vital part of her life.

These results in turn have reacted favorably on the expansion and development of home demonstration work. The 18 months following July 1, 1928, when the Capper-Ketcham Act became effective, have witnessed the addition of more than 300 home demonstration agents to the extension field force. With this increased force have come improved teaching technique, a wider spread of influence, more effective local leadership, and the inspiration and enthusiasm of a great and growing movement.

The entire Extension Service learns with deep regret of the recent death of Mr. Walter Dimmitt Bentley, of Oklahoma. Mr. Bentley was one of the oldest members of the extension force in years of service. An appreciation of the man and his work will appear in the September issue of the Review.

Kansas Wheat-Belt Program

H. J. C. UMBERGER,

Director, Kansas Extension Service

THE 5-year Kansas Wheat-Belt program is designed especially to fit the needs and natural resources of the central and western sections of the State. Wheat produced in Kansas affects practically everyone in the State, as the average yearly income from this crop is more than \$100,000,000.

The 5-year program, which is now in its fifth year, is sponsored by the extension service of the Kansas State Agricultural College in cooperation with the Kansas State Board of Agriculture; the Southwestern Wheat Improvement Association; the Atchison, Topeka & Santa Fe Railway; Chicago, Rock Island & Pacific Railway; the Union Pacific Railway; the Kansas Crop Improvement Association; the Kansas City (Mo.) Chamber of Commerce; the Kansas State Grain Inspection Department; the Federal Grain Inspection Department; Hutchinson Chamber of Commerce; local chambers of commerce; and county farm bureaus throughout the Kansas Wheat Belt.

The program provides for improvement along the lines of marketing, agronomy, entomology, and plant pathology. The work in marketing deals with the handling of wheat on a quality basis and a careful study of market conditions as a guide to marketing. The agronomy work considers the proper handling of the soil to conserve moisture and furnish a sufficient supply of available nitrates to grow a profitable crop and the use of pure seed of adapted varieties. The work in entomology presents the best methods of controlling those insects which affect the wheat crop; such as the Hessian fly, chinch bug, wireworm, and wheat straw worm. The principal part of the plant pathology work is the control of the smuts.

Marketing

Four years of work on the Wheat Belt program has shown very outstanding results in the improvement of methods of growing and marketing the wheat crop. A campaign to interest elevator men in buying wheat on a quality and grade basis was started in 1926, and now the grain buyers in 10 counties are cooperating in this effort to make it a benefit to the farmer to produce quality wheat. Farmers are actually studying

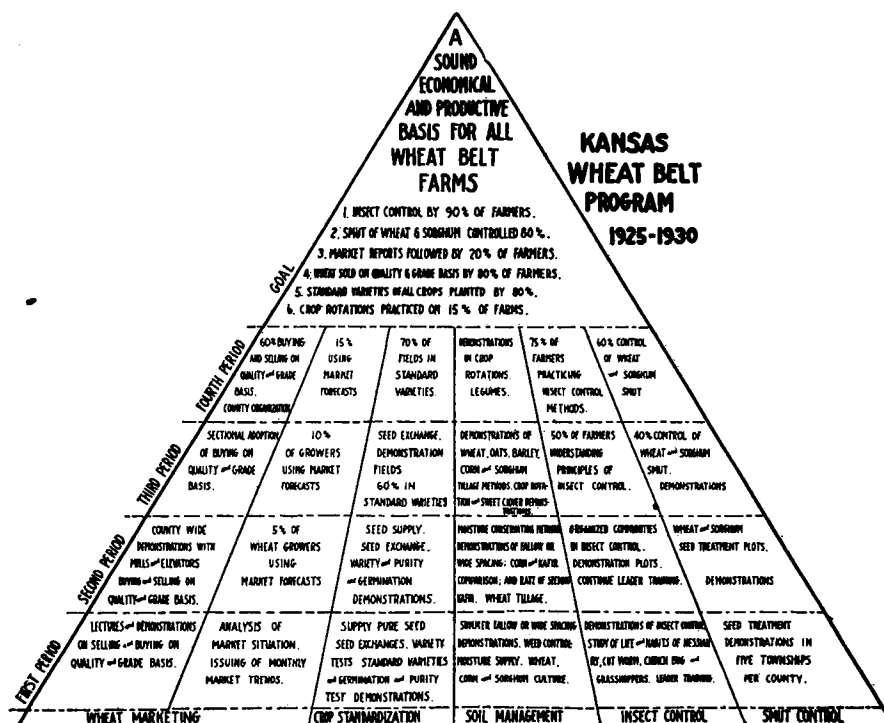
their markets. It required 750 copies of the Kansas Agricultural Situation to meet the demand in 1925 while in November, 1929, it required 3,400 copies.

Good Seed

The amount of good seed wheat that actually changed hands during the four years prior to the organization of the Wheat Belt program for the years 1922, 1923, 1924, and 1925 was 790,000 bushels; approximately 200,000 bushels each year.

reported by county agents has increased from 66,849 acres in 1926 to 185,761 acres in 1929.

Twenty-four counties which have been conducting the Wheat Belt program for four years reported an average of 77 per cent of the wheat land tilled by August 1. The average planting of wheat in the 24 counties within the area conducting the Wheat Belt program for four years is 5,508,432 acres. Since 77 per cent was early prepared in the program



During the four years of the Wheat Belt program, 1926, 1927, 1928, and 1929, the amount of good seed changing hands has increased to 1,931,000 bushels, approximately 500,000 bushels each year.

Summer Fallow

Summer fallow is necessary to a profitable and permanent wheat industry of the western part of the Wheat Belt. The Hays Experiment Station found that summer fallow reduced the number of failures (crops under 5 bushels) to 3 times out of 20, while other methods had 4 to 9 failures. At the Colby Experiment Station summer fallow has more than doubled the yield. The amount of wheat on both summer-fallowed land and following wide-spaced row crop seed bed

area and only 32 per cent outside there is an increase of 45 per cent within the area. Forty-five per cent of the total acreage of 5,508,432 within the area is 2,478,794 acres. Early tillage increased the yield of wheat at Manhattan 8 bushels per acre and 6 bushels at Hays. Assuming that there was not a great difference between the ground tilled before and after August 1, therefore reducing the advantage to 2 bushels per acre, there is an increase of 4,957,587 bushels per year in the counties conducting the Wheat Belt program.

Smut Control

In 1925 Kansas county agents reported 220,000 acres of wheat planted with treated seed. Since then the acreage on

which smut control is practiced has increased to 1,001,275 in 1926; 1,212,179 in 1927; 2,780,083 in 1928; and 3,421,866 in 1929. These figures represent the acreage in 44 counties reporting and are not complete for the State. Farm-bureau counties taking part in the Wheat Belt program report smut control practiced on 70 per cent of the acreage, while other farm-bureau counties report 45 per cent, and unorganized counties run less than 30 per cent. Farm-bureau counties in the Wheat Belt program report sorghum smut control practiced on 72 per cent of the sorghum acreage; other farm-bureau counties report 27 per cent.

Insect Control

The training of farmers to be project leaders in insect control has grown rapidly since the correlated program of work began in 1926. At that time there were 56 men who were interested in insect control to the extent that they were willing to learn about the insect to tell the methods of control to their neighbors. Now there are 520 farmers in the 52 counties comprising the Wheat Belt of Kansas learning about insect control.

These men realize the importance of insect control in their communities and are interested not only in the control on their farms but also on the farms of their neighbors. Kansas farmers practiced insect control on 3,195,000 acres in 1929, this being an increase of 2,000,000 acres over 1926. Through the efforts of the extension service of the Kansas State Agricultural College and the cooperating agencies, Kansas farmers are becoming well informed about insects which attack their crops.

The 1930 Program

A conference of all the Kansas Wheat Belt program cooperators held at Manhattan, November 9, 1929, laid definite plans for carrying this program to the farmers and grain men of 60 counties of Kansas during 1930. These 60 counties produced 10,388,065 bushels, or 87 per cent of the 1928-29 Kansas wheat crop. The plans made at this conference provided for a series of four state-wide campaigns. The first of these campaigns was a series of thirteen 2-day district Wheat Belt schools which were held at Wichita, Kingman, Pratt, Ashland, Dodge City, Satanta, Great Bend, Salina, Mankato, Dighton, Norton, Hays, and Colby. These schools, held between January 20 and March 1, were attended by 520 delegates. These delegates are now helping the county agents spread the information given at the district

schools by meetings, personal conversations, and demonstrations.

A series of 10 district grain-grading meetings was held in April. The Kansas State Agricultural College, the Federal Grain Supervision Department, and the State Grain Inspection Department cooperated in giving the elevator managers information on methods of grading wheat, factors affecting grades, control of weevil, and good methods of wheat production at these meetings.

In June the farmers of the various counties had the opportunity of seeing the results of methods advocated in demonstrations on field test plots in their own counties. These field meetings were conducted by the extension service and the county farm bureaus.

The climax of the year's activities will be the agricultural trains to tour the Santa Fe and Rock Island Railroads, July 20 to August 13. These trains will carry exhibits pertaining to each of the phases of the Wheat Belt program, 4-H club work, and a home-economics exhibit showing the need of a conveniently arranged kitchen. Specialists on all of the phases of the program will accompany the trains to answer questions. The trains will make stops in all the counties in the Wheat Belt reached by the lines of these two railroads.

Texas Swine Demonstration

Swine demonstrations in Texas decreased by 55 per cent last season, but profits per hog increased 20 per cent over the average of the preceding three years. This result was due to wide abandonment of single-practice demonstrations in favor of complete swine demonstrations involving feeding, breeding, housing, management, and marketing all in the same demonstration, in the opinion of E. M. Regenbrecht, swine specialist in that State. A total of 1,538 farmers and club boys, more than two-thirds of them being club boys, completed such demonstrations in about 100 counties with an average of more than six animals per demonstration.

The immediate object of Texas swine work, as developed in recent ton-litter and pork-production contests, is the production of ideal 225-pound packer hogs in the minimum of time. Last year's contest, in which 41 farmers and club boys entered, was won by Orth Yowell of Montague County by bringing eight purebred Poland China pigs to the desirable weight in 140 days at a feed cost of a little less than 6 cents per pound of pork. The highest feed cost per

pound of pork in the contest was slightly over 9 cents, and the lowest about 3½ cents.

The champion litter is of particular interest because it was fed by a 4-H club boy. As told by E. C. Jameson, county agent of Montague County:

"The Yowell litter made a total weight of 1,817 pounds in 140 days, and brought 25 cents premium on the Fort Worth market, amounting to a gross price of \$181.70 and a net profit of \$77.02. The litter paid \$1.93 per bushel for its corn, \$1.65 per bushel for its barley, \$2.07 per bushel for its wheat, 40 cents per hundred for its skim milk, and \$17.12 per acre for its Sudan pasture. The litter was produced entirely on home-grown feeds. During the run of these demonstrations, meetings of farmers were held on weighing dates and news stories of progress and results published."

Wool Marketing

Cooperative marketing is not only taught but practiced among the 46 members of the Salt Lake Rambouillet 4-H Sheep Club, Utah, who are prospective woolgrowers. These boys are from Granger, Taylorsville, Bennion, West Jordan, South Jordan, and Riverton.

This 4-H club, under the direction of V. L. Martineau, county agricultural agent of Salt Lake County, pooled its wool this year, following the shearing season, and sold more than 3,000 pounds through the Utah Wool Marketing Association, a branch of the National Wool Marketing Association. Another group of young woolgrowers residing in the southern part of the county and members of the county sheep club marketed more than 2,000 pounds of wool with a shipment made by a local sheepman.

The Salt Lake County boys were advanced 20 cents a pound on their shipment at the time of delivery and indications point to additional receipts.

All the wool in the lot pooled with the association was shorn under supervision of Prof. A. C. Esplin, sheep and wool specialist, of the Utah Extension Service, and Mr. Martineau. Following the shearing, Professor Esplin instructed the boys in the art of grading and preparing the wool for the first-class market.

The wool shipped with the local sheepman was not graded and the club boys are waiting anxiously for final returns which will, in a measure, indicate the value in dollars and cents of grading

and special preparation. Each of the fleeces from the 250 ewes owned by the 46 boys averaged more than 15 pounds in weight.

Returns from the wool clip will not be the only profits the boys will enjoy this year. Due to the ideal weather conditions in Utah during the lambing season the boys report an unusual lamb crop. As there are 200 purebred Rambouillet ewes in the club, a number of the most promising lambs will be groomed for the county, State, and National shows according to Mr. Martineau. At the last national ram sale in Salt Lake City members of the club succeeded in selling a pen of five rams and two stud lambs. Several entries will be made this year at the national sale. A number of the boys earned additional spending money during the fair season in 1929 by winning prizes.

Elwood Spencer, president of the club, is an interesting lad. In 1928 he and his brother won the Plummer trophy at the Pacific International Livestock Show, Portland, Oreg., in competition with teams from the West. The Spencer brothers gave a demonstration in fitting sheep. In 1929, Elwood represented Utah at the National 4-H Club Congress at Chicago; and at a recent livestock show held at the Utah State Agricultural College he won first and grand-champion prizes for having the best-fitted animal in the show.

Besides winning distinction at various livestock shows, the 4-H sheep club boys of Utah show a commendable spirit in cooperatively marketing their wool.

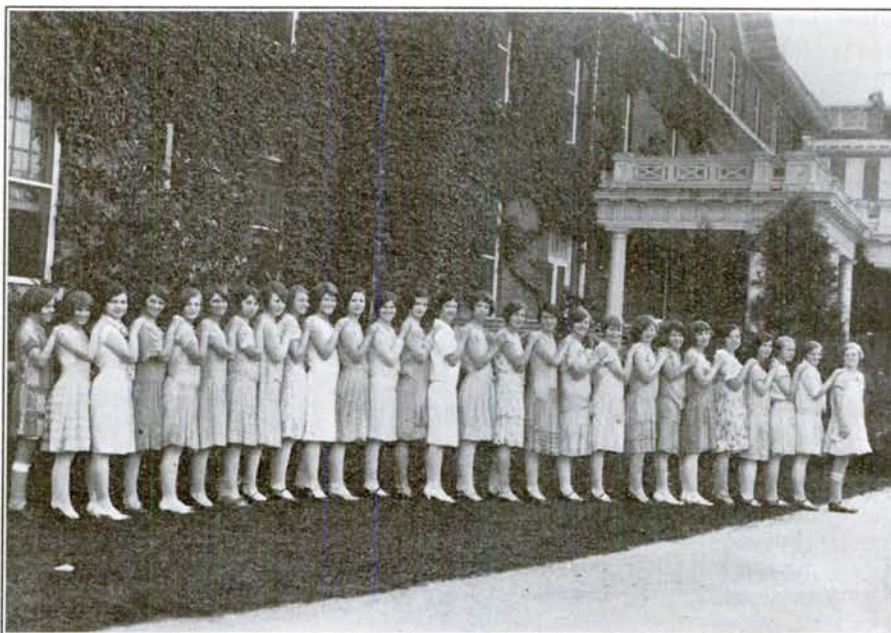
Home-Grown Products Dinner

A home-grown products dinner was a recent feature for Northampton County, N. C., of the achievement program in foods, says Lois Rainwater, home demonstration agent. Each woman's club contributed one item to the menu. The menu was planned to include a number of the foods prepared during the 2-year food work. Two hundred and twenty-five club women and their husbands attended this dinner, 14 4-H club girls served the dinner, and 8 women received awards of merit for their foods and for keeping the foods and health score card. Similar live-at-home dinners to further the live-at-home agricultural program in North Carolina were given this spring, in Currituck, Buncombe, Onslow, Catawba, Vance, Wayne, and Jones Counties.

The Health Program in 4-H Club Work

The health "H" is being increasingly emphasized in 4-H club activities. In many States, irrespective of the specific work undertaken, all members keep their food and health habits throughout the year in accordance with their height and weight findings as well as those other findings determining what foods are lacking in their diet. Health contests, involving the making of awards to those who have the highest ratings, have stimulated this work. More recognition is

As is true of all instruction in 4-H club work, attempt is made to have the health work as closely correlated as possible with all other phases of the club program. In the clothing club work, 4-H club girls learn and demonstrate the relation of clothing to health. Special emphasis is placed upon the importance of good posture and how to attain and maintain it, the wearing of healthful shoes and the proper construction or selection of those support garments that



4-H club health class

also being given to those who make the most improvement in their general physical condition. In a few States there are special health clubs which, in addition to keeping scores of food and health habits, are organized to demonstrate the necessary precautions for avoiding accidents and injuries; emergency care of such as do occur; and through the club group to develop an interest in rural home and community health problems. In other words, the objective of such clubs is for each member not only to attain and maintain his or her own best possible condition of health but for each member to acquire a health conscience in relation to home, school, and community welfare.

In several other States, club members each year select some one faulty food or health habit with the aim of correcting it. Reports also indicate an increasing number of 4-H club boys and girls who are having physical and dental examinations to the end that physical defects may be corrected.

influence health. An increasing number of older girls each year are making healthful garments for their younger brothers and sisters. In this work, consideration is being given to those psychological appeals that are fundamental in the development of a good physical condition as well as in the development of personality in young children.

The food club program in 4-H club work has always been considered important to the health of the rural family. A gratifying increase is being noted in the number of State reports showing how food club activities are being organized to meet the dietary needs of local farming communities. In some of the food clubs also the older girls are assuming responsibility for younger brothers and sisters in relation to their food and health habits, often through interesting games by which these younger children are led to eat the proper foods.

In the home-management and room-improvement clubs, 4-H club girls learn

and demonstrate furnishing and caring for a bedroom from the standpoint of health, the relation of ventilation to health, and the importance of cleanliness to the health of the entire family. All work of the garden and canning clubs is based upon the family dietary needs in relation to what should be planted and what should be canned, dried, or stored. Only recently has recognition been given to the importance of the corn, potato, cotton, and other agricultural club activities from the standpoint of the healthful benefits to be gained while working in the open sunshine, attention being also called to the parallel between livestock-feeding practices and good food habits for the club boy and girl.

The social and recreational program which is a part of all 4-H club activities has a direct relationship to the health of rural boys and girls. Reports indicate that through the social or recreational phases of the club meeting, more 4-H club boys and girls as groups are learning how to have wholesome, enjoyable, social times together. Physical exercises in the form of games are emphasized. In addition, there are held each year a greater number of club camps, field days, festivals, and picnics, as a part of the 4-H recreational program. Besides the camps conducted either at the State agricultural colleges or on regular or improvised camp sites in various sections of the different States, there are at present a number of permanent 4-H club camp sites with well-equipped buildings. Recreation constitutes a large feature of all these camps with some instruction in subject matter by specialists from the agricultural colleges or by the county agents themselves. There are hikes with nature study, swimming, games, and athletic contests. The keeping of food and health habits is emphasized.

Development Along Educational Lines

As a result of the work of the Playground Association of America and the Children's Bureau of the United States Department of Labor in cooperation with the United States Department of Agriculture, there were held in 1929 a large number of local 4-H club leaders' conferences in which specific training in recreation was given. The outstanding development along recreational lines during 1929 was the introduction of organized dramatics in the 4-H club program. The 4-H club plays not only provide wholesome entertainment but also demonstrate in a rather new way the various things learned in the 4-H club pro-

gram. In all this work, the importance of health plays a significant part.

From this brief résumé of the 4-H health club work by Gertrude L. Warren of the United States Department of Agriculture, it may readily be seen how 4-H club work is helping to give farm boys and girls a keen interest in making themselves fine exhibits in their 4-H club work and in enabling them through the health principles and practices demonstrated to make the most of their own personal resources.

Grain Grading at Country Points

The activities of the Federal Farm Board in the marketing of grain have directed attention to the necessity for grain grading at country points. It is only through the purchase of grain on grade that the benefits of standardization reach the grower. Through grading he receives a better price for grain of superior quality. The purchase of grain from the grower on grade is of especial importance if everyone is to be dealt with equitably and with general satisfaction. This applies with even more force to cooperative enterprises than to other methods of marketing.

The grain division of the Bureau of Agricultural Economics, in cooperation with extension specialists, cooperative dealers, and crop improvement associations, has been conducting educational campaigns throughout the grain-growing States. The purpose of these campaigns is to carry the benefits of a more general and efficient grain-grading system to the grower.

Federal grain supervisors have given grain-grading demonstrations and instructions at hundreds of meetings throughout the grain-growing territory both last year and during the past winter. These men, coming from the large grain markets, bring much in the way of information and advice which is of assistance to growers and dealers in harvesting and handling grain in such a way as to improve the grades received in the terminal markets. They also explain the reasons why grain of inferior quality does not command the same price as grain of contract grade.

Bulletins have been prepared on the subject of handling grain for better grades and describing grain-grading procedure. This material has been widely distributed to producers' and dealers' associations and through agricultural colleges. Most of this informa-

tion has been reprinted in agricultural and trade journals having wide distribution. These bulletins have been used for classroom work by many agricultural colleges. Motion pictures and exhibit material have been widely shown at conventions, exhibitions, and producers' meetings.

The most effective means of encouraging grain grading at country points is for persons thoroughly familiar with grading at terminal markets to show producers and growers that it is greatly to their advantage to know the grade of their grain if it is to be marketed in the best market at the best price. The grain division can furnish information concerning inspection facilities and provide material and speakers for grading demonstrations. The whole field of grain grading is so specialized that it is only through contacts between producers and supervisors or inspectors actually engaged in the grading of grain that a clear understanding of grading problems and a satisfactory application of the standards at country points can be obtained.

Better Business Methods

Keenly alert to better business methods, more farmers in Illinois than in any other State had 1929 accounts on their entire business analyzed in a standard accounting service supervised by the various State agricultural colleges, reported R. R. Hudelson, extension specialist in farm organization and management at the College of Agriculture, University of Illinois. Although the service is available in nearly all States, Illinois has held the lead for several years, he states.

More than 1,900 farmers checked in their 1929 accounts for auditing by the farm organization and management department. More than 1,500 of these accounts were kept in connection with the college's state-wide extension project on account keeping, while about 400 were kept by members of the special farm-bureau management service in Woodford, McLean, Livingston, and Tazewell Counties.

Interest in better business methods is increasing among Illinois farmers. Seven hundred and forty-four farmers were helped to start accounts for the first time this spring. During the first three months of this year, members of the department visited 95 counties of the State, checking accounts with farm operators and assisting new account keepers to start their records.

Work of closing and analyzing the 1,900 accounts for 1929 was started in December as soon as the first accounts were available. Each book, when completed, carried a summary of the year's business, giving an analysis of the investment, income and expenses, and a statement of net income, rate earned on the investment, and the realized value of the farm operator's labor and management for the year.

During the year 1930 each farm operator completing his 1929 accounts will be visited by one of the college representatives, who will bring with him a final statement on the year's business. This report is set up in such a way as to show how the individual business differed from that of other farmers in the same locality for the same year and what changes would be most likely to improve the net earnings of the particular business. In the past this has led to better incomes on the great majority of those farms where an attempt has been made to correct weaknesses revealed in the accounts.

Summer Outlook Reports

The summer series of agricultural outlook reports designed to aid farmers in organizing production programs during the coming season will be issued by the Bureau of Agricultural Economics, United States Department of Agriculture, during the next three months.

The winter wheat outlook was issued on July 3, so as to be available for use in the special series of meetings in the winter wheat States of the West. The dates set for the release of other summer reports are as follows: Poultry and eggs, July 24; sheep and lambs, August 4; beef cattle, August 25; fall grains, September 5; hogs, September 15; feedstuffs, September 22.

Copies of each of these reports, together with statistical data and such new chart books as may be prepared, will be mailed to extension workers by the bureau. Several of these reports will be available for use at the regional outlook meetings.

The date for the annual outlook report for 1931 has been set for February 1, 1931, and the conference of representatives of the States will be held during the preceding week January 26 to 31, 1931, at Washington, D. C.

The annual report forms for county agents are nearly ready to be distributed by the Washington office.

Mrs. McKimmon Honored

A student loan fund amounting now to nearly \$700, which will be used to help worthy 4-H club girls pursue a college education in home economics, has been established in honor of Mrs. Jane S. McKimmon, assistant director, through the joint action of the North Carolina Home Demonstration Agents' Association and the State federation of home demonstration clubs.

Mrs. Estelle T. Smith, district agent, in an address before the home agents at their conference in December, 1927, suggested that the fund be started as a token of affection for Mrs. McKimmon and in recognition of her lifelong work for farm women and girls.

The home demonstration agents' association decided that the State federation of home demonstration clubs might want a part in the movement and so the matter was presented to them. At first the federation agreed to donate \$50 each year. This was done the first year but at the annual meeting held in July, 1929, the farm women were so enthusiastic over the matter that the treasurer was instructed to take pledges from the floor. The sum of \$366 was pledged by individuals, county councils, and clubs.

Finally it was decided to combine the supervision of the fund. This was done on July 30, 1929, when a resolution was passed by the federation of home demonstration clubs calling for a board of three members from the federation and two members from the home agents' association to raise and administer the fund. The resolution was approved by the home demonstration agents at their meeting in January, 1930.

The entire fund is now in the hands of the State federation of home demonstration clubs, where it will be used by rural girls to prepare themselves for lives of usefulness to the State.

Marketing Conference

A farmers' marketing conference is to be held at the University of Maryland, College Park, August 12 to 15, as announced by authorities of the university. This is the first event of its kind to be held in the State and will take the place of farmers' day, which has been held at the university for a number of years.

The program for the conference provides for general sessions in the forenoon of each day, at which marketing problems will be discussed that are common to the

marketing of all kinds of farm products. In the afternoon, those in attendance will divide themselves into groups according to the particular products in which they are especially interested. Specific problems related to the marketing of dairy products, poultry and poultry products, grain and livestock, fruits and vegetables, and tobacco will form the topics for the several group conferences.

Keystone State farmers, by producing 544 ton litters in the past six years, have set a national record, L. C. Madlson, animal husbandry extension specialist of the Pennsylvania State College, announces. In 1928 Pennsylvania led all the States by producing 65 ton litters, and the previous year the State outdistanced all others with 127 ton litters. In 1925 Keystone State farmers tied for first place with Illinois pork producers, when there were 122 ton litters in each State.

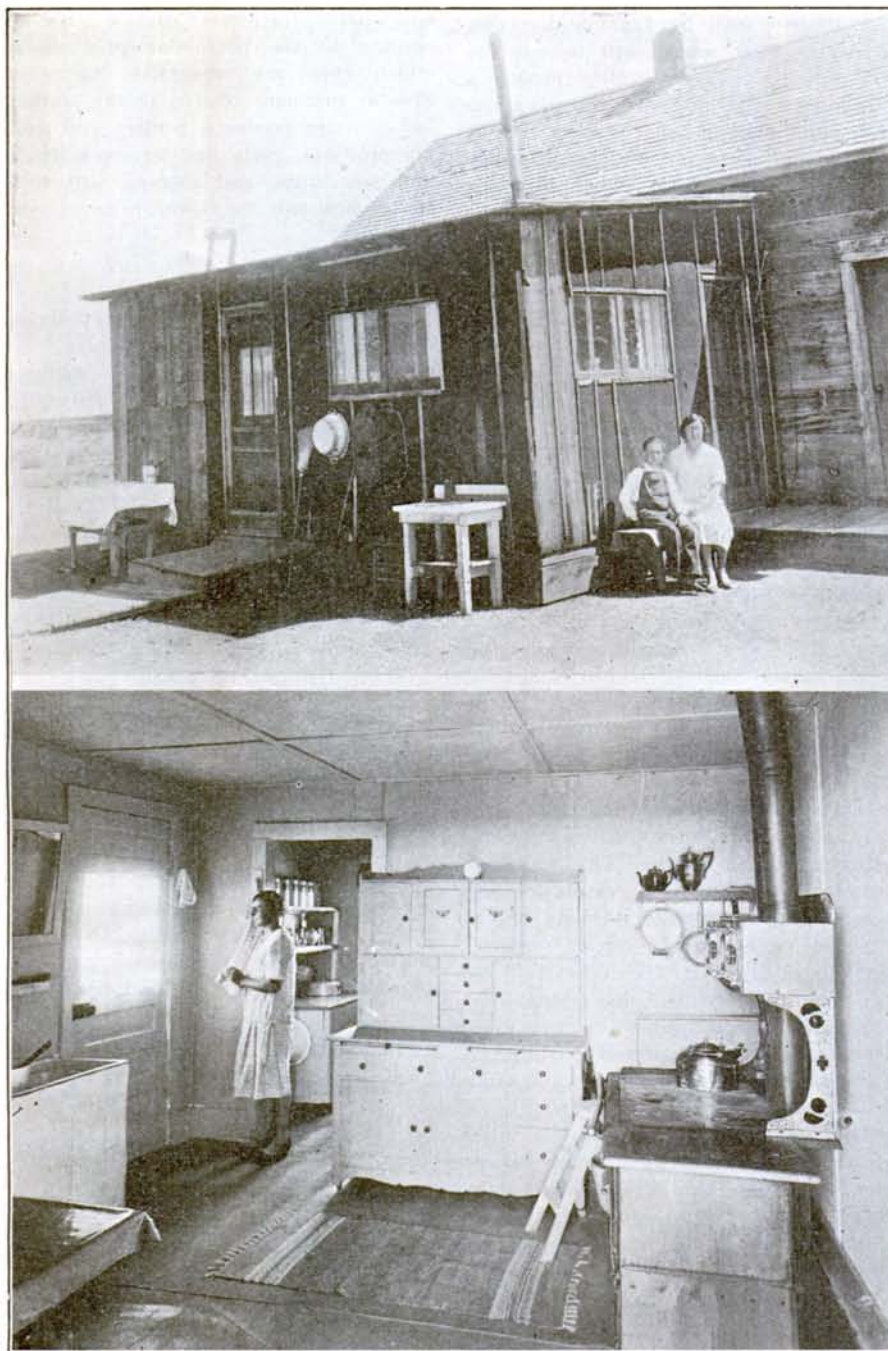
Editors to Meet in Capital

Washington, D. C., has been selected by the American Association of Agricultural College Editors for its annual meeting August 26 to 29. The association, which has as its membership the information personnel of State agricultural colleges, State experiment stations, and the United States Department of Agriculture, was organized in July, 1913, and has had a conference each succeeding year at various State agricultural colleges. Last year the association met at Durham, N. H. The 1930 meeting is the first one to come to Washington, D. C. More than half of the States have usually been represented at the annual conferences.

Important problems concerned with getting to farmers and farm women helpful information in an attractive and useful way will be considered. Radio, exhibits, news, publications, and other visual and editorial mediums will be thoroughly discussed and effective solutions to difficulties encountered in various States will be worked out.

Meetings of the association will be held in the conference room of the new department administration building and exhibits brought by association members will be set up in the palm court of this building. The editors will be provided with every opportunity to become familiar with the sources of information available in the United States Department of Agriculture.

Kitchen-Improvement Contest



Outside and inside views of first-prize kitchen in Colorado kitchen-improvement contest

How Colorado's most successful kitchen-improvement contest was conducted in Garfield County, a rather rugged, mountainous section of western Colorado, where Gladys Bradley is home demonstration agent and where women's extension work was something new, is described by Mary G. Collopy, extension specialist at the State Agricultural College of Colorado. Eleven counties in the State held contests.

Five outstanding reasons listed for the success of the project in Garfield County are:

1. Timely planning of the contest through the winter months so that the men would be comparatively free to aid their wives in improving their kitchens.
2. General meetings at which interest was stimulated and contestants enrolled.
3. Follow-up personal visits by Gladys Bradley, home demonstration agent, who

gave suggestions and encouragement to the farm women taking part in the contest.

4. Hearty cooperation of the husbands of the contestants, merchants, and business men who gave liberal prizes, and A. V. Lough, Garfield County extension agent, who aided in making the husbands feel that they had a real part in the contest and urged the expenditure of receipts from farm poultry flocks on kitchen improvements.

5. Generous newspaper publicity and individual follow-up letters from the home management specialist, including a combined business and personal Christmas letter.

In October, Miss Collopy launched the contest at a series of meetings of farm women, to which the public was invited. A special invitation was extended to the husbands of the women. Some of the possibilities of the work were emphasized by showing photographs of the winners of the Alamosa County contest in their kitchens. Twelve kitchens had entered this contest which was held early in 1929. Press notices in the local newspapers aided in obtaining large attendance at these meetings.

Immediately after the entries had been received, the kitchens were scored. Bulletins and plans for building certain articles of kitchen furniture were furnished those who requested them.

The greatest possible improvement in proportion to the cost was emphasized as the basis for this contest. A committee of farm women and the home demonstration agent found the merchants very willing to give the various contest prizes. Final scoring of the kitchens was held late in February, 1930.

Forty of the forty-five women who entered, completed the contest, which was brought to a climax on the final achievement day by the crowning of the kitchen queen. The kitchen queen was crowned with a dainty kitchen cap and presented with an apron. Blue ribbons stamped with the words "Handy husband," were publicly awarded to about 20 of the husbands who had materially aided their wives in the contest. What each "Handy husband" had done was mentioned as the ribbon was pinned on his coat.

"4-H Echoes" was chosen as the name of a mimeographed monthly publication as the result of a contest among the 4-H club boys and girls of Jackson County, Minn. One club member in the county is editor in chief, and there are four assistants, one from each district into which the county has been divided for this purpose.

Departments Cooperate

Who manages the home? We like to think that father and mother have nearly equal parts. Then a home-management project should include some phase of interest to men.

In the fall of 1924 for the first time a family demonstration was planned for the home management project clubs in Nebraska, Muriel Smith, home management specialist reported. The State extension engineer prepared circulars and charts on simple farm water systems and gave a demonstration to men and women leaders who represented each project of the various communities. Arrangements were made for training meetings for these men and women leaders a month in advance by the home management specialist. Men leaders came much to the surprise of those who said, "Men will not serve as leaders and give the talk and demonstration back in their communities." Men leaders presented the demonstration before the club members and their husbands in 112 communities that year. That was the start of combined demonstrations for men and women in extension project clubs in Nebraska.

This idea was found to be valuable and each year the work on simple farm water systems was presented in a new group of counties until all organized counties had been reached. The home management specialist took a part of each day's training meeting for the organization of material and for making plans on how the men and women leaders should divide the work of presenting the demonstration in their local community meetings. One of the women leaders always gave the home management specialist's short demonstration on care and repair of plumbing.

The Use of Charts

The State extension engineer, I. D. Wood, used large cloth charts showing the same water systems as were pictured in the circular given to all members. He found these charts most valuable in making his points clear and in holding the attention of the audience on the matter under discussion. For 112 local men leaders to have cloth charts would be too costly, and blue-print charts 3 by 4 feet were made showing the same drawings as those on the cloth charts. Six blue-print charts were prepared so that the local clubs or leaders might purchase the set at a cost of 60 cents. A majority of clubs planned to purchase these demonstration charts in order for their men leaders to have good

illustrative material when repeating the demonstration.

The second series of home management demonstrations termed "Convenient Home Equipment and Accounts," is now being given in Nebraska. A part of home equipment is a comfortable house. A house which gives comfort in summer and winter must protect from wind and heat. Old houses may be made comfortable with good insulation thus allowing less costly heat to escape around doors and windows. There are practical home remodeling problems which any family can solve and provide more comfort for their families. The kinds and sources of building materials are often not known. The importance of insulation when constructing a new house is often not realized. The actual economy in heating a well insulated house for comfort as compared with the cost of heating a poorly insulated one had not been figured out by many families.

Combined Demonstrations

During March of this year, the home management specialist and the extension engineer conducted the combined demonstrations for men and women leaders of project clubs in eight counties. Of the 111 clubs enrolled in the home-management project, 71 were represented by men leaders. Plans were definitely worked out for repeating the demonstrations in local communities at evening meetings. Again charts were made available for the leaders to use in giving their demonstrations.

A part of the day's demonstration was given by the home management specialist in planning the built-in cabinet. The women leaders present this phase at their regular club meeting.

One man, who came as leader to the Blair meeting, said, "We are going to build a fine new house next summer. We have studied and planned for features we wanted to include, but the importance and necessity of insulation for attics and weather stripping for windows and doors had never come to my mind. Since hearing Mr. Wood's talk, I have decided to include some kind of good insulation and stripping for the windows and doors."

The demonstration on practical home remodeling was presented in March. Spring work on the farms delayed the actual improvements to be made. A home improvement report contest has been planned for the women project leaders. Every leader may enter a contest for the county by sending to the home management specialist on or before No-

vember 1 a report listing the homes in which changes for the improvement of the houses were made, with a description and the cost value of the changes made. The reward is a valuable prize in building material.

It is realized that many of the actual results of the work will not be attained for months and years after reports have been obtained.

Labor Savers Planned

This year the home management specialist was anxious to have the leaders take home with them one or more ideas for simply made labor savers. In this connection we had on hand for each club 5½ feet of No. 12 soft galvanized wire from which Mr. Wood taught the men to turn out a simple rack for pan lids. That was possible and easily done at the meeting for the only equipment necessary were rulers, wire, and pliers. While in the county the month before these combined meetings the home management specialist showed lumber dealers of the training center town a small blue-print plan of a knife rack which they were anxious to prepare for the leaders to use in giving their demonstration. These two plans have made possible the preparing of illustrative material for the local leaders' demonstration on homemade labor savers. The labor savers could be easily made at home after a person had seen one and had the picture with measurements in the circular.

The same work will be presented in another group of counties next February by the home management specialist and the extension engineer.

Illinois 4-H Club Work

Enriched by more than a half million dollars, 14,670 of the 18,454 rural boys and girls enrolled in 4-H club work in Illinois carried through their farming and home-making projects to completion to make 1929 a record year in club work in that State, according to reports compiled by club leaders at the Illinois College of Agriculture.

The year showed an increase of 4.1 per cent over 1928 in the percentage of club members finishing their work, when almost four-fifths, or 79.5 per cent, of the enrolled members completed their endeavors. Also, there were 298 more local clubs in 1929 than in 1928 and 3,532 more members enrolled. In eight counties, 100 per cent of the boys' club members completed their projects and in six counties perfect records were recorded by girls' club members.

Massachusetts Develops Film-Strip Service

For a long time there has existed a need for cheaper and less burdensome methods of projecting still pictures. Such a need has been largely satisfied by film strips, which contain from 30 to 50 or more pictures in the space of a few feet of 35-millimeter motion-picture film. Many extension agents have acquired film-strip projectors and have purchased the inexpensive lantern-slide series that the Office of Cooperative Extension Work has made available in the form of film strips. Other extension agents, believing that pictures of local conditions and methods have the greatest appeal, have supplemented the department's series with film strips prepared from their own amateur photographs. The Massachusetts Extension Service has been successful in developing a State film-strip service for its county extension agents.

In a recent statement to the department, Earl S. Carpenter, secretary of the Massachusetts Extension Service, reported that film strips have provided desirable illustrative material to support extension teaching for the past two and one-half years. He further stated:

About two and one-half years ago, before the final spring exhibit season of the 4-H clubs, a film strip was prepared at the State office covering 4-H club work in Massachusetts. This film strip showed the organization of a 4-H club, the requirements for completion of a project, the various projects in which club members enrolled, and the awards available for the successful club members. In making up the film-strip series, it was decided that each of the 14 counties should be represented by at least two pictures to add local human interest. At the final club exhibits in 1928, the State club leaders showed the film strip several times daily for nearly a month. Since that time the strip has been shown at least 1,000 times before 50,000 people in the State, the groups varying in size from 6 in a small rural club to 500 at a county-wide rally.

About a year ago one of our county club agents prepared a film strip on 4-H club work in Norfolk County. This strip proved of great value in selling club work in that county and is considered one of the best types of illustrative material ever presented. In three months "Massachusetts Pastures," another film strip made up from local photographs, was shown by the agronomy extension specialist to 886 persons attending 37 meetings. Three counties have also purchased copies and have used it many times. Other film strips prepared for use in Massachusetts have been equally popular.

It has been our policy to include in our strips pictures from as many sections of the State as possible. The State office pays for the making of the negative of the strip and recommends that counties purchase copies for their use.

Supplementary notes for lecture purposes are also prepared to accompany those series that do not contain explanatory captions under each picture.

For the convenience of specialists and for loan to agents, the State maintains a film-strip library of Government films. However, agents are advised to purchase their own strips because they are so inexpensive. Some of the department strips have been very helpful, but we believe the real value in showing pictures in support of project work is their local interest. The popularity of film strips in Massachusetts is shown by the fact that over two-thirds of the county offices own film-strip projectors.

Events of Extension Interest

State 4-H club short course, North Carolina State College of Agriculture, Raleigh, August 4-9.

State 4-H club congress, Mississippi Agricultural and Mechanical College, Agricultural and Mechanical College, August 4-9.

Farmers' and home-makers' week and Camp Carlisle, the State 4-H camp, University of New Hampshire, Durham, August 11-16.

Market garden field day, Field Station, Waltham, Mass., August 6.

Farmers' week and Arkansas 4-H encampment, College of Agriculture, University of Arkansas, Fayetteville, August 5-8.

Annual conference of extension workers, University of Arkansas, Fayetteville, August 9-12.

Annual farm short course, Louisiana State University, Baton Rouge, August 11-14.

Film-Strip Prices Unchanged

Film-strip prices remain unchanged for another fiscal year, according to an announcement recently made by the Office of Cooperative Extension Work. The contract was awarded to the Consolidated Film Industries, of 1776 Broadway, New York City. Prices range from 35 to 71 cents for each department film strip, depending upon the number of illustrations in the series.

With the excellent possibilities of this inexpensive and effective method of making and presenting pictures to the public, an increasing demand is becoming apparent among extension workers, teachers, and others for a wider application of the film strip. They are realizing that there is a distinct asset in having film strips prepared from their own pictures of local scenes to supplement the film strips prepared for sale by the

Department of Agriculture. Farmers and farm women are keenly interested in pictures taken locally.

The extension worker who wishes to organize his own film strips may do so with little difficulty and slight expense. For the fiscal year ending June 30, 1931, the contract price charged by the Consolidated Film Industries is 25 cents for each illustration or subtitle appearing in the strip. That is, a film strip containing 40 frames, including title, subtitles, and pictures, would cost \$10. This price is for the negative and one positive print. Additional positive prints of a film strip of this length would cost 35 cents each.

Complete information concerning film strips and projection equipment and instructions and help in the preparation of local material for film-strip production will be given upon request to the Office of Cooperative Extension Work.

Mayor Proclaims a Holiday

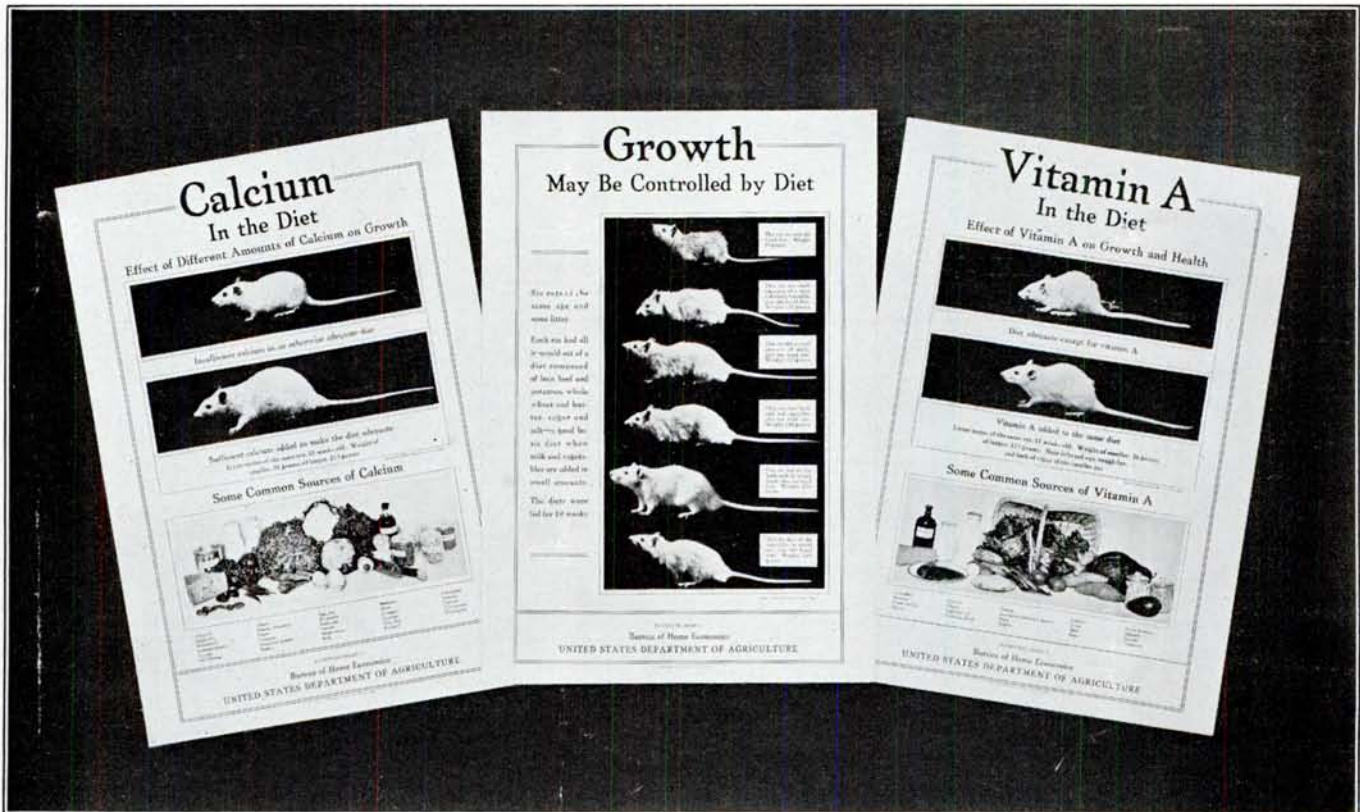
The following proclamation was issued by the mayor of Plankinton, S. Dak., prior to the Aurora County achievement day this year:

Thursday, June 5, is County Extension Day in Plankinton and whereas the people of Plankinton are interested in the work done by the extension clubs, therefore, I, F. O. Guindon, mayor of Plankinton, do hereby earnestly solicit the citizens of Plankinton to participate with the extension club members in their program in the high-school building. And to this end it is asked that the business places close their doors between the hours of 12 o'clock and 4 in the afternoon and that the business men attend the program.

The above proclamation was published in the Plankinton newspaper and in spite of bad weather conditions 700 persons attended the program.

In the 4-H cotton clubs of Louisiana during 1929, 1,484 members produced an average yield per acre of 1,037.8 pounds of seed cotton or nearly twice the average of 546 pounds per acre for the State. The value of the cotton produced by the club members reporting on completed projects was \$70,000.

The 1930 meeting of the National Conference of the American Country Life Association will be held at Madison, Wis., October 7-10. The theme of the conference will be "Rural Standards of Living." The widespread interest at the present time in standards of living on the farm will attract to this conference a large number of farmers as well as scientifically trained men and women engaged in the research and extension guidance in this field.



Food Makes a Difference!

. . . No question about it . . . with these pictures to show how diet affects growth, bones, and general health.

*Nine nutrition charts, 15 by 23 inches each . . . and printed on heavy paper.
Price 50 cents for the set*

For sale by the
SUPERINTENDENT OF DOCUMENTS
 UNITED STATES GOVERNMENT PRINTING OFFICE
 WASHINGTON, D. C.





WITH REFERENCE EITHER TO
INDIVIDUAL OR NATIONAL
WELFARE AGRICULTURE IS OF
PRIMARY IMPORTANCE

—WASHINGTON

*Inscription on new Administrative Building, Department of Agriculture
Washington, D. C.*

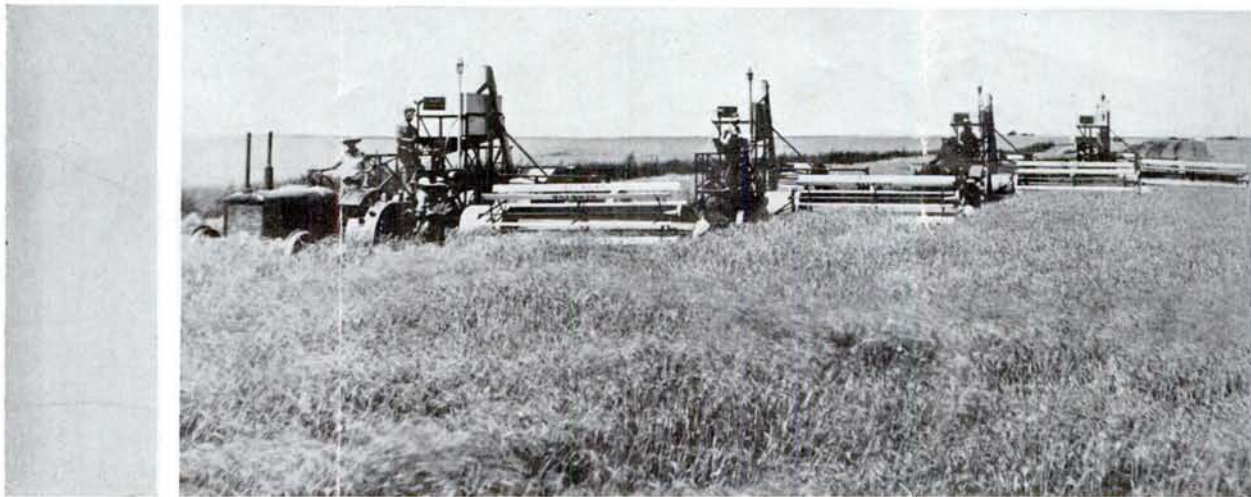
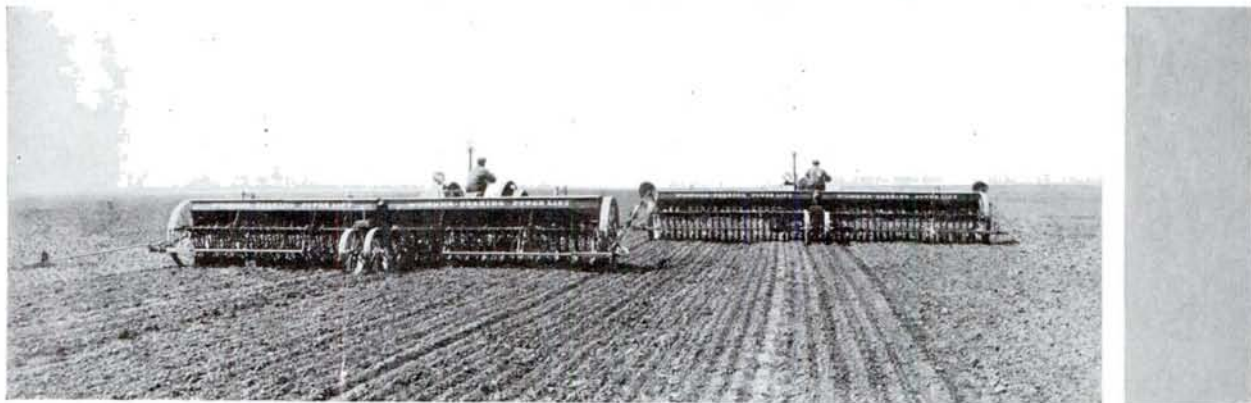


Extension Service Review



Vol. 1, No. 5

SEPTEMBER, 1930



SEEDTIME AND HARVEST IN THE GREAT PLAINS WHEAT FIELDS WHERE MECHANIZATION
HAS GREATLY REDUCED PRODUCTION COSTS

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

S S S S
Table of Contents
S S S S

	Page
Wheat in 1930 - - - - -	65
International Conference of Rural Women - - - - -	66
Larger Objectives in Extension Work. <i>Nat T. Frame</i> - - - - -	67
Cooperative Handles South Dakota Wool - - - - -	68
The Society of Engineers - - - - -	69
New York Indians Have 4-H Clubs - - - - -	69
Demonstrations in Raising Poultry - - - - -	70
Child Care and Training - - - - -	71
Newspaper Mat Service in Use in Missouri - - - - -	71
Editorials - - - - -	72
Walter Dimmitt Bently. <i>C. B. Smith</i> - - - - -	72
What Needs to be Done. <i>C. F. Monroe</i> - - - - -	73
Home Demonstration Councils - - - - -	74
Camp-Fire Radio Program - - - - -	75
Maine Apple Marketing - - - - -	76
Pasture Improvement Contest - - - - -	77
Field Activities - - - - -	78
Service Information - - - - -	80

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent directly to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., SEPTEMBER, 1930

NO. 5

Wheat in 1930

Wheat is the symbol of all agriculture to many people. The price of wheat is to them the index of the position of farm income in relation to other business. This year wheat has become a subject of intense concern both to producers and to the public. Around the wheat question revolves the whole question of national policy in agriculture. Until the severe drought recently detracted attention somewhat away from wheat it has been our engrossing topic. Therefore, the following facts based on the world wheat outlook prepared by the Bureau of Agricultural Economics should be kept in mind by every extension worker.

Wheat Production Increases

As a result of increasing crops, stocks of wheat increased materially from 1926 to 1929. From the large crop of 1928 an exceptionally large amount was carried over. A surplus condition persists in spite of a much shorter crop in 1929; although the carry-over into the 1930-31 season is less than last season it is still very large.

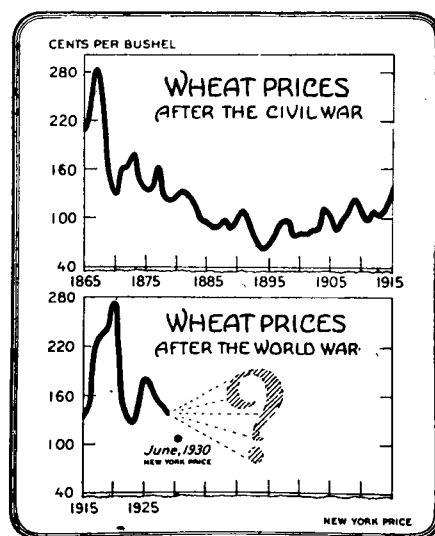
Severe competition in the wheat export trade is likely to continue. The exportable surpluses of Canada, Argentina, Australia, and the Balkan countries are tending upward, and Russia may again become a large exporter within the next 10 years. World-wheat prices are especially sensitive to the relation between export surpluses and the demands of importing countries, and United States wheat growers must be prepared to meet increasingly severe competition in international trade.

World Prices Decline

Under the pressure of the accumulated wheat surplus, reinforced in 1929 by large crops of other cereals in Europe and a world-wide business depression, accompanied by a marked decline in commodity prices in general, wheat prices have fallen below the low levels reached in 1923-24.

While improvement is expected over the low level of prices of the past month, the present prospect is that world-wheat

prices during the next seven years will average appreciably lower than in the past seven years. As in the past, variation in price is expected. In years of short world crops, with business conditions normal or better, prices will doubtless be much higher than those now prevailing, but in other years large world crops may result in prices even below the present level.



Will wheat prices continue as they did following the Civil War?

World-wheat needs are greatly affected by the growth of population and by changes in the amount of flour which people use. In the United States, population has grown very rapidly in the past 50 years, but it now appears to be growing much less rapidly. The amount of flour which the average person in the United States uses has been decreasing. Thirty years ago the average per capita flour consumption in the United States was about 1.13 barrels, and it required about 5.4 bushels of wheat to make this amount of flour. To-day the average person in the United States uses only as much flour as can be made from about 4.2 bushels of wheat.

A decline of 1.2 bushels in per capita wheat consumption of the United States in terms of total wheat consumption for the whole country would amount to 146,000,000 bushels.

In certain other countries the consumption of wheat flour appears to be increasing much more rapidly than population. The wheat consumption of tropical countries has increased from an average of 46,000,000 bushels before the war to an average of 66,000,000 bushels yearly during the past five years. This is an increase of 43 per cent. During the same period the population of these countries has grown from 182,000,000 to 221,000,000, an increase of about 21 per cent. These tropical countries and the countries of the Orient are increasing their per capita consumption of wheat, and there is every indication that they will continue to do so.

Adjustments by Growers

Extensive adjustment in wheat growing, including substantial reduction in cost per bushel, must be made if wheat production is to be profitable to growers generally in the next 6 to 10 years.

Even though the United States produces less than one-fourth of the world's wheat supplies outside of Russia, a material reduction in the crop would result in some improvement in prices. A curtailment in the production of export wheats would not only tend to raise the world-wheat price level but it would also improve the relation of domestic to foreign market prices.

Over a period of years, however, the initial increase in the world price of wheat resulting from a diminution in our exports probably would be offset in some degree by expansion in production and exports of other countries, but a large part of the improvement in domestic prices in relation to world market prices probably would remain.

Farmers should seriously consider whether their land, their farm organization, and their farm practices are suitable for wheat production under these prospective conditions. In some areas a portion of the wheat acreage may well be devoted to other crops or to livestock. Shifts, however, should be made only after a careful study of the prospects for profitable returns. In the aggregate these shifts should not go so far as to produce burdensome surpluses of other commodities.

International Conference of Rural Women

Thirty-five accredited delegates, representing organized effort of rural women in 28 different nations, attended the International Conference of Rural Women held in Vienna, Austria, May 28 to 30, 1930, reports Miss Grace E. Frysinger, of the Central States, Office of Cooperative Extension Work. Visitors from many lands also attended this conference. By special invitation of the president of the International Council of Women, the meeting was held in connection with the quinquennial meeting of that organization.

The discussions of the rural conference centered about the following major themes:

1. The activities of existing organizations of rural women.
2. Marketing problems of rural women.
3. Women's contribution to agriculture as affected by education.
4. The part of rural women's organizations in preserving the beauty of the countryside.
5. The position of the rural woman and child in respect to existing legislation.
6. Ways and means of bettering the position of women in agriculture.
7. Cooperation of town and country women.

The chairman of the conference was Mrs. M. R. Watt, of England. The opening address by the Marchioness of Aberdeen and Temair, president of the International Council of Women, represented genuine understanding of rural conditions and needs and was a wholesome challenge to the delegates to develop friendly understanding and, through united effort on matters of major concern, to contribute to the general well-being of the world.

In addition to delegates of rural women's organizations in Northern, Central, and Southern Europe, Great Britain, and Ireland, there were represented at the conference such far-distant places as Australia, New Zealand, South Africa, China, India, the United States, and Canada. The widespread geographical representation of rural women's organizations included in the summary report of the liaison committee brought to the conference the results of varied experiences and recommendations, and included consideration of the legal status of women, protection of illegitimate children, uniform laws regarding matrimony, and other timely subjects.

The conference lasted three days. In addition to the presentation of formal speeches, time was allotted for general

discussion of such speeches. The discussion was generally participated in by the delegates, and many excellent contributions were made due to the questions asked. Each day several national round tables were held. At such times the delegates from each of the nations so scheduled formed the nucleus of a group and were available to answer questions from such delegates as cared to make inquiries. These round tables were very helpful due to the opportunity thus afforded for questioning as to any matter of specific interest, even though such matters were not related to the prescribed program of the conference.

The accredited delegates to the Rural Women's Conference from the United States included Mrs. Edward Young, former president of the New York State Federation of Home Bureaus; Mrs. N. F. Conant, representing the Women's National Farm and Garden Association; Mrs. Philip North Moore, representing the General Federation of Women's Clubs; and Grace E. Frysinger, of the United States Department of Agriculture. Others from the United States in attendance at this conference represented educational institutions, commercial concerns, and the press. Miss Frysinger presented a paper entitled, "Marketing Activities of Rural Women in the United States."

Out of the conference appeared certain well-defined results.

1. The rural women appreciated the fine opportunity afforded for first-hand discussion with women of other countries regarding the many and varied problems which confront rural women in all lands.

2. The delegates recognized that there were many problems of common concern needing united efforts from women of all lands.

3. They realized that certain fundamental problems must be handled differently in the several countries concerned, but that helpful morale was developed by working with full understanding of the aims and methods of women in other lands.

4. Having cleared the way through personal contacts and a general knowledge of activities of rural women in many lands, the delegates felt that they are now ready to determine upon more specific objectives toward which organizations of rural women in all lands might work for the benefit of all concerned.

5. The women present very definitely decided that this very fine beginning of mutual understanding and helpfulness

must be continued through additional meetings. They decided to continue a very informal arrangement through a liaison committee which they commissioned to keep in touch with organized groups of rural women.

The chairman of the liaison committee, Mrs. Watt, was asked to continue as chairman of the committee. Mrs. Charles Young, of New York, was appointed one member of this committee, which included representatives from several of the countries represented at the conference.

Notable social honors were extended to all delegates, including receptions by the present Chancellor of the Austrian Republic; by Doctor Hanisch, former president of the Republic; by the Austrian Council of Women; and by the Marchioness of Aberdeen and Temair, who is the president of the International Council of Women. The colorful national costumes worn by the delegates on the occasion of the ceremonial welcome meeting indicated the widespread membership, and the evening of Austrian folk-song, folk costume, and folk dancing was both entertaining and educational.

Culled Dairy Cows Are Branded

Because culled cows sold to the butcher have often found their way back into dairy herds as estimable milk producers, the Whatecom County Dairy Herd Improvement Association, Washington, has adopted a plan for permanently removing these cows from herds.

An ear punch, which cuts a diamond-shaped hole, is used on the right ear of each cow culled from the herd. The matter of marking these cows is optional with the owner. If he wishes to protect his neighbor from the purchase of a cow which has proved through testing work done in her herd, to be a "boarder" he secures the ear punch from the association and marks his culled cows before selling them.

The first Child Development and Parent Education Conference to be held in a home-bureau county in Illinois met at Bloomington for a 2-day session, February 27 and 28, 1930. The conference was sponsored by the McLean County Home Bureau, the parent-teacher association, women's club, city health department, and the daily newspaper. Four sessions were held, the one evening session being planned especially for fathers.

Larger Objectives in Extension Work

NAT T. FRAME

Director of West Virginia Extension Service

(Excerpts from a paper presented at the Eastern States Extension Conference, Boston, Mass., February 26, 1930)

In the 1930 agricultural outlook for West Virginia, based to a large extent on the national outlook report, our farmers were advised:

The rapid changes in farm production, particularly the extensive use of machinery and motive power, have introduced new features into the agricultural situation. The situation of farmers in the rough areas of the country or on sub-marginal lands in general may be made even more difficult. The advantage of nearness to market enjoyed by West Virginia farmers is being greatly reduced by competition from the mechanized agriculture of other regions. The only way the majority of our West Virginia farmers will be able to stay in business is to increase the efficiency of their farm operations. In areas where returns have been consistently low, withdrawal from land in favor of forest or recreational use should not be postponed in the hope of better farming conditions in the near future.

Undoubtedly other Eastern States made comparable recommendations. Is it not time, therefore, that we set up more definitely than in the past as a larger objective of extension work the following.

Marginal Lands

Already in congressional discussions, in addresses by the secretaries of agriculture, in editorials in the agricultural press, and in many other quarters a policy is being proposed looking to the "taking of marginal lands out of agricultural production." If national well-being seems to dictate such a policy, extension work will undoubtedly have to shoulder much of the responsibility of interpreting it to the rural people and enlisting their cooperation. Different devices and plans of procedure will necessarily be used, including the widespread dissemination of soils maps graphically showing where such marginal lands are located. If such a soils map "picture" is photographed on the minds of bankers, business men, farmers, and others as a definite background for their agricultural thinking, we shall at least hear less about the failure of extension work to prevent "abandoned farms."

What carefully prepared maps of mountain areas will show is indicated

by the preliminary report of Millard Pack, of the United States Bureau of Agricultural Economics, and Paul A. Eke, of the West Virginia Experiment Station, in the *Journal of Farm Economics* of July, 1929. In their opinion, soil types and locations where most of the families do not have a total of \$1,200 from all sources, including the things raised on the place and supplementary wages earned off the place, are non-agricultural and should not be farmed. Relative to a certain area studied, their report states:

Only 1 of the 25 Dekalb stony silt loam farms, regardless of size, yielded the \$1,200 minimum. The Dekalb stony silt loam is always associated with the more rugged of the narrow valley and narrow ridge lands. Its stony character prevents it from being cropped except by hand methods. Grazing is not feasible, for in this region concentrates are required for winter feeding. The area is deficient in feed crops, and it is too far away from the surplus-grain producing regions to permit the importation of concentrates. There is no farm economy suited to the successful utilization of the Dekalb stony silt loam soils, and they have accordingly been placed in the zone of forest use. The Dekalb stony loam and the "rough stony land" are even more inferior than the Dekalb stony silt loam soil. They are accordingly placed in the zone of nonagricultural use.

Forest Lands

Some States already have well-defined policies, under aggressive leadership, for segregating forest lands. In the States not yet so developed the long-time land utilization policy described above is likely to force extension services to help undertake active educational work looking to well-defined State forestry programs. These will probably cover both legal classification of forest lands as such, including suitable tax measures and also fire protection, replanting, and other features. In our part of the country we believe the most effective way to restore our cut-over lands to productive forests is by inclusion of large areas in the national forests. We are, therefore, working consciously and purposefully with the National Forest Service to this end. In certain other States the extension objective may well be to cooperate

with other agencies looking to the inclusion of such areas in the State forests.

Since farmers are coming to understand that a large percentage of their taxes go to county and local governments, they are beginning to ask in a more definite way than heretofore regarding the entire structure of county government and the use of local taxes. Prof. Paul W. Wager, of the University of North Carolina, says:

There are several reasons why the study of county government was so long ignored. It is easier to get interested in remote things than things close at hand. Again, the importance of county functions was underestimated. As a matter of fact, it is only within recent years that county expenditures have reached large totals. After the coming of the automobile there was a sudden change in the character and cost of road building. Narrow dirt roads maintained by a free-labor system had to give way to surfaced roads costing ten to thirty thousand dollars a mile. A road became, too, more than a matter of neighborhood concern. Roads had to be linked with other roads. The county and the State became the units of administration rather than the township or a neighborhood district. Likewise the consolidation of schools called for a larger unit of administration, and to an increasing extent the county is becoming that unit. Similarly, public health, public welfare, hospital and library service, farm and home demonstration work, and police, game, and fire protection have all added to the number of governmental functions and to the enhancement of the county as a unit of administration. The increased number of county services has resulted in a big increase in county taxes and the increase in taxes, more than anything else, has provoked the awakened interest in county government.

There are many evidences that, in the near future, extension work shall have as one of its larger objectives the education of the rank and file of rural people regarding the strength and weaknesses of county government, what is being done, or anywhere suggested by competent authorities. We may find ourselves just as closely connected with definite plans for improving specific situations as we now are connected with marketing situations. Possibly one of the most successful lines of approach in educating people about local government will be through citizenship lessons for farm women's clubs, 4-H clubs, and community councils.

Farmers are justly complaining that taxes on farm property are almost confiscatory. In the minds of very many farmers a most important piece of "useful and practical information on subjects relating to agriculture" would be definite information about tax measures that are equitable so far as agriculture is concerned.

Constructive work looking to tax plans that are fair to agriculture is being done by national and local farmers' organizations, yet it does not seem to be at all easy for State or county farmers' organizations to get from any source at the present time workable advice fitted to the specific tax situations of the State or county. The cooperative research projects on forest-land taxation being conducted by Dr. Fred Fairchild and the tax studies being made by the research agencies, both endowed and governmental, promise to make available tax data on which dependable extension programs can be based. Our farmers' organizations seem to be increasingly insistent that the research agencies, including the experiment stations, undertake further tax studies.

We seem to be close to the necessity of employing competent extension tax specialists and of providing county agents with source books of understandable statistics regarding taxation, so that the farmers may be given actually helpful and useful information about tax reforms.

C. Hallene Price, home demonstration agent of Goshen County, Wyo., described an economic conference held there as follows:

The morning session on Thursday, March 4, consisted of talks which outlined the work as it was to be conducted. One hundred and fifty persons were present at this meeting. Separate committees met in the afternoon and on Friday morning. Friday afternoon there was another general assembly, at which time a report was made by each committee, 300 persons attending this meeting.

Two things came from the group discussions, according to reports given by the committees: (1) Accounts will be kept with greater interest in order to know just how much is spent; and (2) raising of gardens will be increased, for the committee found that it took over \$1,000 to feed a family of five, and that about two-thirds of that amount could be produced on the farm. Consideration of equipment for the home showed that questions concerning which article is most important and which should be added first need to be answered before recommendations can be made.

Cooperative Handles South Dakota Wool

The Cooperative Wool Growers of South Dakota, a producers' marketing agency, expects to handle between one-half and two-thirds of the total wool clip of that State this year.

This year's clip in South Dakota is estimated at something over 6,000,000 pounds. At the time of this writing, July 9, this agency had already shipped 2,400,000 pounds to Boston for handling by the National Wool Marketing Association, with which the South Dakota association is affiliated. Preshearing advances have been made on an additional three-quarter million pounds, which is not yet shipped. Requests for assistance in shipping from local associations and large individual flock owners are expected to swell the volume to a total of between 3,500,000 and 4,000,000 pounds.

This is the largest volume of wool ever handled cooperatively in South Dakota, and the increase is a continuation of the rapid growth made by this marketing agency since it adopted policies recommended by the marketing specialists of the South Dakota Extension Service after a study of the possibilities and of the operating methods of the association.

A New Policy

For a number of years the association had only part-time management with operations being carried on only during the marketing season. Practically no continuous organization work was being done. Inadequate finances also hampered the association, sufficient funds not being available for carrying on an effective program of organization and educational work. In 1927 a policy of securing a full-time manager and of securing more adequate finances to cover the cost of broadened activities by increasing volume and some increase in service charges was recommended by the extension specialists and was adopted by the board of directors of the association.

Operation under this new policy commenced early in 1928, with the result that the volume of business was increased from 150,000 pounds in 1927 to 300,000 pounds in 1928 in spite of serious difficulties. A foundation for future development was also laid, and this, with the operations of 1929, brought the volume handled to 2,200,000, or about 40 per cent of the total production in the State. This year's large volume (1930) comes in the face of somewhat unsatisfactory returns to growers from last year's operations because of the serious decline in wool prices after the wool was loaded out.

Wool Market Report

A weekly wool market report issued by the extension service also puts wool growers into stronger bargaining position by keeping them informed on market values of South Dakota wool. Before this report was issued about the only information on market values of wool available to growers was through dealers' offers. This report is furnished to daily and weekly newspapers and to leading wool growers. Information for the report is secured from the weekly market report of the Market News Service of the Department of Agriculture and from the Cooperative Wool Growers of South Dakota and is interpreted by the marketing specialists in terms of South Dakota wool values. The report has been an effective means of strengthening the bargaining position of growers who now are in better position to judge between the two available routes to market.

Home Demonstration Clubs

In connection with a study of home demonstration work made recently by Mrs. Jane S. McKimmon, in charge of home economics extension work in North Carolina, 40 county home demonstration agents submitted criteria used by them for measuring a most successful and a least successful home demonstration club.

Criteria most frequently selected by the agents for measuring the success or nonsuccess of a club are those factors which deal with the club meetings, the program, and machinery for carrying out this program such as the degree of interest in or enthusiasm for the projects taught, rate of attendance, and quality of leaders.

A somewhat smaller number of agents cited a group of criteria which attempts to measure the work done in home, community, and county as evidenced by results accomplished by members outside of club meetings, cooperation in community activities, and community spirit on the positive side, as contrasted with the factors next in order on the negative side which indicate a lack of these qualities expressed by the self-satisfied club and neighborhood jealousies and factions.

The criteria which measure the efficiency of the club members themselves came last according to the number of agents reporting. Sustained interest in the club and attendance at leaders' schools were considered indications of the efficiency of club members; and conversely, self-satisfied groups and those interested for personal gain only, indications of inefficiency in a social organization.

The Society of Engineers

The 51 extension agricultural engineers are scattered among the 48 States, the fewest being in the Western and North-eastern groups of States. On account of this distribution it has been rather difficult to have a conference of extension agricultural engineers in the far West or in the Northeast. The Society of Engineers held their regular meeting at Moline, Ill., June 16 to 19. Several of the extension agricultural engineers attended this meeting, and for the past few years a section of extension engineers has been organized to discuss problems of particular interest to them.

This year the committee on extension organization and policy of the Association of Land-Grant Colleges and Universities and the Office of Cooperative Extension Work were approached to approve a regular meeting of the extension agricultural engineers to be held June 11 to 14 at the University of Illinois, immediately preceding the sessions of the general meeting at Moline.

Unique Features of Conference

There were certain unique features of this conference: (1) All the extension engineers were quartered at the Acacia House, a fraternity building large enough to accommodate the entire group, which provided unusual social opportunities; (2) the program was devoid of any addresses of welcome, responses, or other features carried out in the usual program of courtesy expressions; (3) the program was given up to a discussion of methods of conducting agricultural engineering extension work; (4) the program covered two full and two half days, the sessions beginning Wednesday afternoon and closing Saturday at noon, with evening round-table discussions on Wednesday, Thursday, and Friday.

The Wednesday and Thursday afternoon sessions were centered around one subject—the development of a project on some one phase of agricultural engineering, such as farm water supply or farm machinery. These were conducted by H. W. Hochbaum, of the Office of Cooperative Extension Work.

Economic Subjects

Two subjects of an economic nature were discussed: (1) The economic phases of farm-home construction, by Eugene Merritt, of the Office of Cooperative Extension Work; and (2) the economics of farm machinery by Prof. H. C. M. Case, of the University of Illinois.

Subjects on psychology as applied to extension teaching were treated by A. B. Graham, of the Office of Cooperative Extension Work.

R. A. Turner, of the Office of Cooperative Extension Work, spoke on the organization of 4-H club work in agricultural engineering. Prof. B. B. Robb, of Cornell University, continued this discussion to show how 4-H club projects in agricultural engineering had been developed in New York State. A discussion on plowing contests by R. D. Barden, of Ohio; the use of cultivators, by J. B. Wilson, of Alabama; soil-saving dams, by I. D. Wood, of Nebraska; and boys' club project on terracing, by E. G. Welch, of Kentucky, served to bring out methods of organization or of teaching. T. A. H. Miller, agricultural engineer in the United States Department of Agriculture, discussed handy methods of filing technical references for use in correspondence.

The campus trips planned by E. W. Lehmann, head of the department of agricultural engineering, University of Illinois, did not interfere with the regular program. Three points were visited for the purpose of looking into some investigational work being conducted on problems which were of immediate concern to the extension engineer.

The outstanding feature of the entire conference was that everybody had an opportunity to participate. Engineers were even called upon personally by the presiding officer, Professor Lehmann.

New York Indians Have 4-H Clubs

New York Indian boys and girls are growing old Indian herbs, beans, and squashes as 4-H club members this summer under the direction of the Cornell Indian boards, who appointed a "Six Nations junior board" to direct the new groups.

Since Onondaga and Genesee Counties have organized club work and have county 4-H club leaders, a full program is in operation for the reservations situated in these counties. The Tuscaroras in Niagara County, the Senecas in Cattaraugus and Erie Counties, the Oneidas in Madison County, and the Mohawks in Franklin County will have clubs supervised entirely by the local farmers and home makers.

The Indian program will be headed by a junior board of three Indian farmers and three Indian home makers from each of the seven Iroquois reservations.

The Mohawks on the St. Regis Reservation had a successful calf club last year, and all the reservations have garden clubs this year. The clubs will be similar to those for white boys and girls; but some old Indian herbs used for food will be included in the projects and recognition will be made of the Indian contribution to agriculture by the way of corn, beans, and squashes.



Indian 4-H club

The Six Nations were the outstanding Indian farmers of the country before Columbus discovered America, and pride in their ancestors will be inculcated into the program. It is expected that space will be reserved in the Indian village at the State fair in September for the Indian boys and girls and that a special premium list will be issued. A delegation of Indian farmers and home makers visited Cornell University to study club work during the junior field days in June.

Each nation in North, Central, and South America has been asked to send an official delegate, as well as other delegates who are specialists in agricultural production and marketing, to the Inter-American Conference on Agriculture, Forestry, and Animal Industry, which will be held at Washington, D. C., September 8-20, 1930. The conference is the outgrowth of recommendations of the Sixth International Conference of American States, held at Havana in 1928. The purpose of the conference is to consider plant and animal production, and to develop plans for all phases of agricultural cooperation. The conference will come one week ahead of the Sixth International Road Congress, and it is expected that many of the delegates will attend both conferences.

Hawaii held its first territorial 4-H club week at the University of Hawaii, June 16-20. Forty 4-H club members, 12 club leaders, and the entire extension staff made up the encampment.

Demonstrations in Poultry Raising

Blackhead, a disease dreaded by turkey growers, has caused losses which have made turkey production an uncertain enterprise. During the last four years the extension specialists in Minnesota, South Dakota, Nebraska, and Kansas have helped to change the growing of turkeys from miscellaneous effort on the part of the housewife to a farm enterprise. On some farms the returns from turkeys have become the major income. This has been done by systematically extending information obtained after several years of research.

In Minnesota, Dr. W. A. Billings, extension veterinarian, enrolled 400 active cooperators in turkey production under a plan that was designed for the control of blackhead, coccidiosis, worms, and other ills. The plan developed by Doctor Billings provides that turkeys must be raised apart from chickens on ground not contaminated by the chicken droppings.

In Winona County, Minn., County Agent J. B. McNulty reported that only 7.1 per cent of the birds in the flock were lost during the past year.

Visiting Tour

In Pennington County, Minn., 200 turkey growers followed the plan outlined by the State specialist. As the Thanksgiving selling season approached, County Agent Robert M. Douglass arranged a tour to several farms where representative flocks of the county were raised in confinement according to the Minnesota plan. The procession of 55 cars carried over 200 persons on this tour. In one flock visited, of the 420 poults hatched, 404 were raised to maturity. The average weight of the toms in this flock was 18.4 pounds and of the hens 13.1 pounds. Doctor Billings was present on this tour assisting the county agent in discussing the work of the cooperators. In 1929, it was estimated that 100 cars of turkeys were shipped out of this county and sold cooperatively.

One hundred poultry men in Kewaunee County, Wis., are following a poultry program which is giving excellent results. This program includes rearing chicks early in the spring, using colony houses, raising the flock on clean ground, feeding a complete ration, and procuring the baby chicks at one time.

Kewaunee County poultry men, by following this plan, were able to make their flocks produce from 7 to 8 per cent of the farm income in 1929, according to the county agricultural committee.

Some of the flock owners made enough additional money to pay their taxes; others have been reducing the farm debt with returns from their birds, and many are providing the household food and clothing with income from the flocks.

Each point in the program has proved helpful in increasing egg production which amounted last year to a million dozen eggs, valued at a quarter million dollars, says the committee. By using colony houses the chicks had free access to fresh range, were easily moved about, received plenty of exercise and sunshine, and found available minerals and green feed. Clean ground was also found beneficial in controlling parasites and diseases.

One of the most important features of the program is feeding a complete ration according to the county agent. The Wisconsin ration for rearing chicks was very satisfactory. It consists of 80 parts yellow corn, 20 parts wheat middlings, 5 parts raw bone, 5 parts pearl grits, 1 part common salt, and skim milk fed in abundance.

Home Improvement

"Make your home the most attractive place for every member of the family," is the slogan which was used in a living-room-improvement project in Carroll County, Md. In the fifth and last demonstration meeting in this project, entitled "Accessories for the Home," colored pictures from magazines showing good and poor arrangement of furniture, illustrating balance, proportion, and various window treatments, were passed to the women present. Such questions as "What is wrong with this picture?" or "What is the first thing you see in this room?" were used with the illustrations. This proved to be an excellent check on the principles learned in the previous demonstrations on home furnishings.

Two hundred and thirty-four women in the county made changes in their living rooms as a result of this project. Eighty-one new rugs are in use, some of which were made at home and some purchased. One hundred pairs of new draperies and 208 pairs of new curtains are adding to the attractiveness of the homes. In presenting this work to the women, it was equally as important to emphasize what not to use in the living room as what to use, according to Agnes Slindee, home demonstration agent in this county. As a consequence of this teaching, 312 pictures were discarded, 164 pictures were rehung, and more than 100 chairs and tables were repainted or refinished.

4-H Orchards

Inez Derryberry, home demonstration agent in Grayson County, Tex., reports that the 4-H club girls have adopted as a slogan "A home orchard for every club girl." Each girl tries to get her father or the owner of the farm on which she lives to finance the starting of her orchard. The first step toward establishing this work was the holding of a demonstration by the county and home demonstration agents in each of four communities. In each demonstration 8 peach trees, 4 plum trees, 4 grapevines, and 25 berry vines were planted. One hundred boys and girls participated in these demonstrations, most of the setting, pruning, and trimming being done by the boys and girls themselves, with a few of the parents looking on. Diseases of the soil were pointed out and how to prune and spray as the trees advance in age were demonstrated.

Carnell Andrew, from the Pilot Grove Club, said at the last meeting: "My father wasn't at all interested in having me plant a 4-H orchard, but once we got his consent he became interested and set out 12 more trees for us. Now he is tickled to death every time he finds a new bud on one of the trees."

As 67 per cent of the entire agricultural population of Grayson County is made up of tenants, and the home demonstration agent knew that the farm owners would have to cooperate, the following form letter, sent to each club girl, was used by 10 girls to acquire their orchards.

Mr. _____

DEAR SIR: I am the daughter of Mr. _____ living on your farm near _____. I am a member of the 4-H club, which has as its aim "Make the best better" on the farm. One way we are trying to do it this year is by having as our goal a home orchard planted by each club girl who needs one. This orchard is to consist of the following: 8 peach trees, 4 plum trees, 4 grapevines, and 25 berry vines. This entire group can be bought through our club for \$3.50, getting trees 2 to 3 feet in height. My father has said that he will help me plant the trees after we have seen a demonstration given in our community by the county agent as to how to plant and care for an orchard.

Now, I am asking you if you think it would be a paying proposition for you to furnish the \$3.50 necessary to buy the trees. If you feel that it will be, I can assure you that I shall take the very best care of them in the whole county.

Eagerly awaiting your reply, and thanking you in advance for your consideration of this, I am

Respectfully yours,

4-H Club Girl.

The county agent found the farm owners very responsive. Nurserymen sold the nursery stock for \$3.50 and were careful to give excellent trees.

Child Care and Training

Laura M. Seward, formerly home demonstration agent of Cochise County, Ariz., describes in her 1929 report an educational exhibit used at the county fair there, which was planned and prepared by the agent in cooperation with club members, local business men, and the high-school manual-training class.

It showed helps in developing and training children. Toys, books, music, and furniture valuable in developing imagination, thought, and skill in using children's hands, were included. There were blocks in several sizes, made by the manual-training class from lumber provided by a father of a small boy who was given the blocks when they were no longer needed for exhibit purposes. A box was put on casters and covered with paper for storing these blocks.

A low bench with small wash tub, rinsing tub, washboard, clothes basket, broom, dust mop, dust pan and short clothes line hung high enough to be reached by a tiny girl, and some doll clothes were arranged to show the value of housekeeping toys in training little girls to enjoy housework.

There were also garden tools, balls of various sizes, books for children, good records, children's magazines, a girl's dressing table, writing desks, and a sand box.

A set of shelves with toys arranged on them suggested "A place for everything and everything in its place." Lists of good toys, books, and music were on hand to give to parents especially interested in them. Books to help parents with the children were exhibited.

Posters were made to explain different features of the exhibit. They covered such subjects as—

"Work is inevitably preceded by play and grows insensibly out of it."—*Decey*.
The child who plays hardest is the man who works hardest.

Building blocks may be made at home. Employment with materials that are constructive, that require effort, induce real thinking.

All playthings should stimulate the child to action; these do.

Furniture in which the child can keep his own belongings teaches the joy of ownership.

Homemade dressing table made by Elizabeth Lawson, Wilcox.

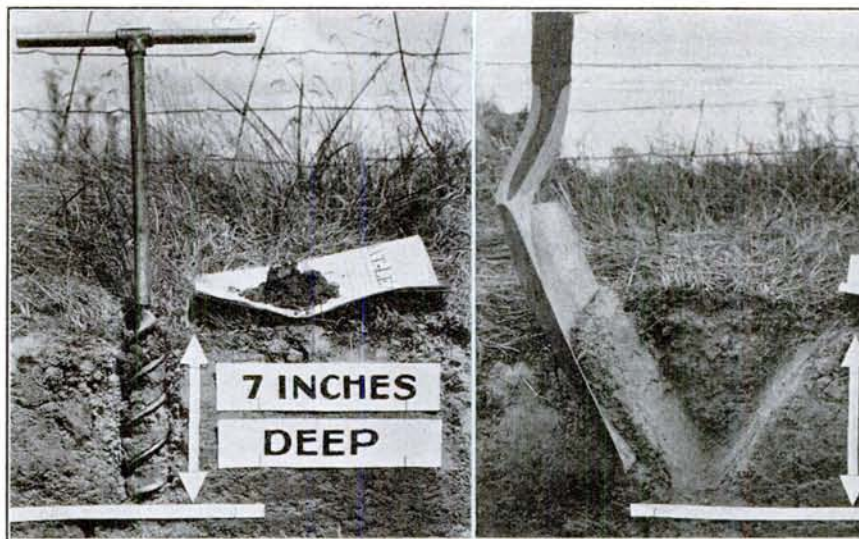
Desk made by Carroll Harbour, Stewart.

Newspaper Mat Service in Use in Missouri

A newspaper mat service now in its third year of use by the Missouri Agricultural Extension Service is believed by A. A. Jeffrey, agricultural editor, to be one of the best informational mediums used by that State. Comprising this service are approximately 130 subjects illustrating important practices as demonstrated throughout the State by the extension service. These subjects were

used were so chosen that they will continue to be serviceable in the pushing of extension projects at their appropriate seasons each year.

The mat service assisted greatly in the publication of special editions, supplying many copies of the most popular and useful cuts at times when they were in demand simultaneously in several counties and districts. In one year more than



Two methods of taking soil samples

chosen and edited with special reference to the requirements of the newspapers of the State and the plans of the extension project leaders. From each of these pictures 1 master cut and 50 to 75 stereotype mats were made. In addition, mats of about 30 members of the station and extension staff are available. Many of the cuts are made from pictures taken in the field by county agents.

In the second year the service was in use Missouri newspapers used 3,000 of these mats. The mats were not sent broadcast to all newspapers but only to newspapers requesting them or to extension agents who personally arranged for their use in local newspapers. Each of these cuts was used with a news story describing a demonstration or practice, and was released to the press through the Missouri Farm News Service, the official weekly news release of the college, at the date most timely from the viewpoint of the project leader whose campaign or extension program that particular cut and story were designed to advance. Some particular subjects in the mat service have been so popular that the original orders for mats have been duplicated several times. Practically all the pictures

25 of the leading newspapers of the State issued special editions featuring some particular program of the extension service and using many of these mats to illustrate the agricultural stories used.

Editors have found that these mats can be used effectively to brighten the advertising columns of their papers. In this connection mats of poultry houses, hog houses, and other farm buildings have a particular appeal to lumber dealers. Mats showing crop yields and livestock gains are equally useful in fertilizer, feed, and seed advertisements. Hardware dealers find a particular appeal in mats showing poultry equipment. As some approved practice recommended by the Missouri College of Agriculture is usually mentioned in these advertisements, it is felt that this form of publicity is just as effective as if carried in the regular news columns.

A folder containing proofs of all the mats included in the service, each picture having an explanatory caption and a number, is issued, which makes the ordering of any particular mat easy. This folder, the latest edition of which contains 20 pages, 9 by 12 in size, is sent to each county agent and to each newspaper in the State.

Extension Service Review

Issued monthly by the *EXTENSION SERVICE* of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director, Extension Work*
C. B. SMITH, *Chief, Office of Cooperative Extension Work*

J. W. HISCOX, *Chief, Office of Exhibits*
RAYMOND EVANS, *Chief, Office of Motion Pictures*

REUBEN BRIGHAM, *Editor*
F. A. MERRILL, *Associate Editor*

SEPTEMBER, 1930

Overexpansion

Out of the welter of discussion of the wheat situation following the July trip of Secretary Hyde and Chairman Legge into the hard red winter Wheat Belt of the Southwest to meet and talk with growers, bankers, business men, newspaper editors, and extension workers of that area has come one very definite fact from which there is no escape. Wheat yields and acreage the world over are on the increase. Furthermore, that this expansion is likely to continue in many countries in the face of falling prices is definitely predicted by the department Bureau of Agricultural Economics. The bureau in its outlook statement points out that in recent years wheat acreage has expanded rapidly in parts of the United States, Canada, Argentina, and Australia. It says further:

The area sown in the Southwestern winter-wheat States increased approximately 4,000,000 acres from 1924 to 1929. During the same period the area in Canada, Argentina, and Australia combined increased over 10,000,000 acres, from 49,000,000 to 59,000,000. This is in line with the trend in expansion since 1910. The area in the Southwestern States in 1929 was 14,000,000 acres larger than in 1910, while that of Argentina, Canada, and Australia was 28,000,000 acres larger. The expansion of the last few years has been made possible chiefly by improvement in equipment, new wheat varieties, and improved cultivation practices, particularly in regions of scanty rainfall. Thus it has been possible, by larger-scale, lower-cost methods, to raise wheat on lands hitherto regarded as unsuited for the crop. Large areas of such lands are

still available for wheat production at comparatively low costs in important surplus-producing countries.

The lesson is plain. Only those growers who are so situated as to be able to produce under low-cost conditions will find wheat a profitable crop, at least for several years to come.

Efficiency the Aim

The agricultural extension service and county extension agents are from time to time criticized on the ground that their past effort, at least, has been expended largely on obtaining increased production resulting in unmarketable surpluses and low prices. The Nebraska Farmer in an editorial in its issue of June 21, taking exception to this opinion, says:

In discussions of the agricultural marketing act, criticism is frequently made of the policy set forth in the past by the United States Department of Agriculture, agricultural colleges, and experiment stations, urging farmers to increase production. The critics claim that the Government has encouraged greater production through these agencies and especially through the extension service and the county agents. They lose sight of the fact that, while these departments have been interested in increasing production, it has been from the standpoint of more efficient production, or rather greater production per unit, whether it be larger yields of grain per acre, more pigs per brood sow, or more butterfat per cow. These agencies have tried to encourage and point the way to such practices as will make a net profit from the operation and by doing so they are not increasing the surplus. If the cows which are not returning a profit to their owners were not being milked, there probably would not be a dairy surplus. If the marginal or poorly farmed lands that are in cultivation and which are not producing profitable yields were taken out of the picture, the surplus would be considerably smaller than it is at present.

The Camping Season

Camps have become an extension institution. In them, this summer, both young and old are finding instruction, recreation, social development, and a better understanding of the pleasures and delights that country life affords. County, intercounty, and State camps to the number of 2,500 for 200,000 boys and girls and about 800 camps for rural women with an attendance over the 100,000 mark is a conservative estimate of camping activities under extension supervision this year. Surely out of these camps will come a new order of living for the country. Yet we miss one item.

Apparently there are no figures and no camps for farmers in the extension inventory. What is the answer? Does the adult farmer obtain in some other way the things camp gives to his wife and children? Or are we overlooking a field of activity that might be fruitful of result? Or will the farm boys in camp to-day take care of this need—if it is a need of the adult life of the farmer—in their own time and way? What are we to conclude?

Walter Dimmitt Bentley



A great extension leader, Walter Dimmitt Bentley, has passed on. The extension work of the whole country has lost a faithful worker and a valuable counselor. He was known to many as "The father of extension work in Oklahoma" and by his immediate friends he was affectionately called "Daddy Bentley."

Mr. Bentley died at his home in Stillwater on July 5, after completing 26 years, 4 months, and 17 days continuous service as a leader of rural people. This is the longest unbroken service of any man in extension work, so far as we know.

The board of regents of the Oklahoma A. and M. College honored that institution as well as complimented Mr. Bentley when in 1925 it authorized its president to confer upon him "the privilege of going and coming at will, traveling wherever you may see fit, for the purpose of study and investigation." Mr. Bentley was also one of the only two men to be awarded the distinguished

service ruby by the Grand Council of Epsilon Sigma Phi, the late Dr. A. C. True being the other recipient.

Mr. Bentley was one of the first four men to be appointed by Dr. Seaman A. Knapp to assist in laying the foundation stones of the present extension service, which has enriched the lives of millions of rural people. He measured up throughout his long life to the best ideals of consecrated service. He represented a standard of earnest, unselfish, practical service that is difficult to match to-day. By the example of his life he has impressed his ideals on the minds and hearts of hundreds of extension workers not only in Oklahoma but throughout the country. He leaves us with the comforting feeling that here was a man who walked amid his fellows with love and charity in his heart, with malice toward none, and his going has enshrined his memory in the historic records of our profession. We can say of him in full truth—the world is the better for his having lived and labored.

C. B. SMITH,

Chief, Cooperative Extension Work.

Cooperative Marketing

The principles of cooperative marketing are being discussed by members of the cooperative marketing division of the Federal Farm Board in a series of weekly radio broadcasts which began on June 5. The series consists of 16 talks which will be broadcast each Thursday until completed by stations in 36 States. The general principles of cooperative marketing are being covered in these talks, as well as the application of these principles in the organization of cooperative associations, national sales agencies, and commodity councils, and the cooperative marketing program of the Federal Farm Board. Copies of these talks are also being distributed in mimeographed form to all extension workers.

Club girls in Kershaw County, S. C., where Alma M. Burgess is home demonstration agent, gave an illustration of the heart "H" last year at the time the 3 day short course for women was held. Some women could not leave home to take part in the camp activities because of their babies. It was therefore arranged that the women bring the babies along to be cared for by the 4-H club girls in the community. The women, and the girls also, were thus given an opportunity to attend the short course; and the girls were given the added opportunity to be of service.

What Needs to be Done

C. F. MONROE, Director of North Dakota Extension Service

In a recent issue of the Extension Service Review, Director Mumford, of Illinois, points out that we need "a better trained staff that spends as much time in finding out what needs to be done as it does in attempting to get others to believe that they should do it." This sounds like fundamental philosophy, and we have been acting on that general principle during the past three years. We have not taken it literally, but have devoted considerable effort and time to working out a program based on sound economic considerations and have taken as partners in the enterprise the outstanding men and women in their respective counties.

We claim no particular originality for this work. Other States have carried on the same or similar activities for several years. We chose to call these two-day meetings, which were both educational and program-making events, "economic conferences." If I were to rename them, I would be inclined to call them "farm and home business conferences." Although the latter name is a little unwieldy it would very well describe the nature of the work carried on in these sessions, since careful thought was given to plans and policies that would make farming more profitable, the business of home making easier, and life in the country more satisfying.

Cooperative Planning

The holding of such conferences was based on the premise that, in the determination of sound policies of agricultural production and marketing, educational forces and our leading farmers as well were in a position to make a valuable contribution, the former from the standpoint of their scientific investigations and study and the latter from the angle of the practical application of these principles to their everyday problems. With respect to the determination of home-making policies, plans, and the setting of standards, it was thought that our home makers who had come in contact with recent scientific developments in home making would be in an excellent position to point out feasible and desirable practices that would tend to lighten the work of the home and provide the most wholesome environment and agreeable surroundings for the farm family.

The work of the conferences was carried on largely by committees divided

according to subject matter or commodities. This, with respect to agriculture, beef cattle, sheep, cash crops, and poultry, seemed to be logical groupings. The work as related to the home was divided into three subjects—namely, foods and nutrition, clothing, and home management.

In preparing for these conferences the county agent, or agents in counties where two are employed, chose persons that seemed to be outstanding in the county to head each of the committees. With their assistance from 20 to 30 committee members were selected to act on each of the committees. A folder was prepared which had incorporated in it a letter inviting the committee members to attend the conference, statements setting forth the purpose of the conference, and some of the questions that would be taken up in the respective committees. It also included a statement as to how the conference would function and a complete list of committee members.

This means of publicity was supplemented by announcements and stories in local papers each week for three weeks prior to the conference and in most cases by follow-up letters to committeemen. Attendance was always satisfactory except when the roads were impassable. We have records of people driving in sleighs 38 miles to attend conferences when the temperature was about 40° below zero. Of course, this temperature in North Dakota is "unusual."

Program of Conference

Usually there was a sufficient attendance by 10.30 the first morning so that the work could start. The general chairman, a farmer, called the meeting to order, explained the purpose of the conference, and called on a college representative, who took from 30 to 45 minutes in discussing the agricultural outlook from the standpoint of those commodities of greatest importance in the county. Then the county agent who acted as secretary of the conference added a little to the discussion on the purpose of the conference, pointing out the need for such a study of farm and home problems and assigned the committees to their respective rooms. The remainder of the forenoon, the entire afternoon, and the forenoon of the next day were devoted to committee work. The second afternoon was given over to consideration of

the reports of the committees, some of which would be adopted as presented, others being amended before adoption.

In preparing for the work of the agricultural committees the respective subject-matter departments of the college made a valuable contribution of subject-matter material pertaining to the production problems related to each particular commodity. These data had a direct bearing on the question of economical production. The farm-economics department supplemented the information with material on marketing prices, trends of prices and production, elements of competition from competing regions, and world supply and demand as reflected by prices. This material was assembled by commodities and presented largely by means of charts and graphs.

Thus each member of the beef-cattle committee, for example, had a copy of the best and latest available information bearing on the problems of successful beef production and marketing. With this information at hand and in the light of their own experiences the various committees prepared recommendations with respect to their particular subject or commodity. Each committee having to do with a commodity such as sheep or hogs was asked to make recommendations regarding the trend that production of the particular commodity should take. In effect they were asked to answer the question of what and relatively how much to produce as well as how to produce it, with regard to the commodity they were considering. For example, if it appeared that in the light of world conditions there was a good reason to curtail wheat production and increase the acreage of flax, the cash-crops committee brought out essentially such a recommendation. They would also make a few statements regarding the varieties and types generally found to be most profitable and with regard to a few cultural practices that investigational work and their own experiences had shown to be sound.

Committee Organization

Each committee had a farmer or farm woman as chairman. A representative of the college or extension staff acted as secretary of each committee in order to give the results of research work and observations of such results under field conditions. The secretaries were instructed to remain in the background as much as possible and to attempt to draw out discussion from the committee members. Almost invariably the members took an active part in the discussions

and when the report was completed felt that it was their own work. This was evidenced by the vigorous way in which their reports were defended upon being criticized from the floor of the general session on the last day.

In the home-economics committees the first few hours after the committees were organized were spent in procuring answers to a questionnaire which had been previously prepared with the idea of bringing out the common home-making practices. These were summarized and the results prepared in chart form for discussion by the committee members the following morning. With this picture of home-making conditions before them in graphic form, it was a rather simple matter for the women to point out a few general policies and principles with reference to home making as applied to the conditions in their own communities and the county.

Results of Conference

In my opinion one result of taking up both agricultural and home-making problems in the same conference is the realization by those participating that farming and farm home making are closely interrelated problems, that one should not be considered without regard to the other, and that both are worthy of the most careful thought and study that can be given them by our educational forces and our leaders in the country.

As would be expected, the women gave close attention to the presentation of the agricultural reports. Furthermore, the men seemed to be as much interested in the reports from the committees dealing with home problems. They did not walk out, show lack of interest, or go to sleep, doubtless because the men realized that the committee reports reflected the best thought of the leading farm women of the county and therefore were worthy of their attention.

To date the tangible results of these conferences have been an awakened interest in the county extension program, probably because the leaders of the county have realized that they had a distinct part in shaping the program, a greater interest in economic information as a basis of farm operations both on the part of college specialists and farmers, and a much more sympathetic interest in home-economics extension work on the part of farm leaders. A by-product of these conferences has been a realization on the part of specialists that while each was making a valuable contribution to a successful agriculture yet the suc-

cess of the farm as a unit was of more importance than expansion of the particular phase of the agricultural industry in which the specialist was primarily interested.

Home Demonstration Councils

In 640 counties now employing home demonstration agents in the Southern States there are 843 county home demonstration councils for women and girls. These councils spread the influence of the most successful demonstrations and records of beneficial returns derived from the adoption of improved methods of farming and home making, says Mrs. Ola Powell Malcolm, field agent, home demonstration work, Southern States. The development of leadership among these council members has relieved the agent of a great many details in the local club affairs in connection with county and State fairs, local commodity organizations, school-lunch work, and many other county-wide activities.

Members of many county council groups have been of immeasurable assistance in working up interest in unorganized sections of the counties and in developing county-wide plans of work and programs. Members of the county council after studying the census report concerning the gardening, dairy, and poultry situation for the county influence certain members of their club to undertake the required quota of productive demonstrations which the council decides needs to be established in each section of the county in order to generally raise the standards of living throughout the county.

Importance of Councils

All the State home demonstration agents consider that the organization of county councils has been of paramount importance in the progress of demonstration work in their States. In Texas where they have 85 county home-demonstration councils well organized and functioning, special consideration is given in each of these groups to the economic background of the farm home. Each of these county councils in 1930 recommended that their council make a study of a census report for their county concerning the food and feed needs, and county plans of work were made accordingly.

In Georgia at a meeting of supervisors and specialists when the subject of county organization was being discussed, the State director of extension work

stated that the county home-demonstration councils should be asked to give indications as to how the county agricultural board should function since the women's councils seemed to have functioned more successfully generally. The State home-demonstration agents believe that the most important part of the county extension plan of work is a county council organization, and greater stress has been placed on this phase of the work in order to reach larger numbers and create sentiment for better living conditions in the country. In North Carolina and several other States the county councils have fostered "live at home" campaigns with much success.

Commodity Organizations

County-wide commodity organizations are usually a part of the county home demonstration council, but do not in any way take the place of the council. County commodity organizations among farm women now number over 250 in the Southern States. In Clay County, Ala., where \$30,000 worth of pine-needle baskets have been made and sold by the farm women, the basket organization is separate from the county council, although council days are pay days, that is to say the women receive their checks from the sale of baskets at county council meetings. Since this plan was started the attendance at the county council meetings has greatly increased.

In Mississippi there are 39 county home demonstration councils organized and working in the State. In several of the counties they have adopted a 5-year plan of work, which is now in operation. These plans are based on surveys made to determine the economic needs in the counties. In each of these counties where a 5-year plan is in operation the plan of work is made by the home demonstration council in conference with groups of men representing agricultural interests. The State home demonstration agent in Mississippi advises that their chief objective for 1930 is a well-balanced county plan of work in every organized county, and they hope to accomplish this under their well-organized county home demonstration councils.

County associations fostering extension work in the Southern States now number more than 950, with a membership totaling more than 69,200.

In practically all the 12 Southern States, State home demonstration councils have been organized as an outgrowth of the county leadership developed through the county home demonstration councils.

Camp-Fire Radio Program

Grouped around a glowing camp fire in the foothills of the Rocky Mountains, 25 4-H club boys and girls of Larimer County, Colo., listened with enthusiasm and interest to the national 4-H club camp-fire radio program broadcast the night of June 23 from Washington, D. C.

Clearly over the radio, which had a ground wire running to a near-by mountain stream and an aerial strung from

The camp-fire outing, which was preceded by a picnic, was arranged by C. W. Ferguson, State club agent of the Colorado Extension Service, and D. C. Bascom, Larimer County agricultural agent.

Although one local radio dealer told Mr. Ferguson it would be impossible to receive the broadcast in the mountains, plans for the occasion were not abandoned, and a radio set was taken to the



4-H club camp-fire program

the tops of silver spruce trees, came the voices and music from the other camp-fire group at the Nation's Capital, 1,500 miles distant by air line.

The Colorado 4-H club boys and girls listened with pride to the western report made by Roger Elser, son of Director Elser, of the New Mexico Extension Service, and to the Secretary of Agriculture, Arthur M. Hyde; and they heard with much interest the reports made by representative club members from other sections of the Nation.

Seated on boulders around their camp fire, more than a mile above sea level, this little band of 4-H club boys and girls, together with their leaders, heard Secretary Hyde tell how more than 800,000 youths on the farms of America were devoting themselves to the ideals of 4-H club work. As the strains of "Love's Old Sweet Song" came over the air the club members joined in the chorus.

camping site, hocked-up, turned on, and the program came in perfectly.

A bouquet of Colorado's native flower, the columbine, picked from a mountainside, was placed on the radio by some of the members of the Fort Collins 4-H Clothing Club, which is composed of fourth-year workers and led by Mrs. Earl White. Boys of the district No. 10 4-H Livestock Club lent willing hands to gather wood for the camp fire. G. W. Ostrander is the leader of this club, the members of which are engaged in the production of dairy calves, beef calves, and pigs.

Work has recently been started on the first of several wings to be added to the Department of Agriculture building in Washington. These wings are extended southward from the main building and will, when finished, house the various bureaus that have been occupying rented buildings for many years.

Maine Apple Marketing

A careful and painstaking survey of the apple-marketing conditions in Maine will precede any attempt to form cooperative organizations was the decision reached by fully 150 representative growers who attended a meeting at the Maine Experimental Farm at Highmoor and who were addressed by Ralph W. Rees, of the Federal Farm Board, Saturday, June 14.

This decision was reached during a round-table discussion after the growers had been addressed by Mr. Rees; Frank P. Washburn, commissioner of agriculture; and A. L. Deering, assistant director of the Maine Extension Service. Mr. Rees said in part as follows:

I am not here to argue for or against cooperative marketing, but I should like to point out conditions that are necessary for its success. These are sufficient volume of quality fruit, local leadership from among the ranks of strong cooperative-minded growers, sound business principles, adequate finance and management, and that the cooperative be operated solely for the benefit of growers and consumers.

Cooperative Marketing

Benefits to the growers from cooperative packing and marketing were listed as follows by Mr. Rees: Furnishes adequate packing facilities to put out a pack to meet the requirements by law; standardizes and unifies the pack; relieves the grower of the worry and labor of packing; gives the small grower the same advantage now enjoyed by all the large growers through bargaining ability and the greater facilities afforded; disposal of cull fruit in car-lot shipments, such as cider stock; and, last, it concentrates the volume of fruit of like varieties and grades which will have a greater market value.

There is a tendency in the apple industry to centralize in favorable districts.

Mr. Rees said: This means that we can expect larger yields and better quality of fruit. Maine apple growers can expect a material increase in the production of McIntosh and Delicious apples. In fact, the production of McIntosh has increased throughout New England and in other States, such as Michigan. With the increased acreage in Maine it is necessary that the growers be concerned about their future market and their facilities for cold storage. Between 60 and 65 per cent of the Oregon tonnage is organized on a cooperative basis and from 35 to 40 per cent for the Pacific Northwest as a whole.

The Farm Board is glad to assist apple growers in any possible way in developing plans for the packing and marketing of apples. At the present time

the board is assisting in reorganizing local cooperative associations, also in forming new ones when conditions justify. Local associations are encouraged to affiliate with district and regional associations, thus reducing competition between them and coordinating their efforts.

Extension Aid Given

Frank P. Washburn related some of the difficulties under which the Farm Board has operated, stating that perhaps no group of men were being harassed more or being more unjustly criticized. He also stated that Maine farmers were making progress in their efforts to improve the quality of all farm products, and this, he pointed out, is one of the essential features in any kind of a marketing program. He made mention of the fact that through the agricultural extension service 100,000 apple trees of improved varieties have been planted during the last nine years. He also stated that it was his belief that growers will take care of these new orchards which are now being planted.

Mr. Deering told the growers that the extension service is doing its best to place before the producers of Maine the terms of the agricultural marketing act and to furnish them such information as may be of assistance. He reviewed briefly the activities of the Federal Farm Board to assist Maine agriculture up to the present time, stating that Mr. Charles S. Wilson, a member of the board, had visited Maine during Farm and Home Week and had special meetings with the fruit, potato, and dairy interests. Following this Mr. Derrick, representing the farm board, attended 10 or 12 meetings of potato growers which had been arranged by the extension service.

Pertinent Questions

During the round-table discussion in the afternoon questions were many and pertinent. Wilson Conant, of Buckfield, asked how large a volume of apples it was necessary to have in order to form a successful cooperative. Mr. Rees answered this by stating that it depended to some extent upon local conditions but normally the volume should not be less than 8,500 barrels as a minimum. Another question from Mr. Conant was "How large an area can an association draw upon to be most efficient?" This again Mr. Rees pointed out depended upon local conditions but he stated that an area around a natural shipping point should be considered approximately the

right size. Successful associations are hauling apples quite a distance now, and he pointed to the Nashoba Association, Ayer, Mass., as an example, where they are hauling 16 miles in certain instances.

One grower asked if the experience of cooperatives organized at previous dates and which had not been successful would be of any assistance at the present time. Mr. Conant replied that conditions now are so radically different from what they were previously that no just comparison could be made. He said that at one time Baldwins and Greenings were popular commercial varieties. Now the McIntosh, Wealthy, and Cortland varieties, being highly perishable, make it necessary for the grower to equip so that he can handle these varieties rapidly from the trees to cold storage. He said, further, that if growers could see their own apples after they arrived in New York or Boston they would be ashamed to claim ownership. He stressed the fact that growers must embrace the new ideas of merchandising their fruit if they are to survive.

Farm and Home Week

During Farm and Home Week at the University of Maine, Charles S. Wilson, of the Federal Farm Board, addressed Maine farmers in commodity groups such as dairy, potato, and fruit. At that time a contact committee on fruit marketing was selected with William J. Ricker, of Turner, as chairman.

As it stands now, any orchard community in Maine that is interested in forming a cooperative will first take the matter up with this orchard committee. The committee will arrange for a survey in cooperation with the growers and the extension service at the University of Maine if conditions warrant.

Board Designates Sugar Beets

The Federal Farm Board announced on July 23 that it had designated sugar beets as a commodity. This action was taken following a preliminary conference in Colorado on June 20, attended by growers representing approximately 75 per cent of the sugar-beet acreage. The growers adopted a resolution requesting that the farm board assist in the organization of a national association of beet growers. Representatives of the growers in the 17 sugar beet-producing States were invited by the board to meet in Greeley, Colo., on August 2, to develop a national cooperative marketing program for sugar beets.

Pasture Improvement Contest

With dairying one of the major agricultural enterprises in the greater portion of the western part of the State of Washington, dairy farmers of that section have been more or less interested in better pastures for a good many years, reports Ruth Gaskill, extension editor of that State. It is only within the last year or two, however, that an active interest in this problem has been in evidence. In many of these west-side counties this spring a permanent pasture improvement contest has been initiated under the sponsorship of the agricultural extension service and the bankers' association of the State, and indications point to some very excellent results from this work.

Isolated pasture-improvement studies have been carried on in several localities in the western part of this State for a number of years, the most notable among these being the studies carried on at the Western Washington Experiment Station under the direction of M. E. McCollam, formerly agronomist there. Individual farmers have also done some very creditable work along this line.

L. G. Nelson, of Littlerock, in Thurston County, obtained a feed value of \$130.20 per acre on improved pasture land. Otto Graep, a dairyman at Everson, in Whatcom County, reported that his pasture on rough, unplowed peat land with surface cleared only, and treated with 200 pounds of potash in 1928 and 200 pounds of phosphorus in both 1929 and 1930, gave him excellent returns. He stated that as soon as he turned his cows onto this portion of the pasture their milk flow increased immediately, and that the cows stayed at this end of the field most of the time, seeming to like this pasture better.

Through publicity given the results of these studies, and through the pasture schools and campaign carried on in Thurston County in the winter of 1928-29, farmers and other agencies interested in the agricultural growth of the section were aroused to a fuller realization of what might be accomplished along this line.

In the fall of 1929 the key bankers of the west-side counties and a committee of county agents, met at Chehalis to consider ways and means of inducing the farmers to begin this work on a large scale.

The consensus of opinion was that to bring about an increase of permanent pasture that could carry two cows to the

acre during six months of the year would be one of the greatest boosts for dairying. It would serve to cut down cost of feed and make it possible for each of the dairymen to increase his volume of business on the same amount of land. These two items, of course, are basic in the dairy industry when it comes to making a profit from an enterprise.

The contest idea was agreed upon, and the committee of county agents submitted the following recommendations as the basis of the contest:

Contest to be divided into three classes:

1. Upland permanent pasture.
2. Bottom land permanent pasture.
3. Wet land permanent pasture.



Pasture-improvement contest

Pastures entered to be judged on the following points:

1. Thick, even stand of a standard permanent pasture seeding.
2. Freedom from weeds.
3. General appearance and growth.

All entries are to be judged the first week in May, 1931.

Competition is to be on a county basis, with one or more prizes for each class for each county, with special award for county showing greatest increase in area seeded to a standard permanent pasture to each cow, according to the latest census. Each entry must contain an acre or more. County competitions are to be judged by a committee of three, appointed by the county key banker. Each entrant is to furnish a history of the field entered in competition, including previous crop, how land was prepared, date and kind of seeding, treatment after seeding.

Realizing that the ultimate value of permanent pastures is the amount of pasture provided, or the carrying capacity, the committee recommended that, following the above competition, another be held, offering awards for the greatest carrying capacity developed and for the best pasture management.

In their present condition the great fault of many western Washington pastures is that they are composed of one or

two varieties of grasses which are not the type to produce growth over a long period of time. The establishing of a permanent pasture made up of some seven or eight kinds of grasses which will prolong the pasture from the usual two to four or six months will go a long way in increasing the dairyman's net profit from the year's work.

Seven counties in western Washington have entered this contest, Snohomish County reporting that plans for seeding 1,500 acres have been completed. The county agents are directing the work, helping the farmers with information on seed-bed preparation, seeding, and management of these fields. Banks in the various counties have offered attractive prizes for the highest ranking pastures at the close of the contest in May, 1931.

The Second Club Congress

At a meeting of Mid-South Fair officials and extension agents from Arkansas, Mississippi, and Tennessee recently held in Memphis, definite plans were made for the second annual club congress for the Southern States. The congress will be held in connection with the Mid-South Fair at Memphis, September 22, 23, and 24.

Eight judging contests will be the main feature of the congress. The contests that are primarily for boys will be livestock, dairy cattle, judging poultry, and crop judging. Those for girls are on food preservation, nutrition, clothing, and home improvement. Each Southern State may send one team for each of these eight contests. The Mid-South Fair will defray all expenses of teams while in Memphis and a portion of the traveling expense.

The 4-H dairy cattle show will again be a feature of the congress. This feature of the show last year was equally as attractive as it was the two previous years when the National Dairy Exposition was held in Memphis. Liberal prizes will be offered and the 4-H dairy cattle show is expected to be bigger and better in quality.

In addition to the club members who are chosen to take part in these various activities the Mid-South Fair will extend a general invitation to all club members who can attend. The Nashville, Chattanooga & St. Louis Railway has already offered free trips to one boy and one girl from every county in Tennessee to which their road extends. If other railroads in the Mid-South will cooperate in this way the southern club congress will rank with any interstate or national club event this year.

Tourist Business Discussed

To consider problems pertaining to the tourist business, which is becoming a home industry of considerable magnitude in Vermont, conferences of home demonstration agents of that State were held in Rutland and St. Johnsbury in April. The program included problems of advertising, making the home attractive, and making the tourist so welcome and so comfortable that he will linger and come again as well as spread the fame of Vermont and particular tourist homes among his traveling friends. People interested in the business within a radius of 50 miles attended both of these sessions and contributed a great deal to the discussions on the various phases of the problems.

Mrs. Charlotte Brooks, of the extension service, talked on the planting of the home grounds so that they present an inviting and attractive appearance as the tourist approaches. How to buy canned goods intelligently and a careful study of the labels was the subject of Lillian V. Anderson's talk. Miss Anderson is home demonstration agent in Lamoille County. Mrs. Pearl Brown, of Burlington, conducted a round table, taking up many details which have to do with looking out for the wants of tourists and making them eager to come again. The matter of arranging the farmhouse kitchen so that it is the most comfortable and convenient place to do the extra work demanded in the feeding of tourists was the subject which Emma Fuller, extension specialist in home management, treated. Arranging the homes for tourists so that they are comfortable, restful, and attractive, and the details of selecting wall papers, hangings, and other furnishings to obtain these qualities in the home was the subject of a talk given by Marjorie E. Luce, State home demonstration leader.

The matter of tourist meals was discussed in Rutland by Valarie La Mountain, home demonstration agent in that county, and in St. Johnsbury by Mary C. Gilfillan, home demonstration agent of Caledonia County. Many people present at these conferences expressed the desire that similar meetings be conducted in various places in the State in preparation for the 1931 season.

Local Leaders Feel Rewarded

A study of the activities of the 326 local extension leaders in Kansas and Nebraska reveals that nearly 90 per cent of the people who give of their time and

effort in this way consider that they have been repaid. An attempt was made to learn from the leaders themselves some of the reasons why they were willing to assume leadership responsibilities and in what ways they thought they had been recompensed. There is naturally a very close relationship between the answers to these two questions.

The ways in which leaders felt they had been repaid for their leadership service easily group themselves into three classes: Personal gain (through the information obtained, recognition by their neighbors, or otherwise), the satisfaction of helping others, and a combination of the two. The first group, counting leaders in all lines of work, is more than twice as large as the second and nearly twice as large as the third. Considering the leaders in the different lines of work separately, the division is as follows: Personal gain, agricultural leaders, 45 per cent; home-economics leaders, 45 per cent; club leaders, 34 per cent.

Interest in promoting the work was mentioned by nearly half of the agricultural leaders as an explanation of their willingness to accept leadership responsibilities. An additional 15 per cent mentioned interest in the community and a desire to help others, while 22 per cent mentioned the expectation of personal profit.

4-H Leaders Training Camp

The New York State College of Agriculture at Cornell University conducted a State 4-H training camp for counselors, leaders, and camp directors for the period June 18 to 23. This was the first camp of its kind to be held in the Eastern States. It was located at Camp Barton on Lake Cayuga. The purpose of this training camp was to teach leaders delegated from the various counties the methods in camp organization and management best suited for the conduct of 4-H county camps and to give 4-H club camp leaders instruction and training in conducting such camps, with special emphasis on camp layout, equipment, staff, daily program, and 4-H ideals.

The camp provided expert instruction and illustrative material for the camp staff who are to have charge of water activities, recreation, crafts, and nature study in the county camps. By sending them to this training camp an opportunity for counties to give recognition to some of the outstanding local leaders of 4-H clubs was provided. It is believed that this experience will benefit these

leaders in carrying out a year-round 4-H club program within their counties, whether or not they have a county 4-H camp.

The daytime program for the camp was divided so that leaders attending would have opportunity for instruction and practice in any of the following activities: Camp administration, including the camp program, layout, and equipment; camp sanitation; commissary and camp awards; health activities, including first aid, social hygiene, health records, and athletic records; water activities, which included life-saving instruction, Red Cross tests, water-front safety, and programs; crafts, which included leather work, reed basketry, bracelets, portfolios, and reed work on stools; nature study and wood craft, including camp cookery; and organized recreation for all members of the camp.

The evening program of the training camp consisted of vespers and 4-H ceremonials and special camp-fire programs.

The camp was in charge of Prof. J. A. Cope, extension-project leader in forestry. Much experience in camping, in teaching camp craft and woods lore, and as leader in various projects with boys eminently fitted him for this job.

W. H. Woods, a prominent farmer of Rutherford County, Tenn., reports an income of \$3,520 from a 100-acre farm for the year 1929, according to Mark S. Womack, county agent. This income was as follows: Milk and cream, \$2,000; hogs, \$500; clover hay, \$350; red clover seed, \$330; cotton, \$250; and calves, \$90. Thirty acres of the 100 in the farm are in permanent pasture and 7 in alfalfa. The remainder of the cultivated area is used for corn, hay, and other feed crops. Mr. Woods is 71, and if he completes the crop started for 1930, he will have made 50 continuous crops.

Pennsylvania's first baby-chick show was staged at Honesdale, April 2 and 3, by the Wayne County Poultry Association and Wayne County Agricultural Extension Association, cooperating.

There were 130 entries of 50 chicks each. Ten different States—Connecticut, Iowa, Michigan, Missouri, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, and South Carolina—were represented by exhibits. A total of 8,000 persons viewed the show.

Wayne County has been the scene of unusual poultry activity in recent years, under the guidance of County Agent J. E. McKeehen.

Forestry Work With Boys and Girls

Woodbridge Metcalf, California extension forester, says that about half of the time and attention of the extension forester for the past year has been devoted to work with boys and girls, mostly with those in the 4-H clubs. As occasion offered, some work has been done with other junior organizations, as in the case of the annual tree-planting day by boy scouts of two counties and a tree-study hike for a summer camp of camp fire girls from another county. It was possible to fit this work in with appointments with 4-H club summer camps.

Development work on five forest summer-camp sites was continued during the year and further improvements are in prospect. Shower-bath houses, a water-heating system, and a hospital and general utility cabin were erected at Las Posadas; a cook house and temporary water-supply system were put in at one camp; seven 14 by 14 sleeping platforms were built at Whitakers Forest; and Kern County added a fireplace and other improvements to their county cabin. A half mile of road was built to give access to the camp site in Santa Barbara County. In addition to this work, several tentative camp sites were examined during the year.

The months of June and July were devoted to attendance at 4-H club encampments to conduct tree-study and forestry trips and assist in camp-fire and general recreational programs. A second camp-fire-lighting form of ceremony was written which emphasizes the need for care with fire in the forest and the relationship between forests and water. This and the program written in 1928 were used at many of the camps and seemed to serve their purpose very well. It is planned to write a form of ceremony during the coming spring that will take less time than either of the other ceremonies, and can therefore be fitted into the program of any evening in camp. The 4-H clubs in 18 counties were assisted with summer-camp programs this year. There was a total attendance of 1,499 club members and leaders at these camps.

The most active 4-H club forestry projects are being carried on in Santa Cruz County by the Felton Club. The members have some fine stands of redwood, Douglas fir, Port Orford cedar seedlings, and transplants ready for setting out this winter and spring. They estimate the returns on their forest nur-

series projects at more than \$200. Under the leadership of Paul Barker, assistant farm advisor, this club worked up a fine team demonstration of seed-collection analysis and sowing. The demonstration was one of the best in the State and had a fine effect when presented to the travel conference at Santa Cruz club achievement day and elsewhere.

Extension Teaching

"Giving facts is a small part of teaching," said Miss Flora Thurston, executive secretary, National Council of Parent Education, in a talk to members of the nutrition section of the Eastern States Extension Conference in February, 1930, at Boston. Miss Thurston was formerly extension specialist in nutrition in New York. A synopsis of her talk on Some Problems in Educating Parents follows:

Extension teaching has led in the field of adult education because of its insistence on the project method. The center of concern of adult education is the person, not the subject matter. The extension specialist in nutrition needs to guard against a tendency to "peddle nutrition." Her job is to teach people; her tools are the subject-matter facts. Giving facts is a small part of teaching. The real job is to get people to change, which means that the extension teacher must know the laws of learning, must know what causes people to change.

Extension problems are highly involved with the emotions. It is not known how adults learn in fields involving emotions. So far, little experimental work has been done along this line in adult education. There are two types of thinking with which extension workers have to deal: Logical (scientific, directed, intellectual thinking); and emotional (bound up with feelings).

The field of the extension worker in home economics is highly charged as far as emotions are concerned, since emotions such as love and fear enter into all problems of family life and the rearing of children.

The extension specialist needs first to be a generalist and secondly a specialist in order to sense that what appears on the surface to be a nutrition problem may be an economic problem, a household problem, or a sleep problem. The specialist's advice may produce a pernicious effect when she isolates one problem. One responsibility of the professionally trained leader is to diagnose the need of the individual, whatever the local manifestations may be.

American Home Economics Association

Over a thousand persons were registered at the twenty-third annual meeting of the American Home Economics Association held in Denver, Colo., June 24 to 28, 1930.

The central theme of the meeting, "The Modern American Family and Its Home," was discussed from the point of view of both children and adults in the home. Speakers at the general sessions included A. L. Threlkeld, superintendent of city schools, Denver; Dean Margaret Justin, president of the American Home Economics Association; Martha Van Rensselaer, assistant director of the White House Conference on Child Health and Protection; John Nolen, architect and city planner of Cambridge, Mass., and Prof. Dwight Sanderson, of Cornell University, who made a plea for a "science of the family."

At a special session devoted to the White House Conference on Child Health and Protection, the cooperation of home economics in the conference was brought out under the chairmanship of Dr. Louise Stanley, Chief of the United States Bureau of Home Economics and chairman of the subcommittee of the conference on family life and education.

At smaller group meetings special attention was paid to such phases of the family and its home as family relationships, family economics, the house, food and nutrition, and textiles and clothing. Speakers included Dr. Lee Vincent, of the Merrill-Palmer School; Dr. Faith Williams, of the United States Bureau of Home Economics; Bleecker Marquette, of the Cincinnati Better Housing League; Dr. Mary Swartz Rose, of Columbia University; and Mrs. Pauline Beery Mack, of Pennsylvania State College.

There were also meetings of workers in such fields as elementary and secondary schools, colleges, and universities, research, extension, social welfare, business, and home making.

Newly elected officers are: President, Frances Swain, supervisor of home economics in the Chicago Public Schools; vice president, Cora Winchell, Teachers College, Columbia University; and secretary, Frances Zuill, University of Iowa.

The 1931 meeting will be held in Detroit, Mich., during the week of June 22.

The Association of Land Grant Colleges will hold its annual meeting in Washington this year during the month of November.

Better Pictures in Arizona

Characterizing the camera as a most unprofitable investment in Arizona to date, Director P. H. Ross has enlisted his entire force in a plan which he believes will result in a general improvement in the quality of extension pictures taken throughout the State. The agents have been asked to submit good, representative extension pictures taken in the counties, from which the best will be selected to illustrate the annual report of the Arizona Extension Service.

In a letter which Director Ross has sent to the extension agents he states:

In order to add some interest to the matter, I will offer as first prize the use of the best picture as the frontispiece of the annual report, with full credit being given to the individual who secures the picture. An explanation of the contest will be given in order to show that the picture excels in a competition involving the whole extension service. The picture for this purpose should preferably illustrate some demonstration in connection with a regular project of the individual concerned. It should show a group of people in action in connection with that demonstration. In addition, it will be judged from the standpoint of beauty; from the standpoint of excellence, as the photographer sees it; and from the standpoint of telling a story fully, concisely, and accurately.

Each picture used throughout the text will be credited to the individual supplying it. We could use a few pictures of scenic interest and a few of a general nature, but for the most part they should relate directly to our work and illustrate some phase of it. The pictures will be judged by a committee of three outside the extension service, made up of a photographer, a newspaper man, and another individual to be chosen by these two members.

Summer Course at Wisconsin

Of the 37 students enrolled in the extension methods courses given at the University of Wisconsin during the 1930 summer session, 31 are experienced extension workers. Twenty-nine are now engaged in extension work, while the other two are holding closely allied positions. In comparison with the attendance at the extension methods courses given during 1929, this number represents better than a 50 per cent increase in attendance of extension workers.

The enrollment from outside the State of Wisconsin is also more than 50 per cent larger than during 1929. The 1930 enrollment includes representatives from the 12 States of Arkansas, Georgia, Maryland, Massachusetts, Missouri,

Montana, Oklahoma, Oregon, Pennsylvania, South Dakota, Vermont, and Wisconsin, and one foreign country, South Africa. Six members of the 1930 class are supervisors of county extension agents, 6 are subject-matter specialists, 17 are county agricultural and home demonstration agents, 1 is a branch experiment station director, 1 is secretary of a State breed association, 1 is a county school superintendent, 1 is a high school principal, and 4 are graduate students. Four members of the extension classes are women and 33 are men.

This year's courses are given by M. C. Wilson, of the Federal Extension Service, assisted by W. W. Clark, of the Wisconsin Extension Service, as a part of the work of the agricultural education department of the Agricultural College, J. A. James, assistant dean, in charge.

Ensembles for Sunny Days

Just off the press, the latest leaflet of the Bureau of Home Economics on children's clothing, illustrating and describing four sun ensembles for the very young. Patterns for the boy's and girl's



self-help outfits reproduced by a commercial company from designs furnished by the Bureau of Home Economics, are already on sale at local agencies of the company or in New York headquarters. The Bureau of Home Economics itself has no patterns to sell or to send out free. The free leaflet, though, is available to clothing leaders and home makers. If a quantity is desired for extension work, order in the usual way through the Office of Cooperative Extension Work.

Mother and Baby Clubs

There are three mother and baby clubs in San Bernardino County, Calif., says Mary M. Richardson, home demonstration agent. Babies are enrolled as soon as born. Last month four were added to the list of members.

One of the result demonstration meetings was a combined work and play day in Sylvan Park, Redlands. Each child old enough to play was dressed in a sun or bath suit and sent to the lawn with big rubber balls. When one of the balls rolled away it came to rest under one of the lawn sprinklers, which was the signal for baths all around. This kept the children busy while the mothers held their meeting. At lunch time all were served the same meal, which had been carefully planned to include the best foods for little people, so prepared as to retain their good qualities. The milk was contributed by one of the best dairies in the county, and the cooked foods prepared under the direction of one of the trained home department women.

The automobiles were parked nearby, so when nap time came they could be used for beds for the younger members, while the older children played on the swings. Two grandmothers helped take care of the children while the mothers attended the talks and demonstrations.

Moves to New Offices

Extension workers who have been accustomed to visit the Bureau of Home Economics in its commodious quarters on the Union Station Plaza will now find it on the ninth and tenth floors of the Earle Building, Thirteenth and E Streets, NW. The move was necessitated by the Plaza park development plan which calls for the razing of the temporary buildings put up during the war as hotels for women. Permanent quarters for the Home Economics offices and laboratories will eventually be provided, according to present plans, in the next building to be erected in the Department of Agriculture group.

Events of Extension Interest

South Dakota State Fair, Huron, September 8-12.

South Dakota annual extension conference, Brookings, October 20-25.

Camp Vail, Eastern States Exposition, Springfield, Mass., September 14-20.

Pan-American Congress, Washington, D. C., September 8-20.

VISUALIZE YOUR EXTENSION TALK



Here are a few illustrations from some of our 100 film strips that will help your audience to understand points brought out in your discussions

Look over your program for the year. ~ ~ ~ Which phases are you going to emphasize this fall and winter? ~ ~ ~ You will undoubtedly want to talk about these phases often and long. ~ ~ ~ Why not let some of our film strips help you out? ~ ~ ~ They sell for 35 to 75 cents each. ~ ~ ~ If we do not have the strips that exactly fit your needs, it is a simple matter for you to organize a series of your own. ~ ~ ~ Simple and also inexpensive. ~ ~ ~ For a catalogue of available film strips and prices, and for information on organizing series, write to the

OFFICE OF COOPERATIVE EXTENSION WORK
EXTENSION SERVICE, UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.





Agriculture is the most ancient,
the most necessary, and one of the
most honorable of all human occu-
pations. It not only serves to feed
and clothe the Nation, but for
many generations it has produced
most of the Nation's leaders in
every useful occupation.

—ARTHUR M. HYDE,
Secretary of Agriculture.



Extension Service Review



Vol. 1, No. 6

OCTOBER, 1930



THE FARM VISIT IS A VITAL EXTENSION CONTACT

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
This Summer's Drought - - - - -	81
Outlook Reports - - - - -	82
Progress in Cooperative Grain Marketing. <i>E. J. Bell, jr.</i> - - - - -	83
Agricultural College Editors Association Meets in Capital - - - - -	84
The Economic Background for Program Building. <i>C. E. Brehm</i> - - - - -	85
4-H Food Club Program - - - - -	86
Spray Information Service - - - - -	87
Editorials - - - - -	88
The Extension Director, His Duties and Responsibilities. <i>C. E. Ladd</i> - - - - -	89
A Farming Special - - - - -	90
The New Commodities Act - - - - -	91
Nebraska 4-H Club News Reporters - - - - -	91
Teamwork in Wisconsin Agriculture - - - - -	91
Terracing in Texas - - - - -	92
Extension Work in Alaska - - - - -	93
Field Activities - - - - -	94
Service Information - - - - -	96

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent direct to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., OCTOBER, 1930

NO. 6

This Summer's Drought

This summer's drought has been the worst since records were established by the Weather Bureau, United States Department of Agriculture. The seriousness of the drought was brought to wide public attention when the August crop report by the United States Department of Agriculture was issued on August 11. Declaring that crop prospects in the United States had declined nearly 7 per cent during July as a result of drought and hot weather, the crop reporting board said:

A rather wide belt from the Middle Atlantic States westward to the Mississippi Valley has had the driest growing season on record, while the shortage of rainfall for June and July in some south Central States was far greater than for any previous year for which records are available.

The seriousness of the situation is not in the national total of current prospects but in the critical condition prevailing in certain States. The damage from drought has been most serious in the drainage areas of the Ohio and Potomac Rivers, in the central and lower Mississippi Valley, and in parts of the northern Great Plains area.

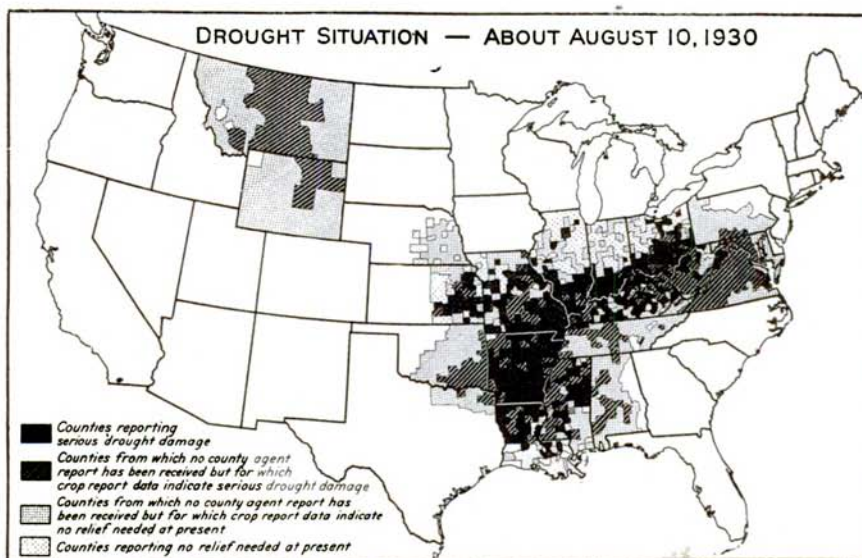
The corn crop is expected to be the smallest since 1901. The hay and grain sorghums, which, together with corn, make up half of the total acreage of crops, seem likely to be the smallest crops in more than 10 years. The feed shortage is accentuated by pasture far poorer than in any previous summer month for 50 years or more, with many farmers already compelled to feed hay and new corn.

Immediate public concern was felt over the prospective food supply and the distress of farmers in the drought-stricken areas. Secretary Hyde, in order to get fullest details of conditions in local areas, dispatched telegrams to approximately 800 county agricultural agents for information as to the extent and effects of the drought in each county. The replies were analyzed, tabulated, and card indexed by counties, and this record formed the basis of subsequent Federal action. The accompanying map was prepared to show visually the scope of the drought.

A conference of governors of States in the affected area was called by President

Hoover, and a 9-point plan of relief was formulated in which both State and Federal agencies would cooperate. Subsequently, President Hoover called a conference of bankers at which plans were devised for extending credit to farmers in the drought-stricken area. The Interstate Commerce Commission, meanwhile, had authorized a reduction of about 50

drought upon food prices. Unofficial reports of food profiteering and of the dumping of livestock were widely published and official confirmation of these reports was sought from the United States Department of Agriculture. The Bureau of Agricultural Economics, United States Department of Agriculture, made a study of shipments of fruits and



per cent in freight rates on feed shipped into the drought area and on livestock shipped out to be fed.

One hundred and ninety-eight counties in Virginia, West Virginia, Maryland, Ohio, and Indiana were named by Secretary Hyde on August 13 as a partial list of those areas in which the drought had resulted in a serious shortage of feed for livestock, and this list was sent to the American Railway Association in order that the emergency freight rate authorized by the Interstate Commerce Commission might be put into effect at once. Secretary Hyde then authorized the county agricultural extension agents in the designated counties to approve applications for the reduced freight rates.

The fact of the drought and the action to be taken by State and Federal agencies having been made known, interest turned largely to the effects of the

vegetables to market and learned that the volume of daily movement was in line with normal seasonal conditions. Wholesale prices of most vegetables were running considerably below prices at the same time last year, and wholesale prices of fruits were about the same as those of a year ago.

The Bureau of Agricultural Economics investigated the situation with regard to livestock marketing and on August 16 announced that:

Little evidence of forced marketing of livestock because of the drought appears in reports from local representatives at 18 of the leading livestock markets. In many instances stockmen are holding back stock that might now go to market if prices were more favorable. Prices of all livestock have declined materially in recent months because of weakened consumer demand. In the sections that have been hit the hardest by the drought it is probable that some stock may go to mar-

ket that otherwise would be retained on the farm if feed and pasturage were more plentiful. These sections, however, have only a small proportion of the country's livestock supplies.

The bureau, in a survey of supplies of hay in surplus producing areas, found that there were available for shipment into the drought-stricken area several thousand carloads of hay, and published a list of addresses of shippers from whom hay could be bought. Additional and broader surveys are to be made from time to time by the bureau as hay supplies in near-by areas become exhausted.

Considerable interest centered also in the prospective supply of crops for canning, and although the crop reporting board, on August 23, made downward revision in forecasts of production of canning crops of sweet corn, tomatoes, and snap beans, as of August 15, that showed the production to be below that of last year, the figures disclosed prospective supplies of tomatoes and snap beans above the 1924-1928 5-year average. Tomatoes for canning or for manufacture were forecast at 14 per cent more than the 5-year average production; and the production of snap beans was nearly one-half larger than the 5-year average. The yield of sweet corn, however, is expected to be the lowest on record for the last 10 years.

Crop prospects in the United States declined 2.5 per cent during August as a result of excessively hot weather, a continuation into August of the record-breaking drought in most of the States affected in July, and an extension of drought injury northward into States that had not previously suffered severely.

A wide variety of late crops was affected. Prospects for corn declined by 229,000,000 bushels, or 10 per cent; potatoes, by 34,000,000 bushels, or 9 per cent; beans, 11 per cent; grain sorghums, 11 per cent; hay, 1.3 million tons, or 1 per cent; buckwheat, 23 per cent; and vegetables for canning, 7 per cent. Tobacco, flaxseed, soybeans, cowpeas, sweetpotatoes, sorgo and cane for sirup, broomcorn, grapes, cabbage, and various northern vegetables showed important declines. Pastures which were the poorest on record a month ago declined to a new low record on September 1, and milk production per cow, largely as a consequence, was reduced 6.4 per cent below production on September 1 last year. Egg production per hen is also sharply lower in the drought-affected States, and on September 1 averaged about 6 per cent less than a year ago.

On the other hand, several important crops seemed to be yielding heavier than had been expected the month before, in-

cluding small grains, sugar beets, and some fruit crops.

The feed shortage had developed into a national rather than a local problem, according to a summary of the special feed survey made by the Department of Agriculture during the third week in August, issued on September 5. The situation had become more critical in the areas first affected and new areas to the north had suffered. The reports showed that the corn crop suffered further serious deterioration during the first three weeks of August, deterioration being shared by all States east of the Missouri River. Pastures which on August 1 were poorer than in any summer in 50 years had deteriorated still further during the first three weeks of August. The hay crop was short, and the failure of pasture had compelled many farmers to start feeding their livestock. The feed supply was reported as shorter than in any year since 1901. Considering the extent of the area affected and the numbers of livestock now on farms, the situation was regarded as probably more serious than in 1901, and adequate moisture for crop growth was still lacking in most of the drought area.

An analysis of the feed-survey schedules tabulated indicated that for the 28 States covered the supplies of feed grains and hay per animal unit were only 70 per cent of the 5-year average production. For the feed grains—corn (including corn silage), grain sorghum, oats, and barley—the supplies were only 68 per cent, and for tame hay and wild hay the supplies were 78 per cent. In the computation an animal unit was taken as 1 horse, 1 mule, 1 milk cow, 1½ other cattle, 8 sheep, and 7 hogs. For each such unit there were available supplies on August 20 of 1,680 pounds of feed grain expressed as equivalent pounds of corn, compared with a 5-year average production of 2,480 pounds, also 660 pounds of hay expressed as equivalent pounds of corn, compared with a 5-year average of 850 pounds. This made a total of 2,340 pounds of these feeds combined, compared with a 5-year average production of 3,330 pounds. Computing the supplies of hay in tons per hay-consuming animal—that is, omitting hogs—supplies on August 30 were 0.096 tons compared with 1.25 tons, the 5-year average production.

A potential source of feed was present on farms in the supplies of wheat still not sold off farms. The reports indicated wheat supplies in the 28 surveyed States to be the equivalent of 370 pounds of corn per animal unit. Relative to feed requirements these supplies of wheat are not large, however, in any of the more

seriously affected States except Maryland. Even the total supply of wheat in the United States as a whole is not sufficient to offset the deficit of feed grains.

An analysis of the returns indicated no general intention on the part of farmers to dispose of breeding stock. Even in the areas where the feed situation was most critical most of the farmers expressed an intention to buy feed rather than liquidate their livestock herds at current prices. In the areas where the reports indicated some surplus of feed about the usual number of farmers expressed their intentions to buy livestock rather than sell their surplus feed.

Farmers were asked to state their intentions with respect to the purchase and sale of feed. While some farmers were unable to estimate their purchases because so largely contingent upon credit arrangements, the comments from the more seriously affected States indicated a determination to make the minimum purchases of feed and to carry livestock through the winter on light rations with the closest possible utilization of all straw, fodder, and other roughages.

The extent and seriousness of the drought is seen when we note that in all, 943 counties in the States of Alabama, Arkansas, Illinois, Indiana, Kentucky, Louisiana, Maryland, Mississippi, Missouri, Montana, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas, Virginia, West Virginia, and Wyoming have been designated officially as eligible to receive reduced railroad rates on shipments of feed into the stricken areas and of cattle out of these areas.

Outlook Reports

The summer outlook report on poultry and eggs was issued July 24, and copies mailed immediately to all extension workers by the Bureau of Agricultural Economics, United States Department of Agriculture. The report was issued in mimeographed form only and is not available in any printed form.

The outlook for sheep and wool was issued August 4 and distributed to extension workers. Likewise, the beef-cattle outlook appeared on August 25 and was given the same distribution.

Other reports to come this fall are those on feed grains, September 5; hogs, September 15; and feedstuffs, September 22.

The Bureau of Agricultural Economics is revising the charts which have appeared in outlook-chart books for 1929 and will be able to supply on relatively short order enlargements for extension-leader work.

Progress in Cooperative Grain Marketing

E. J. BELL, Jr., Grain Section, Division of Cooperative Marketing, Federal Farm Board

Increased activity in terminal markets has been characteristic of the development of grain cooperatives during the past several years.

Before discussing the present development of large-scale organizations it is necessary that we should consider the development in cooperative marketing of grain at local shipping points. Shortly after the Civil War, when prices began to decline, farmer organizations such as the Grange, Alliance, and the Wheel promoted the establishment of cooperative elevators. Some of the elevator associations which started in the period between the Civil War and the turn of the century are still in operation. The great expansion of farmer elevators, however, came in the period from 1900 to 1920, 1919 and 1920 being the years of largest organization activity. It is estimated that about 4,000 of these organizations are now operating, the number not having changed appreciably since 1920. The volume of business handled by farmer elevators amounts to about 550,000,000 bushels of all grain annually or about 36 per cent of all the grain moving in market channels in the United States.

Within the past 10 years we have seen the expansion of cooperative activities into the terminal markets. Within this period 14 wheat pools have been organized. The general character of the wheat pools is so well known that it will not be necessary to dwell at length on this type of organization in the present article. Of these 14 wheat pools which have been organized, 7 are still in operation. As shown in the table below, the wheat pools reporting their volume of business to the Division of Cooperative Marketing handled around 17,000,000 bushels of wheat in the 1926 crop year and around 15,000,000 bushels of the 1928 crop. Data on the 1929-30 crop are not complete at the present time.

Within this same 10-year period the cooperative commission company or sales agency has also become a very popular type of grain marketing organization. Sales agencies handle wheat and other grains not only for the farmer elevators but also for farmers who ship direct. The grain sales agencies have expanded rapidly, especially within the past three or four years, handling about 15,000,000 bushels of wheat in 1925 and around 48,000,000 bushels in 1928-29.

TABLE 1.—Volume of business handled by wheat pools and grain sales agencies, 1925-1929 crop years¹

Crop year	Pools	Sales agencies
	1,000 bushels	1,000 bushels
1925-26.....	18,824	14,891
1926-27.....	17,495	24,514
1927-28.....	12,336	30,922
1928-29.....	14,880	47,609

¹ From data collected by R. H. Elsworth, Division of Cooperative Marketing; data include all organizations reporting for crop years specified.

Volume of Business

It will be seen from the above discussion that the volume of business handled by grain cooperatives is considerable. The chief reason why these organizations have not been able to serve the farmers to the best advantage in the past has not been for lack of volume of business handled by the cooperative movement as a whole. The thing which has been needed by the grain cooperatives was not more volume of business but greater coordination of effort. The individual farmer elevators put their wheat on the terminal market in competition with one another. Pools and sales agencies often solicited the business of the same farmer. Therefore, much of the energy of cooperative activity has been spent in competition among different types of organizations.

It is to bring unity of effort among grain cooperatives as well as to eliminate useless duplication and competition that the Farmers National Grain Corporation has been formed. This organization now has 26 stockholders, consisting of all of the wheat pools, 7 in number, practically all of the cooperative sales agencies, and a number of new regional organizations and elevator associations that have been formed within the past 12 months.

This should enable the Farmers National Grain Corporation to perfect a tremendous organization even without increasing the total amount of grain handled by cooperatives. With the organization of cooperatives in regions where none exist at present, this expansion will be still larger. With the expected growth during the next few seasons it seems likely that this organization will control, through its various stockholders, over half of the grain which enters into market channels in the United States.

Such an organization presents at once an opportunity and a responsibility on the part of the American wheat grower. It presents an opportunity for him to market his grain through his own organization; it presents an opportunity for the farmer to have much greater control over his marketing machinery than he has ever had before; it presents an opportunity for the farmer to secure the benefits in the form of profits from the operation of efficient grain marketing machinery. At the same time, if the farmer is to obtain the greatest possible benefit from such a large-scale organization, it is necessary that individual farmers should exercise more intelligent and personal direction of the policies of their cooperatives, both local, regional, and national, than they have been disposed to take in the past. It is a movement which calls for the highest type of leadership and business ability that the farmers are able to develop.

This movement also presents a challenge to the Extension Service of the United States Department of Agriculture to keep growers thoroughly informed concerning the marketing system and methods of handling grain. Such educational work can be carried on without antagonizing any existing agency. Intelligent and informed membership is essential to the success of the cooperative grain marketing program. Through their close personal contact with the growers, extension agents are in a position to assist in developing the farmer leadership necessary to make this national program a permanent success.

The poultry project, because of its adaptability to small areas of land and because of the small outlay necessary to make a beginning in the work has become one of the most popular 4-H enterprises. One hundred thousand boys and girls now engaged in poultry activities own 2,000,000 birds.

S. B. Murray, county agricultural agent, Lincoln County, Wyo., reports: "Over 3,000 turkeys were shipped out of Star Valley during the 1929 season. The turkeys were hauled in a truck to Montpelier, Idaho, where they were loaded in cars. This method is far superior to the old method of loading in boxes and barrels, as it eliminates the extra hauling charge on containers, saves time in handling, and turkeys reach their destination in much better condition."

Agricultural College Editors Association Meets in Capital

Representatives from the information services of 36 agricultural institutions, coming from 31 States, upon invitation from Milton S. Eisenhower, director of information of the United States Department of Agriculture, met with the department's editorial personnel, August 26 to 28, for the eighteenth annual meeting of the American Association of Agricultural College Editors. The secretary's conference room in the new administration building was used for the meetings of the association during the week.

The Secretary of Agriculture Arthur M. Hyde and Charles S. Wilson, of the Federal Farm Board, addressed the association. Each emphasized the large dependence which his organization places upon the active help of the editors in inducing farm people to think about and act upon the important issues now before them. C. W. Warburton, director of extension work, presented his conception of the responsibilities which the extension editors should carry.

Professional improvement, of what it may consist and how it may be obtained, was the theme for a symposium to which one session was devoted. Most of the speakers agreed that the agricultural editor is a specialist in the communication of ideas rather than in the technique of any one line of agricultural work. The editor's sabbatical or other postgraduate studies, it was agreed, should be planned to further develop his understanding of farm people and farm conditions and to bring his knowledge up to date on the methods proved most efficient in the presentation of facts.

Need for home-economics information, according to a number of speakers, is keenly felt by home makers generally, and provision for making it available will undoubtedly be pushed by the land-grant institutions to keep pace with the development of research in home-economics lines.

Other subjects considered were the publication of results of research, train-

ing county extension agents in news writing, allotment of printing funds, and possibilities for a publications exchange among States.

Maj. Gen. Charles M. Saltzman, chairman of the Federal Radio Commission, discussed educational broadcasting at the special conference on land-grant college radio problems that followed the regular association program. Commissioner Saltzman explained the growth of the present structure of the broadcasting industry

equipment and providing talent to make most effective use of the equipment.

Editors and other radio representatives from 22 States who attended the radio conference joined in requesting the executive committee of the association to make such a conference an annual feature of the association's meeting.

Sixteen States competed in exhibits of their information output. Winnings in the 12 classes of the contest represented practically every competing institution.

Sweepstakes were won by the information service of New York State College of Agriculture, Cornell University, Ithaca, N. Y.

Judges of the contest, Byron Price, chief, Washington Bureau, the Associated Press; Lincoln C. Lounsbury, managing editor, Guernsey Breeders' Journal; and DeWitt Wing, associate editor, The Rural New Yorker, stated that this year's exhibit had entries by individual institutions in a larger number of classes than any previous exhibit that they had seen. Judges and visitors commented on the advance made in the

THE EDITOR AN IMPORTANT FACTOR IN EXTENSION PROGRESS

The agricultural college editor is the link between the man who knows and the man who wants to know. Only recently has it been realized that this strategic point needs a trained specialist—one not only with ability to translate scientific facts into plain, readable, accurate language, but with breadth of view, an aptitude for organization, and a keen and accurate understanding of human nature.

College and department work together best when each knows the other well. We of the department feel that the opportunity for furthering acquaintance between the college editors and the department which the Washington, D. C., meeting of the editors gave, was of mutual advantage. We of the Extension Service feel that it means a good step forward in extension work. It combined the stimulus of new professional thought and inspiration that is the essential function of such a meeting with first-hand knowledge of the resources, the plans, and the people that make up the United States Department of Agriculture. We are glad to have had the editors meet with us; especially glad to have had them at this time when the farm situation has become national in aspect and frank discussion of agricultural issues is indispensable. We hope the association may visit us again.

C. W. WARBURTON,
Director of Extension Work.

and pointed out why it is that the commission has difficulty in granting changes in power and frequency assignments to educational or any other stations. He asserted that whenever the commission issues orders for changes the effect is like that of a ball striking a group of tennis. Conditions of congestion in the broadcasting spectrum make it impossible to change conditions in favor of one station without adversely affecting other stations. The injured stations take their grievances to court, and the commission's hands are tied with stay orders, General Saltzman explained.

Specialists in agricultural broadcasting of the big networks and big commercial stations gave the slant of their organizations upon the relation of the State college to farm and home broadcasting, as did department radio workers. Radio specialists of the colleges presented the primary radio problems of the land-grant college in securing radio broadcasting

methods of setting up the exhibits over those of earlier meetings. The exhibits were on view in the patio of the new building throughout the week and drew the attention of many visitors to the department. Association members and department workers might be seen studying the exhibits at practically all times throughout the week.

Officers in charge of the 1930 meeting were Bentley B. Mackay, Louisiana State University, president; W. C. Palmer, North Dakota Agricultural College, vice president; and Roger DeBaun, New Jersey State College of Agriculture and Mechanic Arts, secretary. New officers elected at the August meeting are: E. R. Price, Virginia Polytechnic Institute, president; Roger DeBaun, vice president; and C. D. Byrne, Oregon State Agricultural College, secretary. The invitation of Oregon State Agricultural College, Corvallis, Oreg., for the next place of meeting was indorsed by the executive committee.

The Economic Background for Program Building

C. E. BREHM, Assistant Director, Tennessee Extension Service

An extension program must fit the needs of the people in the county or region for which it is made as a guide to improvement. This means it must be intelligible, economically sound, and practical in application to conditions as they exist. It must reflect the viewpoint of rural people who are to benefit from it. Unless the extension program does meet these conditions, people will put into practice its tenets slowly and with caution. Little progress will result; there is no valid reason why people should put into practice the tenets in any program unless it is plainly obvious, there is something to be gained.

Background for Programs

An extension program for a county or region can be made only after considerable study and thought; the result of the analysis of many statistics, conditions, and human factors that are most complex to measure. Even then it is necessary to proceed with great caution, for the same program will not fit all people in the county or region. Such a program necessitates farm-management studies or surveys which make known actual farm conditions as follows: (1) Crops and products most commonly grown; (2) relation, or combinations of crops and livestock that give the most profitable total farm income; (3) production practices that give the most profitable income; (4) financial condition of farmers; (5) working capital; (6) credit facilities; (7) relation of labor to crops and livestock production; (8) prices farmers get for their products; (9) manner in which products are marketed; (10) transportation and communication facilities; (11) intelligence; (12) local and foreign demand for certain products; (13) transportation costs; (14) cost of maintaining the family; (15) equipment available; (16) taxes; (17) in brief all the facts that give intimate knowledge of conditions as they actually exist on all types of farms in a region or community.

Such data may be secured from census and crop reports, experiment station surveys and research, and from special surveys into actual farm conditions. The most fruitful source of much of this data is from farm-account demonstrations conducted by farm management specialists in cooperation with farmers

in many counties. In the Tennessee Extension Service such demonstrations are arranged through the county agent. The county agent gives the demonstrator a farm account book with the understanding that a record of expenses and income for all commodities grown and sold, the expenses of the family, and the assets of the farm inventoried at the end of the year are to be kept and the book turned in to the farm management office at the end of the year for analysis. Later, it is returned to the demonstrator. Throughout the year the county agent, assisted by the specialist, keeps in touch with the demonstrator at periodic intervals to see that the record is being kept properly.

At the end of the year the farm account books are analyzed by the farm management specialists. They give a pretty good picture of the farming operations and life on an individual farm. By averaging and comparing a large number of records from a county a rather accurate picture is given of the system of farming and farm life that is most profitable and comfortable in the county. Unfortunately the records give only a fairly accurate picture as they represent only best farms in the county, which comprise about 10 per cent of the total number; it is the owners of such farms who usually undertake a demonstration of this kind. Farm-account demonstrations do not give an accurate picture of the other 90 per cent, which includes farmers who lose money or who make only an indifferent living. To make the data complete there should be actual farm records of all of these types of farms. We shall get this in the course of time.

We in the Tennessee Extension Service feel that we have taken a step at least in the right direction in so far as we have gone with farm-account demonstrations, since they give a basis on which to begin to build a program. The records come from farms which are usually operated successfully, and this is an indication that other less-successful farmers would attain a greater degree of success by following the same plans.

Farm Management Data

To acquire such data requires much time; many years, in fact. We may well reconcile ourselves to this, but in the

meantime data are constantly accumulating which give us a broader and more comprehensive picture of the actual agricultural conditions in a county or region. These data make it possible to adjust and improve our program so that it more accurately reflects the farmers' viewpoint, and is in keeping with their real needs. Without such facts except in strictly production practices an extension organization is working in the dark. In my opinion any intelligent and really useful rural-life program must be predicated on such data. For this reason it seems to me that farm management studies should constitute the most important phase of extension work until a wealth of such data is acquired. Lack of sufficient data in our organization is a great handicap at present in formulating a sound program and was a greater handicap in the past when we had far less data than we now have. It was responsible, and still is, for the fact that many of our programs have not gotten universal support and adoption by farmers. Because of this lack of data it is probable we did not understand their problem.

Coverlet Weaving

"Mrs. Mary Babb of Benton County, Ark., a local woman and an artist in coverlet weaving, was anxious to pass her patterns on to younger women so that the patterns might not be lost to the future; so she donated her loom to the county home demonstration agent and agreed to teach a school in coverlet patterns provided only women who meant business were enrolled," says Mrs. Esther G. Kramer, home demonstration agent.

March 3 through 8 were the dates set for the school. Two looms were installed and Mrs. Babb and her daughter, Miss Effie, began work with nine women from Benton and Washington Counties. Five of these women had looms of their own and the others had access to looms. They all mean to work earnestly at this project and "put it across."

The week's work consisted of taking down and setting up a loom, winding the warp beam, threading the heddles and reeds, and weaving several old patterns. They do not plan to invent new patterns or color combinations but mean to hold strictly to the reproduction of old colonial coverlets. The women put on an exhibit of woven, braided, and hooked rugs; and quilts, pillows, and coverlets of old patterns in connection with the school.

4-H Food Club Program

Increasingly gratifying reports are being made concerning the progress of the food-club program throughout the United States. A summary of these reports indicates that the food-club program is having marked influence upon the improvement in general health conditions of rural America as well as having an important beneficial effect with regard to family and community relationships. Four-H club members now are not only learning how to select and prepare proper foods for themselves according to a food habits score, but they are assuming their share of responsibility in the home for carrying out such a program as well as demonstrating to the community what they have learned. Both boys and girls are expressing a keen appreciation of what is being given them at State and county short courses and at club meetings regarding home courtesies and general entertaining. Moreover, reports indicate that club members are quick to take advantage of suggestions as to what they can do to make life in the home pleasanter and more comfortable, especially at mealtime when the family is together. Members are taking a keen delight also in learning to prepare proper food for their younger brothers and sisters and in developing in them a desire for certain foods necessary to the building of strong bodies.

Throughout the work a standard for wholesome girlhood and boyhood as well as a knowledge of food selection and preparation are being constantly emphasized. The early years of the club period are a valuable time in which to establish or reenforce proper food habits. The adolescent boy or girl needs good food and plenty of it in order to develop well both physically and mentally. Yet it so happens that the appetite is often freakish during this very period. If correct food habits are formed earlier, however, they are likely to continue during this critical time. Hence food work among the younger club members is being emphasized. At the present time there seems to be a trend for the older club members also to take part in planning and helping to make available a family food supply necessary to meet the requirements of the food-habits score.

It is probably true that food-club work offers more different and interesting activities than any other phase of the 4-H club program. It is closely interwoven with the food-preparation, gardening, and general health work, and it can be approached from many angles. In some

States food-club members are required first to keep a food-habits score card for at least one week. These are then analyzed and from them a program formulated to meet their individual needs. Such programs usually emphasize the use of milk and other dairy products, the use of fruits and green vegetables, and the use of cereals. Other phases of the food-club work that may need special attention are also included. In many States reports show that the food-club work centers around the planning and preparation of simple meals, based upon



Club members demonstrating what to eat

the findings of the food-habits score cards. Girls not only learn to prepare and serve meals but often do a fair share of housework in accordance with their age and ability. In this way mothers feel repaid for the inconvenience caused by their daughters' inexperience in food selection when beginning the work.

Several States now have food-club programs planned especially for boys. The interest of the boys is usually centered in cooking for camp or in the preparation of a hot dish at noon for school days. In counties having a well-defined county extension program, reports indicate that much interest is manifested when club members are made to feel that they have a definite part and responsibility in helping to plan and carry out those phases of the program relating to food and nutrition work. In this way, because of their whole-hearted effort, they usually

become genuinely interested at an early age in the general county extension program.

Program Suggestions

The following suggestions for the formulation of a food-club program were recently offered by Miss Miriam Birdseye and Miss Gertrude L. Warren, of the United States Department of Agriculture. These suggestions may prove helpful in checking food-club programs already under way as well as in formulating new ones.

1. Four-H foods and nutrition programs should be so flexible that they may

be adapted easily to conditions in different parts of the State, to groups of different age or economic status, and to the ability of the local leader. Such programs should take into consideration the expressed interests of the young people determined through discussions, visits to the homes, and simple questionnaires. Programs for club meetings should be formulated by the club members themselves under the guidance of trained adult leadership.

2. Each member enrolled in food-club work should take herself as her own important problem. She should check her food habits at regular intervals according to the food-habits score card and should set herself to bring about the necessary improvements. If the scores indicate that the members of any club are receiving an inadequate diet along any line, the program should be adapted

in that club to assist them to bring about the necessary improvements.

3. While it is not urged that club members concentrate exclusively on food-club work for four years, it is believed desirable for a club to continue in food-club work for at least two years. This period seems necessary to develop standards, skill, and independence; to give facility in meal planning, and to establish good food habits not only for the club member but for the family. It also allows time for club members to overcome obstacles within the family and the environment, and to demonstrate in a convincing manner the effect of improved food habits upon growth and fitness.

4. Organizing and carrying on food-club work may present many difficulties in relation to the home. The obstacles most frequently encountered should be analyzed and considered in formulating any program.

5. By having the planning, preparation, and serving of a meal as the central idea of a food-club program, a larger variety of useful and interesting information can be grouped about it, and more satisfaction gained than is possible when the work is organized around the preparation of a series of foods or food groups. Selection of china and table linen, arrangement of the centerpiece, table setting and serving, the duties of a hostess in greeting and making guests feel comfortable, as well as the introduction of the club member's mother to visitors in the home are among the points that may be included in a program organized around the meal unit. The planning of the meal may involve food selection not only to satisfy score-card requirements but also from the angle of cost and of time expended in preparation and service. Such a program may be simplified for young and inexperienced members or permit of unlimited expansion for the older girl.

6. The so-called lunch-box clubs, breakfast clubs, and supper clubs are among the most satisfactory for young girls when the meal is used as a nucleus for the program. The advantage of the supper club lies in the fact that the girl usually returns from school in time to take some part in preparing the meal and that it readily adapts itself to simple entertaining.

7. A well-rounded food supply and a systematic food-preservation plan are necessary if the farm family is to have meals which are nutritionally adequate and at the same time fall within the means of the average farmer. Work planned to cover two years should include at least a discussion of an adequate food supply and a systematic food-preserva-

tion plan. It is urged that the family food-preservation budget be taught in connection with the canning work and also that club members be encouraged to improve the home gardens in homes and localities where this seems desirable. A combination gardening and food, or gardening and canning program is desirable wherever this proves feasible and economically sound.

8. To teach the club member to recognize and achieve good standards in cooking, the judging of finished products should be given an important place in the program. A few moments may well be devoted to judging at practically every meeting. Scores are now available for many products, and it would seem desirable to develop score cards for an even larger variety of dishes in order that club members may work intelligently toward goals which they can clearly visualize.

9. Each food program should constitute a useful unit. In other words, there should be brought together into a single unit subject matter and requirements which will help the club member to grasp more successfully some really important problem in her own living and in the living of her family.

10. Food-club members, who are also members of a larger community club, may well take the responsibility for stimulating and maintaining the interest of the other members in keeping food and health-habits scores and in making practical improvements in health.

11. Appeals to club members should be made in as many varied ways as possible. Some such appeals may be made through:

(a) Attractively expressed club units in food preparation.

(b) Dramatization of sound and practical food practices.

(c) Carefully conducted contests in team and individual public demonstrations and in the scoring and judging of food products as well as individuals.

(d) Well-planned exhibits showing the solution of simple problems in nutrition in an attractive way.

(e) Traveling kits prepared for the use of local club leaders with their groups, similar to the clothing kits used in many States.

(f) Preparation of posters illustrating what has been learned and demonstrated in local food-club groups.

12. Every program for 4-H club work in foods and nutrition should include a plan for at least two training meetings for local leaders. Objectives and organization of the work as well as subject-matter should be included in this train-

ing. Training meetings prove most acceptable to local leaders when they give the leader ideas and information that can be adapted to meet their own needs.

Spray Information Service

New York State has developed a special and very thorough method of giving extension service to thousands of orchardists and potato and vegetable growers. The field work of the spray information service commences on April 1 each year. The county agents and special spray assistants study the development of insects and diseases, watch the weather carefully, and advise growers daily what control measures should be used. This advice is sent out by relayed telephone messages and by letters. "Criterion orchards" are selected and treated as demonstrations. These are used also to prove the accuracy of the recommendations issued through the season to growers.

Regular assistant county agents have charge of spray service work in the counties of Dutchess, Erie, Genesee, Monroe, Niagara, Onondaga, Ontario, Ulster, and Wayne. An assistant is employed for six months in Orange County to take charge of this service. The regular county agent carries on the spray information service in a number of counties; notably, Chautauqua, Columbia, Greene, Orleans, Oswego, Rockland, Saratoga, Schuyler, Seneca, Suffolk, Wyoming, and Yates.

A school for spray-information service workers is conducted annually, for one week in March, under the direction of the departments of plant pathology and entomology.

The many new developments and materials used in combating diseases and insects have made this service of real economic value to the fruit growers as well as to the vegetable men. Untried materials have been restricted in sales and the best ingredients have been included in the recommendations of these county specialists.

Special problems that remain unsolved have been quickly sensed by these spray information service workers and special attention is given to this phase of the project. The field agents' recommendations are now generally accepted because those who follow them produce the cleanest and most profitable fruits and vegetables.

Two college specialists are in the field constantly during the growing season to assist in the observations and recommendations.

Extension Service Review

Issued monthly by the **EXTENSION SERVICE** of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

OCTOBER, 1930

Drought Relief

The drought crisis has again shown that the county extension agent is the person best situated and best equipped to serve as the connecting link in agricultural emergencies between Federal and State relief agencies and the farmer. Familiar with local conditions and well acquainted with the farmers of his county, he is doing highly effective work in the drought area in making relief measures of the most practical benefit. At the outset of the distress period, the Secretary of Agriculture sent to 800 county extension agents in the drought-stricken States telegrams asking for information on food and feed conditions and for relief recommendations. The agents responded immediately, and within three or four days a fairly accurate picture of the extent and severity of the drought was available to Secretary Hyde and President Hoover. The information obtained in this way from county extension agents, combined with reports obtained from its crop reporters by the Department Bureau of Agricultural Economics and from other field agents of the department's bureaus, furnished the basis for Federal and State action looking to relief.

The railroads of the country, acting through the American Railway Association, promptly established a special tariff on the movement of food into the drought-stricken counties and the movement of livestock out to points where

feed was available. Here again the county extension agent with his knowledge of local agricultural conditions was brought into service. Secretary Hyde, through an agreement with the American Railway Association, appointed county agents in the counties designated as drought-stricken to serve as representatives of the department in certifying to the railroads the applications of farmers for reduced rates. Consequently, the county agent has the full burden of responsibility for seeing that the benefit of the reduction goes to those for whom it was intended.

Further, the county agent, aided by his State director and using information from the State agricultural college and the Department Bureau of Agricultural Economics on the amount and location of available feed supplies, has aided his farmers to obtain needed supplies on the most economical basis for their locality. The distribution of this information by the agent has prevented wasteful competitive bidding for feed supplies and the expense of unnecessarily long hauls of such supplies.

Drought conditions have called on farmers affected for every resource of business ability and shrewd farm management. Feed supplies must be used to their fullest extent, rations have to be figured that will give the maximum feeding returns, and feed purchased must be of the greatest possible feeding value in supplementing existing supplies. All available information on economical feeding from the State agricultural college and the department is being drawn on by the county extension agent for the benefit of the farmers in his county. He is studying everything he can get that throws light on feeding and cropping problems, farm management under drought conditions, and the financing of farm operations in the present emergency. This knowledge, adapted to local conditions, the county extension agent in the drought area is making available to his farmers in their present difficult situation.

The Extension Visit

Making the farm or home visit a highly effective activity is a vital problem with every county extension agent. Reports show that 15 per cent of the average agent's time is devoted to the farm or home visit. Furthermore, considering the time and money spent in making farm and home visits, results of studies of extension methods show that visits yield 13 per cent above the average of all

teaching methods influencing farmers and farm women to improve practices. Consequently it is seen that the visit is a highly important method of extension contact from the standpoint of both influence and time consumed. Some of the things that the county extension agent desires to accomplish through the farm or home visit are these: To visit the proper number of farms or homes to maintain a strong personal contact with the representative men and women of the communities in the county. To improve his or her knowledge of local conditions and practice. To establish confidence on the part of the person visited in the agent's knowledge of practical farm or home problems. To leave behind, when the visit is over, some definite practical suggestions or help. To go knowing that he or she will be welcome to come again. To stimulate a desire on the part of the person or persons visited to aid in the extension program and the improvement of the community.

How, then, shall the approach be made when the farm or home is reached? How quickly can the immediate business in hand be broached and handled? Or if this is a visit, on which the main purpose is to ascertain the particular situation on this farm or in this home, how quickly yet diplomatically can the facts be obtained, confidence established, and the proper suggestions be given? Can one accomplish the desired ends in a visit of an hour, a half hour, or even in 15 minutes?

These are problems of interest and considerable concern to many extension agents. The need of the farm or home visit is admitted, but just how much time should be given to such visits? Can they be made more productive? Can they be shortened and still accomplish the purpose of developing stronger personal contacts, of procuring a full knowledge of the situation and problems of the individual visited, of enlisting him or her permanently in support of the extension program for the community and the county? These are questions on which thought might well be expended. The REVIEW invites for publication the opinions and comments of its readers. Let's hear how you do it or think it ought to be done—this farm or home visit.

One hundred and twenty-four home makers in New Hampshire are conducting garden budgeting demonstrations this season in cooperation with the Extension Service of the University of New Hampshire.

The Extension Director, His Duties and Responsibilities

Dr. C. E. LADD, Director of New York Extension Service

The extension director has a very important opportunity to guide the development of sound agricultural policies in his State. He must be in touch with all groups of agricultural workers such as those in the State department of agriculture, cooperative associations, State federation of farm bureaus, the Grange, the agricultural press, and all other agricultural or allied groups. The coordination of the State extension program with the work of the active agricultural associations, particularly the cooperative marketing associations, gives a wonderful opportunity to motivate the whole extension program and make it richer in practical results.

The extension director through his close relationship to the research work in his institution, especially in agricultural economics, and his closeness to the practical problems of the State is in a better position to coordinate the efforts for agricultural betterment in the State than is probably any other one person. It is his duty to acquire such a knowledge of all the great public problems of agriculture as will give him some vision of the best future developments. It will then be his opportunity to initiate many new movements in which a number of agricultural agencies will participate.

It seems that the extension director in developing such new movements will often make greater progress with the work if he will keep in the background and give credit for these movements to each of the cooperating organizations. Credit is a peculiar thing which can be divided into many parts, and each person who receives a part may have an amount equal to the whole. An idea develops faster when it is given away without claiming credit for having originated it. In this way many different groups soon feel full responsibility for the birth of the idea and are willing to put a great deal of energy into its development.

The extension director of the future should have a great influence on the development of national agricultural policies. The organization of the work by States brings many advantages to the work but it also brings the disadvantage that directors become State minded. Very few college workers are in any way nationally minded. It has been possible to develop a national viewpoint on many problems of administration, but very little progress has been made in the development of a national viewpoint toward agricultural policies. It seems

that it is peculiarly the responsibility of the extension directors to obtain such experiences and training as will constantly tend to make them more nationally minded.

Specific Problems

The problems of the fruit grower, for instance, can not be discussed in terms of the problems of the Washington State fruit grower or of the Virginia fruit grower but they must be discussed in terms of the problems of the fruit grower of the United States; in terms of the marketing problems throughout the United States; and also in terms of the problems of the production and the consuming areas of the world. For our fruit comes into competition with fruit from Australia, New Zealand, South Africa and from other regions when it reaches the export market.

This problem of acquiring a national viewpoint and, in some cases even an international viewpoint, is a difficult one but it is an opportunity for extension directors who may be inclined to develop these viewpoints to give service to the entire Nation. First of all, however, we must solve the problems in our own community and State. We must be close enough to these problems to meet them squarely and efficiently.

Responsibilities to Research Work

The extension director has a responsibility to the research work in his own institution. He must bring to research the practical problems of the field for solution. In many cases the extension director would be wise to sacrifice extension work rather than sacrifice research work, if sacrifices must be made. If a great extension program is to be built, it must be based upon a solid foundation of research. The research programs of the agricultural experiment stations are wholly inadequate to meet the needs of extension and of practical agriculture.

The extension director has a responsibility to his own organization to give to it the constructive leadership and enthusiasm necessary to accomplish a big job in a big way with the best of teamwork on the part of all the participants. Every extension director should spend a few days each year in ordinary community meetings where he meets a group of farmers from one neighborhood with a mixture of all capabilities as well as the rich and poor together. This will keep his feet on the ground and keep him

close to the problems of the soil. No time can be spent more profitably than for each director to put in one week each year in presenting to small communities a straight subject-matter piece of work in that group of subject matter with which he is best acquainted.

Every extension worker who comes into the director's office to talk over his work should go out with just as much or more enthusiasm for his job as he has when he comes in. Even though it may be necessary for the director to refuse every request made, the worker should receive something of added inspiration for his job; something of added faith in the work he is doing. Without this the administrator does not have leadership, or worth-while leadership, in his group.

In many of our States agricultural work is highly departmentalized. This is as it should be. It makes for accuracy of the science and perhaps that one thing is more important than any other factor in the extension program. However, the farmer's job is not divided into departments like the college. Many of his problems can best be met by the joint action of several scientific departments. The person in the organization who should bring about this cooperation and coordination of the separate departments is the extension director.

Music Appreciation

Approximately 15,000 4-H club girls, representing all the clubs in the State of Iowa, studied the opera "Martha" in preparation for county music-appreciation contests and the fourth annual State contest held at the Iowa State College of Agriculture during the State conference of 4-H club girls in June.

Last year 71 counties were represented in the contest. Music-appreciation work, conducted for the purpose of enabling club girls to recognize and appreciate good music, was started in Iowa, according to Mrs. Edith P. Barker, one of the State club leaders. Last year interest in the work had grown to such an extent that 90 counties included it in their programs.

In the past various types of music have been studied. This year the contestants had not only to recognize selections from "Martha" but to tell who sings them in the opera.

Improved community meals are being served by various organizations throughout the State as an extension project of the University of New Hampshire. The menu which was used in Blair community, Grafton County, netted a profit of nearly \$25.

A Farming Special

The entrance unit of the 18-car "Low-cost farming special," operated by the Montana State College of Agriculture and Mechanic Arts and the Northern Pacific Railroad Co., June 23 to July 2, was devoted to the presentation of outlook material. Each of the several exhibits was so designed as to give only one or two basic facts concerning a Montana-grown commodity. No attempt was made to tell the whole story or even to present a well-rounded picture of a product. Since mixed crowds of many interests had less than 10 minutes to

World War, in the four major wheat exporting nations. The increase of world carry-over from season to season until July, 1929, was shown by full-sized grain bags filled to appropriate heights.

As the train traveled virtually the entire Yellowstone Valley, the bean situation was developed. The legend "The United States is bean hungry," brought an occasional smile from spectators, but the application of the phrase to the increased per capita consumption could not fail to impress them with the fact that this staple is becoming increasingly important in the diet. The parts of United States consumption furnished

prosperous, associated with an actual decline in consumption. A graph on the panel showed that the water of production had risen to a height in 1929 sufficient to float the price ship over the tariff wall and to allow it to drop to world levels. The table display showed the small butter surplus compared to the total production and the favorable effect of low prices on consumption.

"The cowman wears a smile now" greeted observers in the last display, the centerpiece being an enlarged photograph of a prominent Montana cattleman. "Cowman" in Montana refers to a range producer of beef. But the fact that the beef operator is not taking too much for granted was suggested by his interest in the slight tendency to expand and by the attitude of the housewife in taking home increasing quantities of lower-priced, competing meats and other foods despite her preference for beef.

After having had the feature of each exhibit explained, visitors in groups of 25 were told "This is just a glimpse of the Montana agricultural outlook service," followed by suggestions for obtaining and using the service.

Paul Carpenter, in charge of outlook work, and V. D. Gilman, farm management demonstrator, both of Montana State College, accompanied the car throughout the 9-day tour of two stops a day, during which time exhibits were shown to over 10,000 people. Montana workers report a degree of interest hardly expected, with farm people very generally approving the outlook type of economics extension service.



Exhibit on farming special train

view the entire car of six exhibits, the utmost simplicity of set-up was followed.

The first display was an attempt to dramatize the real but highly abstract fact that management is the most essential factor in operating any business. From the trite statement on the wall panel, "It's the team, plus intelligent driving," attention was drawn to an attractive team of six horse models hitched to a farm wagon being driven down the broad road of "Accurate market information" but avoiding the side roads of "Snap Judgment," "Rumors," and "Hunches."

After placing appropriate emphasis upon what lay beneath the driver's hat, the attendants pointed out what was admittedly but a side light on the world wheat situation. Colored bags on a world map indicated the increase of wheat production since the close of the

by domestic and by foreign producers were shown by doll models serving hungry Uncle Sam.

The basic soundness of the wool situation was indicated by the difficult climb of an Australian wool bag over the tariff wall to get into the United States. The height represented tariff protection reduced to a range of grease bases covering practically all of Montana's wool clip.

A scale with a limb outweighing a doll figure, representing the American housewife, was used to illustrate the sheepmeat situation. Changing in buying habits coupled with a lower supply were pointed out as forces that ultimately would swing the scale back to more attractive prices.

The present low quotations on butter were fully accounted for by the slight increase in make in 1929 compared to 1928, when Montana dairymen were

Beginning a 10-year planting program which will involve 100 acres of the Tuberculosis Society Farm in Dauphin County, Pa., 47,000 trees were set out this spring. Total costs for preparing the ground, express charges on the trees, and planting amounted to \$210, or less than \$5 per thousand trees. The society plans to set 45,000 trees a year.

Contrary to a growing popular opinion, the Nebraska farm woman still bakes, churns, and helps butcher. The results of an investigation made by the Nebraska Experiment Station and reported in Station Bulletin No. 238, show that for each 100 families studied, 42 still do all their baking, 92 do all or part of their baking, 83 make butter at least for home use, 63 can all their fruit, 99 can all or part of their fruit, 44 can all their vegetables, 92 can all or part of their vegetables, 84 home butcher all their meat, and 96 butcher all or part of their meat.

The New Commodities Act

The perishable agricultural commodities act for the licensing of commission merchants, dealers, and brokers was signed by President Hoover on June 10. This law, intended to suppress certain unfair and fraudulent practices in the marketing of fresh fruits and vegetables in interstate and foreign commerce, requires the licensing of commission merchants, dealers, and brokers.

The Bureau of Agricultural Economics of the United States Department of Agriculture was placed in charge of administering this law, and since June 10 the bureau has been engaged in holding public hearings and drafting rules and regulations for carrying out the provisions of the act. A special unit in charge of F. G. Robb, of the division of fruits and vegetables, has been organized by the bureau for the work of administration.

The law provides that all persons subject to the act who plan to be in business on and after December 10, 1930, must obtain licenses from the Secretary of the United States Department of Agriculture. Applications for licenses should be filed with the secretary as promptly as possible on forms which will be furnished on request or which may be obtained from any permanent city station of the market news or inspection services of the Bureau of Agricultural Economics.

Perishable agricultural commodities, as defined by the law, mean fresh fruits and vegetables of every kind and character, whether or not frozen or packed in ice. The term "dealer" applies to any person buying or selling in car lots. A producer selling only commodities of his own raising is exempted and is not considered a dealer. Any person buying less than 20 carloads annually to sell at retail is also exempted. The law provides for an annual licensing fee of \$10.

Briefly summarized the law, under the section dealing with unfair conduct, covers fraudulent charges; unjustified rejection or failure to deliver; discarding, dumping, or destroying without reasonable cause; fraudulently making false or misleading statements concerning condition, quality, quantity, disposition, or market conditions; failure to account correctly; misrepresentation as to State of origin; removing or altering tags if such tags represent Federal or Federal-State inspection.

Anyone who suffers from such violation of the act may file a complaint with the Secretary of Agriculture for the purpose of securing equitable reparation. Persons violating the act shall be liable for the full amount of damages sustained, to be enforced by a reparation

order of the Secretary of Agriculture or by suit in court. The secretary's findings shall be prima facie evidence in United States courts. The law provides a penalty of \$500 for failure to procure a license by December 10 of this year, and \$25 per day for each day thereafter any person subject to the act continues to operate without a valid license.

Nebraska 4-H Club News Reporters

Three clubs made up entirely of 4-H club news reporters have been organized in Nebraska as an outgrowth of news reporting work of the last five years in the State.

Winners of 21 news-writing contests organized themselves into a club during the annual club week at the agricultural college the first week in June. They called themselves the 4-H News Writers' Guild of Nebraska and applied for junior membership in the Nebraska Writers' Guild, an august group of authors.

The Prairie Searchlight Club has the distinction of being the first of the three local clubs to organize. Areta Jones of Fairbury, grand champion 1929 news reporter of Nebraska, is the editor in chief or local leader of this group. Beaman Smith, assistant county extension agent, and Doyle Buckles, managing editor of the Fairbury News, are both taking quite an interest in the group.

George Round, jr., student helper to E. Lux, of the extension office of the agricultural college, told Mr. Lux, when he left this past summer to engage in club work in his home county, that he would help the reporters there. He organized a 4-H club modeled more after the news-writers' guild than the other two clubs.

The idea is still an experiment but those in charge of club work believe there are real possibilities in it so long as the membership is confined to reporters of ordinary clubs and so long as they write their stories largely about their ordinary club activities.

Under the present plan the groups will have their news-judging contests and their news-writing demonstrations; they will exhibit and may demonstrate at the fairs; they will take pictures, and tours will be planned to local newspapers and to the offices of the extension service at Lincoln to enable them to see how 4-H club circulars are mimeographed and mailed.

Practically all the 1929 winners of news-writing contests agreed while at club week to hold news-writing schools for the 1930 reporters in their home counties.

Teamwork in Wisconsin Agriculture

Teamwork has been one factor that has made Wisconsin agriculture outstanding during the last few years, reports G. M. Briggs, assistant county agent leader in extension work. State farmers cooperate with county agents and experiment stations in all production and marketing lines in such a way as to bring about best returns for least expense. Progress is being made in every county in the State, whether it has a county extension agent or not; but, as some agents have stated, progress comes faster when a county agent is available to help organize the business of the farm and make improved practices easier to adopt than where a farmer has to work alone.

In the crop program there are quite a few steps to be considered: (1) Possibly soils should be corrected or rotations changed if best results are to be obtained; (2) new varieties developed by the experiment station should be introduced; (3) when the best crops are being raised in a county in limited quantities only the acreage might be expanded; (4) when diseases creep in means of control must be advanced; (5) if good crops are to be maintained, seed sources must be carefully guarded; and (6) oftentimes farmers have excess amounts of grain to sell, or have an opportunity to raise extra amounts to offer for sale, therefore county agents should help to advertise and to sell the product.

Improving crops starts with improving the soil because good crops come from good seed of the right varieties plus good, well-balanced, fertile soil. This has involved testing thousands of samples of soils for lime requirements, and giving encouragement and directions to thousands of farmers on just how to take samples of soil that could be sent to the experiment station to have analyzed for phosphorus needs. Besides this service, hundreds of tests with fertilizers are carried on, demonstrating the best kinds, best amounts, and easiest ways to distribute fertilizers.

The increased acreage of such lime-loving plants as alfalfa and sweet clover is evidence of the effective work county extension agents have been doing to get people to apply lime. For many years these crop acreages remained about the same. Along came the county agent helping to organize lime-crushing rings, where portable lime crushers would travel from farm to farm crushing up some either out of a quarry or from old stone fences.

Next came the application of marl. This so-called white gold found in lakes, and immediately the "gold diggers" became numerous throughout the State until about one-third of the counties are now feeding this natural lime product. The use of paper-mill and beet-mill refuse, lying dormant for many years, was advocated and it was the county agent who got people organized sufficiently to use this material.

In the introduction of new varieties of plants, those counties closest to the five experiment stations depend upon these institutions for tests to determine the best seed to use. But counties located some distance from the experiment stations often carry on variety trials themselves, determining the value of outside varieties and mixtures. These tests are often carried on by having one or more farmers in each township try out the variety in question.

One of the county agent's biggest jobs is promoting or furthering the acreage of the more profitable crops—barley instead of oats, alfalfa and sweet clover instead of timothy. Enough figures are at hand to show the exact correlation of the county agent work to the increased acreage of these plants. The aim in good hay crops is an acre of good legume to each milk cow, believing that this will provide sufficient hay for young stock, a few sheep, horses, poultry, and sows. County agents use all the devices known for putting the case up to the farmer, whetting his appetite to plant his needed amounts. Devices for stimulating and arousing interest and decisions, the same as in any selling campaign, must be employed.

That these measures have been effective it is only necessary to review some of the statistics to see for one's self how farmers have responded to such appeals. In some counties there used to be alfalfa enough to feed every tenth cow, and after six years effective work as conducted in Burnett County, a ton was cut for every milk cow last year. The adoption of other crop practices are equally as astounding in many other counties.

No matter how good crops are in a county, there is constant need to be on the lookout for good seed grains. So the county agent inspects a field for purity and weeds, and if it is a good field and the seed is well cured, farmers within the county are assured of a local source of adapted seed another year.

Another big item in the amount of effort and time spent by the county agent is the time put in at fairs. There are local fairs, where varieties are discussed and the best ones distributed throughout the neighborhood. In La Crosse County

these local fairs have been common for years in many school districts. There are also community fairs in which several districts are interested.

Along with making a good crop program, the war on weeds that is being waged should be mentioned. Probably Kewaunee, Waukesha, and St. Croix Counties are outstanding in special machine methods, while Grant County leads where chemicals are being advocated and used.

Kitchen At Homes

At homes in the kitchen were instituted among Chautauqua County, N. Y., home makers last month. The callers included neighboring home makers, the home demonstration agent, and the household-management specialist, who were received in the kitchens. The topic of the afternoon's conversation was "Kitchens." This all resulted from two lessons on efficiency in the kitchen given by Ella Cushman, household-management specialist from the college.

After studying the principles of kitchen arrangement for convenience and comfort in working, local leaders in the project and women students asked for help on their individual kitchens. The plan of kitchen visits was introduced to give women an opportunity to discuss with the agent and the specialist the problems presented by the different kitchens visited and to receive suggestions for making changes which would make the work lighter and more pleasant.

The discussions centered on convenient arrangement and grouping of utensils and equipment so that routine tasks might be done rapidly, proper equipment, kitchen plumbing, planning new kitchens or fixing over old inconvenient ones inexpensively. Several home makers found that their old-fashioned kitchens had too many doors and that closing one door allowed equipment to be grouped nearer together; others learned that many extra steps were taken because the stove, sink, or working table was not arranged according to the natural order of work, drain boards were lacking on either side of the sink or cupboards, and shelves were placed inconveniently. Some of the visits were made to homes in which immediate changes were planned, others to homes where changes are considered for the future.

The benefit derived from these calls is not simply for the single home maker whose kitchen is visited. The best results come where many members of the local group and their neighbors take part in the discussion and study the problems that the kitchen presents.

Terracing in Texas

Credited with having terraced one-third of all the land terraced in the United States last year Texas now has 4,000,000 acres protected from soil erosion by terraces or contours, of which 3,000,000 acres have been done since 1920, and more than 2,000,000 acres since 1925, according to figures announced by M. R. Bentley, extension farm engineer, at the Southwest soil and rainfall conservation conference in Stillwater, Okla., last June. In the past year ending May 31, farmers, county agents, and 4-H club boys terraced or contoured 868,000 acres in 202 counties to stop sheet and gully erosion, conserve rainfall, and stop soil blowing.



Starting a terrace

Beginning about 1911 with narrow terraces laid off by aid of carpenter's level or crudely constructed "plumb-bob frame," Texas county agents labored nearly 15 years before the cumulative effect of their demonstrations became apparent. Since 1925 the whole State has awakened and gone to work on soil and rainfall conservation.

In 1925 the Texas Agricultural Experiment Station established at the Spur substation an erosion experiment the results of which have startled the State. Losses of soil and rainfall on nearly level land were found to be much greater than had been supposed. Roughly speaking, the experiments have shown that land with a slight slope loses 15 to 40 tons of top earth per acre per year there, and that the farm, or the top 6 inches thereof, will be gone at this rate in 42 years. The run-off experiments show that more than half the rain that falls does the land no good, while terraces or contours hold practically all the moisture for crops. Measurements of field crop yields on terraced and contoured land have revealed that terracing increases crop yields from 25 to 100 per cent.

The acreage now terraced annually is due largely to the fact that thousands of men and boys have been trained in county and community schools held by county agents, with the help of Mr. Bentley, during the last three years to

run lines and construct terraces. In the season just ended 3,810 men and 2,585 boys were trained in 1,213 schools held in 135 counties. Helping in this work were several commercial concerns, and notably A. K. Short, former extension man, now with the Federal Land Bank of Houston. Seven hundred and thirty farm levels were placed for use in communities last year, and 864 terracing machines and 420 terracing plows. In 55 counties county road machinery has been placed at the disposal of farmers to enable them to construct terraces cheaply. In this way costs have been reduced from about \$2.25 per acre to \$1 or less per acre.

Contouring, which consists of following the contour lines with rows without throwing up any terraces, is adapted to more nearly level parts of the State, and is especially popular in west Texas. About one-fourth the total Texas acreage protected last year consisted of contoured land. That contoured land is no serious bar to big-scale farming is shown by the fact that contouring is done where some of the largest farm machinery in the United States is used.

In west Texas and northeast Texas the greatest acreages of terraced land are found, while the rich black-land section of central Texas, where erosion has been most disastrous and where tenantry is common, is somewhat behind.

Runnels County is credited with having the greatest total area terraced and contoured to date, with 200,000 acres protected. From the demonstration records of the county agent, C. W. Lehmberg, a cotton and a grain-sorghum demonstration by James Barrow, of Spring Hill community, in that county were selected to illustrate the effect of terracing on yields. On a 60-acre field of red sandy loam having a slope of 7 feet 2 inches per 100 the yields for 6 years in cotton vary from 150 pounds of seed cotton per acre before terracing to almost 600 pounds at the end of the 6 years. The increase in grain sorghums during the same period under like conditions was from 667 to 1,817 pounds per acre.

It is not claimed that all the increases in yields are due to terracing, but from a mass of records on complete demonstrations, where other factors are more or less equalized in the averages, it is found that terracing is commonly the chief reason for greater production per acre.

One-day news-writing schools of 4-H club reporters are to be given at the South Dakota College of Agriculture.

Extension Work in Alaska

On July 1, 1930, by action of the last Congress, the Smith-Lever Act was made applicable to the Territory of Alaska in such amount as the Secretary of Agriculture might determine. Ten thousand dollars was released for the first year. At the request of Dr. Charles E. Bunnell, president of the Alaska Agricultural College and School of Mines, W. A. Lloyd, in charge of extension work of the Western States, United States Department of Agriculture, was sent to Alaska for two months to assist in organizing and starting the new service. Mr. Lloyd arrived at the college at Fairbanks June 25. President Bunnell was appointed director of extension without compensation; George W. Gasser, assistant director for agriculture; and Mrs. Lydia O. Fohn-Hansen, assistant director of home economics. Mr. Gasser has been in Alaska



Extension staff, Alaska College of Agriculture

for 25 years as superintendent of one of the Federal experiment stations, and for the past few years has been professor of agriculture at the college. He is a graduate of Kansas State Agricultural College and has an intimate knowledge of agricultural conditions in Alaska. Mrs. Fohn-Hansen (née Petersen) has been with the college for four years as professor of home economics, and has her master's degree in home economics from the Iowa State College of Agriculture. Both employees are well qualified for their positions by training, experience, and acquaintance with conditions in Alaska. On the day the work was started at the college three boys' and girls' 4-H extension clubs were organized, one in gardening and two in sewing.

Early in July Mr. Gasser and Mrs. Fohn-Hansen, accompanied by Mr. Lloyd, left the college for their first field trip. Eklutna, Matanuska, Anchorage, Seward, Juneau, Sitka, Ketchikan, and Wrangell were visited and extension work organized. Nine 4-H extension clubs were started, with 110 members and 12

women's home-economics clubs. Owing to the work being started in mid-season, only preliminary work could be done in agriculture. Plans were laid for another year. The clubs included in addition to the white children a number of Eskimos, Aleuts, and Indians. Cooperative club work was established at the industrial school at Eklutna and the Jessie Lee Home at Seward. The club demonstrations are clothing, nutrition, and gardening. The work with women consists of sewing, home management, and young-mothers clubs.

Southeastern Alaska, or the part usually seen by tourists, is too rainy and mountainous for successful farming. The agricultural development is farther to the north. Wonderful garden vegetables of excellent quality are produced because of the rapid growth. Strawberries, raspberries, salmonberries, lagoon berries, and low-bush cranberries grow wild prolifically. Barley, oats, rye, and wheat are safe crops. There are dairies with good cows adjacent to the towns and a few poultry flocks. Reindeer and fur farming offer extension objectives. A few homesteaders are coming in each year and the foundations of organized rural society are being laid. The extension field, both in home economics and boys' and girls' clubs, is attractive, with possibilities for considerable development.

In agriculture the work for a while necessarily will be largely to give individual assistance to farmers or homesteaders and particularly to help to market crops through organization. Contrary to the popular belief, at least in summer time, Alaska is not a land of snow and ice but a land of sunshine and flowers. Alaska is just beginning to go through a stage in its development that has affected most of the Western States. It is changing from a mining-minded community to an agricultural-minded community. Its present agriculture in comparison with the States is small. Its possible agriculture is very large; perhaps 100,000 square miles of potentially agricultural land exists. Owing to its isolation and distance from markets it will develop slowly, feeding the industrial development that seems pending. Agricultural extension service, started at the very beginning of things, has a unique opportunity to help guide the industry along right lines, possibly avoiding some of the mistakes made in agricultural development in the States.

A flock of 100 Barred Rock hens made a net profit of \$402.97 for a Tennessee demonstrator last fall.

Tobacco-Grading Service

The official tobacco-grading service in the Atlantic Coast States conducted last year by the Bureau of Agricultural Economics of the United States Department of Agriculture and various State marketing divisions, will be conducted at numerous new markets in the marketing season of 1930-31. Douglas and Tifton, Ga., and Live Oak, Fla., are the most recent eastern markets to apply for official graders.

The Virginia markets where official tobacco-grading service was available last year were South Hill, Lynchburg, and Farmville. This year Federal graders will be stationed at these same markets and also at South Boston and Danville, Va., the latter being the largest market in the State, and one of the important selling points for fine-cured tobacco. Petersburg and Blackstone are also under consideration. In North Carolina only one small market, Smithfield, was served in 1929. This year the service will be available at Smithfield, Tarboro, and Williamston, and probably at one or more of the larger markets.

That the service proved popular last year is indicated by the long distance many growers hauled their crop to have it officially graded, and by the number of calls for grading service that have been made recently. It was shown clearly last year that official grading not only had a beneficial effect on prices received by growers, but it also stimulated better preparation of tobacco for market. This phase of service was largely responsible for the support of the tobacco-grading service by the tobacco trade. Approximately 11,000,000 pounds of tobacco was graded officially in the 1929-30 season. Department officials anticipate that at least five times that amount will be graded this year.

Room Improvement Demonstration

A letter from Ida C. Hagman, extension specialist in home furnishings in Kentucky, describes a room-improvement demonstration there. "Beauty Hints for the Home was the subject of my demonstration on the junior-week program. My object was to increase the interest of the club members in 4-H room improvement by showing them what could be done for a small amount of money and by directed effort.

"During the reading of a letter, supposedly written by a club girl, the curtains were opened and the room described

in the letter was shown. This room was typical of many in our rural homes. Jane and her brother Jack were introduced to the audience, and from below, I directed their activities in improving the room, giving my instructions in story form. All articles which were neither useful nor beautiful were removed and then the room was improved until it was not recognizable as the same uninteresting place. Jack and Jane were wonderful assistants. Everything was organized so that there were no hitches and not too much time was consumed. When the room was completed Jack vanished behind the screen and Jane sat down in her easy chair to enjoy the fruit of their labor. The girls in the club were given the opportunity to observe things at close range and seemed intensely interested. One woman plans to use the same idea at her county fair, and several home-economics teachers plan to use it this fall."

A Virginia Club Camp

"For the past nine years a 4-H club camp has been held at the fair grounds at Petersburg, Va. Boys and girls from counties in the southeastern part of the State each year have had an opportunity to assemble there for a week of instruction, inspiration, and recreation," says Maude E. Wallace, State home demonstration agent. "In addition to the program planned by county farm and home demonstration agents, no Virginia club members ever before have had so many special attentions paid to them by local organizations and friends. It was with this background that the farm and home demonstration agents of this section of the State decided to serve an appreciation dinner. Invitations were issued to the business men including the mayor, common council, members of the chamber of commerce, Kiwanis Club, Rotary Club, and Lion's Club.

"A 'live-at-home' program has been promoted for several years by the agricultural department of the chamber of commerce. The entire meal with the exception of a few products such as sugar, salt, and coffee was a product of south-side Virginia. First came fruit cup, composed of canned peaches, cherries, pears, and fresh apples, together with strawberry preserves on the top; next, a plate well filled with country ham, chicken salad, candied sweet potatoes, and cabbage slaw. Last, but not least, there were slices of apple pie à la mode. The pickles were from the pantries of the home-demonstration club members.

Cooperation was secured from many sources. The butter was donated by the Spring Grove Creamery, the cheese by the South Hill Cheese Factory, and the ice cream by the Farmville Creamery. Salted peanuts, one of the many crops of south-side Virginia, were at every place in green and white paper cups."

Erosion Tree Planting in Iowa

Under the slogan "Save Iowa Soils," says I. T. Bode, extension forester, a State-wide program looking forward to the best possible utilization and conservation of Iowa soils has been started. Tree planting and preservation of forest cover have been recognized by leaders of the movement as a definite part of this program. In certain areas of the State there are a good many acres which have eroded to the point where methods of control other than tree planting are impossible or, if possible, are too costly to be practicable.

During the planting season just closed 40 to 50 tree-planting demonstrations for erosion control were started in 19 counties in the State. These demonstrations were all established under supervision of the county farm bureau and the forestry department of the extension service.

A combination planting of willow or cottonwood and black locust is used. The willow or cottonwood is used in the wet soil in the bottom of the ditches; and the black locust in the dry, poor clay soil of the banks and tops of the ditches and gullies. At the outset cottonwood or poplar was recommended for the bottoms, but as the work developed it was found that many farmers had had experience in raising willow from stakes or cuttings and that many of them were willing to accept the advisability of its use. Therefore it seemed wise to use willow in demonstrations. This also solved the question of source of supply, since nearly every farm has willows growing upon it.

Difficulty was encountered in securing black locust seedlings at a reasonable price. Hence, as a trial, 50 pounds of seed was distributed to approximately as many farmers. They planted these seed in garden rows this spring, and if successful will dig the young trees and plant them on erosion areas next year.

The outstanding experience in getting this program under way was to meet so many farmers who agreed that tree planting was a practical solution to much of the erosion problem. Apparently the big job is to get farmers to really do the planting.

Successful Extension Agents

W. L. Hall, county agent of Faulkner County, and Mrs. Blanche Elliott, home demonstration agent of Benton County, were named Arkansas's most efficient county extension workers.

The State staff of county extension agents was judged for efficiency under seven major classifications; number and character of demonstrations, spreading information from demonstrations, adult organizations, extent and thoroughness of 4-H club work, effectiveness and definiteness of subject-matter teaching, office management, and annual reports.

The agents were scored by the district supervising agents, specialists, the assistant director of extension, and State home demonstration agent.

Five home demonstration agents and five county agents were named as the high-ranking, efficient extension agents. The rankings are as follows: (1) Home demonstration agents, Mrs. Blanche Elliott, of Benton County, first; Miss Mary Buechley, formerly of Hempstead County, second; Mrs. Myrtle Watson, of Union County, third; Miss Ruth Fairbairn, of Sebastian County (North), fourth; and Mrs. Effie Rogers, of Greene County, fifth. (2) County Agents, W. L. Hall, of Faulkner County, first; Lynn L. Smith, of Hempstead County, second; J. M. Thomason, of Ashley County, third; and J. E. Critz, of Mississippi County (North), and J. B. Daniels, of Miller County, tied for fourth place. Four of the ten named, Mrs. Elliott, Miss Buechley, Mr. Hall, and Mr. Smith, winners of first and second places, are graduates of the college of agriculture, University of Arkansas.

Mrs. Elliott and Mr. Hall were awarded trips to the regional conference of extension and southern agricultural workers at Jackson, Miss., early last spring.

Buying Clothing

"For the past two years we have been trying to reach a large number of women with information on buying clothing, yard goods, and accessories by means of county style shows," says Edith L. Mason, home demonstration leader of Connecticut. "During March, five such shows have been held with an attendance of 3,300 people. The county style shows have been conducted by Miss Ellen Van Cleef, the State clothing specialist. The shows are held at one or another of the natural shopping centers

in the county. A great share of the success of the shows has been due to the splendid cooperation given by local merchants. The clothing specialist and home demonstration agent have first talked over the plan with the merchants and made arrangements with those who wished to cooperate. The merchants have arranged for the hall, have set up booths exhibiting yard goods, patterns, trimmings, shoes, hosiery, jewelry, flowers, and men's wear both in ready-to-wear and in piece goods. The main feature of the fashion show is the models who are all members of families engaged in farm-bureau work and are chosen to represent different types of figures and different age groups. We have used 8 to 10 models in each show; mature men and women, young men and women of high-school or college age, boys and girls, and one or two tiny tots. Twenty-five to forty outfits are displayed. As the models appear the clothing specialist briefly points out seasonal style features, color notes and combinations, reasons why garments are a good choice for the model, and the suitability of the material and garment for the wear it is designed to meet.

The consensus of opinion seems to be that the style show is the best method we have yet found of getting across effectively a clothes sense and general clothing information to a large group of people."

Four-H Councilors Render Real Service

Two years ago a group of some 20 older 4-H club members in Rhode Island formed themselves into an organization known as the "4-H Councilors," and since that time they have been rendering exceptionally good work in connection with the 4-H work in that State.

This year the councilors came to the college about two days before their State camp opened and formed themselves into small committees to assume responsibility for many activities during the week. Assembly programs, evening vesper meetings, camp-fire programs, room accommodations, publication of the daily camp paper, and being hosts and hostesses for visitors at the camp were among the duties for which they assumed responsibility. At the end of the week the members formed themselves into the "Councilor Chapter" of the "All Stars." There are similar organizations named "All Stars" in Maryland, Virginia, and West Virginia, whose main purpose is that of bringing together all older 4-H

club members whose records in service and leadership give them an interest in and desire to continue to serve the 4-H club.

A vital force in the 4-H club movement has developed throughout the Eastern States as a result of the continued service activities of this older group of 4-H club members. A new stage of development has been reached in our eastern 4-H program. The boys and girls or young men and young women who reach 16 years of age are taking a keener interest in the service and leadership activities of the program and are assuming increasing responsibility for much of the club work which is handled. They are to be congratulated upon their fine service, splendid attitude, and interest and we should look forward to the time when the club members themselves feel that the club program is theirs and that it is their responsibility to make it the splendid, high-type activity which they desire it to be. Club members should feel that those professionally employed stand always in the relation of advisers to them in the carrying out of what, in actual fact, must be their own club programs and activities.

Dr. F. G. Krauss, director of extension service, University of Hawaii, attended the Western States extension conference at Bozeman, Mont., and also spent several days at the United States Department of Agriculture, Washington, D. C. En route from Bozeman to Washington, Doctor Krauss attended the international meeting of economists at Cornell University. He was designated by President Crawford, of the University of Hawaii, to attend the first Inter-American conference on agriculture, forestry, and animal industry, which was held in Washington, D. C., September 8 to 20, inclusive. Doctor Krauss returned to Honolulu about October 1.

Members in boys and girls' 4-H clubs often find that their activity in that organization ceases upon reaching the age limit of 18 years. It is not so in El Paso County where the girls as well as the boys have an organization for former 4-H club members.

The Pikes Peak Home Science Club has a membership limited to young women between the ages of 18 and 25 years who formerly were 4-H club members. It was in April that a group of these young women met together and organized this club, says Miss Bertha Boger, home demonstration agent, El Paso County, Colo.

States Cooperate in Photographic Work

The story-telling photograph of local extension activities furnishes one of the most direct routes to the farmer's understanding, say extension workers who have used pictures to supplement their regular extension work. States which are interested in visualizing farm and home practices have reported that photographs are highly useful in convincing farmers and farm women of the value of improving their practices. This is especially true when the photographs have been taken in the county, and show local situations which have been improved under the direction of the county extension agent.

Extension workers have found the story-telling picture especially desirable for illustrating instructional articles in farm newspapers or farm journals, as illustrations in popular publications, in the preparation of lantern-slide and film-strip series, in exhibits, in posters, as a means of maintaining a photographic record of progress made, and for other purposes of presenting to the general public information regarding extension work.

Cooperative plans were arranged with several States to obtain photographs during the 1930 season. George W. Ackerman, the extension photographer of the Office of Cooperative Extension Work, Extension Service, United States Department of Agriculture, has completed the following itinerary: Florida, April 15 to 25; North Carolina, April 28 to May 2; Michigan, June 3 to 6 and August 12 to 15; New York, July 22 to August 1; Maine, August 26 to 29; Massachusetts, September 23 to 26.

Photographs were obtained covering such subjects as breeds of dairy cattle, dairying, home improvement, cooperative marketing, forestry, swine, women's camps, poultry, pastures, fruits, gardening and markets, home beautification, nutrition, kitchen arrangement, and various other phases of county-agent, home-demonstration, and 4-H club work. The photographs were added to the department's reference file of 35,000 photographs and to the State and county photographic files.

The photographic trips are arranged in accordance with a plan of financial cooperation between the Office of Cooperative Extension Work and the State extension director of the State concerned. The Office of Cooperative Extension Work agrees to bear the cost of travel to and from the State, the subsistence of the

photographer while in the State, and furnishes four prints of each photograph taken which are for local, county, and State use. The State extension service arranges for automobile transportation of the photographer and his equipment within the State, plans the itinerary of the photographer in detail, prepares a list of subjects to be taken, and assigns a person to accompany the photographer on the entire trip.

Arkansas Cotton School

Arkansas held its first cotton-classing school July 21 to August 1 under the direction of the Arkansas Extension Service and through the cooperation of the United States Department of Agriculture and the Mid-South Cotton Growers Association.



Cotton-classing instruction

The school was attended by 50 farmers, cotton handlers, bankers, ginners, and merchants interested in grading, classing, and marketing cotton. The morning sessions of the school were devoted to discussions on the development of cotton production, marketing, factors affecting the grading and stapling of cotton, the world-wide cotton situation, experimental work with cotton, fertilization, exchanges and future contracts, financing cotton buying, exports and foreign practices, grades and staples of Arkansas cotton, factors affecting cotton prices, cotton acreages and prices, interpreting price information, and government reports on cotton prices.

Marketing Associations

The gains in growth and advantages made by the type of well-conducted livestock marketing associations recommended by the Missouri Agricultural Extension Service are shown in the typical example of the association at Columbia.

In 1925 the extension specialist in marketing assisted this organization to

reorganize and incorporate, and a volume of business amounting to 213 carloads of stock was handled that year. The association had 738 members and paid net to shippers \$213,649. The refund check for the year was \$546.

In 1929 the association handled 507 carloads of livestock for 1,554 members. It paid net to shippers \$734,296, and the refund check from the commission association it patronized was \$1,249. During the 5-year period the number of carloads handled by the association increased 238 per cent, while the membership increased 210 per cent. The larger volume of business made it possible for the management to give superior service to its members, and a reserve fund of \$1,902 was built up. At the same time the average cost of shipping per hundred-weight was reduced materially. This reduction amounted to 7 cents per hundred for cattle, 7 cents for sheep, and 22 cents for vealers.

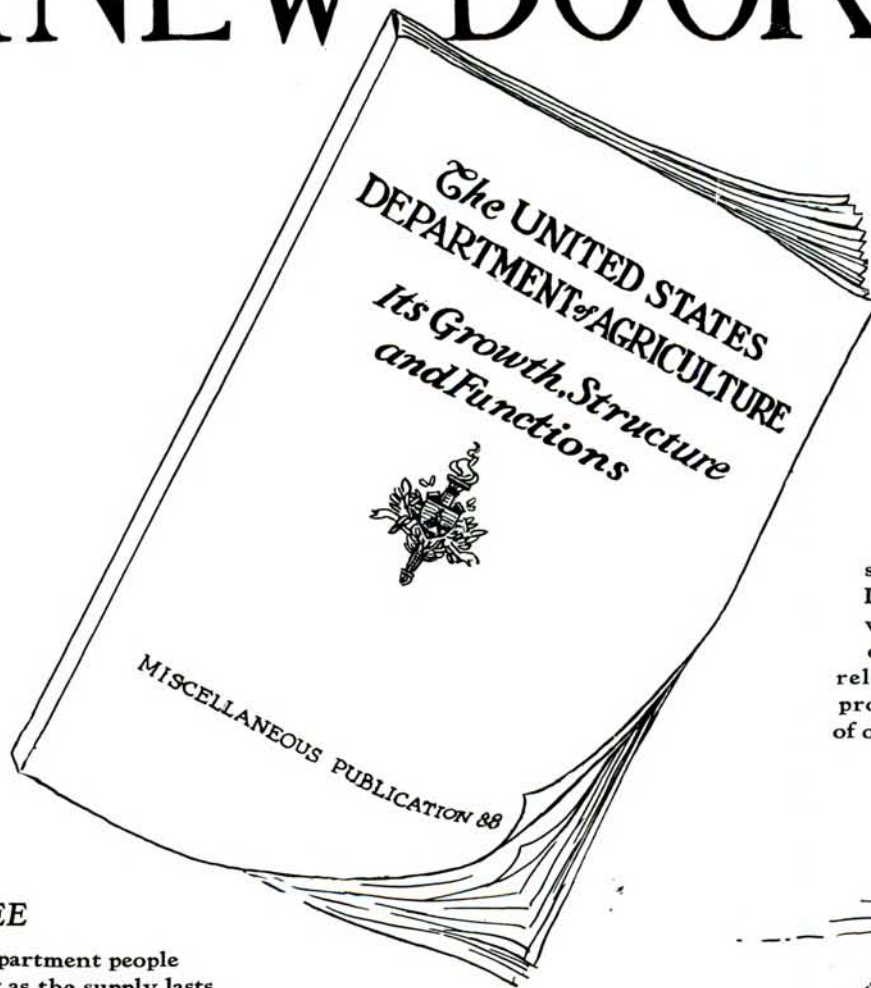
Operating Improvements

Improvements in operating methods and policy coupled with sound business management, as provided in the standards set for State accredited associations as this one is, are credited as the chief factors responsible for the growth in volume and efficiency of this association believes H. C. Hensley, extension specialist in marketing for the Missouri College of Agriculture.

The requirements for becoming a State accredited association include the following: An approved set of books; the manager under adequate bond; the incorporation of the association; an annual audit made, and report published or placed on file at the office for inspection by members; a board meeting at least quarterly and preferably monthly; an annual election of directors; the scoring of not less than 450 out of a possible 600 points; and the preparation on forms provided by the college and filing regularly with the college, or its extension agent two copies of each monthly or periodical report, as well as the annual report of the manager.

An Istanbul dispatch to the press of September 7 says: "To determine the needs of the agriculturists, the National Association for Savings and Economy will hold a farm congress on January 5, 1931. Study of various problems has been invited by the chambers of commerce, and reports will be submitted at that time."

A NEW BOOK!



A
CONTRIBUTION
by the Office of Information of the United States Department of Agriculture to our agricultural literature, presenting the history of the Department, describing the work of its 20 bureaus and offices, and telling of their relation to our agricultural progress and to the welfare of our people.

FREE

To Department people
as long as the supply lasts.

Write to the Office of Information,
U. S. Department of Agriculture,
for your copy. Additional copies
may be purchased from the Superintendent of Documents, Washington, D. C. - - Price 25 cents





THE
HUSBANDMAN
THAT LABORETH
MUST BE FIRST
PARTAKER OF
THE FRUITS

—*St. Paul*

*Inscription on new Administration Building, Department of
Agriculture, Washington, D. C.*

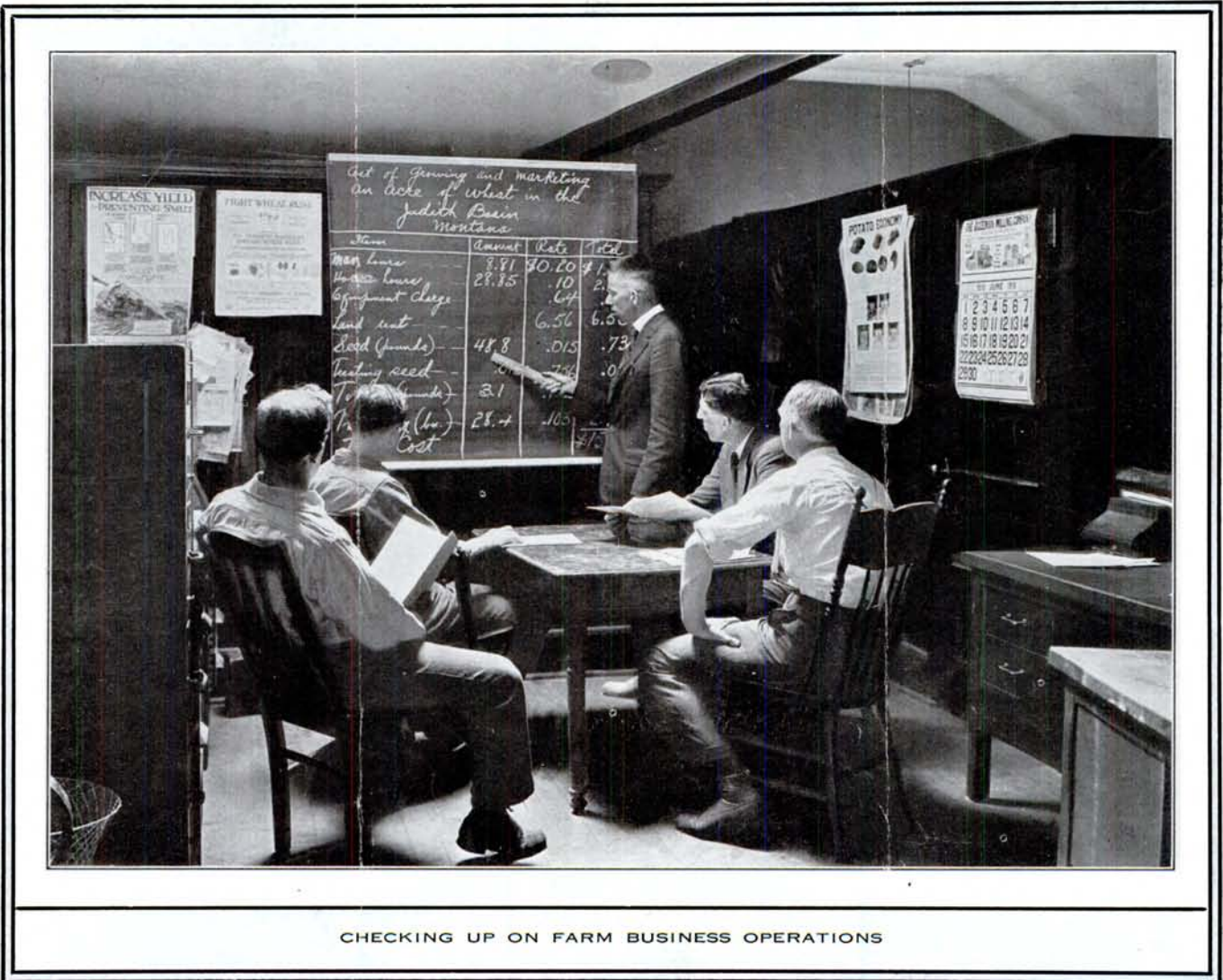


Extension Service Review



Vol. 1, No. 7

NOVEMBER, 1930



CHECKING UP ON FARM BUSINESS OPERATIONS

ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
The Home Demonstration Program and Drought Relief. <i>Connie J. Bonslagel</i> - -	97
County Forestry Program - - - - -	98
The Farm Board Makes Progress. <i>James C. Stone</i> - - - - -	99
Regional Outlook Conferences - - - - -	100
Sussex County Health Survey and Outlook - - - - -	101
Sabbatic Leave for Extension Workers - - - - -	101
Club Work in Utah - - - - -	102
Texas News-Writing Contest - - - - -	102
A Clean-Chick Campaign - - - - -	102
Served Missouri 20 Years - - - - -	103
Editorials - - - - -	104
Strengthening Economic Phases of County Extension Work. <i>F. W. Peck</i> - - -	105
Use of Home-Economics Facts - - - - -	106
Maricopa County 4-H Club Fair - - - - -	107
Economic Conferences in Montana - - - - -	108
Better Plays Result of Tournament - - - - -	109
Mississippi 4-H Club State Executive Committee - - - - -	110
Field Activities - - - - -	110
Service Information - - - - -	112

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent direct to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., NOVEMBER, 1930

NO. 7

The Home Demonstration Program and Drought Relief

CONNIE J. BONSLAGEL, State Home Demonstration Agent of Arkansas

In their recently published book, *The Agricultural Extension System of the United States*, Dr. C. B. Smith and Mr. M. C. Wilson have devoted a chapter to the extension system in war or regional disaster. In it they relate the efficiency of the extension agents in carrying out food-production and food-conservation policies and practices demanded of the World War period. Again when the floods destroyed the crops and farm homes, we are reminded, "Extension agents were on the spot to render without a moment's delay the kind of help needed." Rehabilitation and preventive and curative nutrition work were the major activities of the home demonstration agents at this critical time, the nutrition work including the home production as well as the wise selection of foods.

Arkansas and neighboring States are again facing an emergency which may well be classed as a regional disaster. Our people are marooned in their farm homes, having no feed for their livestock and little or no food for their families, and with winter just ahead. Extension agents have again shown their expertness in adopting and adjusting a previously made program to meet an emergency, shifting emphasis from those phases of agricultural development which can wait to those matters which, because of the drought disaster, become urgent. This emergency has served to spot-light the "Live-at-home" program which has been in progress in Arkansas for six or more years.

Emergency Progress

Home demonstration agents were not made members of the drought-relief committees except in a few counties. They have, however, adopted a state-wide emergency program of immediate relief which has put the people to work helping themselves. This program includes cooperation with the community and with the Red Cross in an intensified fall garden campaign, distributing garden seed, and giving instructions in fall gardening. It so happens that the fall garden

constituted one of the major projects of the State home demonstration program as originally planned. Redoubled efforts are being made to excite interest in the State fair fall vegetable show in which \$125 in cash prizes is offered to the county home demonstration councils sponsoring the show.

Meat canning, purely an emergency measure at this season, since in normal years meat canning, like hog killing and meat curing, is altogether a cold-weather project on the farm, is the outstanding relief activity of the home demonstration program. Since the middle of August when the campaign was initiated beefs and cull chickens have been canned daily in most of the counties of the State. The canning of such animals as are in condition to be slaughtered serves a threefold purpose; it puts a winter's supply of fresh meat on the pantry shelves, and so greatly heartens the head of the house whose spirits are naturally low, gives him a new confidence for the fight he is facing; it relieves him of the problem of feeding the animals or the necessity of selling at the present distressingly low price offered for livestock; and it enables the farmer to help himself toward a solution of his problem.

Cooperation Attained

The work has met with instant cooperation from town people as well as from farm folks. In most counties meat-canning centers have been set up in the towns where cold-storage facilities and screened workrooms are available, since thorough chilling and meticulous attention to sanitation details are of paramount importance when meat canning is done in warm weather. In Lonoke County, centers are established and the work is being done in the four larger towns and at the State prison farm; in Bradley County a local store is chilling the meat free of cost and the Amercian Legion hut has become a canning center; the county community house in Lincoln County is now a temporary canning factory; in Jefferson County the boys' industrial school is the center with the boys doing the work on shares, super-

vised by a local leader from one of the home demonstration clubs; in Drew similar arrangements have been made with the Baptist orphanage; in Calhoun County the three banks have bought pressure cookers which they lend to the various community leaders; in Greene County the local cannery has thrown its doors open to all farm folks who wish to can a beef, more than 100 people attending the first demonstration and many learning the process. Farm women, trained in meat canning in former years, are conducting these meat-canning bees, leaving the home demonstration agent more or less free to organize the work in the more remote communities. These are but a few instances of the fine backing the work is receiving.

Canning as One Solution

A state-wide culling campaign has been under way during the summer, and hundreds of the cull chickens have been canned, one woman having placed 98 quarts of canned chicken on her pantry shelves. The canning of one calf for which the owner could have received only \$10 on the market placed 362 cans of roast, steak, hash, chili, and soup stock in the pantry for the winter meals. Another 240-pound beef was canned in half a day by a family that estimates its winter supply of meat ready for the table at \$55, a conservative estimate. This meat supply in many homes is supplemented by a store of canned vegetables and fruits which were put up from early spring gardens according to the extension service canning budget. Following the slight rains, thousands of farmers have planted turnips and other greens. A large supply of these will be canned before the winter cold sets in.

So, again, when a disaster faces our people, the county extension agents are "on the spot" to give without a moment's delay relief where relief is most needed. Counting the assistant agents who have consented to a temporary transfer to 2-county positions, there are 64 white agents and 8 negro agents carrying on the emergency drought-relief program.

Page 97

County Forestry Program

The effective results obtained from the use of intelligent local leadership in the development of an extension program are emphasized by J. A. Cope, extension forester of the New York State College of Agriculture at Cornell University in a discussion of New York's extension forestry program.

The first step has been the appointment of a farm bureau forestry committee, made up of farmers who have evidenced constructive interest in this project. There are now such committees functioning in all counties of the State where forestry is a project of importance. In some cases these committees do scarcely more than meet once or twice a year to sanction the work the county agent and the project leader in forestry have agreed on and are carrying out.

In several counties a happy combination of aggressive committeemen and definite assignment of task has resulted in progressive accomplishment. The scope of the farm bureau's forestry committee has been widened to take in all agencies in the county interested in the furtherance of forestry. From a simple farm bureau forestry committee has developed a forestry council made up of representatives of the local luncheon clubs, subordinate and Pomona granges, dairymen's league locals, sportsmen's clubs, parent-teacher associations, and schools. In five counties of the State these councils have been organized and are carrying on a range of activities that is as wide as the field of forestry itself. Picking at random from the plan of work as set forth at their annual meetings, we find the councils charging themselves with such projects as these: (1) Financing a 4-H forestry club boy to take in the annual Adirondack forestry tour; (2) using their influence and backing to get the board of supervisors to establish county forests; (3) conducting a survey of local wood-using industries, in order that their members may have at first hand, information in regard to the best market for their wood-lot products; (4) organizing a campaign for county-wide wood-lot improvement work; (5) planning and conducting a local forestry tour throughout the county; (6) setting up a forestry exhibit at the county fair; (7) conducting essay contests among the school children of the county on some phase of forestry.

First Forestry Council

Chautauqua County, in southwestern New York, is an interesting example of the rapid development of a county-wide forestry extension program sponsored by

a forestry council. This was the first county in the State to form a forestry council, back in 1927. The program of forestry extension work which the council mapped out was ambitious, and the demands for help from council members along forestry lines was so great that a heavy burden was placed on the time and ability of the executive committee. Having no public funds to pay for the specialist help needed in carrying on the program, the council members helped to finance for a year the employment of a forester for the council. At the end of the year's work the value of an extension forestry specialist to the county was so apparent to the board of supervisors that they decided to carry this position on the regular county pay rolls.

Mr. J. E. Davis, now assistant extension forester of New York State, was employed as county extension forester. The position is rather unique in the records of forestry extension work in the United States. It is the first, and, so far as is known, the only position of its kind. There are a considerable number of county foresters employed administratively in connection with county forests and parks. This position, as the title implies, carries with it no administrative duties, but is entirely educational. The county extension forester's work is performed under the direction of the executive committee of the forestry council. In other words, the forestry council functions in forestry extension matters in the county, just as the farm bureau functions in relation to agricultural extension. The county extension forester has his desk in the county agent's office, the closest cooperation thus being assured. The program in forestry extension and agricultural extension are coordinated, and duplication and overlapping are avoided.

The Lewis County Council

In Lewis County, clear across the State in the foothills of the Adirondacks is to be found another forestry council that is functioning effectively without a county extension forester. Extensive areas of farm woodlots and abandoned land needing planting have made forestry an important project in the county agent's annual program. With the backing of a forestry council which includes all the forestry interests in the county, and with help from the State extension forester, the local blister rust control agent and the foreman of the State nursery, located in this county, a sound program is kept constantly before the landowners of the

county. The "Tree Planters' Dinner," which ushers in the spring planting season, and the county forestry tour in the early fall have come to be outstanding events in the county calendar. A county that through a combination of public and private interests plants better than half a million trees each year, that fosters and carries out a well-balanced program in forestry for farm boys and girls through the 4-H club organization, and that has established demonstrations of improved woodlot practices in every township may well be said to be forest-minded. On this achievement the forestry council can and does pride itself.

In Jefferson County a still different plan is being tried, and so far has worked out successfully though it has been underway only since last spring. The farm bureau did not feel it had the funds to justify a full-time assistant county agent on strictly agricultural projects. The county board of supervisors, through their forestry committee, was embarking on a program of county-owned forests. They desired expert assistance and advice in establishing these forests and were willing to pay for it. To provide this help would not, for the next five years at least, occupy the full-time of a forester. After a conference between the forestry committee of the board of supervisors and the executive committee of the farm bureau it was decided to employ a graduate forester. He was given the title of assistant county agent. His duties combine the supervision of planting on county forests, the educational work in forestry under the forestry council, and certain routine work for the farm bureau.

The forester has an opportunity to combine in an effective way administrative and educational duties. There is no conflict because he is responsible to separate groups for the different line of work and his salary and time are allocated proportionately.

"By writing narratives on how they would furnish a home, the 13 women attending the Summerfield home demonstration club meeting exchanged some valuable ideas which might have been missed had the class been conducted differently," says Pearl LeFevre, home demonstration agent in Claiborne Parish, La. First Miss LeFevre gave instructions on rural home furnishings, and after a general discussion each one wrote her paper. Miss LeFevre feels that this meeting probably will result in increasing the number of entries in the room-improvement contest which is being sponsored by the Claiborne home demonstration council.

The Farm Board Makes Progress

JAMES C. STONE, Vice Chairman, Federal Farm Board

The agricultural marketing act provides aid to farmers in organizing for collective action to control the production and marketing of their crops. The avowed purpose is to place the industry of agriculture on a basis of economic equality with other industries through the adoption of sound business principles that those in other lines have found essential to success.

The law commits the Government definitely to the principle of producer cooperation in marketing agricultural commodities. Furthermore, it proposes to farmers that they adjust the production of their crops and livestock as nearly as possible to the potential buying demand, the theory being that it is much better to prevent a burdensome surplus than to grow one and then try to find some way to dispose of it without the usual depressing effect on the market.

The Federal Farm Board, intrusted with the administration of this law, has now been at work about 15 months. In that time we have centered our efforts on two phases of the task assigned us by Congress. First, we have assisted the existing cooperatives to unify their marketing activities along commodity lines and to extend their services to other farmers who are willing to work with their neighbors. Second, in conjunction with the Department of Agriculture, State colleges of agriculture, and Federal and State extension services, we have laid before farmers the facts relative to overproduction of certain commodities and suggested that acreage be adjusted with a view to producing crops more nearly in line with market requirements.

Cooperatives Assisted

Cooperatives handling seven different commodities have been assisted by the farm board in setting up national cooperative sales agencies for the unified merchandising of those commodities. These include the Farmers National Grain Corporation, National Wool Marketing Corporation, American Cotton Cooperative Association, National Livestock Marketing Association, National Bean Marketing Association, National Pecan Marketing Association, and National Beet Growers Association.

These national agencies are made up of State, regional, and local cooperative associations. They are being formed to merchandise the products of their member associations to the best advantage of the grower. Through elimination of

waste in distribution and lessening of speculation it is expected their operations will result in a stability of prices that should be beneficial to consumer as well as to producer. These organizations are farmer-owned and farmer-controlled. They are in no sense Government agencies or agencies of the Federal Farm Board. Their services are available to every farmer who is willing to cooperate with his neighbors.

Preliminary reports on 1930 operations show that substantial progress is being made by the national cooperative agencies.



James C. Stone, vice chairman, Federal Farm Board

The National Wool Marketing Corporation has handled for its member associations approximately 125,000,000 pounds of this year's wool and mohair clip, or something more than 35 per cent of the total. Last year barely 10 per cent was marketed cooperatively.

Deliveries of cotton are far in excess of those at this time a year ago. The American Cotton Cooperative Association has received reports from member State associations indicating that they will handle 3,000,000 bales or more, compared to about 1,200,000 bales last year.

Nearly a third of the hard winter wheat moving into the Kansas City terminal was marketed by the Farmers National Grain Corporation, whose officials estimate that at least 200,000,000 bushels, or about one-fourth of the total wheat crop this year, will be marketed under its supervision.

The raisin-grape and fresh-grape producers of California have been assisted by the farm board in working out an industry cooperative program for the removal of surplus grapes and raisins. The cost of such removal is underwritten by the industry and its purpose is to protect the market for raisins and fresh grapes.

Cooperatives handling dairy products, poultry and eggs, tobacco, apples, potatoes, rice, and fruits and vegetables are being assisted by the farm board in broadening their marketing activities, looking to the eventual development of central sales programs for those commodities.

Financial Assistance Rendered

Financial assistance has been extended by the farm board to cooperatives handling these commodities: Apples, beans, citrus fruits, cotton, dairy products, dried fruits, figs, grain, grass seed, honey, livestock, pecans, poultry and eggs, grapes and raisins, rice, sour cherries, tobacco, wheat, and wool and mohair.

In cooperation with the State agricultural colleges and extension services of the Northeastern States the farm board is making a survey of cooperative associations and farm marketing problems in those States with a view to recommending a program of expansion that will place farmers of that area in position to avail themselves of all the benefits of the agricultural marketing act.

Among the duties of the farm board is that of designating farm products or groups of farm products with similar marketing methods as agricultural commodities. Thus far 12 have been so designated, as follows: (1) Cotton; (2) dairy products, including fluid milk, cream, cheese, condensed milk, butter, ice cream, evaporated milk, whole and skim milk powder; (3) grains, including rye, corn, oats, barley, flax, grain sorghums, and buckwheat; (4) rice; (5) livestock; (6) wool and mohair; (7) tobacco; (8) poultry and eggs; (9) seeds, including alfalfa, clover, timothy, redtop and other field seeds; (10) potatoes; (11) wheat; (12) sugar beets and sugarcane.

On invitation of the farm board, cooperatives representative of the producers of six commodities, in accordance with the provisions of the law, have established advisory commodity committees, as follows: Dairy products, wool and mohair, wheat, cotton, livestock, and sugar beets and sugarcane.

The farm board has recommended to wheat growers of this country that they gradually reduce their acreage until production is brought down to a domestic basis or nearly so. This has been done

because all the facts collected by the Department of Agriculture and the board on the world wheat outlook indicate that the average grower can not hope in the next few years to get a profitable return on the world market. Cotton growers have been advised to reduce their acreage somewhat and to improve the quality of their crops as steps necessary in putting their industry on a sound basis. The board sounded a warning to tobacco growers last spring that their reported intentions to increase acreage by 15 per cent would probably result in overproduction and consequent low prices.

In the past our farmers have been giving entirely too little attention at planting and breeding time to the prospective consumer demand. For the most part, warnings by the Department of Agriculture against overproduction have gone unheeded.

Overproduction Warnings

An instance of how producers ignored repeated warnings against overproduction and now are suffering because of it is furnished by the sheep industry. In the summer of 1927 sheep raisers were advised by the Department of Agriculture of an impending surplus unless the expansion of their herds was slowed down. There was no response and the warning was repeated in 1928 with a like result. Still a third warning was given in 1929. A short crop last year helped to defer the adverse effect of a surplus until fall, when lamb prices in Chicago, which had ranged from \$13 to \$16 were carried down to prices of \$10 and lower. The lamb crop this year was 2,000,000 head greater than that of 1929, and this increased production remains to be disposed of before producers can hope for a more profitable price level.

A study of the records of the Department of Agriculture shows that the aggregate return for a small or medium sized crop is frequently larger than for one greatly in excess of the normal market requirements.

In 1928 farmers produced 49,000,000 head of hogs, 9,000,000 head more than the crop of 1926, and received \$140,000,000 less than for the smaller crop.

Beef cattle production in 1929 was the smallest in the past five years and brought the growers the most money. Slaughter under Federal inspection was 7,940,000,000 pounds, for which the producer received \$968,000,000. In 1926 it was 9,814,000,000 pounds and the producer got only \$943,000,000, or \$25,000,000 less for a 25 per cent greater production.

The corn crop of 2,300,000,000 bushels in 1924 had a farm value of \$300,000,000 more than one of 600,000,000 bushels larger in 1925.

The record of returns for potato crops over a period of years shows that the growers get more for a crop under 400,000,000 bushels than they do for one in excess of that quantity. The smallest potato crop in the past six years was 321,000,000 bushels, in 1925, and the bumper crop, in 1928, was 463,000,000 bushels. The crop of 142,000,000 bushels more showed a return to the farmer of \$242,000,000 less.

The smallest cotton crop of the past 10 years was that of 1923, being only 10,140,000 bales. The biggest was in 1926, amounting to 17,977,000 bales. The cotton farmers got \$580,000,000 more for their crop in 1923 than they did in 1926 when they had 7,837,000 more bales of cotton.

Organization, just as in the case of dealing effectively with marketing problems, seems to us to be necessary before farmers will be in position to adjust production to market requirements and do the job on an equitable basis.

Regional Outlook Conferences

The new plan to hold regional outlook conferences in the early fall to discuss the situation with various commodities that are covered in fall extension work has been put into effect. The first of these conferences was held in Washington for representatives of the Appalachian States on September 18 to 20. Nine States were represented by 26 men in addition to a large number of members of the Bureau of Agricultural Economics and the Extension Service staffs in Washington. The conference opened with a general discussion of objectives and procedure in outlook work and a review of general economic conditions. Various commodities were then taken up by committees and an hour or so of discussion devoted to each. These discussions covered poultry, feed supplies, potatoes, feeder cattle, tobacco, truck crops, sheep, and dairying. Following the commodity discussions, methods of presenting outlook work and conducting meetings were considered.

No formal report was written for the region, but the State representatives took the results of the conference back to their respective States to be used as a basis of outlook work until the time of the annual outlook conference in January.

The second of the regional conferences was held at the Iowa Agricultural College at Ames September 25 to 27 with 13 States represented by two or more extension workers. The conference included

about 90 men from the various States and the staff of the college at Ames. The program followed the same plan as that of the conference in Washington, beginning with meetings of the committees followed by detailed discussions of commodities by the conference as a whole. Later, a day was devoted to the discussion of methods of procedure in outlook extension work. No formal report was prepared for the region. Extension directors of five States, representatives of the Bureau of Agricultural Economics, Extension Service, and the Federal Farm Board participated.

An outstanding fact apparent in the subject-matter discussions of the conference was that extension economists in this area are devoting much attention to the preparation of outlook information for extension uses. Another quite evident fact was that outlook work in the Corn Belt States has passed the stage of preparing reports or holding meetings that do not include a consideration of the economic background and local adaptation as well as the outlook.

Considerable attention was given to the ways and means of applying outlook information to the individual farm business. The use of individual farm organization material for this purpose, supported by a careful analysis and interpretation of what constituted successful types and systems of farming within the area, was emphasized.

Regional and county adjustment or economic conferences were considered as a means of projecting outlook information. They were regarded as another effective means of helping farmers make more money. That local farm-management facts are essential to the long-time success of the economic conference was pointed out.

Emphasis was placed upon the training and use of leaders. With this thought in mind, ways and means for best enabling subject-matter specialists, county agents, and local community leaders to obtain and make use of outlook information were discussed. In the preparation of economic information for the use of leaders, emphasis was given to the importance of simplicity, brevity, and timeliness in the preparation of such information.

The results of the conference suggested the advisability of a close cooperation of the extension economists working in this area in the development of programs during the next few years, to enable the most effective projection and use of outlook and related information. Unlike most lines of extension subject matter, economic problems do not stop at State lines. For that reason it is evident that the regional aspects of these economic programs be worked out jointly by these workers.

Sussex County Health Survey and Outlook

From Sussex County comes a most interesting story of the health study made by the extension service of the University of Delaware under the direction of Miss Pearl MacDonald, nutrition specialist.

We have long been familiar with agricultural surveys and their outlook which gave for the year the probable grain and livestock production; but a survey of the homes and people and of their health outlook is something new.

In this age of health instruction we are looking at our children with a very different understanding. The examination of school children in Sussex County by the county health doctor revealed some very significant facts, namely, that about 35 per cent of the children suffer from faulty nutrition, which means that they do not have enough food of the right kind to build and repair their bodies; that about 40 per cent suffer from defective tonsils; and nearly 50 per cent have defective teeth with tartar as well as actual decay.

Dentists of the county are agreed that the condition of the teeth is, to a large extent, due to lack of milk, fruits, and vegetables and to an excess of sweets. This condition exists because parents do not understand the problem of tooth building.

Results Shown by Score Card

A health-habits score card on which more than 2,800 children reported their food habits, showed that—

Less than one-fourth of the children have more than a pint of milk each day.

Less than one-half have two vegetables besides potatoes each day.

Only about one-seventh have leafy vegetables.

About one-half eat sweets between meals.

Seventy-five per cent of the children had a total score of 70 or below, while only about 5 per cent had a score of 90 or above.

It should be added that this food-habits score is based on a high standard providing an abundance of mineral substances and vitamins.

In a study among the mothers there were found failure to correct physical defects in the children; a large number of children carrying cold lunches to school; too many suffering from constipation, headaches, and colds; the planning of meals a real difficulty; and very

few families planting a wide variety of vegetables or planting surplus to provide for canning and storing for winter use. Very few planned definitely for leafy vegetables in the diet.

To bring the results of these studies to the attention of the people of the county, a conference was held with the citizens, giving them the facts. Lack of vegetables was the difficulty that seemed most easily and quickly righted. The conference was held at the beginning of the growing season. It was planned to work through four committees—a general health committee, a vegetable supply committee, a garden committee, and an economics of the garden committee.

Work of Committees

In brief, the work of the committees was to suggest that the county extension agents plan demonstration gardens; to encourage everyone to have a home garden, stating that one-fourth to one-half acre was needed by the average farm family for a year's supply of vegetables, and to urge the planting and use of a variety of vegetables, especially the leafy sorts, such as spinach, chard, kale, cabbage, and turnip and beet tops.

Those who had the demonstration gardens planted several varieties of vegetables new to them and became acquainted with them. This was a poor garden year because of the drought, yet some of the demonstrators had vegetables to can for winter use. However, the garden tours planned as a part of the demonstration had to be given up.

Canning demonstrations were given and methods of storing were discussed. The women are gradually becoming acquainted with the canning and storing budget idea. As a further development, food demonstrations on the best type of preparing and using vegetables are being given. These will be followed by a menu contest.

Although the results in dollars and cents have not been great this year, the studies have been much worth while because of the interest aroused and the groundwork laid for further work. Plans have been formulated for carrying on such work with mothers of preschool children as the correlation of physical defects and establishing good food and health habits, and some have begun 4-H clubs in the county.

Although one of the largest industries in the world, the wholesale value of all the motor vehicle production in the United States is not as great as the farm value of the dairy products of this country.

Sabbatic Leave for Extension Workers

On September 30 Dr. C. W. Warburton, director of extension work, issued a letter to all extension directors regarding sabbatic leave for extension workers that marks a new departure in administrative interpretation of the Smith-Lever and Capper-Ketcham funds. In the past it has been contrary to department policies to employ these funds for sabbatic leave periods of extension workers, even though these periods were used for professional improvement. Now the department is ready and willing to reopen this question and to consider with each State individual cases on their merits, as a means of developing efficiency and morale in the extension force.

It seems desirable that periods for further study and personal improvement should be extended, especially to county extension agents who may be isolated from sources of research information.

Reasons for Leave

As a basis for consideration of the use of cooperative extension funds for sabbatic privileges, the department suggests that each case be made an individual project, mutually agreed upon by the department and the college concerned. This project should show the name of the individual desiring leave, length of time in the extension service of the State, the studies to be pursued or the investigations to be made, the institution to be attended, period of leave, rate of compensation and source of funds involved, and the likelihood of the one taking sabbatic leave returning to the State extension service following such leave. Leave for travel, recreation, working at home on the farm, or employment in another institution would not be regarded by the department as proper reason for expenditure of extension funds of Federal origin for sabbatic leave.

The communication of Director Warburton calls attention to the fact that sabbatic leave should not be considered a right of the recipient but rather as a privilege which the college may grant.

This suggestion of the department regarding sabbatic leave is not at all mandatory and should only be considered as permissive so far as the department is concerned. It is not intended in any way to interfere with the present policies of any of the agricultural colleges.

Some of the most popular publications issued in the State of Georgia last year were on vegetable gardening, the spraying calendar, canning fruits and vegetables, and the farm poultry house.

Club Work in Utah

Four-H club work in Utah this year has given evidence of the helpful training obtained by local leaders in the Utah State 4-H Leader Training School held at Logan in March, under the direction of D. P. Murray, State club leader.

The primary purpose of the training school was to train leaders in methods of organizing and conducting boys' and girls' 4-H clubs, and the entire course was developed with that objective in view. These leaders are not only acting as supervisors of clubs but they now assist in the training of other leaders in their districts.

Project work was given in home management; clothing (four years); foods (four years); crops; dairying; sheep, swine, beef, and poultry management; and forestry. The faculty was comprised of members of the extension service staff.

Desiring to acquaint the leaders with the proper procedure in organizing clubs, making programs, executing plans, and conducting elections and meetings, Wilford D. Porter, extension editor and secretary to the director, was placed on the program of three general sessions to discuss these problems. He first took up the necessity for a well-defined program of work; one that would specifically state the time, place, and what was to be presented at each meeting. Mr. Porter then discussed the proper procedure in conducting by means of motions the business of the club meeting. He showed the method of handling main, privileged, and incidental motions and explained the duties of officers and members of the organizations.

Club Activities

Other features discussed by authorities in their particular line at the general sessions were the securing of club members and how to keep their interest, the best books for club members and leaders to read, the value of recreation, the steps to be taken in planning a 4-H club picnic, club reports and how to obtain them, health, cooperation of county agents and local leaders, new contests among Utah girls' clubs for 1930; the proper procedure in submitting a club exhibit for the State fair, and the value of achievement exercises and how to conduct them. There were talks by club members who won out-of-state trips last year, and a discussion of dramatics.

Recreation classes, in which all enrolled participated, were conducted each afternoon. Also, club members conducted demonstrations and took the different parts in a 4-H club play produced under the direction of a local leader.

William Peterson, director of the Utah Extension Service, in his address before the group, said in part: "A leader is one who is willing to give service. He must be resourceful, live beyond reproach, make good use of his marginal time, see only the good in others and build on worth-while foundations, establish a reputation for honesty, not tolerate procrastination, encourage only the best efforts and express commendation for attainment in others, and see the potentialities in communities and in people. A leader never looks for praise; he looks for accomplishment."

Texas News-Writing Contest

Texas county and home demonstration agents rival their local editors and reporters in writing local news stories of farm and home demonstrations, reports W. H. Darrow, Texas extension editor, not because of superior writing style but because of better interpretation of re-



County agent who won newswriting contest

sults. This is the most interesting conclusion reached by the judges in examining the local news material put on display in county exhibits by 31 county agents and 16 home demonstration agents in the first Texas extension agents' newswriting contest which culminated at the State meeting late in July. The sweepstakes winner in the contest was J. F. Combs, of Jefferson County. J. C. Patterson, of Eastland County, was runner-up.

The contest was divided into six classes, each representative of a desirable type of extension information, and the judging was on the basis of quality, although the exhibits included a large part of the year's output. The six classes included local extension news stories written by agents and by professional writers; community correspondence from community centers to county newspapers in which demonstrations were covered; constructive editorials written by local editors about local extension work; feature stories by agents or professional writers on demonstration work for which

agents were responsible; and story-telling extension pictures.

During the year that this contest was conducted 153 agents were given special assistance by the State editorial office in the development of "noses for news," and short cuts in its preparation and distribution. The wide interest created among agents by the contest as revealed by the careful examination made of the stories on exhibit showed clearly that the preparation of local extension news is considered by Texas agents as an important part of their work.

Cooperative poultry marketing has been found worth while again. Itinerant County Agent E. B. Wright organized the Tri-County Poultry Association in Overton, Clay, and Pickett Counties, Tenn., to cooperatively market poultry. Mr. Wright reports that excellent cooperation was received; for example, 90 per cent of the farmers who brought their own poultry to town patronized one of the cooperative sales. At the end of the first month of activity the price level had risen from 2 to 5 cents per pound, and it is estimated that \$7,900 had been added to the growers' income.

A Clean-Chick Campaign

The "Clean chick—Grow good pullets" campaign project in Maine has approximately 1,000 poultrymen enrolled to carry out five or more of the seven recommended practices, says H. L. Richardson, extension poultry specialist. These practices differ from those in similar projects of other States for several reasons, but for two reasons principally: First, disease control is not the serious problem that it is in many of our sister States, and second, it seemed desirable not to confine ourselves to "clean chicks" wholly but to extend our recommendations to cover those most essential in "growing good pullets" of laying age.

There are two outstanding educational principles which guided us in developing the project. First, the number of practices covered should be kept at the minimum, and second, that the statement of practice recommended should be clear-cut, well defined, positive statements, leaving them subjected to the minimum of errors in interpretation and application. Thus our program is built around the following recommendations:

1. Hatch chicks early (before May 1).
2. Secure chicks from pullorum disease-free stock. Test all breeding stock for pullorum disease (bacillary white diarrhea) and buy chicks or eggs from accredited flocks.

3. Feed chicks from hoppers. Feed all grain and water from hoppers so constructed that droppings are kept out.

4. Brood on wire. Provide brooder house with wire sun porch or the brooder house itself with a floor of ½-inch mesh hardware cloth.

5. Avoid crowding. Have not over 300 chicks under one hover and not over 400 pullets per acre on the range.

6. Range chicks on clean land. Use land where there have been no chicks for one or more years—a 3-year rotation is suggested.

7. Use range shelters. House growing stock on stange in open range shelters.

Agencies used in developing this program are those most commonly used in this type of project and include surveys—project leaders, newspapers, radio, meetings, demonstrations, letters with enrollment cards, bulletins, and circulars, essay contests, and exhibits.

A report on results can not be made at this time, as the first year is not yet completed. An indication of the progress being made is the fact that this year 103,000 birds were tested for pullorum disease whereas only 63,000 were tested the previous year.

State Contest in Terracing

New Mexico held its first State 4-H terracing contest last spring at Clovis. About 40 boys in five counties were trained in the terracing work, and the best team in each county competed in the State contest. Each team demonstrated the use of the level and terracer and explained their adjustment and operation. They also told of the advantages to be derived from level farming. While one team was handling the grader another explained the use of the levels and laid out the terraces, thus making it possible to run off the contest in five hours.

Each team was checked for accuracy, but no error in excess of 1 inch in the terrace lines was found. The contestants demonstrated that they understood every angle of terracing and that they were capable of correctly laying out and raising terraces.

The first prize was a \$130 grader and the second prize was a choice supply of beaver milo. The boys who won the grader are planning to use this machine for general terracing work in their county.

During the last several years there has been a decided increase in the demand for blood-tested poultry stock; also, a demand for chicks produced from a known source near home.

Served Missouri 20 Years

After 20 years of service to Missouri agriculture, Arthur John Meyer, director of the extension service of the Missouri College of Agriculture, died at his home in Columbia September 19, aged 52 years. Agricultural history will record the fact that this man had much to do with shaping agricultural extension work in its earliest beginnings and that he was a factor of national importance in the development of this plan of rural education.



A. J. Meyer, late extension director of Missouri

Mr. Meyer was first identified with the Missouri College of Agriculture in 1910 as a student and assistant to Dean F. B. Mumford. For three years he was superintendent of short courses. During this period, in 1912 and 1913, he also had much to do with the establishment of Missouri's first "farm agent" work—two years prior to the national adoption of the plan. It was on August 1, 1912, that the farm forces of Cape Girardeau County were successfully linked with the college and the United States Department of Agriculture and Missouri's first farm agent employed. Pettis County followed on January 1, 1913.

With the passage of the Smith-Lever Act in 1914, Mr. Meyer became director of cooperative extension work for Missouri. This position he held continuously until his death, with the exception of the year 1920, when he was given a year's leave in order that he might serve as executive secretary of the Missouri Farm Bureau Federation, then in its beginnings.

During the World War Mr. Meyer served as a member of the committee on

agriculture and food products and was a special agent of the United States Food Administration.

A. J. Meyer was not only a leader in extension education in his own State, but he was recognized as a leader in the extension field in the Nation as well. He was a member of the committee on extension organization and policy of the extension division of the Association of Land-Grant Colleges from 1926 to 1929, acting as chairman of that committee in 1928-29. As a member of that committee he assisted in the development of the Capper-Ketcham Act, which increased the Federal appropriation for extension work \$1,480,000. Director Meyer worked continuously for the development of increased extension work with farm women and was an advocate of an enlarged extension program in rural sociology and child care and training. His keen mind and deep convictions on extension work with men, women, and boys and girls made him a recognized leader at all national meetings involving extension work.

Extension Work Reviewed

Two members of the Federal Office of Cooperative Extension Work—C. B. Smith, chief, and M. C. Wilson, in charge of extension studies—recently made a substantial contribution to extension literature by the publication of a book entitled "The Agricultural Extension System of the United States." This book will be of interest to every extension worker. It deals with such topics as the partnership between people and Government in extension, the extension system in war or regional disaster, the county agricultural agent, the home demonstration agent, the boys' and girls' club agent, extension specialist, State leaders or supervisors, extension directors, the Federal Extension Service, local leaders, the making of the extension program, county extension organizations, funds for extension, extension policies and relationships, results of extension work, extension research, teaching methods and their relative costs, the psychology of extension teaching, objective, oral, and written methods of extension teaching, indirect spread of extension teaching, extension campaigns, miscellaneous factors in extension teaching, training extension workers, and like matters. The book closes with a general review and an appendix of the various Federal extension laws, general memorandum of understanding, typical State extension laws, projects, and plans of work. The publishers of the book are J. Wiley & Sons, New York City.

Extension Service Review

Issued monthly by the **EXTENSION SERVICE** of the United States Department of Agriculture Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

G. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

NOVEMBER, 1930

Measuring Up

The time for the check-up on the year's progress is close at hand. How faithfully have we carried out the program or programs planned a year ago? How definite are the results we have obtained? These are questions we must answer. To answer them, we find, is easier when we have not one year's progress behind us but the accumulated progress of several years toward a definite and measurable goal.

The Kansas Extension Service organized in 1925 a long-time wheat-belt program. Its specialists in agronomy, entomology, plant pathology, and marketing joined in formulating a unified program of objectives and service. It was so clearly outlined that every county extension agent concerned knew what to look for and on what to concentrate. Besides the Kansas State Agricultural College and its various departments, the Kansas State Board of Agriculture, the crop-improvement associations of the State, and the railroads and chambers of commerce interested in the territory were brought into consultation and given the opportunity of contributing to the execution of the program.

A teaching program was worked out that was followed consistently year after year. In January and February district wheat schools were held for local leaders where a thorough course of training was given by the specialists. These leaders, then, in turn, held local meetings for

wheat growers. In April grading schools were conducted by the specialists and in June field days were held on which demonstrations were visited and studied by growers. During July and August a special demonstration train was operated through the territory, which was visited this year by 105,000 people. A 1-day state-wide wheat festival gave the educational effort of the year a final dramatic touch.

Now, as to results. In southwestern Kansas, where the program has been carried on intensively for the full five years, 77 per cent of the wheat land was tilled before August 1 after removal of the crop. In the balance of the wheat-growing area 32 per cent of the land was tilled before August 1. In the five years the use of improved seed free from rye has increased from 200,000 to 500,000 bushels per year. Almost all the wheat in the area is now marketed on a quality basis, including dockage for smutty wheat. A recent report on the 1930 crop issued by the Southwestern Wheat Improvement Association shows that of the shipments received in Kansas City from southwestern Kansas only 1.9 per cent of the cars received graded smutty. Practically all farmers in the area now practice late seeding to escape the Hessian fly and by cultural methods are controlling damage from other insects harmful to the Kansas wheat crop.

It is definite, tangible results such as these that make extension's contribution to economic progress recognized. How many States, districts, or counties can look back to a program laid out five years ago, carried out faithfully as to the subject matter and teaching methods adopted, and with the results obtained as clearly measurable as are these of the Kansas Wheat Belt?

A Paying Investment

In this issue of the REVIEW Director Peck, of Minnesota, points out the opportunities for extension expansion in the field of economics. Particularly does he emphasize the opportunity not only for wider service but for more highly paid effort for the individual worker. It is true that to meet the requirements of new positions which are opening up in economic extension the worker must expend funds and time for necessary studies. It would appear, though, that the county extension agent who has proved helpful in meeting problems of marketing, farm management, and business operation and who enjoys this kind of work

can well afford to take the time to master whatever there is of scientific knowledge in these fields and make it a part of his professional equipment. Nor is this an opportunity exclusively for men. With the daily growing interest among farm women in sources of income and in meeting more successfully marketing requirements and standards, not a few home demonstration agents should find additional economic training the stepping-stone to more concrete success and increased remuneration. No one, surely, is better qualified to make successful practical application of economic facts than the man or woman with a background of experience as a county extension agent, who through intensive study acquires comprehensive understanding of such facts and their relation to the business of farming.

Questions and Answers

The REVIEW from time to time will publish a series of questions and answers. The questions come directly from the field and are points of discussion with our field workers. The answers will represent the best thought we can obtain from specialists in the work represented by the question.

Q. Does a cooperative county agent have the right to inclose in a letter a self-addressed penalty envelope or card to be returned to him free?

A. A self-addressed penalty envelope or card bearing the address of the authorized employee of the United States Department of Agriculture who furnishes it may be sent out to farmers and other persons from whom official information is desired, provided such information is to be strictly in furtherance of the work for which the employee received the Federal appointment.

Q. What do you consider a good outline to follow in making a State or assistant State club leader's plan of work?

A. First, state the problem, i. e., facts as to the condition, needs, and problems of the farm youth of your State; then for each major problem indicate the reasons for the existence of such a problem, your solution, teaching plan, and way of measuring results. A calendar of procedure is also essential. For example, in State X over 80 per cent of the boys lack adequate knowledge of clothing care. This is the problem. Now state your solution, method of procedure in remedying the situation, calendar of work, and way of measuring results.

Strengthening Economic Phases of County Extension Work

F. W. PECK, Director, Minnesota Extension Service

With the advent of the agricultural depression of farm prices which started in 1920, and continuing through the past decade of rapidly changing economic conditions in agriculture, there has naturally developed in most States a very definite emphasis upon economic programs and projects in the State extension services and in the United States Department of Agriculture.

For the past 25 years research studies have been developed in many of the economic fields, touching upon agriculture such as farm business analyses, cost of production studies, farm organization, research in the use of various forms of farm power, taxation, rural credit, marketing of farm products, and, in more recent years, very important and detailed studies of farm prices, their trends and cycles.

Compared with the results of research studies in biological lines, this body of information touching upon the economic aspects of agriculture is new. It has

not been applied to specific problems as much as other research material, and the personnel that has grown up rather rapidly in this field has not had the experience and training in the application in the economic facts to permit one to say that the highest type of success has yet been reached in the extension field of work.

That is to say, as we learn to use the results of economic studies in the practical field of farm operations the value of these results will become much more apparent to farm people and to extension workers than is true at the present time. This is a very natural result of a new field of work, the roots of which have had to be untangled from a large mass of theory and intangible facts and opinions. Economics is no exception to the rule that research results must build a content for teaching and extension application.

Hence, the first major problem that has been encountered in the attempt to strengthen this phase of extension work has been the difficulty of obtaining from research studies the type of economic information that farmers may use in their business and which can be successfully brought to them by extension workers.

Illinois as developed by Professors Case, Mosher, and others. Another outstanding example of the application of enterprise-cost studies is that of the experience of the California Extension Service through the work of Professor Fluharty and his assistants. In both these instances, and others might be cited with

equal point, the interpretation of the material gathered is such as to make possible the adoption of very definite business changes by farmers. These types of application have resulted in a much more definite understanding of economic information than the more general discussion of economic problems of a more or less widely applicable nature. Just as the proof of the pudding is in the eating, so the test of extension effort in economics is in the understanding and consequent action of those receiving the extension training.

Another fundamental extension problem in this field is that of

reaching more people more effectively with economic teaching. By this I do not mean a wholesale general type of talking about economic problems, or the wholesale publication of more or less involved and dry economic facts. I mean, rather, the development of methods of training county agents, for example, to have a sense of economics, to keep them thoroughly posted on types of economic information, and possibly to develop methods of training leaders in communities who may reach still others with proper interpretations of economic material. This is one of the long-time objectives of developing methods in extension work that should receive particular attention in this rather difficult subject-matter field.

Finally, there is the problem of an adequately trained personnel in extension that can develop a sound, constructive,

STRESS THE NARRATIVE REPORT

Extension agents will be busy this month preparing their annual reports of results obtained in 1930. It is urged that they lay special stress on their narrative reports, giving as clearly and completely as possible specific accomplishments due to extension activity. To enable agents to give more time to the preparation of the narrative report, the statistical report form has been reduced from 32 to 24 pages and the number of questions from 386 to 268, as compared with the form for the previous year. Notwithstanding the reduction in the size of the statistical report provision has been made for the reporting of additional information under marketing. This appears necessary owing to the marked emphasis which has been placed on cooperative marketing by both the Extension Service and the Federal Farm Board. Provision has been made, also, for submitting data on child training and care and community activities.

For the most part reference to practices changed or adopted as a result of extension influence has been omitted from the pages relating to agricultural projects. It is felt that the omission of this information will be more than compensated for by the placing of emphasis by extension agents on the inclusion of stories of specific extension accomplishment in their narrative reports. We look to these stories to enable us to bring adequately to public attention from a National and State standpoint extension achievement and progress in 1930.

C. W. WARBURTON,
Director of Extension Work.

Another problem of importance encountered in the extension field has been one of methodology of presenting the economic facts in such a form and by such means as to result in successful teaching of farmers to the end that changes could be successfully made in the business side of their operations. Just as the field of economics tends to theory, so the results of many of the studies have been applied in a more or less theoretical form, which left the ultimate consumer of the extension product, namely, the farmer, in a very uncertain frame of mind as to how he could best use this type of extension information.

Probably one of the best examples of how improved methods of analyzing economic facts related to the farm business, and applying them successfully to changing farm practices, may be found in the experience of the farm-account work in

growing program in economics with farm people. This personnel can not be trained in a day. It can not always be successfully recruited from the research staffs of institutions, for the research departments need the best trained personnel they can obtain to build a body of information that the extension services can use. One of the sources of a satisfactory personnel should be in the county agent staff itself, selecting those who have had some preliminary training, and who have more or less of a natural interest in pursuing this line of work as specialists, and following with the taking of advanced college training in farm management and other economic subjects. There is no more fruitful field of opportunity for county agents to advance in their profession than to pursue graduate work in economics with a view to becoming successful extension teachers. Likewise, there is no apparent better source of raw material out of which to mold interested and experienced men for this field of effort than those county agents who may be trained to understand the economic relationships involved in successfully planning and conducting a farm business and who can become skilled in the knowledge of how economic forces affect the many elements of the agricultural industry.

That purebred ram special trains must not stop operating in West Virginia was the verdict of more than 2,000 sheepmen who attended the 11 stops made by the 1930 ram special, and brought 199 purebred rams to head that many flocks in the State. So great was the interest in the train this year that officials in charge have promised to run another train next year if at all possible, even though it had been planned to make this year's train the last one. While the number of rams distributed by the train this year is not as large as the number distributed by some of the trains in the past, it is considered good in view of the drought and general economic conditions prevailing throughout the State.

Desiring a program on achievement day which would give an hour for a good old-fashioned chat, the leaders of the nutrition projects in Nebraska included buffet luncheons, afternoon teas, games, and other amusements in the program. In Kimball County a buffet luncheon was given as a demonstration to prove to the clubs that a large number of people could be served without confusion and without overworking any individual.

Use of Home-Economics Facts

Brown County, S. Dak., has served successfully during the past year as a demonstration in the practical use of home-economics facts as a basis for the crop-production program of a county. The demonstration began by holding the first farm and home-economics conference ever held in South Dakota.

The Brown County conference has brought about one of the most extensive and effective campaigns for the introduction of pure and certified seed and the elimination of smut that the State has ever witnessed. About a month after the conference had been held members of the two grain committees which had functioned during the conference, namely, cash crops and feed crops, sponsored a meeting attended by 35 farmers from all over the county at which the Brown County crop-improvement committee was appointed and the following program of work decided upon.

1. Standardize the principal varieties of wheat.
2. Control smut. Ask elevators to discount against smutty grain by paying a premium for clean grain.
3. Test seed for purity.
4. Ship in certified seed.
5. Influence farmers to cooperate in growing certified seed.

Wheat was selected for major emphasis in the county program for this year, since five million of the eight million dollars gross agricultural income of the county comes from wheat.

On December 17 the local crop improvement committee met and discussed ways and means to carry out the program. The first thing done was to call together a representative group of elevator men in the county and direct their attention to the fact that 41 per cent of the 1928 wheat crop in Brown County graded smutty, as revealed by a survey conducted in cooperation with the Northwest Crop Improvement Association. The elevator men agreed to pay a premium for clean grain starting with the 1930 crop and to hang signs up in prominent places in their elevators calling farmers' attention to that fact, and urging them to treat for smut.

County Meetings

During January, 12 meetings were held in the county, with a total attendance of 883 farmers. These meetings were arranged and conducted by the crop improvement committee with W. E. Dittmer, the county agent; C. R. Billings, field man for the Northwest Crop Improvement Association, or Evan Hall, ag-

ricultural agent for the Milwaukee Terminal Railway Co., featured as speakers on the programs. Community leaders were called into four district conferences, where the county pure seed and smut-control program was laid before them in order that they might carry it back to their respective communities.

In the meantime the county agent was busy lining up sources of pure certified seed. Smut-control posters were distributed during the month and a circular letter on treating seed for smut was sent to all farmers in the county. A pure-seed poster was also prepared and distributed. During February and March nine pure-seed and smut-control meetings were held by the crop-improvement committee in cooperation with the county agent, a total of 892 people attending. A pure seed contest with \$100 in cash prizes was started. Meetings were held with the agricultural committee of the Aberdeen Chamber of Commerce in order to acquaint business men, especially druggists, machinery men, and others, with the important program being undertaken.

To date 10,393 bushels of pure and certified seed have been sown by 350 farmer cooperators. This is principally wheat and flax. In addition, 5,100 pounds of certified Grimm alfalfa were sown. One hundred and fifty bushels of Canadian certified Mindum wheat were brought in and distributed to 13 farmers. Next year, Mr. Dittmer estimates, enough Mindum seed will be available from these plots to sow 3,000 acres.

Variety Test Plots

Six wheat-variety test plots were planted in order to determine which were the best hard-spring and durum varieties for Brown County. These plots are representative of the different soil types and climatic conditions in the county. Two plots were also planted to oats varieties and two to barley.

To date no check has been obtained on the amount of seed treated by farmers for smut, but the results will be evident when the crop is harvested and marketed this fall.

On May 27 and 28, the county crop improvement committee staged the first elevator managers' crop improvement school ever held in South Dakota. On the program appeared representatives of the United States Department of Agriculture in Federal grain supervision and investigations work, men from the State agricultural colleges of North and South Dakota and Montana, and officials of the

Northwest and South Dakota crop improvement associations.

Some of the most interesting features of the program were the demonstrations on grain grading, separation of wheat classes, grading of damaged and smutty wheat, and grading of entire wheat samples as carried out by the different elevator managers.

R. E. Johnston, agronomist of the South Dakota Extension Service, has devoted much of his time to assisting the Brown County crop improvement committee to plan and carry out its program.

Forest Planting

Capitalists who have planted forests with the expectation that their grandchildren will reap the timber harvest from these woods are outdistanced in plans for the future by the children in 14 Michigan school districts who, under the direction of the extension division in Michigan have made their first plantings on school forests in each of the districts.

All these forests are in the upper peninsula and contain from 40 to 160 acres. Five acres of white pine and white spruce interplanted were set on each of the forests during the first two weeks in May. Dedicatory services participated in by the United States Forest Service, the Forestry Division of the State of Michigan, the Extension Service of the Michigan State College of Agriculture, the Forestry Department of the University of Michigan, and civic bodies of the upper peninsula have been held at each location.

White pine and white spruce were selected as the species for planting because both are native to the region; white pine furnishes a valuable lumber, and white spruce can be used for both Christmas trees and pulpwood. The first harvest from these forests will be ready in 10 years, when the Christmas trees will be ready for cutting. The best of the spruce will be left for pulpwood and lumber.

Seedlings were used to make the plantings and these were placed by furrow or spot planting, depending upon the ground conditions. The plantings were made by the school children under the direction of R. F. Kroodsma, extension forester.

Sites for the forests were deeded or leased to the school boards by owners of large tracts of cut-over lands. The Ford Motor Co., The Cleveland Cliffs Iron Mining Co., and the Newberry Charcoal Iron Co. are some of the companies which assisted the children by donating tracts for planting.

Fire lines are maintained around the plantings, and a seed bed has been start-

ed at each forest to furnish future seedlings. The seedlings used this year were given to the districts by the Michigan State College of Agriculture. Reproduction from the seedlings already planted should start in 15 years. Proper supervision and care in cutting will perpetuate the work begun by the school children.

Previous plantings made by the Michigan State College of Agriculture prove that in 30 years a green mantle will hide the scars left by over-enthusiastic lumber operators on the sites of the school forests. The white pines will reach diameters of 16 inches and the 60-foot trees will contain approximately 20,000 board feet per acre. The contrast between the forests and the idle land adjoining them will be an object lesson for everyone who passes.

Farm Homes Made Beautiful

Unusual arrangement and color in flower gardens have been shown by 404 homes in Maryland this year, due to the combined efforts of 15 home demonstration agents and Professor Ballard, specialist in landscape gardening.

The first year a study of annuals was taken up in four discussions dealing with the proper arrangement of the garden in relation to the home, suggested ways to group annuals in beds to gain color effect, and types that can be successfully grown. A second lesson gave help on questions of soil conditions for good growth and bloom; the third dealt with cultivation; and the last with control of pests.

Mr. Ballard met the home demonstration agents in groups and gave them instruction in presenting the work and dealing with problems that might be brought up.

Each agent then met with two women from each club or organization in her county and presented the work of the group. These two women, known as project demonstrators, agreed to carry on in their own home yards the suggestions given in the lessons.

The second year's lessons, which will deal with the growing of perennials and biennials, will be given to the same project demonstrators. The last year's work will be on selection, planting, and care of shrubbery. Each agent has developed original illustrative material that has helped make the lessons a success. Several commercial firms have become interested and have cooperated by supplying material for the agents and demonstrators.

Maricopa County 4-H Club Fair

At the annual Maricopa County 4-H club fair held at Tempe, Ariz., boys and girls from 13 farm-bureau districts vied with each other for honors. The Tempe 4-H club members acted as hosts to the clubs of the county and actually put on the fair. Club members elected from among their number superintendents of all departments, who handled their jobs very efficiently.



Dick Calhoun and Katherine Mann, winners of Maricopa County health contest

Local firms donated \$290 for prize money to be awarded for the best exhibits in home economics, health, calf, pig, poultry, rabbit, and garden club work.

The afternoon of the first day of the fair was devoted to official judging of all the classes exhibited by the club members. Competition was very keen, some high-class stock being shown.

In the demonstration team contests, Cartwright won the health section, with two girls, Marie Rousseau and Mary Dilley, in a snappy play, "Starting the Day Right." The crops and livestock contest of 13 teams was won by a Chandler team coached by one of the last year's champions, Raymond Gilliland. This team consisted of Donald Davis and Karl Skousen, demonstrating the testing of skim milk and the adjustment of a cream separator. This is an example of one of the possible means of participation by 4-H club members after they become ineligible for competition in contests.

Economic Conferences in Montana

In 1926 a careful study of the basic facts about Montana's agriculture was completed and early the following year a series of six well-planned district economic conferences was held in areas having generally the same physical conditions. The analysis of the basic facts and the conclusions reached by more than 1,200 representative leaders in these conferences formed the basis for the State's agricultural program.

From a state-wide standpoint these conferences have resulted in:

1. The creation of an agricultural program accepted not only by farm people, but by bankers, railroad people, chambers of commerce, and all agencies interested in the agricultural development of our State.

2. The whole-hearted recognition of the extension service as the leader of this program and an accepted willingness to cooperate.

3. The establishment of a new line of thought directed toward the determination and organization of those profitable types of farms or ranches that can withstand the competition of areas producing similar commodities.

As a result of the economic conferences extension methods have been modified in the following respects:

1. The fundamental importance of the survey as a basis for projects is now fully accepted.

2. The interest in economics has greatly increased. A comparison between time devoted by agents to economics in 1926 and in 1929 shows an average increase of 92 per cent.

3. The group conference providing for considerable discussion, directed by members of the extension staff, is now regarded as a much more effective means of fact convincing than the lecture type of extension meeting.

4. A better correlation between the various program phases has been developed. Specialists and agents are keeping in mind to a greater extent just how each particular piece of work affects and fits into the general extension program.

Effectiveness of Conference

The measure of the effectiveness of an economic conference in a given area is neither the attendance nor the character of the printed program developed but rather the length of time that the program continues to be a vital factor in the sound development of the area. Bearing this in mind the Montana Extension

Service has devised various follow-up activities, often changing the method of attack, but constantly hammering away on the fundamental recommendations of the economic conferences. Each year the extension programs have been based primarily upon the agricultural program developed in area conferences. That this has paid big dividends can best be illustrated by a few specific recommendations quoted from the State program bulletin published early in 1927 and by statements of accomplishment.

"On dry-land wheat farms, cost of production should be lowered by driving more horses per team, by using tractors, by low cost summer fallow, and by using combines on acreages that will utilize the equipment to the practical maximum." (An agricultural program for Montana.)

Team and tractor hitch, and tillage field demonstrations in all wheat counties; low-cost wheat meetings; low-cost wheat special trains, low-cost wheat farm studies, publicity, and other effective means have been used to keep Montana ahead of the general movement for greater production per man. In one county the best 2,200 farmers could produce prior to 1925 was 1,500,000 bushels of wheat; in 1928, 1,400 farmers in the same county grew 4,500,000 bushels. In another county in the spring of 1930, 1,800 out of 1,900 wheat farmers used tractors and combines.

"In many sections of the State considerable rough grassland is mixed in with wheat lands. In these sections livestock combinations should be developed in preference to straight wheat. As the number of livestock is dependent upon the amount of feed produced under variable conditions, a year's supply of feed in reserve is considered the necessary margin for safety." (An agricultural program for Montana.)

Results of a Campaign

In response to a campaign in an extension project, the acreage of sweet clover was increased from 2,000 in 1926 to 16,000 in 1929 in Richland County. In Rosebud County in 1929 there were nearly 40,000 acres of corn formerly devoted to wheat. In order to create feed reserves and at the same time provide a good cash crop for stockmen, the alfalfa seed acreage in southeast Montana has been greatly increased. This increase has been sound because of the high quality, low-cost production, and the fact that it is a 2-way needed supplemental enterprise to stock raising. In Prairie County in 1926 there was less than 500 acres of alfalfa; this year there are applications for the regis-

tration of 4,980 acres, and the 1931 goal of 7,000 acres will be exceeded. In Phillips County more than 5,000 acres have been added to highly productive alfalfa and sweetclover through flood irrigation projects laid out by the county agent, thus making possible a better balance with the surplus grass.

"Inasmuch as the size of the ranch unit has materially decreased and much of the livestock of the State is produced in small lots, cooperative livestock shipping associations are recommended as a means of reducing marketing costs."

State and District Programs

The State and district agricultural programs developed at economic conferences, with rather general recommendations due to the large area included, have at least served as basic material for the State extension programs each year and as guide posts for the county and smaller area conferences, where more specific recommendations could be made. Such conferences have been held in 16 counties and on 5 irrigation projects. Program-building conferences are being held this year in five additional counties. Whether or not they will be held in all counties depends entirely upon the mental complex of the extension agents. Not all agents, when exposed to this new line of economic thought, become sufficiently inoculated to become enthusiastic about this system of program building. If the agent can not be completely sold the plan stands little chance of success.

A comparison between counties that have held program building conferences and those that have not is beginning to show a rather decided contrast. Where the lands have been classified according to physical characteristics and economic uses, where the successful types of farms best adapted to each area have been determined, where the conditions under which such farms must be operated to meet competition are being worked out, where these basic facts have been given careful consideration by the extension service and the agricultural leaders of the area, and definite recommendations incorporated into a long-time agricultural program, the extension work has greater stability and is more completely recognized as a vital force in the sound development of the area.

When canning chicken, the birds should be killed about six hours or more before being put into the containers. This allows all animal heat to be expelled and improves the quality.

News Clinics

County-agent news clinics are a recent development in Oregon extension circles with five such clinics held in various parts of the State during the past 10 months.

The clinic takes the outward appearance of district county-agent conferences with from 5 to 10 agents gathering at a central point for a 1-day meeting. The main difference is that news and publicity methods take up the entire program. The unusual feature is the two to three hours devoted to a critical analysis of the stories of each agent before the entire group.

The program for the day usually opens with a discussion of "What is news in the extension program," handled by F. L. Ballard, county agent leader, or W. L. Teutch, assistant county agent leader. Both of these men are trained news men, Mr. Ballard having extensive experience in writing for the farm press and Mr. Teutch having experience as editor of a weekly paper. Then follows a discussion on how to write news, led by Prof. C. D. Byrne, head of the industrial journalism department and a former extension worker. Both of these subjects are covered by discussions, not lectures, in which the agents take an active part. The forenoon is devoted entirely to these discussions, which sometimes continue at the noon luncheon.

The afternoon is given over to the clinic. Every agent sends in to the central office copies of the stories he has written in the past few weeks. They are turned over to Professor Byrne, who goes over them critically making notations either good or bad. In some cases the lead is rewritten, paragraphing corrected, or words are deleted, and the like. Each agent's contribution is then analyzed before the entire group so that all get the benefit of the criticisms.

Girls Start 4-H Club in Africa

It is a far cry from New York to the center of Africa, yet two former New York 4-H club girls have started a club there, which from all accounts may out rival many American clubs in the development of all for which the 4-H's stand.

These two girls are daughters of a missionary now stationed in the African Congo. They were formerly members of a 4-H club in New Berlin, Chenango County, N. Y., under the leadership of Mrs. Laura Angell.

Because club work meant so much to them here they decided to organize a

club in their new home. As an indication that they have not forgotten the health "H," they wrote that they selected a leader who drinks neither tea nor coffee, and spoke of one of their recreational activities as consisting of a picnic in the woods.

Apparently they are also remembering the heart "H," for they also wrote of planting flowers on the graves of native babies who died during the year and who were known by members of the club.

Better Plays Result of Tournament

More fun for rural folks and better plays have been the two main objects of the one-act play tournament, which the New Hampshire Extension Service



A character part in prize-winning play

has conducted for the past two years, and judging by the interest shown at the State finals during farmers' and home makers' week each year the project has succeeded, says J. C. Kendall, director of New Hampshire Extension Service.

About 70 communities entered the contest last year, when both adults and juniors competed, and nearly as many more this year, when the lists were limited to adults. Every county in the State has been represented. Groups winning in each county were asked to come to the university for the State finals; and each evening at the State contest the audience filled the hall to overflowing. The plays have proved more popular than any other evening en-

tertainment we have ever had at farmers' and home makers' week.

Contesting groups were limited in their selections to a list of recommended one-act plays. Counties were asked to have at least four entries before running county contests; and competing casts were warned that they must be prepared to continue, if successful, throughout the tournament. Places, judges, and financial arrangements were decided for intercommunity contests by local committees in consultation with the county director.

One of the county extension agents assumed responsibility in each county for handling details, and the State contest was in charge of a committee of State workers, headed by Henry Bailey Stevens, executive secretary of the Extension Service.

State prizes of \$50, \$25, and \$15 were awarded to the three winning groups. These were won the first year by productions of "Uncle Jimmy," "The Boor," and "Neighbors," and the second year by "The Workhouse Ward," "A March Wind," and "The Valiant."

Many of the performances were of a very finished type, and set up standards of acting which are bound to influence for the better the dramatic work of our rural towns. The judges used a score card which called for 60 per cent for acting, 25 per cent for team play, and 15 per cent for stagecraft.

Following the State finals a conference on rural dramatics was held, and special assistance to coaches has been possible through the cooperation of Jack Knapp, of the Playground and Recreation Association of America.

One of the interesting results of the tournament has been the awakening of the groups to other plays than the rural New England type, which in the past has been almost universally in vogue. Two Russian plays by Tchekoff, for instance "The Boor" and "A Marriage Proposal," held the audience breathless. They roared over the fun of the Irish play, "The Workhouse Ward"; followed keenly "The Bishop's Candlesticks," taken from Victor Hugo; and were moved to wet eyes by the superb tragedy of "The Valiant."

The play tournament has been one of our minor projects but has seemed decidedly worth while. It has proved that our rural sections can provide entertainment of a high type for themselves.

Four hundred and twenty-nine 4-H club boys are feeding baby beeves in South Dakota this year.

Mississippi 4-H Club State Executive Committee

The third annual session of the Mississippi State 4-H executive committee was held in connection with the State 4-H Club Congress at the Mississippi Agricultural and Mechanical College, August 4-9, 1930, says James E. Tanner, State boys' club agent in Mississippi.

work and on the following morning the committees in charge of these two phases made their reports and submitted recommendations to the group for approval.

Former Mississippi delegates to the National 4-H Club Camp take part in the deliberations of the State 4-H executive



4-H club State executive committee

The unit of club organization in Mississippi is the community club, which is composed of all 4-H club members in the community. The executive committee of each community club selects a member boy and girl, usually its president and secretary, as representatives to the county 4-H executive committee, and each county executive committee selects a member boy and girl, usually its president and secretary, as representatives to the State 4-H executive committee. Forty-three county 4-H executive committees were represented at the State meeting this year.

As soon as the group convened officers were elected for the week and committees appointed on the following phases of 4-H club work: Qualifications of State club officers; county club rallies; county club camps; community and county achievement days; community and county tours; community 4-H club certificates; plan of work for the State 4-H executive committee; out-of-State trips; nominations committee for State officers; and program for the State 4-H executive committee at the 1931 State 4-H club congress. Each morning the entire group discussed two of these phases of club

committee, thereby giving the benefit of their experiences at the National Club Camp to all of the committee members. This arrangement provides for a diffusion throughout the State of the contacts that the delegates get at the National Club Camps.

After the general discussion meetings the boys and girls met separately to hear 30-minute vocational talks which were given by experts in the different lines of work. Talks for the boys were given on qualifications of a county agent; opportunities in banking and business; cooperative organizations; training for vocational teaching; the field of chemistry; and the field of electrical engineering. Talks for the girls were given on training for home demonstration work, training for home economics teaching, training for nursing, and the profession of home making.

4-H Club Desks

Every 4-H club boy or girl can make a desk unit for use in the home with very little trouble or expense. It is very desirable that every club member should

have a desk of his own, kept preferably in his own room, where he can keep his 4-H club literature, books, and records. The furniture necessary to make up such a unit need not be purchased in most cases, as the boy or girl will take greater pride in refinishing some old piece of furniture to meet his needs.

The girl's desk may be made from a discarded washstand. The lower drawers of the stand should be cut out to give leg room and then the stand sandpapered and painted. Desk pad and blotter are made to harmonize with the color selected. On the small table beside the girl's desk may be placed bulletin files and a sewing box made attractive by covering it with glazed chintz.

Every club girl should be urged to provide some sort of desk for her room, as its use encourages a habit of keeping papers, books, records, and other valuable private property in connection with club work and other interests. Desks are being made by many club girls this year, and some old desks are being remodeled and repainted. It is an opportunity for originality. Many suggestions may be found in current magazines. Any girl can make the accessories needed from old boxes, cardboard, paper, and paste which are easily available.

The boy's desk is made by bracing the legs of a broken-down sewing table so that it will stand upright. Sandpaper and paint make it look presentable. The bookcase and file are made to set on top of the table, giving the appearance of a desk. A peach basket, after it is painted, will not look out of place as a wastepaper basket. A boy always has some possessions that he prizes. Such articles, as well as books, bulletins, records of his 4-H club work will be kept in better condition if he has a desk unit of his own, and what is of even greater importance, these things can be found when wanted.

Turkey Grading Proves Popular

One of the most popular services of the Bureau of Agricultural Economics in the grading of farm products is the grading of dressed turkeys. This service was first undertaken in 1927, when turkeys were graded for one chain store in Washington for the Christmas market. The following year turkeys were graded at 8 eastern terminal markets both for the Thanksgiving and Christmas markets. In 1929 the service was extended to shipping points in the Pacific Northwest through cooperation with the State departments of agriculture in Colorado,

Utah, Nevada, California, Oregon, Washington, Idaho, and Wyoming. A total of approximately 8,000,000 pounds of turkeys or nearly 1,000,000 turkeys were graded in 1929.

Already requests have been received for the grading of turkeys in Texas in 1930, and arrangements are being made with the extension service of the Texas Agricultural and Mechanical College for the conduct of a turkey grading school at San Angelo which will be held the week of October 20. Following the school it is expected that turkeys will be graded at many shipping points through cooperation of the Bureau of Agricultural Economics with the Texas State Department of Agriculture. Inquiries have also been received for the grading of turkeys in several of the mid-Western States.

Those desiring more complete information regarding the turkey grading work of the Bureau of Agricultural Economics should write to the division of dairy and poultry products of that bureau for it.

Reforestation Work

Boys and girls are taking a major part in reforestation work in New Hampshire, and this season 1,300 members of 4-H forestry clubs planted approximately 400,000 white pine seedlings, according to a check up just made by K. E. Barraclough, extension forester. These are included in 584 different plantings.

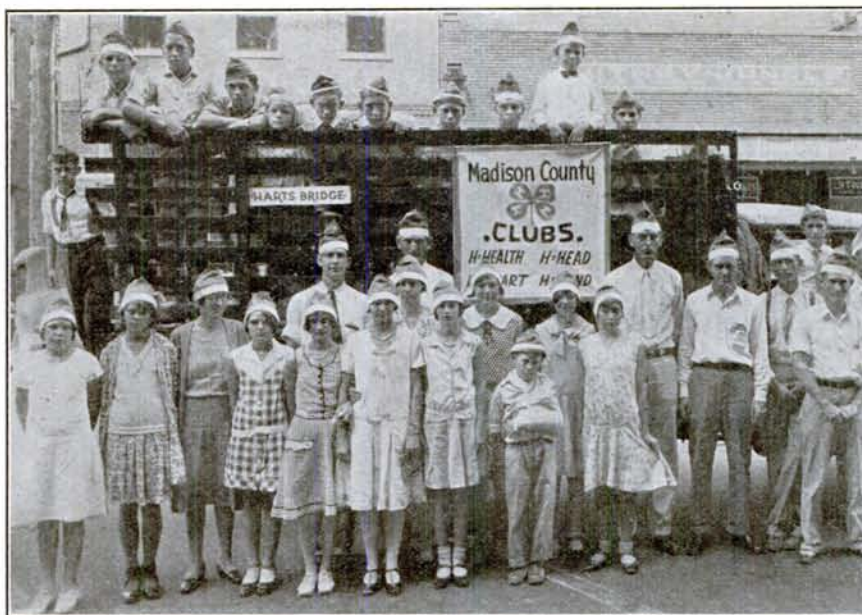
Particularly outstanding work by a single club has been done in Warren, Grafton County. Since 1927 the Moosilauke Yankees 4-H Forestry Club has planted 20,000 trees on a 20-acre tract which the town was not using. The boys set out 6,000 of the seedlings this year and found many of the earlier ones already over 3 feet high.

Extension Forester Barraclough characterizes their work as a practical and lasting memorial to the town.

Volunteer Women Reporters

"We are very proud of our volunteer women reporters in Missouri," says Essie M. Heyle, State home demonstration agent. "Three hundred and forty-seven of them reported a total of 2,227 news articles that were printed in newspapers. This means that at least half of the club meetings of 347 clubs were reported. Missouri is going to get a fine impression of the interests, activities, and good times of farm women as a result of this record. Often I hear such statements as 'What a lot of fine work farm women are doing

Tennessee 4-H Club Travels



Madison County club members on their trip

T. R. Wingo, assistant county agricultural agent of Madison County, Tenn., reports that the Harts Bridge boys and girls 4-H club in his county has made an annual educational trip for the last four years. Their first trip was made to Reelfoot Lake in northwestern Tennessee, the second to Memphis, the third to the Muscle Shoals plant in Alabama, and the fourth to the capital of Tennessee, Nashville.

The members work together as a club during the year to secure the funds for

taking these trips. Ice cream suppers and barbecues have been the most remunerative for this group.

This year 35 leaders and members made the 4-day trip in a Ford truck. They took their bedding and food for the entire time with them and camped on the Tennessee State fair grounds at Nashville. During their visiting in the capital, Oscar Ferris, the local county agricultural agent, was their guide.

to-day,' or 'I wish I could live in the country and share some of the good times and advantages these women seem to have.' Let's continue to educate Missourians regarding the progressiveness of farm women."

Many of the articles written by home-maker's club reporters are splendid ones. Mrs. M. West, of Bismarck, is so anxious to write even better articles that she has enrolled for an extension course on publicity in an eastern college. She also is taking some home-economics extension courses so that she can be a better home maker and project leader.

Child Health Conference

A number of States cooperated with the White House conference on child health and protection in its study of the availability of medical care for children and the medical attention which is given to children under 5 years of age in the

rural districts. The county extension agents in these States, after personal interviews in representative rural homes, filled out questionnaires and returned them to Doctor Van Ingen, chairman of the committee on medical care, thereby centralizing a wealth of first-hand data on the preventative measures actually used for the preschool rural child. Further information about the White House conference will be given in a later issue.

The most satisfactory way to purchase seed is by samples. Secure a guaranteed representative sample together with purity and germination tests, and then place an order for seed like the sample.

There was an attendance of 4,824 people at the twelfth annual farmers' week held at the University of Arkansas this year. There were 986 boys and 827 girls in attendance at the club camp held at the same time.



Window Display Advertising

Window-display advertising has been found to be an effective means for spreading extension ideas by W. K. Tipton, Mabel Moore, and J. C. Powell, county extension agents in Greene County, Tenn. Every two or three weeks they arrange a new exhibit or display in their office show window, which faces one of the principal streets in Greeneville, the county seat. These displays present the extension ideas in a novel and attractive way and come to the attention of the numerous pedestrians.

Annual Outlook Conference Broadens Scope

The annual agricultural outlook conference for 1931 will be held in Washington, D. C., at the Bureau of Agricultural Economics, January 26 to 31, and the report will be released on February 2. The Bureau of Agricultural Economics is organized to gather and analyze the world-wide and nation-wide information on over 50 crops, classes of livestock, and livestock products. The bureau has set up over 40 working committees, including a total of over 100 technically trained men to prepare for the conference. These committees are not only representatives of the Bureau of Agricultural Economics but of other bureaus of the Department of Agriculture, Federal Farm Board, and the Extension Service. Special efforts will be made this year to have preliminary drafts of the reports completed in advance of the general conference, supplemented by collections of data, charts, and the like which will make it possible to cover them more thoroughly in the general conference.

The annual conference is regarded as the place to discuss international and na-

tional aspects of the supply and demand of each commodity, leaving the interpretation of the reports to correspond with regional conditions for the regional conferences. Methods of conducting outlook extension work will also be left largely to other extension workers' conferences, so as to leave more time for discussions of economic conditions. The national conference in Washington is not expected to duplicate or in any way be replaced by the regional conferences. The opportunity for discussion of national and international policies will be much greater than in any of the regional meetings.

The closer contacts with representatives of the Federal Farm Board will also be beneficial.

The Yearbook of the United States Department of Agriculture contains many items of interest to home demonstration agents on such subjects as farm incomes, labeling food packages, fruits and vegetables, and canning.

Films in Farm Campaign

The Cuban Department of Agriculture, Commerce, and Labor has purchased copies of 16 of the department's films to be used in a farm campaign in Cuba. According to Assistant Commercial Attaché Albert F. Nufer, Habana, Cuba, the films depicting modern methods of agriculture will be shown throughout the rural districts as part of the Cuban Government's campaign to educate the Cuban farmer toward crop diversification and to acquaint him with the proper manner of soil tillage, planting, and reaping the harvest of such products as can be raised in Cuba.

Explanatory captions of the films have been translated into Spanish in a way to make them interesting and intelligible to the average Cuban farmer, and, in addition, an employe of the Cuban Department of Agriculture, Commerce, and Labor will explain them for the benefit of those unable to read. Projection equipment will be mounted on a truck, which will be equipped with a 2-horsepower electric plant, so that the films can be shown in districts where electric current is not available.

The films purchased for showing in Cuba include the following subjects: Milk in the diet and producing quality milk; poultry raising and how to make poultry pay, including how to select a laying hen; plant and animal insect control; hog raising, hog management, and marketing; and methods of tick eradication.

Cuba is one of a number of foreign governments that has purchased films of the United States Department of Agriculture to use in farm campaigns. Other foreign governments that have been recent purchasers of the department's films include Mexico, Brazil, Argentina, Peru, Haiti, Colombia, Nicaragua, Uruguay, Dominion of Canada, Holland, Turkey, Belgium, Lithuania, Japan, Germany, the Soviet Union, New South Wales, and the Government of South Africa.

Although a neighbor advised that the field be abandoned as worthless, William L. Wade, a Clinton County farmer living near Greenville, Ill., reclaimed 10 acres of his farm by terracing it at a cost of less than \$25, according to a report of E. G. Johnson, farm mechanics extension specialist of the College of Agriculture, University of Illinois. Erosion and gullying, which had ruined the field, are the most serious problems on many Illinois farms, there being about five and a half million acres of land in the State subject to them.

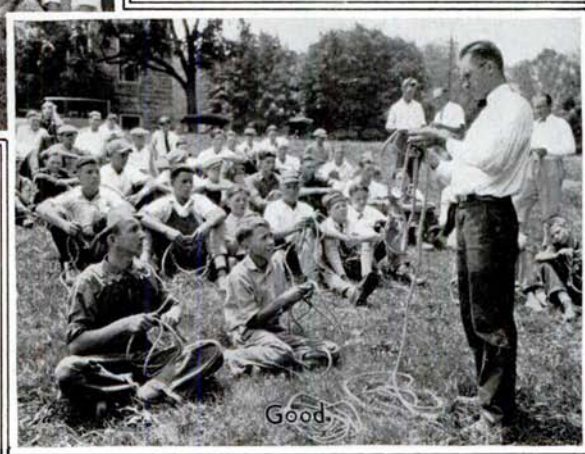
HOW TO STAGE GOOD EXTENSION PICTURES

New Series Available



This photograph is a good example of a poorly staged group. It presents no extension message and is decidedly lacking in story interest.

The picture on the right is a successful extension photograph. It embodies one idea, includes only essentials grouped to emphasize the center of interest, portrays the principal characters in a natural setting and suggests action. The result is a picture rich in story interest.



TO CONTRAST good and poor types of pictures a new series of illustrations has been designed to clarify the various factors involved in taking good extension photographs. The series was used successfully at recent extension conferences in Texas and Colorado. W. H. Darrow, extension editor in Texas, stated, "I want to recommend the series to other extension editors. We ran the slides in our automatic projector which operated day and night and I believe they drew a larger crowd than did any other event on the campus."

The series is available for loan by extension workers either as 8 by 10 photographic prints, as 22 by 28 bromide enlargements, or in the form of glass lantern slides. Requests should specify which is desired.



Leadership in bringing the farmers together and in manning their organization is the greatest need of agriculture. For agriculture, as for every other industry, leadership will always be the greatest need.

—ARTHUR M. HYDE,
Secretary of Agriculture.



Extension Service Review



VOL. 1, No. 8

DECEMBER, 1930



ISSUED MONTHLY BY THE EXTENSION SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Table of Contents

	Page
Extension's Opportunity in Adult Education. <i>T. B. Symons</i> - - - - -	113
Function of Meetings in Extension Teaching - - - - -	114
Studying Costs of Maintaining Farm Home - - - - -	115
Farm and Home Visits. <i>Arthur L. Deering</i> - - - - -	116
Washington Personnel Changes - - - - -	116
Adjusting the Cotton Farmer's Program. <i>Carl Williams</i> - - - - -	117
Types of Cooperative Grain-Marketing Organizations. <i>E. J. Bell, jr.</i> - - - - -	118
Rural Electrification Project in Michigan - - - - -	119
Nevada Boys and Girls Improve Health - - - - -	119
Editorials - - - - -	120
Recent Trends in Economic Extension. <i>C. B. Smith</i> - - - - -	121
Virginia Cooperatives Meet Drought Emergency - - - - -	122
New Directors Appointed in Three States - - - - -	123
Illinois Clean-Up Campaign - - - - -	124
Music Appreciation in Iowa - - - - -	125
New Hampshire Women Enjoy Camp - - - - -	126
Meeting of American Country Life Association - - - - -	126
Successful Contestants in Wash-Dress Contest - - - - -	127
Arkansas Undertakes Development of Area Program - - - - -	128

The EXTENSION SERVICE REVIEW is the official organ of the Extension Service of the Department of Agriculture. It is issued monthly throughout the year. The subscription price is 50 cents a year. All subscriptions should be sent direct to the Superintendent of Documents, United States Government Printing Office, Washington, D. C. Single copies may be obtained at a price of 5 cents each. For postage to countries that do not recognize the United States mailing frank, 25 cents a year should be added. Remittances should be made to the Superintendent of Documents by coupon, postal money order, express order, or New York draft. Remittance in currency will be at the sender's risk. Postage stamps, coins defaced or worn smooth, foreign money, and uncertified checks will not be accepted.

CERTIFICATE.—By direction of the Secretary of Agriculture, the matter contained herein is published as administrative information and is required for the proper transaction of the public business

Extension Service Review

VOL. 1

WASHINGTON, D. C., DECEMBER, 1930

NO. 8

Extension's Opportunity in Adult Education

T. B. SYMONS, Director, Maryland Extension Service

AMONG the many great changes that have taken place in comparatively recent years, there is none more significant or more far reaching than the change in education. So great is this change that it has not only involved the methods employed but has amounted to no less than a revolution in the general conception of what an education really is and what it means to be educated.

It is not necessary to think back many years to the time when an education was quite generally looked upon as something that was only for a favored few and was intended to fit persons for the so-called "learned professions," such as medicine, law, ministry, teaching, and the like. It is not putting it too strongly to say that only a very few years ago too much education, in the sense that education was considered at that time, was looked upon as a disadvantage, rather than as an advantage, by those engaged in the great commercial and industrial pursuits. Those developed in what was termed the "school of hard knocks" had the call over those who obtained their training in educational institutions. The type of training offered by such institutions was not supposed to be, and in most cases was not, closely associated with the affairs of life as lived by the vast majority of people.

Educational Changes

Whether it was due at least partially to this attitude toward education on the part of so large a percentage of the people or whatever may have been the cause, it is nevertheless a fact that educational institutions have made radical changes in their methods and types of training. From the teaching of purely cultural subjects they have expanded their courses to include technical and practical instruction in almost all lines of activities, and the numbers of students enrolled in such courses have grown by leaps and bounds.

Education for All

It would be impossible in this brief statement to trace the steps in the development of ideas and attitudes regarding education as they exist at present, and that is not my purpose. I have merely referred to one or two outstand-

ing changes to indicate the development that has taken place and is still in progress, possibly progressing more rapidly to-day than at any time in the past. No longer is education generally considered by the great rank and file as a short training period for the youth of the land, with a favored few receiving the benefits of a so-called "higher education," but it is looked upon as something for all the people and for all their lives. Such an attitude toward education has been definitely expressed by the Federal Government and also by the governments of all the States, in the form of appropriations of money, not only for schools to which the people of the States can come for instruction in both cultural and technical subjects, but for carrying instruction to the people in their homes and in their businesses.

The conception of education as a process that continues through life brings into consideration the great question of adult education, along with the problems of constantly improving the facilities offered to youth as preliminary training for the responsibilities of later life. Great progress in adult education has been made in the last few years. At no time in the history of our civilization have adult persons had greater opportunities to avail themselves of further education than they have to-day. On the other hand, what has been done is a mere beginning and the facilities now available are extremely meager in proportion to the need and desire.

Continuing Education

Rapidly changing economic and social conditions have emphasized the need of continued education as an aid to individuals in adapting themselves to their changing environments and problems. With the conception of education as knowledge and training that will serve as an instrument in finding a better mode of living, working, and cooperating there has developed a desire on the part of people generally to participate in the benefits and advantages which education offers. In short, the most significant development in the educational field to-day is the interest in adult education that is being shown by people of all classes and callings.

Adult Education

As conceived by its most important sponsors, adult education is a process whereby people continuously prepare themselves for wiser handling of their daily problems. According to C. A. Beard, adult education is the process by which men and women beyond school age keep in close touch with the changing world and transforming knowledge about them, thus preparing themselves for their destiny and their possibilities. As such, it is a creative, adjustable force wherever democracy functions.

Knowledge Sought

There is ample evidence that adult persons are hungry for education, particularly when it is presented in terms of living, and this hunger for education in its broad sense is by no means limited to those who supposedly have but little education, for often those who were considered as highly educated in the old conception of the term find greatest need for aid in adjusting themselves to life as it is lived to-day. Their heritage and our heritage is a system that was based upon individualism, whereas we are all being propelled into a system in which a cooperative attitude among people in all phases of life is essential and must be developed. It is just as necessary as it ever was that ignorance and illiteracy be reduced to the lowest point possible, but along with efforts in that direction there must be the type of instruction that will help people to adjust themselves from a period when the individual was dominant to an era in which cooperation is pronounced.

Benefits of Cooperation

We read much in the public press and elsewhere of the benefits to be derived from cooperation in certain of its phases, particularly in the marketing of farm products. Just at present that phase of cooperation is receiving great emphasis and, without doubt, it deserves all the attention that is being given to it. I venture the assertion, however, that the largest sphere of usefulness and application of cooperation will be found in our attitude toward our fellow men, toward a national idealism, and toward international relations and peace.

Adult education, in my opinion, can and will provide the most effective means whereby the American mind may be so adjusted that we will think in terms of cooperation in working and living together. Education, when available to all upon an equal basis, breaks down rather than sets up barriers between classes and enables people to live happily together, in harmony with each other and with their environment.

Problems Encountered

Development of work in the field of adult education offers specific problems which are entirely different from those which have been encountered in formulating courses and methods of instruction at established institutions of learning. Consideration must be given not only to the difference in circumstances surrounding the recipients of adult instruction but also to the change in general attitude toward life which takes place in most all of us in later years, as compared with our youth. Scientists sometimes refer to the "inquisitive period" and "reflective period" in life. The inquisitive period may be considered as including youth and through the school and college period, up to the time when a young man or woman enters a vocation to earn a living, and, so to speak, locates himself in life. This includes the urge for mating and other social factors that enter into living, and covers the period in life from about 18 or 20 to 30 or 35.

Inquisitive Period

During the inquisitive period just referred to the interest of the individual is so largely absorbed with matters pertaining to getting well established in business and with the family duties that usually come at that period in life that he probably finds limited time or inclination to pursue a course of instruction in subjects other than those which have a very direct bearing upon his own personal problems. There is a rich field for developing methods and types of instruction that are definitely designed to be helpful during the ten or fifteen years following college graduation.

Reflective Period

We may say that the reflective period in life appears about the age of 35. At that time the man has accomplished his keenest ambitions by establishing himself solidly in his vocational field. He is probably married and somewhat permanently located, and now needs and seeks some sort of intellectual exercise.

Function of Meetings in Extension Teaching

Meetings of all kinds, including the field or farm meeting, the method demonstration meeting, general community or farmers' institute type of meetings, and the like play an exceedingly important part in extension teaching, says M. C. Wilson, of the Office of Cooperative Extension Work. Research data indicate that nearly one-third of the effective teaching done by extension workers is by means of meetings.

One of the oldest ways of disseminating information by meetings has withstood the test of time, and still has an important place in the teaching plan of any extension worker.

The meeting affords opportunity for the rural people to come into personal contact with the representatives of the extension service, and enter into discussions with their neighbors relative to the pressing problems of the farm and home. Extension studies have repeatedly pointed out that where extension workers have been able to make contact with farmers and farm women the likelihood of recommended practices being put into practical use is more than four times as great as where no such contacts have been made.

Not only do meetings have a direct influence upon extension contacts, and a high total influence in bringing about the

adoption of the better practices taught by extension agents, but the cost of the results obtained through meetings compares very favorably with the other means and agencies employed in extension teaching.

If one equals the average returns per dollar of extension expenditure, due to the influence of all means and agencies, the returns from extension time and effort invested in meetings would be expressed by the figure 1.28. In other words, extension time and effort expended on meetings yields one-fourth greater returns expressed in numbers of better farm and home practices adopted than is true of the average extension expenditure.

As extension workers fully appreciate the significance of extension meetings, greater care will be taken in planning and advertising meetings to insure good attendance. More time and thought will also be given to methods of subject-matter presentation, including orderly discussions, in order to bring about even greater use of information obtained through meetings by farmers and farm women.

During 1929 extension workers in the 48 States held 771,321 meetings of all kinds, with a total attendance of 24,878,236.

True, he may read a book a month, he may attend the theater and lectures, or other facilities for general education, but even these do not satisfy the need for further mental stimulus in the way that it is satisfied by a well-planned systematic course of instruction in subjects particularly adapted to the age, mental attitude, and circumstances of the individual.

It seems that here is a great opportunity in the adult educational field and that our institutions should furnish through the extension service, means for satisfying the desires of people in all walks of life who are seeking further education to help them live fuller and well-rounded lives.

Results Achieved

Naturally, as director of extension, I have been deeply interested in developing adult education in agriculture and home economics. Results which have been achieved in those lines are most gratifying. Demand for such work has always increased more rapidly than facilities can be provided for meeting it. Rural people have grasped the oppor-

tunities offered them most readily and the desire is greater than there are facilities to satisfy. I am convinced, however, that there is a great field which is virtually untouched. It is my feeling that the land-grant college owes a great duty to the citizens of the State and country by offering similar education to adults in other vocations, and also that the opportunity offered rural people should be extended to include education in cultural subjects, such as the arts and general sciences.

The progress and welfare of a democracy depend upon the enlightenment and cooperative spirit of its people. With this thought in mind, together with the modern conception of education, governments, both national and State, may well devote public funds to providing adequate educational facilities to people of all ages and vocations.

A 4-H home egg-laying contest is being held in Vermont this year from November to May. The contestants are divided into three classes, according to the size of their flocks; that is, 1 to 15 birds, 16 to 30 birds, and 31 or more birds.



Farm women studying expense accounting

Studying Costs of Maintaining Farm Home

"Keys for opening and closing the family pocketbook" was the title of a course given at the Ninth Annual State Farm Women's Camp of West Virginia, by Miss Florence L. Hall, of the Eastern States, Office of Cooperative Extension Work.

Fifty-five women manifested their keen interest in this course on affairs of the pocketbook, which was a follow-up of a course given at the 1929 camp entitled, "What does it cost to maintain a West Virginia farm home?"

Two class periods were spent in having farm women who had added to their incomes through the home-industries shops in the State, tell the others just how they did it with chickens, turkeys, cottage cheese, nut bread, or chocolate cake. They also told how the money made in this way is helping boys and girls to go to high school and college, and is providing many conveniences and comforts for the farm home.

Women Study Accounts

During the last two days of the course the work was on household accounts. Members of the group were provided with home finance record sheets. They gathered around tables and actually put down on the record and classified the expenditures for a month. The women were led to see that the real value in keeping accounts comes from classifying expenditures under headings such as groceries, clothing, education, and the like, in order that a summary at the end of a month, or

a year may be of help in planning future expenditures. They showed great interest, and discussion was keen throughout the lessons on such points as whether the premium on the insurance policy should be classed as "savings" and whether the expenses of the 12-year-old boy at the 4-H club camp should be classed under recreation or education.

The women were also shown how to record and value food products used in the home from the garden and the dairy. The cash value of these items was a surprise to many members of the group, for as one woman said, "We just take our milk and cream and vegetables for granted."

Nine home demonstration agents attended this class and will follow up this work on home accounts in their respective counties.

A cafeteria for laying hens proved to be a practical innovation during a 9-months test at the University of New Hampshire Experiment Station. In the experiment some of the hens were allowed continuous access to mash and grain; these consumed an average of 60.45 pounds of feed, produced an average of 95.5 eggs, and gained an average of 1.205 pounds per bird. Others had constant access to mash, but were fed grain only one hour each day; these consumed an average of 64.39 pounds of feed, laid an average of 97.6 eggs, and gained an average of 1.355 pounds per bird.

Louisiana Junior Patrols

Since the first junior patrols were organized in Louisiana during 1927, 4-H club members have been paid \$1,675 for their work. The efficiency of the junior patrol has proved to be equal to that of an adult patrolman, says Robert Moore, extension forester. They have earned their money in every way and an increase in the number of junior patrols to be allotted the extension service by the division of forestry seems to be due.

The junior patrol is an integral part of the protection system of the Louisiana Division of Forestry. Under an agreement between that division and the extension service, the district rangers of the division allotted areas from 9,000 to 20,000 acres in extent to the members of a 4-H club, who organized themselves into a junior patrol. The patrol was paid 1 cent per acre for the work of fire prevention and suppression on its unit and a bonus of \$25 if less than 1 per cent of the area burned. Certain exceptions were made to this rule in areas of extreme hazard where the compensation was increased.

Influence of Patrol

The junior patrol at Fisher, in Sabine Parish, is the only one with a continuous existence. Efforts have been made to move the patrols from place to place so the influence of the patrol would be more widely disseminated. The junior patrol has a marked effect in increasing the interest of the citizens of a community in fire prevention. The first year the Fisher Junior Patrol had 10 members, protected 9,000 acres, and had 5 fires which burned 60 acres. The last two years their unit has been increased to 10,000 acres. They lost 69 acres from 4 fires during 1928-29. The season ending June 30, 1930, was the worst on record. The fall of 1929 was very dry and the lack of rainfall this spring and early summer is too well known for comment to be necessary. The boys had 18 fires during the year and lost 255 acres. Though the total area burned increased, the size of the average fire, 14.16 acres, was in line with the average for the two preceding years, showing the boys are efficient on an exceptionally hazardous area. The average fire in this protection unit of 370,000 acres burned 60.6 acres and the total fires for the year numbered 214. The junior patrol on 2.7 per cent of the area had 8 per cent of the fires and lost only 3.2 per cent of the total area burned.

Farm and Home Visits

ARTHUR L. DEERING, Assistant Director, Maine Extension Service

Did you ever stop to think of the difference between a "jackknife" carpenter and a real carpenter? It is largely the difference in the tools these two men employ and the ability of the second to use each tool in his kit effectively and for the purpose for which it is intended.

An extension agent has in his kit many different tools, each having a different purpose, and if they are used properly the best results are obtained. These extension tools or agencies are better known as demonstration meetings, news items, farm and home visits, and the like.

When to Use Visits

Sometimes farm and home visits are used to see several people when it would be better to arrange a meeting of the group. If there are several to be seen about the same business that could be transacted at some central place, it generally is much better to arrange a meeting than to do such work by means of calls. Especially is this true where interest, enthusiasm, and team work need development.

Farm and home visits, however, have a definite place in extension teaching. Every man and woman is interested first of all in the problems of their farm or home. If gone about rightly a visit may be the means of securing changes in practice or improvements when no other effort is successful. It should be the means of developing confidence and personal interest in the agent and in extension work. Probably no other extension method, if gone about rightly, can do more to help an individual than a farm or home visit.

Moreover, such visits are the best possible means of keeping agents informed of actual conditions and in sympathy with the problems farm people daily have to meet.

Preparing for the Visit

Most farm and home visits are made while doing other field work, as before and after meetings. In general, little thought in advance is given to preparing for such calls, yet the experienced agent usually follows a course of procedure that is quite definite, even though it may not have been thought out far in advance. This procedure is about as follows:

1. The purpose of the call is clearly in mind.
2. The visit has been arranged by letter or phone if necessary.

3. The material or information needed to review with the person called on has been collected.

4. Something has been learned about the person to be called on, such as interests and conditions.

5. The time of the call has been arranged when possible to secure attention and interest.

It goes without saying that agents should be neat in appearance, suitably dressed for the occasion, friendly, businesslike, and above all, have the right mental attitude toward the work to be done and the person to be seen.

Making the Visit

Again the experienced agent, with or without realization, follows a definite procedure when making the visit.

Either consciously or otherwise the agent first engages the person visited in conversation. The subject should be something about which this person is interested, as the children, some members of the family, crops, or livestock. This should accomplish two objects, gain his interest and place him in the "yes response" attitude. Too often the subject is the weather rather than some individual interest of which the person is proud.

The next step followed is to approach the real purpose of the visit. Our farm folks like directness, therefore there should be no beating around the bush. The agent should arrive at the object of his call promptly, with tact and courtesy but nevertheless directly.

If difficulty is expected in securing a "yes response" then the care with which material, information, or ideas are assembled and presented will have a decided effect upon the action secured.

After the object of the visit has been accomplished it is possible that the person visited will want some advice or assistance about his own problems. If this is true, the interest and attitude will do much to secure favorable action on this visit or on the next visit made to this same person.

Should the visit be a long one and many subjects discussed, it might be well before leaving to call attention again to the purpose of the visit and the action agreed upon.

Follow Up of Visit

An agent will, of course, make such notes of the visit as may be necessary to record the action agreed upon. Some-

times this should be done in the presence of the person visited, by letter upon returning to the office, or merely such notes made as would otherwise appear necessary.

Extension agents are quite likely to develop the habit of calling on the same people year after year. This is true especially where the agent is not aware of the danger of this habit and does not take steps to prevent it.

Whenever house to house surveys are conducted people are encountered whose acquaintance is decidedly worth while and whose interest and conditions throw an altogether different interpretation upon facts supposed to be representative of the area.

When in the field visit at least one person daily who is not in the habit of attending extension meetings or demonstrations and thus keep closer in touch with the interests, attitude, and conditions of the people served. Try it!

Washington Personnel Changes

C. W. Warburton, Director of Extension Work, United States Department of Agriculture, has announced the following changes in duties and operating titles in the Department Extension Service, effective September 15, 1930:

Office of the Director: Mrs. L. B. Fuller, assistant to the director, will give special attention to administration relationships and contacts with bureaus of the department, other Government departments, commercial and other organizations, and seed-loan activities.

Miss Frances E. Faulconer will assume the duties of secretary to the director formerly assigned to Mrs. Fuller.

Extension Service: Mr. Mark M. Thayer, business manager; heretofore designated as business manager in the Office of Cooperative Extension Work, will function also as business manager for the entire Extension Service, and will represent the Office of the Director on all personnel and business matters.

Miss L. M. Sampson, as assistant business manager, will remain in charge of personnel records.

Each year the first week in December is set aside as 4-H Club Week in Arkansas when the reorganization of 4-H clubs, solicitation of new members, and general preparation of 4-H club work for the next year are in order. Under the plan of self-management which is used in Arkansas the club members handle most of this work themselves.

Adjusting the Cotton Farmer's Program

CARL WILLIAMS, Member, Federal Farm Board

TWO things may be done to improve the condition of cotton farmers in the Southern States. The first is to increase the consumption of cotton—a task for manufacturers, distributors, governmental, and other agencies. The second is to reduce the production of cotton—a job for individual farmers.

The Federal Farm Board and other governmental agencies are doing everything that can be done to increase the consumption of cotton. The increase in consumption will come as soon as the people of the world become more able and more willing to buy things that are made of cotton.

Little can be done by the individual farmer to increase the consumption of cotton, but he can and must shoulder his full share in reducing the crop acreage.

Reduce Cotton Acreage

It becomes more and more evident that there must be a drastic reduction in the acreage of cotton if the farmers of the South are to have any hope of getting a fair price for next season's crop.

The Farm Board believes that cotton growers have overstepped the danger line and that as a whole should reduce its production at least to the point where it will not exceed 40,000,000 acres in 1931. Approximately 45,800,000 acres of cotton were grown this year. The Federal Farm Board, the United States Department of Agriculture, and other governmental agencies have been making a careful study of the whole problem of readjusting the farming program of cotton producers in Oklahoma, Texas, Louisiana, Tennessee, Arkansas, Alabama, Georgia, Mississippi, North Carolina, South Carolina, and other cotton States.

Outlook Conference

An educational plan has been worked out by an interdepartment committee consisting of representatives of the Federal Bureaus of Agricultural Economics and Plant Industry, and the Extension Service, of the United States Department of Agriculture; Federal Board for Vocational Education; and the Economics Division of the Federal Farm Board. It is based on localized application of statistical and economic facts bearing on cotton and other crops grown in the South. Plans for the adoption of this material to various localities were worked out at an agricultural outlook conference for the Southern States held at Atlanta, Ga., November 10-14. This conference was attended by southern economists and ex-

tension agents, representatives of the Bureau of Agricultural Economics and the Federal Farm Board.

Suggested Readjustments

There are, of course, other steps for readjustment of the South's farming program besides the reduction of cotton acreage. The South produces too much cotton of poor character and staple and too little of better staple. There is too



Carl Williams, member of the Federal Farm Board

much unproductive and, therefore, unprofitable land planted to cotton. Too little land is planted to food and feed crops. There is too much gin-run seed and too much mixing of varieties in the same community and even in the same bales.

Economic Conferences

All of these things are being discussed in a series of southern conferences attended by representatives of State agricultural colleges and experiment stations, county agents and other extension workers, teachers of vocational agriculture, bankers' associations, land-ownership groups, cotton cooperatives, general farm organizations, and all other agencies whose experience and knowledge of the South will help to solve these problems.

These meetings are being held in every important cotton State. An attempt is being made to work out a definite program suited to the needs of each State and to localities and individual farmers

within the State. All useful facts on the present cotton situation will be presented so that, in the end, every cotton grower may know within reason what he is facing before he makes his planting plans next spring.

There have been many cotton-acreage reduction campaigns conducted in the South in the past when prices were low. Not all of them did what they set out to do, because cotton farmers are just as human as anybody else. When asked to cut down their acreage of cotton, some of them said, "Everybody else is going to cut and that means smaller supplies and higher prices, so I'll plant more to get the benefit of the higher price." Others said, "If I cut my cotton acreage, what else shall I do with the land?" Sometimes this question could not be answered. Therefore, the cotton acreage was not cut.

The Federal Farm Board knows these things. It knows that farmers think in terms of profits to themselves and that, while each farmer is interested in the general good of all, not many farmers can make personal sacrifices for that general good.

Raise Food Supplies

There are many southern farmers who still get their family food out of paper sacks and tin cans bought at the store and who buy feed for their teams instead of raising it. This is bad business. It increases the cost of producing crops and helps to keep the farmer poor.

There are many southern cities into which food is shipped from 1,000 miles away that farmers within 50 miles might just as well raise. These food supplies to some extent would take the place of cotton with more profit to the farmer than he now gets.

There are three questions to think about: How to lower the cost of producing cotton, how to improve its quality, and how to increase the cotton farmer's income from other sources.

The immediate objective of governmental agencies, education and business interests, and of the farmers themselves is to lift the southern cotton growers out of their present emergency. The final goal is to bring about a permanent adjustment of southern agriculture so that land may be used to its best advantage, soil fertility may be restored and kept up, and farming reorganized in such a way that changes in the price of cotton will not hereinafter alternately make and break the South.

Types of Cooperative Grain-Marketing Organizations

E. J. BELL, Jr., Grain Section, Division of Cooperative Marketing,
Federal Farm Board

In order to take an intelligent part in the great national cooperative grain-marketing organization known as the Farmers National Grain Corporation, it is necessary that the growers should be thoroughly familiar with the different types of organizations affiliated with it. He should know how these cooperatives function and how he may best avail himself of their services.

Grain growers in the United States have developed a number of different types of grain-marketing organizations in their efforts to build a marketing system under their ownership and control. The various kinds of grain cooperatives may be grouped into six classes: (1) The local cooperative elevator association; (2) the association of farmers' elevators; (3) the cooperative line-elevator association; (4) the cooperative grain sales agency or cooperative commission company; (5) the wheat pool; and (6) the regional cooperative.

Local Farmers' Elevators

In order of chronology and volume of business, the local farmers' elevator association comes first. There are some 4,000 of these organizations situated in practically every important grain-growing section of the country. Hence, this type of organization is so familiar that it needs little explanation. The grower generally owns stock in the elevator association. A manager is hired to run the business in competition with other buyers at the shipping point. At the end of the year, if any profits have accrued, the stockholders receive a certain interest payment on their capital stock. Any earnings above this fixed interest payment are usually divided on the basis of patronage. Unless the organization is affiliated with some cooperative sales agency, the grain is sold through a privately owned commission firm at a terminal market or direct to millers and other buyers who have contact with the manager of the local organization.

State and National Associations

Grain cooperatives of a second type are the State and national associations of farmers' elevators which are commonly known as farmers' grain dealers' associations. They have not as a rule marketed any grain themselves. In a few cases, associations of local units

have set up cooperative sales agencies for the benefit of their members. According to a report of the United States Department of Agriculture, among the services most commonly performed by farmers' grain dealers' associations are (1) assistance in organization, (2) bonding of managers, (3) assistance in transportation problems, (4) elevator insurance, (5) cooperative purchasing, and (6) auditing.

Cooperative Line Elevator Association

In the third type of grain growers' organization, the cooperative line-elevator association the grower owns stock in the central organization instead of in the local. The manager of the local is employed by and is under the direction of the central management. There is usually a standard form of accounting for all the local units and the bookkeeping is often handled at the central office. Although this type of organization has been used extensively in Canada, it has not attained great importance among cooperatives in the United States.

Sales Agencies

A fourth type of grain cooperative is the sales agency. Generally, the sales agencies have commenced operation on terminal markets and then have made a bid for the business of local organizations in order to build up volume. They sell grain either for local cooperative elevator associations or for individual farmers who ship their grain direct. Stock in the sales agencies is owned either by individual growers or by the local associations. Sales agencies often provide auditing and bookkeeping services for local elevators, furnish financial assistance to their members, and benefit the local in much the same manner as do the State associations of farmers' elevators.

Wheat Pool

The wheat pool is a fifth type of organization in which the farmer holds membership direct. Wheat pools are generally nonprofit, nonstock organizations which sell grain of their members throughout the crop season. Producers receive an average price for the season for each of the principal grades and qualities of grain entered into the pool. A certain percentage of the market price

is advanced at the time of delivery and subsequent payments are made as the grain is sold. Pools often establish subsidiary corporations for the purpose of owning and operating facilities to handle and store the grain delivered by their members. One of the chief aims of the wheat pool is to regulate the sale of the grain in accordance with market demand and in this way to have a stabilizing influence on the market.

Regional Grain Cooperatives

Within the past year several organizations of a sixth type have come into existence. These organizations are known as regional grain cooperatives. The regional organization may be regarded as a combination of the other types of large-scale associations. Stock in the regional is owned principally by local elevator associations, though in some cases a pool is merged with a regional by taking stock therein. They provide sales service for farmers who ship direct as well as for local elevator associations, and also provide the pooling privilege. Accounting, auditing, and other services are provided for the local associations.

Regional grain cooperatives, as well as some of the older organizations, now give to the grower three options in the sale of his product: (1) He may sell for cash at the market price as the grain is delivered; (2) he may deliver his grain for storage, receive an advance on the storage ticket, and call the grain for sale at his option; (3) he may enter his wheat into a seasonal pool and receive the average price for the season. It is necessary, of course, for the grower to specify at the time he delivers his grain which of these options he desires to exercise.

National Cooperative

The Farmers' National Grain Corporation is a national cooperative which embraces all of these different types of grain-marketing associations. Its stock is owned by associations of elevators, cooperative sales agencies, wheat pools, and regionals. Hence, it is a medium through which the efforts of all grain cooperatives are becoming solidified into a national program. Local elevator associations may not hold stock in the national direct but must affiliate with one or another of the large-scale cooperatives.

Federal Requirements

In order to qualify under the provisions of the Federal laws pertaining to cooperative associations and thus become eligible for loans from intermediate credit banks and the Federal Farm

Board, any organization must meet certain requirements. These specifications are set forth in the Capper-Volstead Act of 1922. The requirements are: (1) That the membership must consist only of producers of agricultural products; (2) that the association must be operated for the mutual benefits of its members; (3) that the nonmember business of the association must be no greater than the member business; (4) that the association must either limit each member to one vote or limit the dividends on capital stock to 8 per cent per annum.

It has not been possible to go into detail in this short article with regard to the methods of functioning of these different types of grain-marketing organizations. In every important grain-growing State there are one or more cooperative marketing organizations. It is suggested that county agents and State extension officials familiarize themselves with the personnel and methods of operation of the cooperatives in their territory and put themselves in a position to explain the various types of organizations and how growers may take an active part in the operation of the national organization.

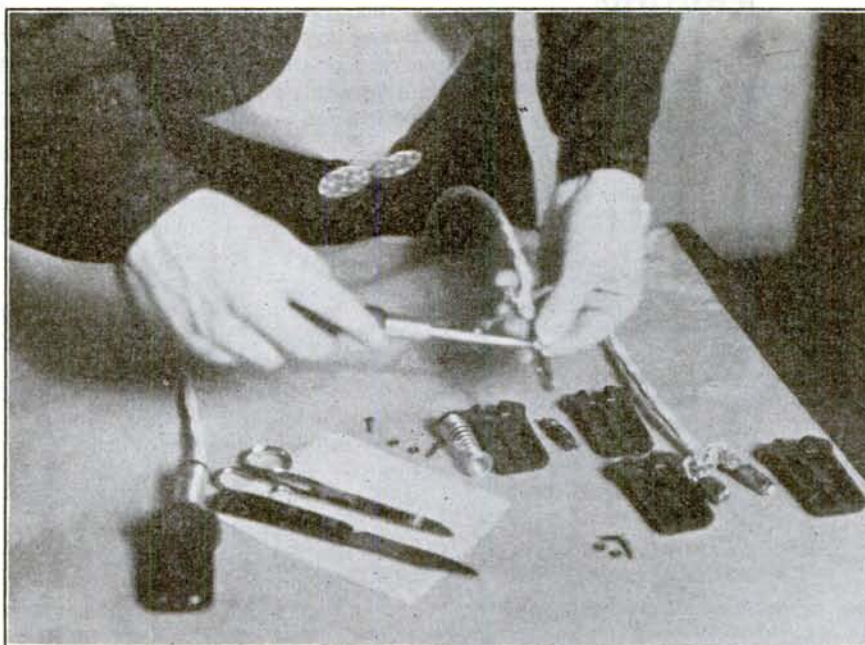
Dinwiddie Women Make Money on Curb Market

Last May members of the home demonstration clubs in Dinwiddie County, Va., under the supervision of Mrs. Alice L. Dean, county home demonstration agent, established a home-makers' market in Petersburg and are continuing this through the tobacco-selling season. The market has been open each Wednesday and Saturday morning since it was established. In the four months of operation the Dinwiddie County women realized \$3,500 for their products of the farm and home which they brought to this market.

Speaking of the market, Mrs. Dean says, among other things: "A significant fact is that many of the women have built up a regular clientele in Petersburg, the same householders coming back regularly to make purchases and often arranging with their friends from the country for particular things they desire to obtain on succeeding market days."

At the thirteenth annual 4-H club meeting held in Fremont County, Wyo., the mothers of the first-year's food club girls were guests at a dinner served by the girls using foods called for in their club work.

Rural Electrification Project in Michigan



Repairing electric cords

Rural electrification was a project adopted by two groups of 41 women in Ingham County, Mich., last year where Myrtle Van Horne is home demonstration agent.

The two power companies, whose lines went through the communities, and the State specialist in home management, Evelyn Turner, cooperated with the home demonstration agent. A series of four meetings of each group of women was held. These were followed by home calls by the agent and specialist to discover to what extent the women were using electricity and the number of pieces of equipment they had. This survey helped in planning subject matter for later meet-

ings. The power companies loaned equipment for use at the meeting.

This project gave the farm women in communities where electricity is supplied an opportunity to use it efficiently and economically; and taught them how to determine the cost of operation and to see the significant relationship between operating cost and saving of labor; how to select equipment wisely, considering the family's needs and financial status; and to take care of equipment so that it would be both serviceable and efficient. The women are now able to repair extension cords and replace burned-out fuses.

Nevada Boys and Girls Improve Health

More than 2,000 Nevada rural school children are reported by Mrs. Mary Stillwell Buol as having begun on the 1st of August, 1930, the ninth year of their effort to put and keep themselves in better health. For the coming year, they will drink plenty of milk, have hot lunches at school or at home, eat the right kind of food for growing youngsters, get plenty of sleep, and otherwise make themselves as healthy as possible.

Due to this "Keep growing" project an increase of more than 7 per cent of the number of children normal in health occurred in the 1929-30 school year, while the number of those dangerously underweight went down more than 5 per cent and the roster of those in the "safe zone" went up nearly 9 per cent.

Sixty-three schools or communities, the largest in the history of the work, took part in the activity in eight counties of the State. In all, 2,196 children were enrolled during the year, of whom 2,145, or 98 per cent, completed the work.

To stimulate interest in this "Keep growing" project an annual poster contest is held. The posters are graded on an unusual basis, namely, the illustration counts 25 per cent; the slogan, 25 per cent; and the contestant's growth record, placed on the poster in the form of a chart, 50 per cent. This year the winning poster had an illustration of milk bottles and the Milky Way, using for its slogan "The Milky Way is the best way to keep growing."

Extension Service Review

Issued monthly by the **EXTENSION SERVICE**
of the United States Department of Agriculture
Washington, D. C.

The Extension Service Review is published in the interests of workers and cooperators of the Department of Agriculture engaged in extension activities. It contains official statements and other information necessary to the performance of their duties and is issued free to them by law. Others may obtain copies of the Review from the Superintendent of Documents, Government Printing Office, Washington, D. C., by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director, Extension Work
C. B. SMITH, Chief, Office of Cooperative Extension Work

J. W. HISCOX, Chief, Office of Exhibits
RAYMOND EVANS, Chief, Office of Motion Pictures

REUBEN BRIGHAM, Editor
F. A. MERRILL, Associate Editor

DECEMBER 1930

How Effective?

How effective can the extension meeting be made? Who shall be invited to the meeting? Who to use as speakers? How long a program to have? What visual aids to use, if any, in connection with the talks? How many meetings to hold? These and other considerations are much on the minds of extension agents at this season.

As old in usage as the meeting is in giving people information, there is no hard-and-fast rule for its conduct on every occasion and in every place. We know, though, that the meeting is a means of bringing the extension story to the farmer and the farm family that needs to be included in every extension teaching effort. As M. C. Wilson in charge of extension studies for the Federal extension office points out in a statement in this issue of the Review, meetings not only rank high in influence in bringing about the adoption of improved practices, but the cost of the results obtained through them compares very favorably with other teaching means and agencies employed.

Appreciating the importance of meetings in extension teaching, it rests with the individual agent to give thought and careful planning to meetings. People ought not to be brought together in a community unless the extension agent has something very definite to present to them, something that can be turned by them to practical advantage, something that appeals to them and that gives them

a feeling of having spent their time profitably. Speakers may be brought to a meeting from a distance, equipment for showing lantern slides or motion pictures may be procured, and the meeting may be thoroughly advertised, all at considerable expense and effort. Yet, a mistake may be made in the audience invited, the speakers may not be familiar with the local situation and viewpoint, they may talk far beyond their allotted time, there may be carelessness in providing for the proper operation of the motion-picture or lantern slide projector, the seating arrangements and heating or lighting facilities may be inadequate. If any one or several of these conditions prevail, the meeting turns out to be a failure and a waste of time, money, and effort for everyone concerned.

In planning any extension meeting, it would seem that there should be a study made of what kind of an audience to bring together, of what to use in the program, and of what physical arrangements to make; and, above all, there should be a clear understanding on the part of the extension agent of the results it is desired to accomplish through the meeting. No extension program to be successful requires that the extension agent rush out and go in for an orgy of meetings. Meetings should be used, it is true, but in an orderly, well-planned, well-timed, and, to some extent, in a sparing way. On meetings our thought can well be not *how many* but *how effective*.

A Real Objective

It is a real and very practical goal for extension effort and the improvement of agriculture that we find outlined in the quotation from Henry W. Grady appearing on the back cover page of this issue of the Review. This quotation, brought to our attention in a letter on the agricultural situation in the South from C. E. Brehm, assistant director of the Tennessee Extension Service, outlines a sound basis not only for the agriculture of the South but for the agriculture of the entire Nation. It anticipated by 40 years the agricultural marketing act and the present coordinated effort to improve agricultural conditions of the State agricultural colleges, the United States Department of Agriculture, the Federal Farm Board, and the farmers' cooperative commodity marketing organizations. What a mass of words has been poured out on this subject in 40 years! What a volume of educational effort has been expended! Yet it is doubtful if all the words, spoken or printed, on agriculture

in that time have added one jot to the completeness of the picture of a prosperous agriculture painted by Henry Grady, when he said:

When every farmer in the South shall eat bread from his own fields and meat from his own pastures, and, disturbed by no creditor and enslaved by no debt, shall sit amid his teeming gardens, and orchards, and vineyards, and dairies, and barnyards, pitching his crops in his own wisdom, and growing them in independence, making cotton his clean surplus, and selling it in his own time, and in his chosen market, and not at a master's bidding—getting his pay in cash and not in a receipted mortgage that discharges his debt, but does not restore his freedom—then shall be breaking the fullness of our day.

A Teaching Asset

The financial benefits of cooperative-marketing associations are so strongly stressed that there is a tendency to overlook their importance as an agency through which to strengthen extension teaching. Every soundly organized cooperative should offer to the extension agent an unusual opportunity to bring about improvement in production as well as in marketing. The membership of a cooperative offers to the agent a group of people intensely interested in the production and marketing of one definite commodity. In presenting facts to them there is one and only one subject to be considered, that of the particular commodity in which they are interested. Further, every transaction by the association, every market return made, arouses further interest and intelligent questioning. Invariably these questions lead back to some phase of production as well as of marketing. The members of the cooperative become more interested and more anxious to have every fact regarding the commodity that will enable them to produce cheaply, improve quality, and command a better price for their product.

The county extension agent, who aids in the development of a cooperative marketing association and then turns its interests and thoughts toward the support of a sound extension program for that commodity, is strengthening both his own teaching effort and the cooperative. It goes without saying that the keener the interest of the members of the cooperative in methods of producing and marketing a commodity, the stronger will be their organization and the more intelligent their support of the extension program for their particular industry in the county as a whole.

Recent Trends in Economic Extension

C. B. SMITH,

Chief, Office of Cooperative Extension Work, U. S. Department of Agriculture

WE HAVE been moving forward rapidly the last five years in our economic extension work. Hardly anyone, anywhere, now initiates an extension program without first assembling the facts, getting an economic background and building on that. Twenty years ago the need for this analysis and background was pointed out and efforts made to attain it; but few were trained for the work, appreciation of its necessity little recognized, and so the work advanced haltingly. Gradually a State here and there stepped out into this field and achieved marked success. Pioneers among these are New York, Ohio, Illinois, Indiana, North Dakota, and California. These States developed the work largely on the basis of individual farm analysis with summaries and generalizations. More recently, several States have developed the State extension program on the accumulation and analysis of broad facts of acreages, supplies, prospects, and needs. In this work, college and experiment station departments, representatives of the United States Department of Agriculture, of State farm organizations, of bankers, the State agricultural press, and the like have met in State conference, gone over statistics and surveys together, and developed state-wide programs that have later found application in the development of county extension programs and community programs. Virginia, Oregon, Colorado, and North Carolina have pointed the way in these fields.

Lately, too, communities of farm men and women and extension forces have been meeting together and setting up standards of living they would like to see on the farm, then examining their farm income to see the approximation of the standard they would like to the income they have. Usually the income is little more than half the amount set up as a minimum standard of living. Then follow studies in farm adjustment to meet more nearly the larger needs. This is a most stimulating exercise to most farm men and women and is rapidly getting farm people economic-minded. States in all sections of the country are engaging in this phase of extension work, which is of very recent origin and growing stronger every day.

From the outset of cooperative extension in 1914, extension forces have been practicing various forms of cooperative

marketing and buying. Nearly a thousand and local cooperative selling and purchasing associations have been promoted yearly. Many of these have died and some have lived, so that there are to-day approximately 4,000 marketing associations in existence promoted by extension forces doing an annual business of around \$225,000,000. The most successful cooperative buying associations fostered by extension have been the Grange-League Federation of New York and the Eastern States Exchange. The Grange-League Federation is doing an annual business of nearly \$30,000,000 and the Eastern States Exchange of nearly \$13,000,000.

Commodity Associations

With the coming of the Federal Farm Board a little more than a year ago and the coordination of these various small competing cooperative marketing associations into great single national associations for each of the important agricultural commodities, point has been given to all our hitherto more or less competitive cooperative marketing extension work.

Now, may I bring up another chapter of the story which fits in. About six years ago the Bureau of Agricultural Economics began getting out its agricultural outlook and intentions of farmers to plant and breed material. This was an epoch-making event in economic extension work in the United States, and probably the world. The idea seemed so sound and sensible that it had an immediate appeal, which has been gradually extending throughout all extension and to the public as a whole ever since.

Adjusting Acreages

The Federal Farm Board is making adjusting acreages one of the chief corner stones in their program of marketing. If you don't produce too much, the marketing program is easy of solution. "Adjust your acreages" has become a slogan with the board. But, adjust your acreages means a knowledge of farm management, and so marketing and farm management, and general economic studies of supply and demand, production and needs with estimates and surveys, have all focused the past year in the largest total development in economic extension since cooperative extension began in 1914.

Interest Manifested

Factors that have contributed to present-day interest in economic extension have been the occasional outstanding success of farm management extension work in a few States; the agricultural outlook and intentions to plant and to breed idea; the sustained interest of the public in cooperative marketing and buying, with some success in that field; the bringing to the Department of Agriculture for the past three years of one or more representatives of nearly every State to take part with representatives of the Bureau of Agricultural Economics in the development of the agricultural outlook; and, climaxing it all, the appropriation by the last Congress of \$58,000 to the Federal Extension Service and \$1,000,000 to the States, nearly one-half of which is to be used for the employment of economic extension men the current year.

Staff Increased

As a result of these appropriations, the economic extension staff of the States has increased from around 134 full or part-time workers in all economics to 155 at the present time, or an increase of about 30 during the current year, with 60 more to be added as fast as they can be found or trained for the work.

The department has taken cognizance of this new situation in economics and is organizing itself to meet it and give greater help to the States. To this end it is creating within the Bureau of Agricultural Economics and the Extension Service an economic extension unit that will be housed with the Bureau of Agricultural Economics and responsible to it for the subject matter taught and at the same time be a joint employee of the Extension Service and responsible to that service for its contacts with extension forces in the field and extension methods to be followed.

This unit will be made up of a leader and a staff of 8 to 10 assistants in the various fields of economics—farm management, marketing, and general economics looking forward to extension specialists, also in rural farm credit taxation, land utilization, and the like. Doctor Ladd, extension director of New York, is giving part of his time this year to aiding the department in the development of this unit.

Funds Appropriated

At the present time funds going into economics extension work from all sources amount to nearly \$300,000 in farm management, \$440,000 in marketing, \$81,000 in rural organization, and \$170,000 in general economics work, or a total of around \$960,000, out of a total expended annually for agricultural extension specialists of \$3,624,000, or about one-fourth of this total.

Reasons for Interest

In closing, may I leave in your mind this thought: Economic extension stands in the forefront of extension interest today, partly due to the agricultural depression, but more largely due to the gradually accumulating interest in this field, climaxed by the daily activities of the Federal Farm Board in its various pronouncements, the increased Federal appropriations for this work, and the heightened interest and daily output of facts of the Bureau of Agricultural Economics of this department, which facts and data are the very basis and breath of our economic extension work. To-day there is economic research and extension activity in every State and Territory in the Union, where 10 years ago nearly one-half were largely dormant in this field.

The trend in the last few years has been, therefore, from little or no attention to economics by extension forces 15 to 20 years ago to now, when economics permeates our thinking in practically every line of work. Dairy extension specialists are not only extending production but also the economics of production, and so in other subjects.

Economic Extension Conference

For the first time in the history of extension we have had, or are about to have, an economic extension conference of all economic workers in each one of the four regions of the country. Three of these have already been held, at which department and State men in research and extension met together, took stock of their economic knowledge, and developed an agricultural outlook and policy for the region. Every State within every region is thinking economics and trying to put on men for enlarging the work in this field. Slow in its start, economic extension is rapidly expanding and is likely to continue to grow as the field of extension in rural credit, insurance, taxation, and land utilization, and like matters, has scarcely been touched. It would seem to be a good time for those economically inclined to prepare themselves for work in

these fields, for colleges to strengthen their economic teaching, and for experiment stations to multiply this research.

Virginia Cooperatives Meet Drought Emergency

A good example of how cooperative associations assist their members is furnished by a number of Virginia cooperatives in the present drought emergency. During the latter part of the summer, when it was becoming increasingly evident that the principal feed crops in the Old Dominion would be seriously affected by the drought, Director J. R. Hutcheson communicated with the leading cooperative purchasing associations and asked them to work out some plan for bringing feedstuffs into Virginia at the lowest possible cost. He suggested that the purchasing associations get in touch with the dairy organizations and other livestock associations in an effort to pool all purchases through one buyer.

Hay and Feed Purchased

The Virginia Seed Service, which is a farmers' cooperative wholesale supply organization located at Richmond, Va., communicated immediately with the leaders of all the farm organizations in the State and offered to act as wholesale purchasing agent for hay and other feed supplies needed by the members of these organizations. Most of the cooperatives saw the advantage of such an arrangement and began at once to pool orders through the Virginia Seed Service.

In order to get hay at the lowest possible prices and take full advantage of the reduction in freight rates granted by the railroads, the seed service sent its president to Nebraska and some Western States to personally supervise the purchase of hay. On his arrival in Nebraska, Mr. Hill, the president of the Virginia Seed Service, got in touch with the county agents and leading cooperatives of that State and made arrangements to buy hay directly from farmers and farm organizations. Within a period of one month more than 1,500 carloads of alfalfa hay had been purchased from Nebraska farmers and were on the way to Virginia farmers at reduced freight rates.

Virginia Farmers Save Money

Due to the fact that the Virginia Seed Service had representatives or poolers in practically every county in the State, and the further fact that it had its own representative purchasing the hay in the West, the freight-rate-reduction permits

were made out properly and they went to the actual point of origin. In this way they were able to get the full advantage of the reduced freight rate which amounted to approximately \$100 per car. Thus by quick action and cooperation among cooperatives at least \$150,000 was saved Virginia farmers in the purchase of hay in one month.

Prior to the time that this hay pool was formed, Virginia farmers were having to pay from \$35 to \$40 per ton for good alfalfa hay and no special effort was being made to get for the farmers in many drought-stricken counties the advantage of the reduced freight rates on hay. But when the pooled alfalfa hay began to arrive and to be delivered to farmers at from \$26 to \$28 per ton, the retail price of hay all over the State dropped several dollars.

Cooperatives Finance Purchase

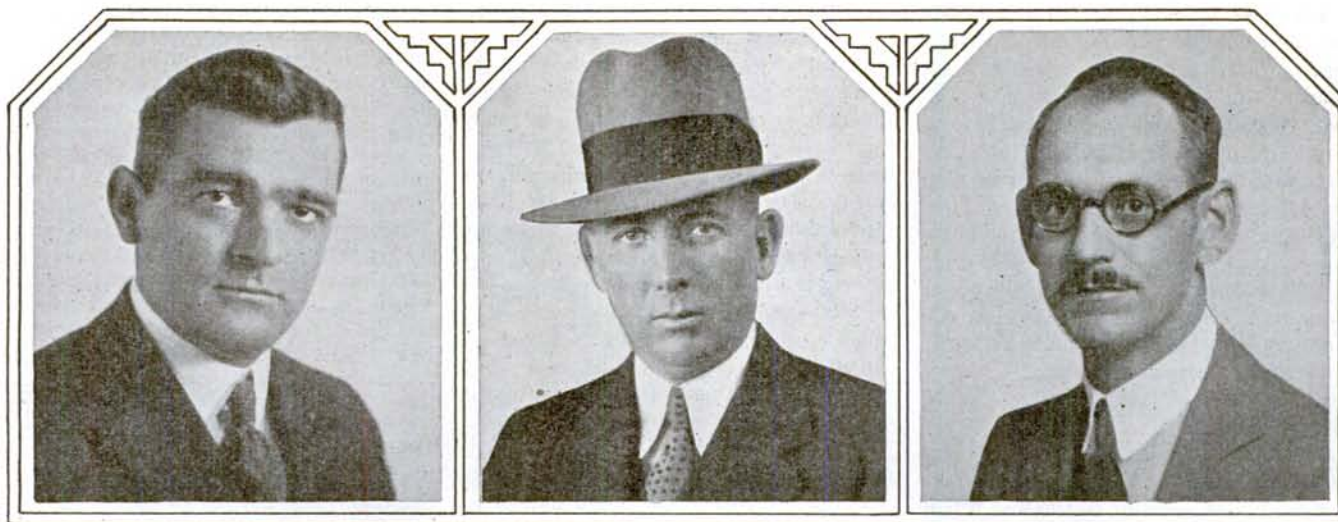
One of the most interesting things in connection with this transaction was the special service received by members of cooperative associations. In the valley and northern Virginia where dairymen were organized, the officers of their associations immediately made financial arrangements for their members to get credit to buy all the hay that they needed at the reduced rates. One cooperative agreed to finance the purchase of 5,000 tons of hay for its members and to take payment for it out of the members' monthly milk checks. In southside Virginia, and in other sections where the dairymen were not organized, many of them were not able to make financial arrangements for the purchase of the hay needed for the winter at the reduced rates.

In addition to the money saved in the purchase of hay, farmers' cooperatives have saved their members thousands of dollars through making quickly available the freight-rate reduction on other feedstuffs.

Eleven farm women of the Penrose community in Park County, Wyo., have been conducting a contest in their gardens. The latter part of July was set for their final judging, taking as a basis variety, arrangement, maturity, and freedom from weeds. Some of these gardens were very difficult to judge and the women are to be complimented on their efforts.

The Ninth National Boys' and Girls' 4-H Club Congress is being held November 28 to December 5, 1930, at Union Stock Yards, Chicago, Ill.

New Directors Appointed in Three States



F. E. Balmer

L. A. Olson

R. R. Thomasson

NEW directors have been appointed in three States as follows: F. E. Balmer in Washington, L. A. Olson in Mississippi; and R. R. Thomasson in Missouri.

F. E. BALMER

Frank E. Balmer was appointed director of extension work at Washington State College, effective October 16, 1930. Mr. Balmer was born October 29, 1883, on a farm near Woodston in northwestern Kansas where he was reared. He received his early education at the local rural school and academy in Stockton. He earned a considerable part of his way through the Kansas State Agricultural College, graduating in agriculture in 1905. Since then he has taken advanced work in education, economics, agricultural science, land utilization and values, farm management, and marketing, at Manhattan and Lawrence, Kans. and the University of Minnesota.

Mr. Balmer has always devoted his energies to rural educational work. His school-teaching experience consists of four years at local schools in Kansas, two years as agricultural instructor at Lewiston, Minn., and two years as superintendent of the LaCrosse County School of Agriculture and Domestic Economy in Wisconsin. While teaching in Minnesota and Wisconsin he did some pioneering in the extension field, and in June, 1913, began his career as an extension worker. He started as a district supervisor in Minnesota, soon was promoted to

assistant county agent leader, and from July, 1915, to October, 1930, has served continuously as State county agent leader in Minnesota.

During the World War Mr. Balmer was instrumental in the organization and expansion of the county agent service in Minnesota to include 86 rather than 18 counties. At different times during his experience he has had occasion to see and study at first hand the agriculture of different sections of the country.

Mr. Balmer combines many of the features desirable in an extension worker; he is well educated, an experienced teacher, farm born, farm reared, a farm owner, and sees agriculture as a national industry.

L. A. OLSON

Lawrence A. Olson was appointed director of extension work in Mississippi, effective September 1, 1930, to succeed R. S. Wilson. Mr. Olson was born February 17, 1890, in Grenada County, Miss., and for 19 years remained there working on the farm and going to school. He continued his education at the Mississippi Agricultural and Mechanical College, where he graduated with a bachelor of science degree in agriculture in 1914.

His work has always been centered around agriculture. Before entering the extension service, his experience included landscape gardening in California and actual farming and managing a hog ranch in Mississippi. In 1916 he entered extension work as a county agent in Mississippi and three years later was

promoted to district agent, which position he held until his recent election as director of extension.

R. R. THOMASSON

Robert R. Thomasson, recently named assistant director of the Missouri Agricultural Extension Service to fill the vacancy created by the death of former Director Arthur J. Meyer, is a true Missourian in point of service as well as by birth. He was born on a farm in Madison County, near Fredericktown, and has given 11 years of service to Missouri agriculture.

Mr. Thomasson was graduated from the Missouri College of Agriculture in 1917, and during the same summer attended the second officers' training camp at Fort Sheridan, Ill. He was commissioned first lieutenant and was assigned to duty with the Three hundred and forty-first Infantry, Eighty-first Division, then training at Rockford, Ill. He was later transferred to the One hundred and fifty-second Depot Brigade at Camp Upton, N. Y.

In August, 1919, Mr. Thomasson became county extension agent for Webster County, leaving there January 1, 1921, to become State extension agent for the southwestern district of Missouri. After three years of supervision of the southwestern district he was placed in charge of the northern district of the State. He retained this position until his appointment as assistant director of the extension service.

Illinois Clean-Up Campaign

A movement which started as a single lesson on outdoor planting has proved so popular that the home bureau of McLean County, Ill., has developed it into a 5-year "Clean-up and beautifying" campaign. Although it is still in the early stages of its first year, the 5-year plan has 40 entries. Seventeen of these have sent in information on water to the State department of health to ascertain if their water is safe for drinking purposes. Thus they already have completed the first step in the clean-up and beautifying work, according to Miss Clara R. Brian, home adviser of the McLean County Home Bureau.

Oddly enough, the present "Clean-up and beautifying" campaign had its start in a project on interior decoration which the McLean County Home Bureau was carrying on as one of its major lines of work two years ago. At that time those who were participating in the project studied the interior of the home with one lesson on outdoor planting. A lively interest as well as a need for some work in beautifying the home grounds resulted in the start of what was called a "Clean-up and beautifying" campaign. That year anyone who wished to do so was allowed to enter the contest. The yards were scored in the beginning and again in June when the contest closed. Four divisions and classes were provided in each division and class. The yard showing the greatest improvement over the first score was declared the winner. Nurserymen and florists cooperated by giving prizes such as shrubs and bulbs, while the farm bureau presented as a first prize a flag to the town making the greatest improvement. In this contest there were 159 entries.

Plan Improved

Thus encouraged, those in charge of the project decided not only to continue it but also to improve it. The plan which is being carried out this year and which is the 5-year, long-time project was worked out by the farm adviser and the home bureau in cooperation with the home-beautiful committee, consisting of the county chairmen and one representative from each of the four districts.

Scoring the Yard

An advantage of the new plan, as pointed out by Miss Brian, is that it does away with the competitive spirit except as each entry is competing against his own record. Anyone wishing to enter the contest obtains an entrance card

and then a committee consisting of the home-beautiful chairman of that particular unit of the home bureau and two other persons, preferably from an outside unit, form the committee for scoring the yard. If a yard scores a grade of 80 for the first year's requirement, it is ready for the second year's work, and if it can make a grade of 85, it is ready for the third year, and so on; thus no home owner is kept waiting and can make improvements as fast as he wishes. If necessary, the clean-up and beautifying can be carried on longer than five years. The results are to be announced each year at the annual meeting in June, and when ideal conditions have been reached in any one yard, tours will be made to that home to see the results. There are to be no prizes given, and the only incentive to the entrants will be the honor and satisfaction which come from having a clean yard.

The score card as finally accepted required three days' work by the committee. It is so arranged that the requirements on any one point are increasingly greater as the project progresses from one year to the next. For instance, the yard is the first point on the score card and 15 points of the total of 100 are allotted to it.

Scores Made

A perfect score on the yard during the first year the project is being carried on requires that it be free from rubbish of all kinds. The following year, or the second one of the project, a perfect score requires that the lawn be mowed or the soil prepared for grass and that poultry and livestock be kept out of the yard. In order to get a perfect score the third year, those participating in the project must have a yard with growing grass or sod which is well kept. Also, they must have started to screen out unsightly places and to remove rubbish from the barnyard. The fourth year the perfect score of 15 points on yard is given only to those where there is a foundation or border planting and shrubs are kept in good condition. Also, in this year of the project, more attention must be given to sanitation of the barnyard. Finally, in the fifth year the yard must be adequately planted according to plans and kept in good condition. The barnyard must be well kept as a barnyard. Similar requirements which become greater from year to year also are provided for on nine other points, including the house itself, sewage disposal, water supply, garbage disposal, fly control, play facilities for children, a walk, trees, and vegetable and flower gardens.

Window Curtaining

Whether window curtaining is undertaken for its decorative possibilities or merely as a necessity for privacy, a good many yards of material must be bought to curtain even a very small home. This item consequently occupies an important place in the family budget, especially as curtains must be replaced every few years.

Room-improvement work has given nearly all extension people experience with curtain problems of home makers. When confronted with the immense variety of drapery fabrics now on the market and the many possible treatments for



Attractive window drapes

windows, the average woman is apt to feel very uncertain as to the best choice for curtains for a given room.

Farmers' Bulletin 1633, "Window Curtaining," which has just been published, is intended by the Bureau of Home Economics to help the housewife with most of the difficulties she is likely to encounter, both in the selection and the making of curtains. Over 35 fabrics are mentioned. Their suitability for rooms and curtains of different kinds is discussed. Glass curtains, with or without side draperies or valences; casement curtains; draw curtains; and curtains for special types of windows are all described and complete directions are given for making each kind at home. While the supply lasts the bulletin is free, but experience with an earlier publication on the same subject, which was rapidly exhausted, would indicate that first comers are best served. If a quantity is desired for extension work, order in the usual way, through the Office of Cooperative Extension Work.

Music Appreciation in Iowa

STUDIES in music and music appreciation are being used in Iowa among farm bureau women, not only as an educational project but to increase interest in home-economics training schools, township farm bureau meetings, picnics, 4-H club meetings, and other gatherings, says L. R. Combs, extension editor, Iowa State College of Agriculture and Mechanic Arts.

The work was started last spring when training schools were held in 29 counties having home demonstration agents. These training schools were attended by the county home demonstration agent and 3 people from each township, making an attendance of about 50 to 75 persons at each meeting. Training schools were also held for extension specialists so that they could make use of the music appreciation work in counties which did not have home demonstration agents. As a result, musical study is being used in all 29 of the counties having home demonstration agents, and in practically all the other counties in the State. At the meetings last spring approximately 1,440 home demonstration agents and local leaders were reached. These local leaders in turn gave the same lesson to the women attending the follow-up schools in the various communities in the county.

Training Schools

The training which is being used this year consists of five units—English, Scandinavian, Czechoslovakian, German, and Hungarian. In each of the units a song, a listening number, and a folk game are used. One of the most popular is the English unit consisting of "John Peel," a hunting song of interest to both men and women; a composed number, "Shepherds' Hey," by Grainger; and "Green Sleeves," a folk game. Not only is the music studied but the history of the songs and games, some of which were played as early as Queen Elizabeth's day,

and any stories connected with them are told.

This year each home demonstration agent is devoting about 20 or 30 minutes of the regular home-economics training school to this course. One unit is presented with each lesson. The local lead-



An achievement-day folk dance

ers have expressed much appreciation of this feature and reported that they are using it successfully in their local communities in connection with various meetings.

Value of Music Study

According to Miss Neale S. Knowles, State home demonstration leader in Iowa, the music study has several values. The ability of both farm women and farm men to understand and enjoy good music is increased where the music project is used in connection with township meetings and other gatherings. Community activities are strengthened through the use of music, which will interest many persons who would not be reached otherwise. Variety and interest are provided for training-school programs and other meetings. The project, especially the folk songs, provides recreation that is worth while. Many farm-bureau groups enact folk songs at picnics or present them as a part of the program at a regular meeting. The music work also brings about better cooperation between adults and youth, both in work and in play.

The numbers in the Czechoslovakian unit are a folk song, "Morning Comes Early"; a folk game, "The Wheat"; a listening number or a composed number; and "Largo" from "The New World Symphony," by Dvorak. In the German unit are found as a folk song, "Alleluia," an old German choral number; a folk dance, "Come Let Us Be Joyful"; and a listening number, "Andante" from "Surprise Symphony," by Haydn. In the Scandinavian unit are found the folk song, "Oh Vemeland, Thou Lovely"; a Swedish number; a folk game, "Shoemaker's Dance," of Danish origin; and a composed number, "Norwegian Bridal Procession," by Grieg. The Hungarian unit consists of the folk song, "The Song of Seasons"; a folk dance, "Cshebogar"; and a listening number, "Hungarian Dance Number Six," by Brahms.

America's contribution to the list of folk songs was "Nelly Was a Lady," by Foster, and the folk game, "The Virginia Reel." "Turkey in the Straw," by Davis Guion, was used as an example of a folk tune.

Using a miniature kitchen which exemplified the modern model workshop with the correct surface heights, the proper storage facilities, desirable floor coverings from a standpoint of sanitation, and correct grouping of equipment, Mary Collings, home demonstration agent in De Soto Parish, La., shows the women by the "Missouri (show me) system" what the well-equipped kitchen should have to qualify as a 1930 model. She places the replica in her car and visits the women individually and in group meetings so that all interested in improving their kitchens may receive first-hand information. So much interest has been manifested that the agent is now conducting a kitchen-improvement contest and will offer prizes to those kitchens which show the greatest improvement at the least relative expenditure of money.

New Hampshire Women Enjoy Camp

What does one get out of a farm woman's camp? Fifty-eight women attending the camp held in Hillsborough and Cheshire Counties, N. H., answered the question for themselves, says Miss Florence L. Hall, of the Federal Office of Cooperative Extension Work.

The two home demonstration agents in charge of the camp, Myrtis Beecher and Miriam Parmenter, asked the women just before they left for their homes to write down their "remembers" about the camp. Here are some of them:

"I will remember the sunshine on Norway Lake after breakfast, soft ripples, quiet, and a boat to row."

"The song of the wood thrush once heard is never forgotten."

"I remember how fine it was to have such good food to eat and not have to cook it."

"I shall remember the delicious freedom from my 'party line,' that incessant telephone which seldom allows me to feed the chickens, cut the asparagus, or finish a meal or a nap."

"I remember the beautiful lake, with the green trees and church spire just

showing above, and a clear bell ringing across the water."

Benefits Derived

In addition to "remembers," what was gained at this camp? The answer was that the combined benefits of rest, recreation, information, and inspiration, meeting old friends and making new ones, the happy, friendly informality of camp life, the lessons, the singing, and the games all contributed to give the farm woman camper new ideas and an enlarged vision to take back to her family and to her community.

Miriam Parmenter, home demonstration agent, in commenting on their camp in New Hampshire, said: "These days at camp serve a purpose that our regular extension meetings never can. We become acquainted with the women, and a comradeship is developed as we work, play, and eat together. We can count on these women to help in the various extension activities in our counties, for after our farm woman's camp they have a better understanding of extension work and its objectives."

Meeting of American Country Life Association

"The best we have ever had!" was the verdict of the sponsors of the annual meeting of the American Country Life Association just closed at Madison, Wis. The topic, "Standards of Living," seems to have a wide scope and a popular appeal.

The States of Minnesota and Wisconsin turned their entire extension organizations loose to "browse 'round" in this conference, and six or seven other States were ably represented by extension workers. The wide range of discussion covered many things outside the field of extension work, but a few concrete problems came vividly into the foreground and were pronounced fundamental in the agricultural extension program.

Extension Problems Discussed

Can extension projects in rural electrification be carried out, and how? Can the farmer afford to use and pay for "high line" service, and, if he does, what will it bring to him and his family in the way of comfort and convenience that they do not now enjoy?

Will the coming of electricity to the farm provide more leisure and more opportunity for its enjoyment than are now

available to people on the farm? How will this affect extension teaching?

Can farmers get the full benefit of social, educational, and economic institutions so long as their local roads are impassable to modern motor traffic?

Can the farm be made so comfortable and so attractive that it will become a place to retire to instead of getting away from in the evening of the farmer's life?

Can the farmer pay for all these things? Will his desire to possess them lead him to find a way to pay for them in the reorganization of his business and the improvement of his practices?

These are some of the vital problems discussed by the conference which may be woven into an extension program appropriately right now.

Mr. Eugene Merritt, extension economist, Office of Cooperative Extension Work, United States Department of Agriculture, who addressed one of the sectional meetings, said in part:

There is one very basic principle in extension work that we all have to recognize if we are to succeed. It makes no difference how much wisdom we may have, how thoroughly we have analyzed the problems of a group of farm people, and how satisfying the solutions are which we may offer, if we can not make these people conscious that they have the problem that we recognize they have,

and make them feel the satisfaction that they would get from accepting our solution, as far as these farm people are concerned our influence is nil. Therefore, in building an extension program for the farm and home the first problem of an extension worker is to make the people conscious of their own difficulties.

Again, it is well to keep in mind that farm people are meeting certain situations continually, and what we are attempting to do through the extension service is to help them to clarify their own thinking and to give them ideas, facts, and standards that will enable them to meet the situations more successfully in the future than they have in the past. That the farm people are reacting to these ideas is evident from the fact that during the last five years for the United States as a whole over 200,000 farm homes were abandoned, or more farm families than are now found in all New England, New Jersey, Delaware, and Maryland, or in any one of the following States: Wisconsin, New York, Pennsylvania, Minnesota, or Illinois. The rate has been twice as fast between 1925-1930 as between 1920-1925. One third of the boys and girls born on farms seek other occupations from economic necessity. Annually 200,000 farms change ownership and two or three times as many have new operators. It is in connection with the choices made under these circumstances that a clear conception of what the farm will provide in the form of a living is considered a necessity.

Over 2,000 people from all over America attended and participated in this conference. Among them were seen the faces of ex-Governor Lowden, of Illinois; Liberty Hyde Bailey, of Cornell; Dr. K. L. Butterfield; George (A. E.) Russell, of Ireland; Secretary Wilbur, of the Department of the Interior; Senator Arthur Capper, of Kansas; Dr. Stephen Moulton Babcock, of Madison, Wis.; President Glenn Frank, of the University of Wisconsin; Dean Coffey, of Minnesota; Dean Mann, of Cornell; and many others of prominence in the affairs of rural America.

In order to determine what are the things that hold the interest of club members over a period of years, Harold Eastman, club agent in Hampshire County, Mass., sent out questionnaires to 100 of his club boys and girls who had been in the work four years or more. Forty-three questionnaires were returned and showed the following frequency distribution: Prize trips, 24; training in leadership, 19; county or state-wide meetings, 18; opportunity to compete for cash prizes, ribbons, and cups, 17; judging contests, 16; new friends, 15; inspiration at 4-H camps, 13; opportunity to make money, 11; encouragement from leader or club agent, 10; liked to exhibit, 6; opportunity to learn new things, 3; and enjoy project work, 3.

Kentucky Studies Methods

A 2-day methods study was conducted recently in each of two Kentucky counties carrying on a home demonstration program. This study was undertaken by Grace E. Frysinger, senior home economist, United States Department of Agriculture, in cooperation with the home demonstration agent, the assistant State leader in charge of the county, the State leader, and the specialists working in the county at that time. All who participated felt that the study was of great value and that all home demonstration agents should have the opportunity of participating in a similar conference. Consequently, the outline for the conference was revised to make it a little more general, and four methods studies were conducted by the State leaders in districts, with home demonstration agents from several counties participating.

Preparation for Study

The agents were asked to do some studying in preparation for the conference. Each agent was furnished with a typed outline of the topics for discussion with plenty of space left for notes. The study was carried on under the following main topic heads: General aims of the extension program, aims of any project, responsibility of the extension worker to farm people and to the extension service, advantages and disadvantages of the adult as a learner, steps in the learning process, value of devices in creating interest, getting action, assuring satisfaction to farm people.

Value of Contacts

In addition attention was given to the analysis of adult groups concerning mental characteristics, to a discussion of extension devices as to their value in interesting people of different mental characteristics, to a review of steps in the teaching process, and to a review of teaching methods. The values of individual, large group, and small group contacts in extension teaching were discussed, and a list of cooperating agencies which have been and could be used in extension teaching was made.

After the State had been covered by these small-group conferences, similar conferences for groups of new agents will be held once or twice a year. It is believed that the small conferences are of more value to an agent who has been in her county at least six months, as she has had a chance to become somewhat extension-minded, to have made a good many contacts, and to have met some extension problems. Agents who have had



Winning wash dresses designed by home makers

Successful Contestants in Wash-Dress Contest

The highest-scoring wash dress designed to be made by the members for suitable wear to home-makers' club meetings in each of the 16 Cass County, N. Dak., clubs is shown in the above group of home makers, representing 17 clubs at the annual county-achievement day held in Casselton, June 24. The three highest-scoring dresses in the State were selected from those made by the county members, according to the records of Miss Julia E. Brekke and Miss Inez J. LaBossier, extension clothing specialists in charge of the clothing phase of home-makers' clubs. More than 6,750 were in attendance at meetings in these counties and 1,302 dresses, made by the women, were shown.

longer experience generally make a much greater contribution to the study.

Agents Benefit

These conferences have been very helpful. The agents who have participated have almost unanimously reported benefits, some of which are listed below:

1. Reviews some nearly forgotten theory of education and helps apply it to the extension field.
2. Gives a background to which extension problems can be referred.
3. Stimulates and clarifies thinking.
4. Increases teaching efficiency.
5. Helps to diagnose some of the problems and suggests means of undertaking their solution.
6. Gives a bigger vision of the extension job.
7. Helps in program building.

Ewes return their owners two crops each year—wool and lambs. In addition, they clean up feeds on the farm which otherwise would be wasted.

Assisting Young Mothers

Massachusetts is making a concerted effort in every county to enroll young mothers in the extension program. One of the most successful means used for interesting the young mothers is shifting the emphasis from the projects which are primarily of interest to older women to the projects which are primarily of interest to the mothers of young children, such as child feeding, child clothing, child care and development, and parent education. Mailing lists of mothers are classified as to the ages of the children so that appropriate material is sent out to the different mothers. Then, follow-up cards are sent out to ascertain whether or not the information offered is filling the needs.

After the interest is aroused the home demonstration agents assist in formulating plans for taking care of children while the mothers are attending extension meetings. The young mothers are kept in the extension program by giving them a share of the advisory council and leadership positions.

Arkansas Undertakes Development of Area Program

The building of long time programs of agriculture in areas of the State having similar soils, climate, and people is now under way in Arkansas. There are nine areas in the State in which these conditions are very similar; viz:

- Coastal Plains area.
- Mississippi Delta area.
- Central Hill area.
- Crowley Ridge area.
- Rice area.
- Northwest limestone area.
- Arkansas River Valley area.
- Ouachita Mountain area.
- Red River Valley area.

Recently conferences have been held in these areas to make preliminary plans for building these programs. Assistance was given at these conferences by C. L. Chambers, of the Office of Cooperative Extension Work. The conferences were attended by leading farmers and farm women, extension workers, railroad agriculturists, and other commercial agriculturists, vocational agricultural teachers, secretaries of chambers of commerce, county key bankers, and others interested in agricultural development.

An attempt was made to coordinate all agricultural programs and to develop one program, which will include both the farm and farm home, on which all agencies may center their efforts.

Plans for Studies

At the preliminary conferences the plan was presented and discussed. Suggestions as to types of studies to be undertaken in the area before setting up the program were made. Plans were outlined for the appointment of committees to study each activity relating to the farm and farm home and work out recommendations on this study to be included in the final report. The subject-matter specialists of the extension service were designated as members of the committees relating to their special subject matter.

All available information on the area from the State agricultural experiment station, the United States Department of Agriculture, and from other sources relating to commodities in each area is to be assembled and made available to these committees.

February Conferences

After the committees have had a sufficient time to assemble their recommendations, another conference is to be held in the area, when all committees will come



Miss Sylvia Bretoi, 4-H club winner

Club Girl Wins Scholarship

Miss Sylvia Bretoi, of South St. Paul, Minn., who has been a 4-H club member for four years making fine records in bread making and the garden club work, was selected as one of the 15 girls in the United States who received scholarships from the University of Rumania for study during the year beginning September 1. Sylvia left for Bucharest early in August. As a 4-H club member she represented Dakota County at State events in both projects and excelled in demonstration work. She is still an enthusiastic "4-H'er," being a member of the Gopher College 4-H Club at the University of Minnesota.

The scholarship which Miss Bretoi has been awarded is being given by the Rumanian school as a means of fostering friendly relations with our country.

together to have hearings on their recommendations and to then submit them for final approval. It is expected that this second series of conferences may be held during the month of February.

Census and Farm-Management Data Being Used

The programs when worked out will be printed and used as a working basis for all agricultural work by all agencies. The cooperation between all forces in working these out has not been surpassed in any other undertaking. The new census data now being made available and farm-management data which are compiled for each county in the State are being used in indicating trends in each area.

Extension Problems Studied

A study of problems centering around the supervision of extension work is being undertaken by W. W. Clark, assistant county agent leader in Wisconsin, who has been loaned to the Federal Extension Service for that purpose by the Wisconsin Extension Service.

The study of the technique of supervision will be concerned with the objectives of supervision, the preparation and training of supervisors, the supervisory programs for reaching objectives, and ways and means of appraising the results of supervision.

A detailed analysis will be made of the supervisory situation in representative States, while general data will be assembled for the entire country. A cross section of county agricultural agents, home demonstration agents, club agents, and subject-matter specialists will be asked to indicate the kinds of assistance most needed from supervisors to enable them to increase their effectiveness.

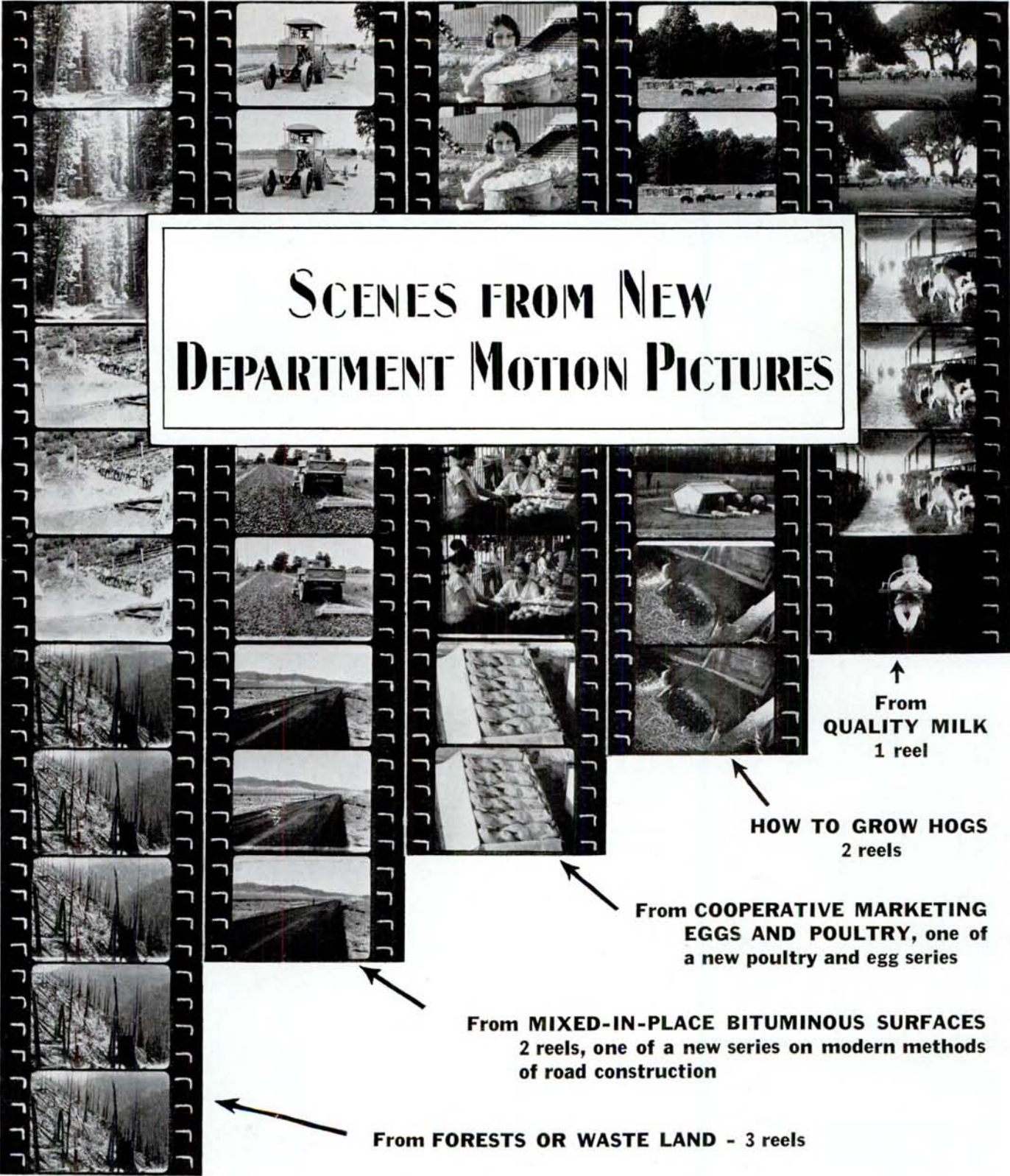
Mr. Clark will work in cooperation with M. C. Wilson, in charge of the division of extension studies and teaching of the Office of Cooperative Extension Work. Other studies being conducted during the current season by this unit of the Federal Extension Service in cooperation with the State extension services include the home-garden project, kitchen-improvement project, home-management project, wheat-belt program, and legume project.

A Nebraska Home Project

A project on making the home attractive was carried in seven Nebraska counties last year under the direction of E. H. Hoppert, specialist in horticulture. Seventeen leader-training meetings for 170 clubs were held with an attendance of 168 men and 369 women. These men and women held 181 local meetings with an attendance of 3,116. It is reported that this project resulted in 3,948 farm improvements, such as cleaning up the yard and planting trees and shrubs.

The outstanding work in this project was done by Custer County, where the project was enlarged to include farm forestry and beautification, thereby enlisting the cooperation of Clayton Watkins, forestry specialist; Rizpah Douglass, home beautification specialist, and Merrill M. Gould and Leona Davis, county extension agents, as well as Mr. Hoppert. In Custer County over 100,000 seedling trees, distributed by the extension service, as well as several thousand sold by nurseries, were planted for farm beautification, woodlots, and windbreaks.

SCENES FROM NEW DEPARTMENT MOTION PICTURES



↑
From
QUALITY MILK
1 reel

HOW TO GROW HOGS
2 reels

From **COOPERATIVE MARKETING
EGGS AND POULTRY**, one of
a new poultry and egg series

From **MIXED-IN-PLACE BITUMINOUS SURFACES**
2 reels, one of a new series on modern methods
of road construction

From **FORESTS OR WASTE LAND - 3 reels**

Those wishing to borrow these or any of the 250 film subjects write to
Office of Motion Pictures, U. S. Department of Agriculture
Washington, D. C.



WHEN every farmer in the South shall eat bread from his own fields and meat from his own pastures, and, disturbed by no creditor and enslaved by no debt, shall sit amid his teeming gardens, and orchards, and vineyards, and dairies, and barnyards, pitching his crops in his own wisdom, and growing them in independence, making cotton his clean surplus, and selling it in his own time, and in his chosen market, and not at a master's bidding—getting his pay in cash and not in a receipted mortgage that discharges his debt, but does not restore his freedom—then shall be breaking the fullness of our day.

—HENRY W. GRADY.

