# EXTENSION SERVICE REVIEW

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# TODAY . . .




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EXTENSION SERVICE

C. W. WARBURTON, *Director* REUBEN BRIGHAM, *Assistant Director*


# TOMORROW . . .

**THE DEPARTMENT'S PROGRAM** will be the theme of a series of articles beginning in the February issue. Secretary Wallace will open the series with an article explaining the central objectives and policies of the Department following the recent reorganization. Policies of the different bureaus and action agencies in carrying out essential parts of the Department's program will be explained in following articles.

**LAND-USE PLANNING,** together with the broader phases of soil conservation, its progressive development, extension's part in it, and what it is accomplishing will be highlighted *in* separate articles from Oklahoma, Alabama, Tennessee, Ohio, Iowa, Utah, and possibly other States. These articles will show different attacks, encouraging results, problems ahead.

**THE SPECIALIST'S JOB,** as explained in a personal interpretation, by E. R. Jackman, Oregon farm crops specialist, will give every extension worker something to think about.

**AN EDUCATOR APPRAISES** extension work. Dr. E. deS. Brunner, Columbia University and member of the President's Committee on Education, recently cooperated in a study of extension work. His views of extension will appear in an article scheduled for early publication.

**4-H CONSERVATION:** A symposium of accomplishments from the annual reports of a number of States will carry many good ideas.

**HOME AGENT GOES TO SCHOOL:** Mrs. Lora K. White, Vermont home agent, tells of a summer she spent in getting "re-educated" at Cornell, and what it meant to her.

## On the Calendar

Convention National Wool Growers Association, San Angelo, Tex., Jan. 24-26.

National Western Livestock Show, Denver, Colo , Jan. 28-Feb. 4.

Association of Southern Agricultural Workers, New Orleans, La., Feb. 1-3.

Convention American National Livestock Association, San Francisco, Calif., Feb. 15-17.

Southwestern Livestock and Agricultural Show, El Paso, Tex., Feb. 18-22.

63d Annual Convention Texas and Southwestern Cattle Raisers Association, Inc., Houston, Tex., Mar. 21-23.

Triennial Meeting, Association of Country Women of the World, London, England, May 30-June 9.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28-Aug. 7.

Extension Service Review

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LESTER A. SCHLUP, Editor

# What's Ahead for 1939

C. W. WARBURTON

Director of Extension Work

As we draw near the close of the twenty-fifth year of extension work on a national basis under the Smith-Lever Act, let us take a brief look backward over the years and then a glance ahead into the future. In the beginnings of extension work, the major emphasis was placed on production, an emphasis which was greatly increased a little later with our entry into the World War. With the loss of our export market shortly after the close of the war, we had an agricultural machine geared to produce much more than we could sell profitably. Extension activity then turned to more efficient production as a remedy, with emphasis on outlook and other economic material.

## Cooperation and Adjustment Pushed

Reducing the unit cost of production helped, as did the assistance which was given to many thousands of farmers in the organization of cooperative associations for the sale of farm products and for the purchase of needed supplies. Surpluses continued to pile up, however, and during the past 5 years we have been going through a period of adjustment which is yet far from complete. One of the major tasks of extension workers in recent years has been to explain the various programs devised by the National Administration to assist the farmer in making needed adjustments and to aid him to participate in these programs intelligently.

## Whole-Farm Approach Vital

The adjustment effort must of course continue, but now that farmer committeemen have become more familiar with the details of the adjustment and conservation programs, the field of the extension worker broadens. Although we must continue to present the facts about the economic situations which make adjustments necessary, I feel that this year, more than ever before, we should give special attention to the problems of the farm as they affect the whole family—we should think in terms of farm family living. Great progress has been made in recent years by extension specialists who have come to think not of their own particular field but how their specialty can fit into a program for the entire farm and farm home. This year we should strive to bring about a still better integrated program of extension work.

## Women Study Economic Material

In recent years we have seen a great increase in the interest of rural women in economic problems, an interest reflected in the discussion of farm family living in the annual outlook conferences and the large use which has been made of this material by home demonstration workers. Both men and women agents should, I feel, make even greater use of economic material during the years ahead.

## Emphasize Activities for Young People.

No extension activity has been more successful or won greater commendation than our 4-H club work with boys and girls. Even now, however, far too many rural boys and girls are not participating in junior extension activities. In this anniversary year, I feel that we should make a special effort to enlist more local leaders, train them better, and greatly increase our 4-H club enrollment. We owe an obligation also to the many thousands of young men and women who have passed the age for 4-H club activities but who have not established themselves on farms or in homes and who have not found employment. Many States have made excellent beginnings in the development of an extension program for these young people, but much more needs to be done.

*(Continued on page 10)*



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# Action Speaks Louder . . .

## Joint Effort Takes Time-Lag Out of Planning

WITH the united and determined effort of a majority of the farm people in a community, it doesn't take forever to get things done. That is what farmers in Wheat community, Roane County, Tenn., learned through their efforts to plan, develop, and put into effect a program of rural betterment.

Community-wide accomplishments since organization last year include the establishment of a cooperative telephone service and a 3-day fair where more than 1,700 entries of farm and home products were viewed by an attendance of some 3,000 people. Previously there had been no telephones in this section. Present plans include the development of a cooperative cannery, a cooperative refrigeration unit, and a community potato-storage house.

### *To Enrich the Land*

Prior to 1937, very little lime or phosphate had been used in the community, and practically no phosphate had been used on pasture and hay crops. In 1937, the community set as one of its goals the application of 1,300 tons of lime, but it actually used in excess of 2,000 tons on 1,400 acres. In addition, phosphate has been applied on 1,050 acres of pasture and hay crops. Considerable emphasis has been placed on forestry-improvement work. Six thinning demonstrations were held during the year. Twenty-seven acres were planted to black locust and 3 acres to pine trees. Several woods-management schools were held.

Future plans include considerable livestock-improvement work. It was felt that soil improvement and pasture development should come first so as to provide feed for livestock before much educational work was done. More feed and a better quality of feed for the present livestock population should increase returns from livestock, and this, coupled with increased returns from crops, should provide the income necessary for the purchase of a better type of animals. However, three new flocks of sheep and five purebred bulls were brought into the community last year.

### *Some Accomplishments*

Other accomplishments last year include: Completion of 10 new painted homes; 53 mail boxes painted; 67 farms using phosphate and lime; 10 brooder houses constructed; 10 new flocks of turkeys started; a modern up-to-date clubroom, as a central meeting place for the community; 3 yards landscaped, 8 yards improved; 17 farmers seeded crimson clover (1 prior to 1937); 1 farmer seeded 8 acres of alfalfa (none prior to 1937); 7 farmers seeded red clover (1 prior to 1937); 20 farm and home accounts were kept in 1937, and this year 40 were started.

Wheat is one of the oldest communities in Tennessee, the first settlers having come between 1790 and 1800. There are now 133 farms in this area. About one-third of these are less than 50 acres in size; one-third from 50 to 90 acres, and the remaining one-third 100 acres or larger. The average-size farm is 84 acres. The total land area is 11,119 acres, of which about one-third is devoted to crops. Hays account for 2,088 acres; row crops, 1,110 acres; small grain, 517 acres; and orchards, 161 acres.

There are 194 families with a total of 734 persons living on the 133 farms. Of the total population, 283 are under 15 years of age; 230 between 15 and 35; 157 between 36 and 60; and 64 over 60 years. Only 20 persons, or about 3 percent, obtain employment outside the area. The total assessed value of land and buildings in the area is about $149,330, of which 25 percent is in buildings. The tax rate is $2.90 per $100 assessment. There are only 16 farms with taxes delinquent, and only 12 are mortgaged. The average annual income per farm is about $200.

### *The Idea Takes Hold*

The idea of a community planning demonstration and organization for this purpose was first discussed in a group meeting of people in the community February 8, 1936. At that time 34 farmers were present. Nothing definite was done at that time, but it was agreed that another meeting would be held 1 week later. At the next meeting, 40 farmers were present, and, after considerable discussion, a vote was taken to determine whether or not to go ahead with organization plans. Twenty-six farmers favored going ahead with the organization, but others wanted additional time to think the matter over.

Between the meetings in February 1936 and the beginning of 1937, very little was done in an organized way, but county extension workers kept the idea of community organization for program planning before the local people during their other extension contacts in that neighborhood.

On January 23, 1937, another meeting was called to discuss the community planning demonstration. Sixty-five farmers were present at this meeting and were unanimous in their approval of the community planning demonstration idea. An organization for this purpose was perfected, and seven trustees were elected to direct the organization in its planning work.

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County Agent Grant shows how to mix the bacteria inoculation for vetch seed. Enough inoculation was ordered to treat seed for 3,300 acres and more had to be purchased locally.

# A Legume-Seeding Record

B. E. GRANT

County Agent, Bertie County, N. C.

For the past 15 years the Extension Service has been carrying on an educational program of soil building in Bertie County, N. C. The use of summer and winter legumes for soil building was demonstrated year after year. Records were kept of actual results in increased yields on Bertie County farms, and the planting to these legumes increased, but progress was slow.

When the agricultural conservation program came along, offering payment for soil-building practices, we did not at first take full advantage of it. The farmers did not fully understand the program.

North Carolina farmers as a whole earned only 48 percent of their maximum payments in 1937. The weak point in compliance was the lack of soil-building crops or soil-building practices to earn maximum payment.

Putting two and two together, we decided that in Bertie County we needed for the 1938 farm program an educational campaign which would familiarize every farmer with the soil-building practices that would count in reaching his soil-building goal, and make him eligible to receive the maximum payment. At the same time, such a campaign would vitalize our long-time soil-building plans for the county.

About this time we were advised that the A. A. A. was contemplating an experiment in four eastern North Carolina counties, in which the Government would advertise for bids on hairy vetch and Austrian winter peas, buying the seed and paying the freight to the county. Under the proposed plan, cooperating farmers who would be entitled to payment under the 1938 program might receive up to 80 percent of their maximum soil-building payment in seed to enable them to carry out additional soil-building practices in reaching their soil-building goal. This fitted into our plans perfectly, and because of the educational work we had done through the years, Bertie County was selected as one of the experimental counties with 24,000 pounds of hairy vetch and 12,000 pounds of Austrian winter peas scheduled for the county.

The committeemen were called together first to enlist their cooperation in the intensive campaign. The campaign got under way the latter part of August with a circular letter emphasizing the soil-building practices which applied particularly to Bertie County. Following this, meetings were held in each of the nine townships at which an explanation was given of the farm program, the plan for getting seed, and the value of winter legumes for soil building. United States Department of Agriculture film strips on green manuring, leguminous crops for the Southeast, and inoculation of legumes were shown. Pamphlets on winter legumes were prepared in the county agent's office and distributed to farmers.

Then we set out to take orders for the carload of seed which was scheduled for Bertie County. Some people thought the goal had been set too high, but before the end of the week orders for the carload had been signed up, and we were not through with our educational campaign, so we knew that we should need more seed. The State A. A. A. office agreed to raise our allotment to two cars.

When the bids closed on September 12, we were advised that our order could be increased to 32,000 pounds of vetch and 28,000 pounds of peas, but that if we needed more, telegraphic bids would have to be taken for the additional amount. We increased our order to 60,000 pounds of vetch and 50,000 pounds of Austrian winter peas, for by this time we had raised our goal to three carloads of seed.

Following the series of educational meetings, articles were printed in the county newspaper explaining the program, the goals established, and the progress made. Another circular letter was prepared and mailed to all work-sheet signers. Other meetings were held, including several meetings with committeemen to take stock of the progress being made and to plan for further action. Personal contacts with producers were made through field and office calls. Finally a letter was prepared and sent to producers who had not placed orders for seed, showing the amount of vetch and peas they could get and how the seeding of these crops would enable them to reach their soil-building goal.

As compliance work had not been completed when orders were taken for the seed, the office force had to check compliance on each farm for which a seed order had been received. A number of the orders, some of them representing large amounts of seed, had to be turned down after compliance was checked be-

*(Continued on page 12)*

# Organized for Planning

## Summary of Land-Use-Planning in Six States During 1938

### Kansas Completes 15 County Clinics

THE planning project in 1938 concentrated on county clinics in 15 southeast Kansas counties. Some problems of serious economic significance were discovered in these clinics. It was found that the change in farm ownership occurring at present places the title of the land in the hands of nonfarm owners. This is a handicap in obtaining desirable adjustments in land use and appropriate changes in farm organization on the farms of the tenants operating this land. The money available in industrial centers for the purchase of farm land was found to keep the price of land above its production capacity. Other factors discovered and mapped in these clinics dealt with soil erosion and its control, improvement of pastures and woodlots, and desirable farming systems for the counties.

In the conduct of this project the cooperation of the Soil Conservation Service, the Farm Security Administration, and the Forestry Service has been obtained.

County clinics in 21 southwest Kansas counties have been summarized and published and made available to all federal agencies working in those counties. It is planned to summarize and publish the report of the 15 southeast Kansas counties in 1939 and to conduct clinics in 37 additional counties.—*H. J. C. Umberger, director.*

### Idaho Concentrates in Six Counties

In county program planning during the past year all the work was concentrated in six counties instead of attempting to cover the entire State as was done in the 2 preceding years. Land-use mapping was included for the first time, and problems were studied and recommendations developed on a community-wide as well as a county-wide basis. More was done in the way of developing programs for obtaining action on the problems that were brought to light. Although the extension economists had charge of the county planning project, a large proportion of the Idaho extension workers were actively engaged in the work. The land planning consultant of the Bureau of Agricultural Economics and one member of the experiment station staff assisted in the field work. The department of agricultural economics of the experiment station prepared the maps and most of the other materials used.—*E. J. Iddings, director.*

### Texas Appraises Resources

If there is to be developed a sound program to promote the conservation of natural and human resources, there must be set up an inventory of appraisal of what these resources are and where they are located. And the job of making such appraisals is one in which the participation of local groups is essential. Striking a proper balance between human resources and natural resources is necessary to the conservation of either of them. Under this interpretation, conservation of resources presents a dynamic problem, because price relationships are a determining factor, and changes in price relationships cause the balance to be upset from time to time.

In 1938, agricultural planning reports were prepared for 33 counties. These reports summarize the opinions and recommendations of committees of farm men and women in each county, set out in map form the areas in the county where land-use problems are fairly uniform, and give a complete description of the physical features and resources in each area. Committee recommendations are obtained for each area; and these recommendations include the size of an economic farm unit for one family, the crop and livestock organization for the unit, and the soil- and water-conservation practices that should be put into effect on the unit.

With this basic information as a guide, the county report then sets out the "recommended" agricultural picture for the county as a whole and compares it with the "present" picture. This work attempts to show how much change from present conditions there must be in the agricultural plant of the county if it is to be set up on a basis that will bring an adequate living for the farm family without abusing the soil. Until these objectives are reached, erosion of human and soil resources is inevitable.—*H. H. Williamson, director.*

### Montana Favors Community Committees

Agricultural planning has been one of the major projects of extension work in Montana during the past year. It is an accepted fact that major adjustments must be made in the use of our land resources to stabilize the agriculture of the State. For this reason the land-use approach has been emphasized.

The organization calls for community and county planning committees. Community committees are better qualified to deal with their land-use problems in detail: and more frequent meetings can be held, eliminating much of the travel required to attend county meetings.

Community planning committees have been organized in 26 of the 56 counties of the State, and 187 meetings have been held with a total attendance of 3,869 persons. Fifty-one county meetings have been held with an attendance of 1,487 persons. Most of the county meetings were conferences of community and county committeemen working on various phases of agricultural planning work. Community committees in most instances have given study to soil, climate, and other resources in preparation for the development of detailed community land-use maps.

Some progress has also been made in developing recommendations for the improvement and stabilization of the different land-use areas. These recommendations include a consideration of such problems as tenure, taxation, land retirement, land and water conservation, income and living conditions, size of unit, types of farming and their relation to the individual farm.

In addition to much educational value, the planning work has, in a number of instances, brought about closer coordination among action agencies. This has been particularly true in dealing with erosion problems and the shifting of submarginal land areas to more stable use.—*J. C. Taylor, director.*

## Georgia Trains Agents in Planning

Last January series of group meetings of county agricultural and home demonstration agents were held at which the county agricultural program-planning project was discussed in detail. The meetings emphasized the objective of all the efforts and activities of extension workers—increased net income for better living. An outline was presented to each worker setting forth the logical channels through which this objective might be approached in extension work.

A large wall map showing the location of the principal towns in all militia districts was prepared for each county. Georgia militia districts are the administrative units within a county. Smaller county maps were produced from this larger one, and copies were supplied to each county. Each county was also supplied with agricultural information for each militia district in the county. The purpose of supplying this militia-district information was to present a basis for determination of the differences that exist in agricultural conditions within each county and to develop planning on the basis of areas within the county that have the same fundamental agricultural problems.

A series of meetings was held in the State office with all supervisors, subject-matter specialists, and representatives of other public agencies, for the purpose of discussing the work incident to working out a coordinated program.

Group meetings of county agricultural and home demonstration agents were held at which extension staff members explained the purposes of coordinated planning and outlined the procedure to be followed in each county.

Following these group meetings, agricultural program-planning meetings were held in practically every county in Georgia. Representatives of all Federal, State, and other public agencies concerned with the welfare of rural people were invited to attend these meetings. Monthly meetings of these people are currently being held in most of the counties for the purpose of thoroughly acquainting these representatives with the principal agricultural problems in the county, in order that the different organizations represented will have a mutual understanding as to the most practical solutions of the problems within a particular county.

This work with the representatives of organizations concerned with agriculture is being done in each county preparatory to the formulation of a committe of local farmers and farm women who will have the responsibility of developing a county agricultural program.

Farm women are taking their place with other groups in analyzing and interpreting Georgia's agricultural problem. The future looks encouraging as to the contribution they will make to the solution of farm problems.—*Walter S. Brown, director.*

# Forest Conservation in the Corn Belt

T. E. SHAW

**Extension Forester, Indiana**

THE major forest-conservation problem in the Corn Belt is the overpasturing of the farm woods. This practice is so firmly established by custom that even an educational program cannot change it quickly. It has been proved to be an uneconomic practice on forest land, and yet it persists. It has been shown that pasturing reduces the water-holding and soil-holding capacities of farm woods which occupy steep slopes—an important phase of soil conservation—and still the custom persists in at least half the woods occupying steep land.

A good start has been made on this problem in some of the southern Indiana counties, and notable progress has been made in the extreme southwestern part of the State in those counties which comprise "The Pocket" between the Ohio and Wabash Rivers.

The problem is much more serious in the northern part of the State. It is true that northern Indiana is more intensely agricultural, but the region does contain permanent forest land, and a high percentage of this woodland is pastured.

This article is concerned with a county agent in northern Indiana who has been working on the woodland-pasture problem for the past 8 years and who has made steady progress. He is E. C. Bird, of St. Joseph County. His method of attack has not been spectacular. It has consisted largely of presenting the facts of the woods-pasture problem, establishing demonstrations, and then pointing to these demonstrations.

In developing this project, he has always considered the land which each woods occupies. If it is ultimate forest land, he has urged permanent forest use. If the woods occupies agricultural land, he has suggested retaining enough woodland to supply the farm with needed forest products and converting the remainder to agricultural use. The muck soils in his county do not produce a valuable timber type, but they can be very productive in agricultural use. Forestry has not been advocated on these soils.

County Agent Bird has developed local leadership for this project in all parts of his county, and at present the local leaders are doing a good share of the work. An extension school held last winter was organized and conducted by local leaders, several of whom made substantial contributions to the program from their own experience. One of these men described how he had replaced a barn and shed which had burned with timber from his woods and how he had saved nearly a thousand dollars in cash outlay at a time when economy was important.

The 1921 Indiana law for the classification of forest land, which grants tax reduction when livestock has been excluded from woodland, has been used to further the aims of this project. To date, 75 tracts in St. Joseph County, totaling more than 1,600 acres, have been entered under this law; and many of these tracts, particularly those entered during the earlier years of the program, serve as valuable demonstrations of forest reconstruction.

The increase in permanent woods acreage has not been limited to the land entered under the State forest classification law. The principle has been accepted by other landowners who, for one reason or another, have not entered land under the law but have excluded livestock from their woods. The present protected woodland acreage in St. Joseph County is nearly 44 percent of the total farm-woodland acreage.

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A RURAL public library, said to be the first in Pope County, Ark., has been established in the Center Valley school building by the community home demonstration club.

SYBIL D. BATES
Extension Specialist in
Home Industries, Arkansas

# Surplus Cotton Raises Rural Living Standard

As a part of the live-at-home program, Arkansas home demonstration clubwomen utilized 487,492 pounds of home-grown cotton in making rural homes more livable. Women in the State who have been conducting live-at-home demonstrations have made studio couches, mattresses, and quilts, and have reupholstered chairs and sofas, which they value at $8,350.70.

In the 75 counties in the State, home demonstration agents have given demonstrations in constructing studio couches, upholstering furniture, and making mattresses and quilts.

Cotton, a home-grown product, has played an important part in the home-improvement program in Arkansas. "A comfortable chair for every member of every rural family" has been a popular slogan. It has resulted in 2,836 chairs being restored to usefulness by being reupholstered. An average of 15 pounds of cotton was utilized for each chair reupholstered.

Upholstery schools have been conducted in various sections of the State for local leaders who, in turn, give the demonstration in their local clubs and communities. The underlying principles of upholstery are taught at these upholstery schools. These include rewebbing, attaching and tying springs, covering the springs with burlap, placing the stuffing, putting on the second layer of burlap, putting on the final padding, and putting on the outside cover.

As a result of an upholstery school held at Greenwood, Ark., Mrs. Earl Cross, from Mansfield, went home and reupholstered her own living-room furniture. She did such a splendid piece of upholstery work that her next-door neighbor paid her to reupholster her suite. Nineteen home demonstration clubwomen attended the meeting at Greenwood and repeated the demonstration in their local clubs.

Arkansas was kept warm by 77,628 pounds of home-produced cotton that found its way into 35,847 quilts and comforts last year.

Better-bedding demonstrations were responsible for improved workmanship, better color harmonies, and the selection of higher-quality materials for the quilts.

"Better Sleep" on home-grown cotton has been the experience of many farm families who have made 4,952 mattresses at home.

Three hundred and five studio couches were made, and in these 13,725 pounds of cotton were used. The construction of studio couches includes the making of the frame, putting in the spring, padding the spring, and covering with a box covering. The mattress for the couch is made from 35 pounds of cotton. To complete the couch, three large pillows are made for the back. The cost to build a couch is determined by the type of upholstery fabric purchased and whether the mattress is made with an inner spring, which adds $2 to the cost. The cost to build each of the 305 couches has ranged from $2.91 to $13.67.

Following plans in the office of the home demonstration agent, Mrs. F. O. Griffin, Marvell Route, Phillips County, a member of the Cypert Home Demonstration Club, has made a day bed which pulls out to make a double bed at night and which has a storage space for bedclothes. The Griffins had the misfortune to lose their home and all of its contents by fire, and Mrs. Griffin used some lumber that was left from the construction of the new house to make the day bed. The work was done by Mrs. Griffin herself and her teen-age son, Frank, Jr., who is a 4–H club member at Marvell. A home-made cotton mattress will complete the day bed. Mrs. Griffin thinks that home-made cotton mattresses cannot be surpassed for comfort, and one of the losses in the fire which she regrets most was that of three lovely new ones she had just made.

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## 4–H Weed Clubs

Increased interest is being shown in the activities of the 4–H weed clubs throughout New Mexico, according to G. R. Hatch, 4–H club specialist. Several clubs are conducting demonstrations before meetings of the farm bureau and other farmers' organizations on different methods of weed control and eradication. Many of the clubs are exhibiting their weed collections at local and county fairs where prizes are being offered for the best collection of the 25 most noxious weeds in the county.

## From Farm Surveys to Account Books

# Economics Shapes Extension Destiny

**The first of two articles on Extension's contribution to agricultural economics and agricultural outlook by Dr. C. B. Smith, formerly assistant director of extension, closely associated with the development which he describes since the days when the Smith-Lever Act was passed.**

THIRTY years ago there was no Bureau of Agricultural Economics in the United States Department of Agriculture. There was very little teaching of agricultural economics in our agricultural colleges and still less economic research in our agricultural experiment stations.

### *Two Early Leaders*

At that time, agricultural extension work was at its beginning; and two men, with two somewhat different philosophies, as was becoming in two distinct regions of the country, were leading it—Dr. Seaman A. Knapp in the South and Dr. W. J. Spillman in the North.

Dr. Knapp was putting on thousands of demonstrations in the South to show how to obtain increased yields of cotton and corn under boll-weevil conditions. He went on the assumption that the agricultural problems of the South were obvious to the eye, and he undertook work looking toward their improvement. He aroused great interest among the people with this work and showed conclusively that, with proper cultural practices, high yields of both cotton and corn could be obtained throughout the South in spite of insects or disease. He believed that by beginning with one crop or enterprise, betterment would gradually extend to the whole farm.

Dr. Spillman in his extension work in the North took a slightly different slant on the problem. He was not so much concerned with unusually high yields of any one crop as he was about an increased net income at the end of the year from the operation of the farm as a whole.

Furthermore, in the North the agricultural problems were not so obvious to the eye as they appeared to be in the South. No one could tell by driving through the country what the farm problems were on any particular farm. Hence, before demonstrations were undertaken in a community, a farm-to-farm canvass should be made to find out the facts of farming there and see what was needed. At that time the State had but little information on the concrete farm problems of any community or county within the State as a result of study there, and the Federal Government had still less.

Dr. Spillman's studies had shown him that in practically any farm community anywhere, some farmers, even under adverse conditions, had made certain substantial successes and that these farms might well be regarded as demonstrations of successful farming already in existence, equal to or superior in significance to demonstrations put on under the direction and supervision of Government, as they already showed what farmers themselves could do by their own unaided efforts.

### *County Surveys Initiated*

Under Dr. Spillman's philosophy, the first job of a county agricultural agent was not necessarily to put on demonstrations, but rather to make observations about the county, find out the actual farm conditions there, learn through farm surveys who the better farmers were, and, through farm tours and the press, personal visits and lectures, make the practices followed on these better farms within the community more generally known. It is quite possible, you know, for a farmer to be succeeding in a community and his neighbors paying very little, if any, attention to him.

In March 1911, George F. Warren and K. C. Livermore issued Cornell Bulletin No. 295, entitled, "An Agricultural Survey of Certain Townships in Tompkins County, N. Y." This was an epoch-making bulletin in the farm-management field. It set up labor income and certain other factors as standards for measuring the economic efficiency of farmers. It brought clear thinking and system out of confusion. Many farm surveys had been made before this, but they didn't mean much. Anyone can assemble data. The test comes in getting something out of the data. This bulletin of Warren and Livermore probably has been as important to the development of farm management in the United States as the Babcock milk test has been to dairying or Mendel's law to the development of plant and animal breeding.

### *County Agent Pioneers*

Dr. G. P. Scoville, then county agent in Chemung County, N. Y., was the first county agent in the United States to take extensive advantage of the labor-income methods of measuring the relative economic efficiency of farmers as a means of promoting extension work with farmers in his county. Dr. Spillman was so impressed with Scoville's methods of making a farm-to-farm survey as a beginning of extension work in a county that, upon the solicitation of the writer, he set aside $50,000 out of an appropriation of $400,000 for the office to spread the Scoville plan of farm-management survey and extension work throughout the Northern and Western States.

That is one of the essential functions of the Extension Service of the Federal Department of Agriculture—to spread the good things in education or research it finds in one State to every other State.

The making of farm-management surveys was made a fundamental part of the work of practically every one of the early county agents in all the Northern and Western States. In those early days, county agents and State leaders of farm-management extension work were assembled in groups of six to a dozen by the Federal Office of Farm Management, under the leadership of L. H. Goddard, and given about 3 to 4 weeks of training in counties in taking farm-to-farm records, tabulating these records, interpreting them, and taking them back to each individual farmer and sitting down with him and seeing how the teachings of the record might be applied in his own farm operations.

*(Continued on page 14)*

# Unrolling the

## Extension Efforts

## Services Broadened

(Above) Typical of 2,200 program-planning committees that functioned during the year is this Kansas group of leading farm people meeting in the county agent's office.

### Economic Information

(Right) Disseminating economic information to help farm people with the growing economic and social problems facing them was a major activity of extension agents last year.

WITH added emphasis on carrying economic information to farm people and stimulating and helping them to analyze their local, State, and national problems and to develop long-time coordinated plans for meeting the needs of their communities, the field forces of the Extension Service in 1938 made real progress in broadening and unifying their efforts to serve farm people.

### *Program Planning to the Front*

Agricultural planning with special emphasis on land use developed more and more during the year as one of the major activities of extension services in almost every State. More than 2,200 county agricultural program planning committees, composed of leading farm people organized by extension agents, functioned throughout the year and with increasing emphasis on land use planning near the end of the year. Nearly half of those committees are making land use maps of their counties showing the long-time adjustments that need to be made in each community.

As the Department of Agriculture expanded land use planning as a major, coordinated Department activity following a Federal-State conference in July, extension workers were quick to coordinate their planning efforts and assume local leadership in organizing and stimulating the local planning committees.

Such planning is proving to be one of the extension agents' best ways of developing understanding farm leadership as well as helping farm people to put their thoughts about land use adjustments needed in their communities together in such a way that they can be a guide to all agencies helping farm people in those communities.

### *One-fourth Time to A.A.A. Programs*

Reports from county agents indicate that they spent one-fourth or more of their time explaining A. A. A. programs and helping farmers get the most out of these programs. More and more during the year the details of local administration of the programs were shifted to the farmers themselves in almost every State, allowing the extension agents more time for explaining the programs and other educational activities.

Emphasizing soil conservation, the 1938 A. A. A. program dovetailed into the regular Extension Service program and helped thousands of farmers put into effect many of the practices extension agents have been recommending for years. The fact that the 1938 program was announced unusually late made even more important the extension agents' job of rushing facts and explanations to farmers in the thousands of county and community meetings held during the spring for that purpose.

In South Dakota, for example, the agents reported that 51,550 farmers, 68 percent of all farmers in the State, attended at least one of the 644 community meetings held to explain the A. A. A. program. The county agents, assisted by the local farmers who were acting as county and community committeemen, conducted these meetings.

### *Emphasis on Whole Farm Approach*

One of the most commonly mentioned trends, along with progress in land-use planning, in preliminary reports of the year's work by extension directors is the further coordination of all extension activities into what might be called the whole farm and home approach. Such things as surplus crops, low prices, and the adjustments in farm and home management made necessary by present conditions involve the work of all subject-matter specialists. Only by cordinating their efforts in one program, involving all the problems of the farm

# Record of 1938

## Intensified and more Unified

### The Whole Farm Approach

### The Basis of Living

(Above) This modest income family, like thousands of others, has followed advice of extension agents in planning for an adequate food supply. Husky youngsters not only reflect proper diets but satisfactory living conditions as well.

(Left) Like these Texas county and home demonstration agents, many agents find that they are getting better and more lasting results by working shoulder to shoulder with the entire farm family in a joint approach to all the problems of the farm and home.

and farm home, can they give farm people the fullest help.

These increased whole farm approach efforts took different form in different States because of varying problems and local conditions. In Minnesota, for example, special project committees—composed of all specialists who could help with specific angles of a certain problem—made real progress in visiting county agents and helping to work out one coordinated program for solving the specific problem.

Arkansas extension workers emphasized what they called "double barrel demonstrations," which consisted of an attempt to weld together numerous old single phase and single enterprise demonstrations into whole farm and home plans and demonstrations. Near the close of the year Texas had started 430 complete whole farm and ranch demonstrations and expected to enroll many additional such demonstrators during the coming year.

South Carolina during the year put more stress on "plantation demonstrations," involving not only the landlord but the home-raised food supply and living conditions of all the tenants on the plantation as well.

Many other States could be mentioned where specialists have put greatly increased emphasis on the whole farm approach; California's nutrition program, emphasizing a safe convenient milk supply and proper use of milk in the diet, in which almost all the specialists had some specific part; Illinois' coordinated soil conservation program; Connecticut's coordinated dairy and poultry programs, and many others.

### *Programs for Underprivileged*

Extension workers during the year continued to push stronger programs for underprivileged farm people. Close to the farm as they are, few people have a better chance to see and understand all the angles of the growing problems of underprivileged farm families than extension agents.

Extension agents have been the chief advocates of self-sustaining live-at-home farming. They helped thousands of low income farm families during the year plan for and preserve a better family food supply, as well as inexpensively make their homes more livable.

Many of the demonstrations and recommendations of extension agents apply specifically to tenant farmers, while thousands of other farmers, by following extension recommendations, have improved their methods of farming and have been able to pay off the mortgage and hold their farms. A recent survey in Arkansas, for example, shows that more than half the people receiving advice and help from farm agents in that State are from tenant families.

Other somewhat new frontiers on which extension agents worked during the year include helping farm people with rural electrification in cooperation with the Rural Electrification Administration and public utilities, cooperating closely with the Tennessee Valley Authority in its unified agricultural program for the Tennessee Valley area; cooperating with State soil conservation committees in educational work in connection with organization of more than 90 legally constituted soil conservation districts; and in cooperating closely with the Farm Security Administration, the Farm Credit Administration, and other agencies in helping farm people make the most use of the programs of those agencies.

### *New Angles to Old Problems*

Distressing economic and social problems of recent years have not only brought new frontiers on which extension agents have been helping farm people, but old problems they have been facing for years have taken on new angles.

Reports indicate that extension agents during the year conducted nearly a million adult result demonstrations in which the agents demonstrated improved practices on every phase of farm and home management.

Changing problems in recent years have caused the agents to change many of these demonstrations to better meet the new problems facing farm people. For example, there has been a big increase in the number of legume and forage crop demonstrations, the number of farm forestry demonstrations, and the number of farm terracing and other agricultural engineering and soil conservation demonstrations.

While helping farm people to attain more satisfactory rural life in every phase of homemaking, extension home demonstration workers during the year placed major emphasis on consumer education, better housing for farm families, and rural electrification, in addition to close coordination with other extension workers in approaching problems from the standpoint of the whole farm and home.

### *Broadening Services*

Extension agents were employed in every county of agricultural importance during the year. Nearly half a million farm people, trained and guided by extension agents, served as unpaid local leaders of extension educational and demonstrational work in their communities during the year. They helped to train and develop more than a million 4–H club members, to direct to fullest use the activities of nearly 46,000 home demonstration clubs with a membership of more than a million farm women, and they assumed community leadership in other farm cooperative and educational endeavors. Extension agents each year hold more than 100,000 training meetings for these local leaders.

This established force of organized local leaders—the fact that extension agents have become the trusted friends and advisers of farm people in almost every community—and 25 years of experience in extension demonstration and education work give a strong foundation on which the extension organization can build broadening services to farm people in the future.

The history of extension work is filled with instances of changing emphasis to help farm people to meet changing conditions, and to that extent extension work in 1938 was in a period of transition. Increased emphasis on helping farm people in land-use planning, on approaching problems from the standpoint of the entire farm and farm home, and on helping farm people to meet the growing economic and social problems facing them are major highlights of extension work during the year. They all point to broadening, unified services that extension agents are giving by changing emphasis in their work to give the fullest help to farm people in meeting changing problems.

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## What's Ahead for 1939

*(Continued from page 1)*

### *Cooperate With Other Agencies*

With the greatly increased interest in farm credit, soil conservation, and rural electrification, and the development of national programs in these fields, extension workers have an opportunity to assist rural people to cooperate intelligently with the agencies specially charged with the carrying out of these programs. We must also give special attention to the low-income farm families, counseling with the workers of the Farm Security Administration, and encouraging members of these families to participate in extension activities, particularly in 4–H club work.

### *Land-Use Planning to the Front*

More important than any of these things this year, however, in my opinion, is the land-use planning work, which is just now getting well under way. Planning the best use of land, determining the needed adjustments, and working out ways to accomplish these adjustments are basic to all successful agricultural programs. During the next 2 or 3 years, I hope that community and county committees of rural people in every rural county in the United States will be working together with extension agents and representatives of the Agricultural Adjustment Administration, Farm Security Administration, Soil Conservation Service, and other National and State agencies in developing sound land-use programs. These land-use recommendations will, I believe, give us the best possible foundation for an extension program for the farm and the farm home and go a long way to bring about the much-to-be desired integration and correlation of the programs of the various agencies into one unified program for rural America. There lies a challenge for every extension worker, for every employee of the Department of Agriculture, and for all rural people in 1939.

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## Action Speaks Louder

*(Continued from page 2)*

After the people decided that they wanted to go ahead, a survey was made of the community. The trustees of the community organization had charge of this survey and did most of the work. On certain technical phases they were assisted by specialists from the Extension Service and the Experiment Station of the University of Tennessee.

The survey data were then summarized by the Extension Farm Management Department to get some idea of conditions that prevailed in the community and some tentative ideas as to what improvements could be proposed for the community and what services the various agricultural agencies could render. After analysis of the survey, the trustees and the county extension workers drafted a tentative program. The people of the community were then called together in a general meeting for the discussion and approval of the tentative program. Since organization, regular monthly meetings have been held.

The community has been represented by 60 percent or better of its farm families at each monthly meeting. As outlined in their program of work, the meetings consist of separate demonstrations for men and women in the morning, with a joint meeting in the afternoon. An attempt is made to have the subject appropriate for the season of the year.

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## Recent Deaths

The Extension Service feels keenly the loss of three veteran workers whose achievements in their respective fields have been notable. A. A. McKeown, district agent in South Carolina, was a graduate of Clemson Agricultural College and had served as county agent in York County from 1914 to 1920; DuPre Barrett, extension forester in Georgia, was an outstanding leader in improved farm forests for the South; and Mrs. Ruby Mendenhall Smith, as food preservation specialist for the past 20 years, has contributed to the excellent record that Arkansas has made in this field.

# Homemakers Turn Attention to the Business Side of Living

HOMEMAKERS are recognizing farming as a family affair and are eager to become more effectively informed about business matters relating to the home and to rural family life, as well as to learn more about their State and county government, taxation, and legal status. They are expanding their study of the job to include a study of social and economic problems outside of the home.

Extension workers are aiding rural women in this business education which includes a study of wills, deeds, mortgages, notes, banking methods, and property ownership that have particular reference to the home. The work in this field is popular in the Midwestern States; and for the last few years, Wisconsin, Illinois, Iowa, Michigan, and Missouri have been giving some type of business instruction.

### *Delve Into Business Facts*

Last year, in Iowa, more than 1,500 farm women reported increased interest in business information, following their study of "Points in Business that Women Should Know." As a result of the discussions, many families have opened joint bank accounts, and some of the husbands have recognized the importance of making wills. Homemakers report having found much satisfaction in acquiring knowledge of business facts, and the instruction has resulted in greater efforts to handle family finances and business matters more wisely and to make financial planning a family affair.

Evidences of the effects of the legal phases of home management last year in Michigan are reflected in the recording of 1,464 deeds and mortgages and the making of 56 wills and 22 inventories of household goods. More than 1,900 families made records of their property, debts, loans, and insurance, or compiled valuable business or legal information. There was an enrollment of 3,867 women in the business-management activities, and 2,316 studied the Constitutions of Michigan and the United States. The Michigan home agents report that the legal phases of home management were popular topics for group discussions. The husbands of the homemakers were also very much interested in the information contained in the discussions which included the nature and purpose of law, contracts, notes and checks, real property, personal property, mortgages, estates of descendants, domestic relations, and insurance.

### *Review Civic Responsibilities*

In several New York counties, community groups of men and women have met together for discussion of such subjects as county and city government, town and county budgets, tax rates, and duties of the courts. So that women might more intelligently assume the new civic responsibility placed upon them by the recent passage of the Women's Juror Bill, community discussion groups have been held in several counties to consider the responsibilities and duties of jurors. County and city officials, local representatives of the State Department of Education, and extension specialists have assisted in this work.

The Westfield Homemakers' Club of Middlesex County, Conn., planned a study of everyday affairs. They started in December 1936, studying and discussing the Social Security Act. The Federal Constitution was their next subject. Part of the group went on to study some of the industries and also the changes in the food and clothing habits and recreational interests and activities of the American people.

Every home demonstration group of Chittenden County, Vt., has studied the State laws that affect women and children. This was carried out as a panel discussion with four members asking and answering questions and a general discussion conducted by a leader. Copies of the laws rewritten in simple understandable form were given to everyone to study and to carry home.

### *Study Government*

More than 45,000 Arkansas homemakers, belonging to some 1,800 clubs, included the study of government and taxation in their 1937 programs. The study course embraced State and county government, methods of taxation, purposes for which tax revenues are used, special governmental services, and departments operating on fees. County officials throughout the State have assisted extension workers in the presentation of this material. The work was projected through a leader who was selected by the club membership—usually a former teacher, home demonstration agent, or business woman, and qualified teachers were obtained from within or outside of the club membership.

**Farm women everywhere are eager for all the information they can get on business methods, laws, and government as they affect the home. This Illinois woman is doing a business-like job in checking her monthly bank statement.**

In Boone County, Ark., a series of 10 discussion meetings on government was presented by lectures, forum discussion groups, panel discussion groups, debates, questions and answers, and by a playlet. Six of the clubs used the question-and-answer method—one member asking the questions which were answered by the vice president.

Some local leaders of Saline County, Ark., used the lecture-and-discussion attack; others used charts and discussion; and others assigned parts to the different club members who in turn were prepared for discussion. At the different county-wide meetings, phases of government have been discussed as topics on the programs. As a result of the county-wide study of county and State government and taxation, an election was held at the county home demonstration

camp. The election was carried on as any general election in the county would be. This one phase of the study created much interest among the women present. In one community in Drew County, a teacher cooperated by allowing her civics class, made up entirely of 4–H club girls, to work out this material in a panel discussion and present it to the home demonstration club.

Home demonstration clubwomen of Montgomery County, Ark., debated the question: Resolved, That women should stay at home and cook a good dinner and send the husbands to the polls to vote. The debate stimulated the women to think and to express themselves before a group. At the close of the debate the discussion was thrown open, and each woman was allowed to express her own opinion. All the club members said "No," except one woman who answered, "We'll both go to vote, and then I'll come home and cook dinner."

## A Legume-Seeding Record

*(Continued from page 3)*

cause producers had overplanted soil-depleting crops.

Before the seed arrived we realized that we had orders for more seed than had been shipped to us, and we began to plan how to take care of the situation. We found that a county agent in one of the other experimental counties had ordered two carloads consisting of 28,000 pounds of vetch and 12,000 pounds of peas each. He had more seed than he would be able to use, so arrangements were made for one of the cars to be diverted to Bertie County.

On September 30, the 60,000 pounds of vetch and 50,000 pounds of peas were received in Windsor, the county seat. The railroad notified us the day before so that we could send out notices to farmers on the night before the arrival of the seed. The other car containing 28,000 pounds of vetch and 12,000 pounds of peas was received October 3.

On the day the seed was received farmers began hauling it to their farms, some getting one bag or more in a one-horse cart or buggy, some in automobiles, some in pick-up trucks, and others in large trucks. Five hundred Bertie County farmers participated in this program. The number of sharecroppers cooperating with their landlords in using the seed more than doubles this number. Orders varied from one bag of Austrian winter peas to the largest order of 2,000 pounds of hairy vetch and 8,000 pounds of Austrian winter peas, enough vetch and peas to seed 275 acres.

All farmers who were seeding the crop on land for the first time were urged to inoculate the seed, and practically all of them got inoculating culture. The total amount of seed received and delivered was 88,000 pounds of vetch and 62,000 pounds of peas, making a grand total of 150,000 pounds, enough to sow 5,000 acres. The records show that cooperating farmers got inoculating culture to inoculate 137,200 pounds of seed. That is, approximately 9 out of 10 growers inoculated their seed, and most of those not getting culture were seeding on land that had grown vetch or peas before.

A pamphlet was prepared by the county agent giving directions for inoculating the seed, as well as instructions on seeding and an outline of several demonstrations. Farmers were requested to conduct one or more of the demonstrations listed so that they and their neighbors might see the value of the winter legume to the crop following it. From these seedings we expect to get a number of real soil-building demonstrations on the value of winter legumes and the value of lime, phosphate, basic slag, and potash.

We believe that this experiment is the greatest work that could have been planned to help farmers to really make a start toward conserving and improving their impoverished soils. With an early start next year, it should be possible to get twice as much acreage seeded in the fall of 1939 as was seeded this year. Many farmers state that they would like the A. A. A. program to allow a larger part of their payments in winter-legume seed so that they may cover a larger acreage in winter legumes.

Because of the short crops of cotton, peanuts, and tobacco this year, farmers in this county would have been able to seed only a small percentage of the acreage now seeded if the A. A. A. program had not provided the opportunity. Many farmers who were not interested in the conservation program in 1936 and 1937 have become interested through the winter-legume program, and those farmers who received no payments in 1936 and 1937 now see where the A. A. A. program helps them to better farming. They will receive credit in reaching their soil-building goal of $1.50 for each acre seeded to soil-building crops, and it is expected that a similar payment will be allowed in the 1939 program for turning these crops under, so that in the final analysis the seed will not have cost the producers anything but will be an aid from the Government to farmers, helping them to conserve and to improve their soils.

The agricultural conservation program has furnished the opportunity for getting farmers to put into practice what the Extension Service has been advocating for many years, and with the combined efforts of the two, much more effective results have been obtained.

## Meat Producers and Consumers

Held for the purpose of bringing before both producers and consumers problems in the production, marketing, grading, retailing, and utilization of meats the Tulare County, Calif., meat day was an outstanding event, with more than 300 persons attending. The program was a fine example of what can be accomplished by interested groups working cooperatively. The Agricultural Extension Service, the farm women, 4–H clubs, and the beef and swine departments of the farm bureau worked together to prepare a program of general interest to both producers and consumers. For the farm women, meat day represented a phase in the long-time meat project carried on in the county.

Following demonstrations and discussions by men of the Extension Service on production, marketing, grading, and retailing, the county home demonstration agent discussed the knowledge the farm woman (as consumer and user) needs to have. Her topic was "Know Your Meats." She made these points: Be your own grader; meat inspection is imperative; refrigeration and freezing storage are feasible; and meat has a place in the diet. Her demonstration "New Trends in Meat Cookery" proved a fitting climax for the program. Emphasis was placed on the fact that it is important to know not only how to select meat and how much to pay for it but also to know the best method to use in preparing it for the table. Two new trends were demonstrated: Lower heat in roasting and shorter methods for cooking inexpensive cuts.

To demonstrate the difference in results obtained by roasting meat at different temperatures, three 5-pound standing rib roasts from the same carcass were roasted in advance at different temperatures to the same degree, 152° (a meat thermometer being used). The roasts varied so greatly in size after roasting that the demonstration was a convincing one, showing the importance of proper cooking methods.

# Colorado County Plans for Child Health

RUTH McCAMMON
State Home Agent, Colorado

MESA COUNTY, Colo., is becoming health conscious. This began a few years ago with the arrival of the county nurse, who, with the assistance of the doctors, instituted a health program emphasizing immunization and vaccination. Since then the county has had few epidemics of contagious diseases. Stimulated by this beginning, the people asked for a more comprehensive health program. The Extension Service took the lead in developing such a program under the direction of Wilna Hall Treichler, formerly home demonstration agent.

### *Assembling the Facts*

Although the county boasted its mild climate, its pure atmosphere, its mountains, and its 300 days of sunshine in a year, there was a real health problem. The first thing to do was to get some background information on Mesa County. The facts collected on the population, climate, agriculture, schools, organizations, and health facilities helped to an understanding of the people and their problems.

Because it is an attractive region, many families from the dust-bowl area and those who have fought adverse conditions in other places have come to Mesa County to try to make a better living. Some of these people have found houses in which to live; others put up tents; and still others live out in the open with the sky as their only roof.

At present the saturation point for the population of Mesa County is exceeded by 300 families; and it is from these family groups that health problems are constantly arising, and to whom cases of communicable diseases are directly traceable.

Mesa County formerly spent $600 a month on relief allowances; it now spends $1,200 daily. The relief allowances include $1,500 a month for hospitalization.

### *Health Committee Organized*

In September 1937, a group including the city and county school nurses, city and county doctors, probation officers, county social workers, county school superintendent, extension nutritionist, and the home demonstration agent met to discuss the situation and to make plans for meeting the existing conditions. However, in the discussion no two members of this technically trained group agreed in defining the health problems which existed. Finally, it was suggested that a survey be made to determine just what problems really did exist among the school children of the county.

### *Child-Health Survey*

The committee agreed the objective of the program should be that all children acquire the best possible health conditions through proper diet, clothing, health habits, and physical corrections.

For the survey, two questionnaires were prepared—one for city school children and one for the children of rural schools. The reason for the two sets was the difference in the health situations in the two localities. The questionnaire was worked out by the county and city nurses, doctors, home demonstration agent, and extension nutritionist. The mimeographing was done in the county extension office, and the questionnaires were delivered to the schools for filling out by the nurses. The parent-teacher group helped in getting them filled out and in tabulating the results. Where there was no parent-teacher association, the home demonstration or community club did the work.

To supplement the survey, health examinations were given to 3,000 school children, and 17 preschool clinics were sponsored by parent-teacher associations.

In these ways the child-health problems in Mesa County were analyzed. It appeared that many mothers lacked both knowledge and interest in family health problems; the school lunches were inadequate; children did not drink enough milk and ate too many hot breads for breakfasts; too many laxatives were used; and sanitary conditions were poor.

With these problems in mind, a program was formulated, with each cooperating organization taking a definite part in the work. The schedule shows just what is to be done, when it is to be done, and who is responsible for doing it. The goals for this year include interesting three different mothers in health education in each grade; interesting a responsible group in each community in its problem families; adding 10 schools to the number serving hot lunches; improving sanitary conditions in all schools; and seeing that at least 50 percent of the children in the schools include 1 quart of milk daily in their meals.

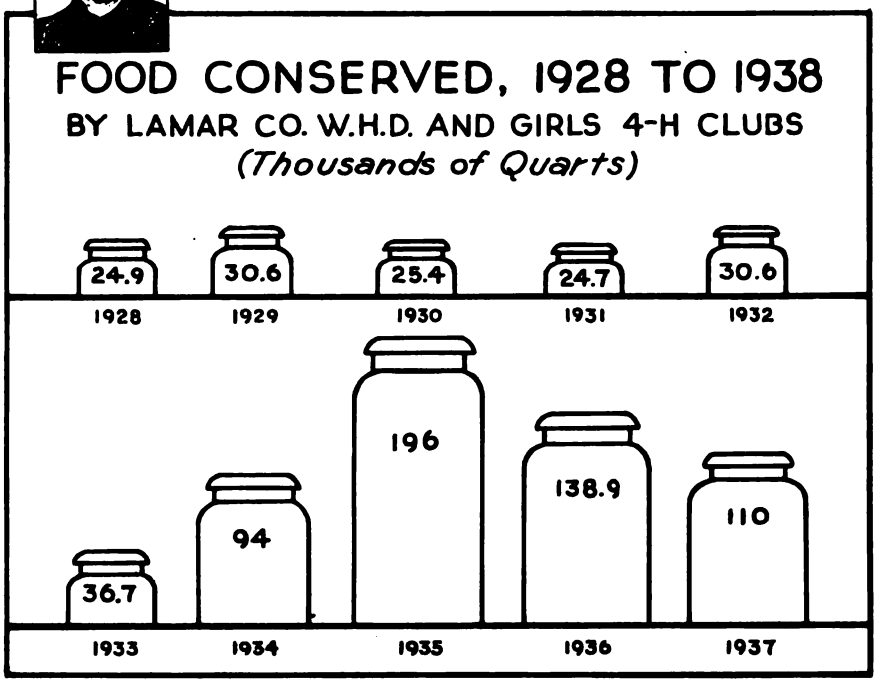
Although it was the principal aim during the past year to find out just what the situation was affecting child health in the county, some other things were accomplished which showed progress. A county health council was organized consisting of city and county doctors, city and county nurses, school superintendents, welfare workers, probation officer, extension nutritionist, and home demonstration agent. Seven schools started hot lunches. Teachers reported a 10 percent gain in scholarship and a gain in weight of as much as 4 to 6 pounds per pupil in 2 months—a gain formerly requiring a year. In 10 schools the lunch periods were supervised. Child-health-day activities were carried on in every school in the county. Twenty-one requests were received from communities for information regarding the school lunch and well-balanced meals. The school nurses emphasized better school lunches, and cod-liver oil was given to all undernourished children. Medical aid was made available to those who needed it. These things were in addition to the health examinations and preschool clinics.

This health program has had a most unifying and salutary effect on county extension work. It has drawn together all agencies in the county, a most important accomplishment in itself. It has focused the attention of several State agencies on the project and the methods by which it is being handled.

The survey revealed exact health conditions among the school children and thus gave a fair indication of the general health situation in the homes of the county. Indirectly, it proved that the existing conditions of health are probably due to lack of interest, knowledge, or money on the part of the parents; in some cases the distances of homes from community or neighborhood centers has no doubt been a factor in the poor physical health of the families.

The facts shown in the survey were a challenge not only to the extension nutritionist and the home demonstration agent, but to members of all agencies in the county.

## Newspaper Gets the Idea




THIS graph was prepared by the "Paris News" of Lamar County, Tex., and used in the paper to express its idea of the food-conservation program carried on by Florence Wilkinson, home demonstration agent. This was carried with a banner head "712,333 Quarts Food Conserved by Lamar Women, Girls" and an article describing the development of food-conservation work in the county.

# Economics Shapes Extension Destiny

*(Continued from page 7)*

Each State extension agent thus trained went back to his own State and gave training to the county agents of that State, tried to persuade the experiment station to take up research work in farm management, and urged the college to begin the teaching of farm management in its agricultural-economics classes.

At that time practically every State, if it taught agricultural economics at all, contented itself with teaching its theory by lectures or out of a book without the backing of farm statistics gathered from its own State; and it is just possible that a few States yet are doing their farm-management teaching largely on borrowed statistics, rather than statistics collected by themselves.

### *Account Books Become Popular*

But every good thing has its difficulties. County agents were not enamored of the grueling 3- to 4-week task of taking records, tabulating them, interpreting them, and carrying them back to the farmer. It took about 10 days' work to give most of them faith in the figures they collected and the rest of the 3 to 4 weeks to confirm that faith, and county agents were raring to go with other pressing things. To meet this situation, and to give farmers themselves more faith in the figures, it was proposed that extension agents get farmers to keep accounts and thus, themselves, have a part in the accuracy of these figures. The account books could then be assembled and analyzed by the college, with the help of the county agent.

County agents jumped at this plan, as it put off the evil day of grinding out what the figures meant, and thus came, in most part, the end of the practice of requiring the new county agent to make a farm-to-farm survey of 60 to 70 farms at the beginning of his work as a basis for his understanding the farm problems of the county. It did not come to an end, however, until more than 250 farm-management surveys had been made in as many different communities of the country; and, today, it is being continued in every State in the form of farm-management record keeping.

Out of this work there developed the law that in any farm community anywhere there are about 15 percent of the farmers making, on the average, four times the labor income of the average of the whole group. This is a good thing to remember in working with farmers.

In passing, we may say that those early county agents, thus trained, made some of the best county agents in the United States. With the transition from the farm survey to the keeping of farm records, the work of tabulation gradually shifted more and more to the State farm management demonstrators. But the need of facts obtained through farm-management surveys or farm accounts as a basis for understanding extension work has spread into every State in the Union and is regarded today as a fundamental of extension.

Moreover, the farm-management extension work thus started by Dr. Spillman became the stimulus to experiment stations throughout the whole country for research in this field and to the agricultural colleges for vitalizing their rural economics teaching with local data and facts.

## Studies 4-H Clubs

Venezuela soon may have clubs similar to 4-H clubs, but they probably will be known as the 5-V clubs—Valor, Vigor, Verdad, Verguenza, Venezuela—states Luis Mata Sifontes, of the Ministry of Agriculture of Venezuela, who has been spending some time in Puerto Rico studying 4-H club work and its effect in the rural communities. Club work will follow the same lines as in Puerto Rico and the United States, with similar projects and requirements for club membership.

# *Have You Read?*

**Behold Our Land,** by Russell Lord, 310 pp., foreword by William Allen White. Boston, Mass., Houghton Mifflin Co. 1938.

RUSSELL LORD'S book, Behold Our Land, is the latest, simplest, and absorbingly interesting addition to American literature that deals with the soil as the root source of man's life and welfare. It is a vivid, moving presentation of the main and established facts about the living earth. William Allen White, of Kansas, in a foreword to the volume says that it is "a new way and a wise way of looking at our country." Farm students, county agents, agricultural instructors, and farmers 20 years ago would heartily have welcomed, as I believe these groups will welcome now, a popular text of this sort, alive with thoughts and questions that grow out of men's personal contacts with realities on the land.

Mr. Lord was born and reared on a Maryland farm. He and Mrs. Lord own and live on a small farm in that State. After graduation from college he was an extension editor. Later, as a special writer for a national farm magazine, he talked with farm people, extension workers, and farm leaders in every State. His first book (1926) was Men of Earth, which celebrated the personalities and philosophies of men living effectively and contentedly at home on land.

In 1937 a foremost publishing house brought out, under Mr. Lord's editing and selection, a book of verse entitled Voices from the Fields, to which farm men and women in about 40 States contributed. Some of his own excellent verse is included in the volume. For the Soil Conservation Service of the United States Department of Agriculture, he spent several years writing a master bulletin, recently published under the title, "To Hold This Soil." Extending to 122 pages, 8 by 10¼ inches, including many outstanding pictures, this is one of the most comprehensive and popular publications ever issued by any branch of the Government.

Mr. Lord's persistent hard work and his natural bent for the subject have qualified him to write with commanding distinction in Behold Our Land, which is a tribute to his painstaking industry, his talents for narrative and clear exposition, and his ideals as a citizen.—*De Witt C. Wing, United States Department of Agriculture.*

## Pioneer Wisconsin Agent Completes His Extension Work

Robert Amundson, among the first county agricultural agents to do work in Wisconsin, recently died. Just 20 years ago he went to Oconto County as its first county agent. His job was to lead and to help the settlers who sought to hew out farms from the already cut-over land.

He became the acknowledged leader in the improvement of crops and livestock and in better methods of marketing these products. His was the cooperative way. What one farmer was powerless to do alone a hundred or a thousand farmers, by united effort, might easily do.

Always careful to give the advice and help he knew would, if followed, improve the farmer's economic position, he was equally insistent that improvement in economic status was of little avail unless reflected in a richer, fuller, and happier social life. In Oconto and later in Outagamie County, he became a leader in folk songs, rural music, rural plays, and other forms of rural entertainment. His interest in pioneer days was shown by his efforts to preserve all things historic. He was the originator of the local museum in which are now preserved for all time dishes, tools, and implements of pioneer times which would otherwise soon be forgotten.

As a recognition of his outstanding success in these and other fields, he was called to Madison to assist the staff at the agricultural college in the further development of this work throughout the State. Here his ability soon made itself felt, and he came more and more to be called upon for "ideas," especially in these social fields. He was a rugged and fluent writer, and many of the bulletins issued by the agricultural college during the past decade, even though they do not bear his name, bear the marks of his handiwork.

When the "collapse" came and farms right and left were being foreclosed, he offered his services to the Farm Credit Administration and spent much time in the St. Paul office in helping farmers to retain title to their farms. When the "drought" struck, he was again among the first to proffer his assistance and became the leader in organizing farmers throughout the State so that they might take advantage of the badly needed "seed loans." And thus he carried on until 2 years ago when a break in his health forced him to "go slow" and relax his efforts. Today we mourn his passing, but the memory of the good work he did will always last.

## Georgia Market Helps Solve Family Money Problems

The growers' market in Spalding County, Ga., has helped to solve the money problems of many of the homemakers. It all started back in 1931 when Mrs. Myrtle S. Sibley, home agent in Spalding County, sent a questionnaire to the clubwomen to find out what kind of help they wanted. Four women out of five wrote: "Tell me how to make some money."

"Don't think I answered by return mail," commented Mrs. Sibley. "I did some heavy thinking and finally worked out a plan with the help of the county board and city commissioners. Then we organized a market—a 'growers' market' with 20 women having selling booths. We now have 18 regular booth owners, each one selling products for 6 or 8 neighbors. Eight of the original sellers still hold their same booths. Dressed poultry, dairy products, eggs, cakes, vegetables, fruits, pickles, and preserves are popular selling foods. An average of 80 fryers, 40 hens, 125 dozen eggs, and 75 gallons of buttermilk are sold weekly. Our sales average from $1,000 to $1,200 monthly and approximately $15,000 a year.

"This market gives farm families an opportunity to sell their surplus products. It has made much progress in standardizing the vegetables. All the women who have booths at the market buy their seeds cooperatively and get the varieties that the public demand. The vegetables are carefully selected, washed, and graded, so they are readily sold.

"Proceeds from this market have educated boys and girls, paid mortgages, operating expenses, and taxes on the farms; put labor-saving devices in the kitchens; paid doctors' bills; and provided better clothing and pleasure trips for the families."

## IN BRIEF • • • • • •

### New Charts

The series of seven meat-identification charts, picturing various cuts of pork and lamb, issued by the Extension Service in cooperation with the Bureaus of Animal Industry and Agricultural Economics, has recently been revised. These small charts can be bought from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 25 cents a set.

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### Scheduling Specialists

Field work of the Oklahoma specialists working out of the State office is scheduled about the middle of each month for the entire following month. District agents approve these appointments with county agents for their respective districts, and announcements are sent to county agents sufficiently in advance to enable them to make the necessary preliminary preparations. This arrangement is working to the satisfaction of both local county extension agents and specialists.

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### Champion

The 1938 title of America's number one rural reporter in the annual competition sponsored by a well-known rural magazine was awarded to Mrs. Edna Eaton Wilson, a member of the Progressive Home Demonstration Club at Falls City, in Payne County, Okla., in which she is a garden- and yard-improvement demonstrator. She not only received a $500 prize but was given a trip through the East. While in New York she broadcast on a program of the National Broadcasting Company. The winner is a rural correspondent for two Stillwater newspapers and helps her husband and four sons to run a 170 acre dairy farm.

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### News Schools

A total of 154 persons, representing 99 counties, attended the 2-week series of county extension workers' news-writing schools in Kansas last year. The county agents were almost unanimous in requesting a similar series of meetings in 1939 with emphasis placed on photography and selection and use of the camera. The 1938 meetings were the first in a 5-year program planned to train county extension workers in the more effective use of the following media: Press services, illustrations, film strips, lantern slides, motion pictures, publications, circular letters, billboards, posters, reports, and radio.

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### Greater Efficiency

An accomplishment that did much to make possible the performance of a much greater amount of work during the past year in Kentucky was improvement, reorganization, and rearrangement of the offices in several counties. In cooperation with the State Agricultural Conservation Office and with the help of the College of Commerce of the University of Kentucky, 13 district conferences were held which were attended by county agents, secretaries, and clerks. Largely as an outgrowth of this series of meetings, new and larger office quarters were obtained in 25 counties, and additional space was obtained and rearrangement accomplished in 14 counties. Besides that, it was found possible in 27 other counties to bring about a more efficient organization of personnel and office fixtures.

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### Progress

Despite a drought over much of the State in 1936 and low prices for farm products during 1937, families on the rural rehabilitation program in Georgia have been able to increase their assets each year.

The net worth of 9,735 Georgia rehabilitation clients has risen steadily from an average of $35 in 1935 to approximately $250 at the present time.

## AMONG OURSELVES • • •

MARY LOUISE CHASE, assistant home demonstration leader in Illinois, has just completed 7 months of study in methods of extension home economics education. The first 3 months were spent in England, Wales, Denmark, Sweden, Norway, and Germany, during which time she and Lulu Black, also assistant home demonstration leader in Illinois, drove 5,500 miles. Some of the high points were an Irish county fair, a week end in a Swedish farm home, a woman's institute market in Kent, England, and visits to Scandinavian folk schools. For the last 4 months Miss Chase has spent some time in Washington conferring with Department specialists, studying annual reports and State plans of work, and giving special attention to supervisory problems and program planning. She has also visited extension offices in Massachusetts, Vermont, New York, New Jersey, Virginia, Texas, Louisiana, Montana, Washington, Oregon, and California, studying methods of supervision and newer approaches to program planning.

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THE PUERTO RICO EXTENSION SERVICE has established an economics department with Vicente Medina, formerly coffee extension specialist, as head. The purposes of this new section are: (1) To assist and encourage farmers in the keeping of record books; (2) to furnish cost-accounting instruction; (3) to give the outlook for different agricultural crops through periodic forecasts; and (4) to broadcast daily over the Puerto Rico radio stations the current market prices of various agricultural products.

With the recent inauguration of the extension broadcast over Station WPRA, at Mayaguez, the Puerto Rico Extension Service now has three weekly programs. The other two broadcasts are over WNEL at San Juan and over WPRP at Ponce. The three programs are given on different days and at different hours.

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WORKING FOR PROFESSIONAL IMPROVEMENT, three 4-H club workers are spending the year in Washington, D. C., taking graduate work in the United States Department of Agriculture Graduate School and local universities, and also working out special research problems in 4-H local leadership. L. O. Clayton, assistant State club agent in South Carolina, is working on a study of 4-H local leadership in South Carolina based on interviews with 116 leaders in 6 counties. B. J. Rogers, club agent of St. Lawrence County, N. Y., is using as background material the records of the 77 leaders in his county whom he personally interviewed. Paul J. Dixon, club agent of Carroll County, N. H., is using records from several States as the basis for his study on the evaluation of successful 4-H club leadership. The studies, when completed, will dovetail into a national picture of 4-H leadership.



U. S. GOVERNMENT PRINTING OFFICE: 1939

# PROGRAM PLANNING LOOMS LARGE IN EXTENSION FORECASTS FOR 1939

ORGANIZATION IN THE COUNTIES so that agents can devote a greater portion of their time to agricultural extension education will be one of the major aims in Tennessee during the coming year. In other words, we want some sort of set-up in the county which will permit the work of the A. A. A. to go forward but will release the agent for extension education.

Probably the major activities in extension work will be the setting up of county program-planning committees for land use. We are going to concentrate our efforts on this and plan by the end of the year to have such a committee functioning in each county.

In cooperation with these committees we propose to develop a land-use program which will fit in with a comprehensive program for the county. In eight counties of the State we propose to develop a community program in at least one community of the county in a rather intensive way and to follow it through just as we have for several community programs under way at the present time.

Our extension demonstration work we propose to tie in with these county planning committees. The demonstration activities which will be emphasized will be similar to what we have been doing for the past several years: Soil conservation by terracing; encouraging the use of lime and phosphate; sowing of grass and legumes, with major emphasis on the deeper-rooted legumes; and the encouragement of livestock adapted to the various communities and counties of the State.

In home-economics work we propose to intensify the educational work in the use of electricity, both on the farm and in the home; to encourage water systems in the house and conveniences in keeping with the ability of the family to pay for them; and to teach nutrition and home management.—*C. E. Brehm, Director.*

A COMPREHENSIVE COOPERATIVE PROGRAM is just getting under way in Maine, working with the Maine State Health Department and the supervisor of home economics of the State Department of Education in improving the school-lunch system in rural schools. A radio program has been presented in which extension workers, representatives of other cooperating agencies, teachers, and parents took part. A part of the school-lunch program will be carried on with the teachers and pupils, and other phases will be carried by the county home demonstration agents directly to the mothers of the school children. Very good cooperation is indicated by the various school boards and superintendents who have been approached regarding the project being carried in their schools.—*A. L. Deering, Director.*

BETTER AND MORE SYSTEMATIC PLANNING of work along fundamental extension lines, placing emphasis upon demonstration work of a permanent character, is indicated in New Mexico. The outlook is good, and, with the increased cooperation brought about by the recent movements to coordinate the work of all action agencies, more permanent and lasting work of benefit to the producer should result.

The county program-planning project will be enlarged, and, in addition to the planning of an extension program, a general rural land-use program will be developed in each county. A detailed land-use program will be developed in six counties, for which preliminary plans have been made and some meetings held.

Planning and production of the yearly family-food supply, taking into consideration the types of farming areas in the State, will receive more emphasis this year.—*G. R. Quesenberry, Director.*

A SYSTEM OF PROGRAM PLANNING for the whole extension program in Delaware, which will provide for State and county advisory committees made up of rural people representing all three divisions of extension work, and which will be featured by community discussion and approval of projects before final adoption, is one of the goals for 1939.—*Alexander D. Cobb, Assistant Director.*

IMPROVED OFFICE ORGANIZATION for handling the A. A. A. program in county agents' offices is one of the goals for the Extension Service in South Carolina for 1939. It is hoped that the agents may further separate themselves from the responsibility for the mechanics of this program and devote more of their time and energies to educational work pertaining both to the agriculture of their counties and the A. A. A. and other governmental programs in their counties.

Land-use planning work will be furthered in 1939. Preliminary plans for this work are now being rounded out in preparation for the new year's work.

The Extension Service plans to renew the live-at-home program in 1939, with especial stress upon the most economical and profitable use of lands diverted from cotton and other crops, and the use of these lands for the production of food, feed, and additional sources of income.

The basis of the program for 1939, as in the past, will be complete farm records and enterprise-demonstration records, the results to be used to further teach farmers to balance their farming systems and economically produce and market high-quality crops and livestock.—*D. W. Watkins, Director.*

LAND-USE DISCUSSIONS occupied a large portion of the program at the Ohio Annual Extension Conference in October. The entire staff including specialists and county agents were given a chance to become familiar with plans for future work in land use. Agents from a number of counties expressed a desire to proceed with the land-use mapping and classification. This work will likely be done in counties in 12 to 15 type-of-farming areas during the next year. Other counties will carry on educational work preparatory to the mapping classification.—*H. C. Ramsower, Director.*

PLANS OF WORK for land-use planning had been received in the Washington office from 31 State Extension Services on December 20. The plans followed the general outline for coordinated land-use planning laid down at the Mount Weather conference last July.

The plans provide that extension agents shall take the lead in organizing and stimulating local committees of farm people to recommend the land-use changes they feel, in light of the facts, are needed in their communities. They also provide for close cooperation of all land-use agencies.

# FARM-BUILDING-PLAN SERVICE GROWS

A farm-building-plan service that soon will reach the entire country, with the county agent as the contact man, is being developed by the Bureau of Agricultural Engineering and the Extension Service. Plan books covering houses, barns, and all sorts of farm structures and many pieces of equipment have been or are being prepared for four principal regions. They are handy reference catalogs for use of county agents and others in assisting farmers and their families to select plans known to be good.

Plan book for the Midwestern States was prepared several years ago by the agricultural colleges and the Extension Services of those States, in cooperation with the American Society of Agricultural Engineers. Copies of this Midwestern plan book are available only from the Midwestern Plan Service, Iowa State College, Ames, Iowa.

In 1937 a regional plan book was issued by the Bureau of Agricultural Engineering and the State Extension Services for the Northeastern States. This is on sale at 30 cents by the Superintendent of Documents, Government Printing Office, Washington, D. C.

Another plan book, similarly prepared for the Western States, is expected to be off the press within a few weeks. The Bureau and the Extension Services of the Southern States are now working up a plan book for that region which should be off the press in the fall of 1939.

BUREAU OF AGRICULTURAL ENGINEERING
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.

Working drawings for any of the plans shown in these regional catalogs can be bought at a nominal cost from any State Extension Service in the region. The working drawings contain diagrams and details, and often bills of materials are included.

# EXTENSION SERVICE REVIEW

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# TODAY . . .




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EXTENSION SERVICE

C. W. WARBURTON, *Director* REUBEN BRIGHAM, *Assistant Director*


# TOMORROW . . .

**THE LOCAL TOUCH** is emphasized in two of the articles scheduled for next month. County Agent W. A. Price says local news added listeners to his regular radio broadcasts in Alamosa County, Colo., and local motion pictures are said to be adding zest to extension meetings in Massachusetts. The article from Massachusetts gives some good suggestions on methods and equipment.

**FIRST CONSERVATION DISTRICT** in Kansas found guideposts outlining a practical program of work in the recommendations of the county planning committee in Labette County, which had been functioning for 3 years, according to an article just received from Kansas.

**ECONOMIC CONFERENCES** in Oregon have resulted in a long-time program charting the course for agricultural development in each county, according to Wm. L. Teutsch, assistant county agent leader, who will write of their organization and achievement.

**THE DEPARTMENT'S PROGRAM** will be discussed by H. R. Tolley, Chief of the Bureau of Agricultural Economics, the Department's planning agency, in the second of the series begun by the Secretary in this issue.

**COUNTY PLANNING** will be treated in an article from Scott County, Mo., where Roy L. Furry got behind the work with vision and a will to make it succeed.

**YOUNG FARM FAMILIES** and their problems have been very much in the mind of County Agent Jimmie Green since he started his work in Benton County, Iowa. What he has done about it will be described next month.

## On the Calendar

Convention American National Livestock Association, San Francisco, Calif., Feb. 15–17.

Southwestern Livestock and Agricultural Show, El Paso, Tex., Feb. 18–22.

Cotton States Branch of American Association Economic Entomologists, Tampa, Fla., Feb. 21–23.

Eastern States Regional Conference, New York, N. Y., Mar. 1–3.

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., Mar. 10–19.

63d Annual Convention Texas and Southwestern Cattle Raisers Association, Inc., Houston, Tex., Mar. 21–23.

Triennial Meeting, Association of Country Women of the World, London, England, May 30–June 9. Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28–Aug. 7.

Extension Service Review

Published monthly by the U.S. Department of Agriculture in the interest of cooperative extension work

LESTER A. SCHLUP, Editor

# Where the Problem Begins

REUBEN BRIGHAM
Assistant Director of Extension Work

UNWISE use of the land is deeply involved in the several major farm problems the country faces today. Crop surpluses, worn-out and washed-away farms, low farm income with its accompanying distress, all, in one way or another, begin with use of the land to grow crops and produce income.

It is thus quite fitting that the Extension Services and the Department of Agriculture are pushing with increased vigor a long-time program of land-use planning—planning by farm people with coordinated assistance from all the agencies that can help with planning or with putting the plans into effect.

PROBLEMS CHANGE. There was a time when our main concern in extension work was deciding the best type of demonstration or educational procedure and selecting from results of the various experiments the best technical practices we could carry to farm people for their use.

How different are our outlook and our opportunities today! Farm people have greater need now than ever for sound technical advice, but if that advice is to mean most to them, it should be considered in terms of the adjustments in land use and types of farming that individual farmers and agriculture as a whole must make.

The Extension Service has an enviable record of helping farm people over the last quarter of a century. From the beginning, through the World War, through the period of adjustment immediately following, and more recently, it is evident that extension agents have constantly felt the pulse of farm needs and have sought to change their services to best help farm people to meet those needs.

PLANNING TO THE FRONT. Recent years have brought on growing economic and social problems; new action agencies have been formed to help meet those problems. The recent emphasis which extension workers have placed on land-use planning and program building and the cooperation given these new action agencies stand as another change we are making to help farm people meet new conditions.

Close to the farm as they are, extension agents have naturally and wisely for years made use of advice from committees of farm people in planning extension programs. More and more in recent years program planning has been pushed. During the last 2 years more than 2,200 county agricultural planning committees, composed of leading farm people and organized by extension agents, have functioned.

This issue of the REVIEW carries a number of examples of State and county programs in which extension agents have led farm people to better use of their land in the interest of conservation of the soil, increased income, and community betterment.

ACTION PLUS PLANNING. More recently, in cooperation with other bureaus of the Department of Agriculture, we have further developed land-use planning. This planning has been developed and pointed in such a way as to assure the closest possible tie between such planning and the administration of the Department's programs that can help to carry out the plans. Thirty States have now started revised land-use planning projects in line with an agreement

*(Continued on page 30)*

# The Extension System . . . . An Appraisal

**Dr. Brunner is a prominent educator from Columbia University and a member of the President's Committee on Education. He has recently made a study of the Extension Service, and in this article he gives us an outsider's look at extension work.**

DR. E. de S. BRUNNER

THE COOPERATIVE Extension Service of the United States has now become the largest enterprise of adult education in the world. Many other countries are adapting its principles and earlier procedures to their own situations.

In its first quarter century of existence, Extension has built up a most substantial record of achievement. It is not too much to say that Extension has demonstrated that education can produce social change. The growth of the cooperative movement, a cardinal point in the Extension "curriculum" of the 1920's, coincided with the development of the Extension Service. So has the increase in the efficiency of American agriculture. It is not claimed that the educational program of Extension was the sole cause of these and many other highly significant developments, but it is clear that without Extension, rural America would be different and less attractive than it is, that much of value now taken for granted by millions of people would not exist.

### *Train Local Leaders*

Not the least important contribution of Extension has been its use and training of local leaders. This device has multiplied the power of the agent. Far more important, it has by this device built its program on the democratically sound basis of local participation and decision. The broader social significance of such an achievement, tested over 25 years, in troublesome times such as these, is perhaps too little appreciated both within and without the Service.

Again, Extension has made contributions to educational method. Two seem of particular importance. Although a few educators for several centuries have written about "the project method," it was the demonstration technique of Extension that proved its efficacy both generally and specifically in terms of adult education. Similarly, Extension has contributed to the perennial problem of humanizing knowledge. It has provided a channel whereby the findings of research and the knowledge of specialists could be brought to the average man and woman in usable, understandable terms.

Every agency, especially a large one, faces the constant danger of institutionalizing its program and procedures, of drawing apart from its constituency and their changing needs in the process of conducting a going program. To a remarkable degree, probably because of its close contact with farm people, the Extension Service has avoided this danger. But the problem is ever present and is a never-to-be-forgotten factor in answering the questions the future ever raises.

### *Demonstration and Discussion*

The developments of the last decade seem to warrant stressing two of these questions, out of a possible half dozen.

(1) What adjustments must Extension make because of the A. A. A.? Here the teaching is no longer in terms of the techniques of the physical sciences. Suddenly the world and national situations have forced an entry into the less precise realm of the social sciences. This necessitates changes in teaching methods, new techniques of presenting materials, for instance, less demonstration and more discussion. Discussion, too, involves problems of group management, of social organization so that both the economist and the sociologist become concerned. Eventually the proportion of time devoted to skills may have to be reduced, and subject-matter specialists may face adjustments. But such a process always happens when institutions change with changing needs. But in this process Extension must always remain an *educational* agency. Unless we adopt the loathsome techniques of dictatorships, action in our democracy must always be on the basis of shared decisions emerging from an educational process. There seems to be no escape from the need for including the great social and economic forces that are sweeping across the world and their implications for Rural America in Extension's program. With the growing proportion of the farm population that have enjoyed training in agriculture and home economics in high schools, the vocational load on Extension, although it will never disappear, is lightening.

### *Liberal Practical Education*

(2) There is ample evidence that, despite the depression, rural people are struggling for a higher standard of living for both family and community and for broader understanding of their total social situation. The wide popularity of the groups for the discussion of public affairs shows this. So does the keen and growing interest in child psychology, parent education, and similar subjects, all but unknown in the Extension program of a decade ago. Highly significant, too, is the rapidly mounting interest and participation in drama, art, and music. It is not too much to say that there is under way in the farming communities of the United States a cultural revival, authentically American, that, properly guided, may mean as much for us as the folk schools have meant for Denmark.

The Extension Service is an integral part of our land-grant college system, and these colleges were founded for "liberal and practical education." Perhaps too long we have forgotten the first word. The logic of our present circumstances seems to create for Extension as it faces the future's broadening way an even larger opportunity for service, influence, and achievement in its second quarter century than it has enjoyed in its first 25 years.

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THREE home demonstration clubs in Madison County, Ark., have assembled sickroom kits, each containing sheets, pillow cases, towels, gowns, a hot water bottle, an ice cap, and a thermometer. This equipment is available to any sick person in the community. Club members raised money for this activity in several ways including the selling of quilts and ice cream.

# Essentials of the National Agricultural Program

HENRY A. WALLACE
Secretary of Agriculture

***The general objectives of the Department of Agriculture and how reorganization is facilitating work toward these ends is explained by the Secretary in this, the first of a series of articles on the Department's program and the policies of the different bureaus and action agencies in carrying it out.***

IT IS a good idea to stand back once in a while and take fresh bearings. It is especially so in these days with workers in the field of agriculture, for responsibilities have been piled on their shoulders with bewildering rapidity in recent years. Since 1933, when the long-standing dam against agricultural legislation burst, we have experienced one of those rare periods in which the accumulated problems of many years find expression in new laws.

### *New Farm Policy*

The Congress alone has passed more than a dozen major farm laws and a number of minor ones in this period. Some of these, as you know, have been superseded or amended in the light of experience, court decisions, and changing circumstances. The States also have responded with laws bearing directly upon agricultural welfare. I am thinking especially of the State soil conservation districts laws which the legislatures of 26 States have enacted in the past 2 years, of the new rural zoning laws in several States, of Oklahoma's recently enacted farm tenancy law, and similar types of legislation. Together, these State and Federal laws have started to spell out a new farm policy for the country. The policy is not yet fully formed. For some time to come we may expect, I think, continued legislative activity.

In the first years of this legislative period the laws authorizing new farm programs gave first consideration to prices and farm income. With the price situation as it was in 1933, it was natural and right that such considerations should overshadow all other aspects of the attack on the farm problem. To remove the immediate causes of low farm incomes—the surpluses—was a necessary first step toward stability. If the public programs are to accomplish their purposes, it is essential that, first of all, they contribute to income stability.

### *Must Make Adjustments*

However, in our efforts to attain fair prices we must not lose sight of the need for making some fundamental readjustments in agriculture. I can conceive of an economy offering fair prices to farmers which would leave some of the fundamental ills uncured. The roots of some of our problems of today are sunk deep in the past. We are dealing with conditions which owe their origin to a period when prices were favorable to farmers. The early land policies permitted and in many cases even forced misuse of land, encouraged development of soil-depleting systems of farming, and laid the foundations for our tenancy problems of today—problems which were aggravated and exaggerated by the boom period of the war and its aftermath.

### *Farm Problem Complex*

To review the farm acts of the Congress is both to reveal the complexity of the farm problem and to recount the various tools which we have for making the total attack. In addition to the A. A. A. programs with which you all are familiar, there are a dozen others with which you may be less well acquainted. There is the effort of the Farm Security Administration to cope with the rehabilitation of the most severely disadvantaged families in agriculture, the program initiated by the Resettlement Administration and taken over in modified form by the Department. To the problem of erosion control Congress responded with the act that created the Soil Conservation Service. The Bankhead-Jones Act provided for tenancy reform and for public acquisition of land submarginal for agriculture and its development in ways to benefit the people of wide areas. The Water Facilities Act provided for small water developments in the arid and semiarid areas where these are necessary to agricultural stability. The Flood Control Act of 1936 and subsequent amendments authorized land treatment for flood control. Other acts provided for the development of farm forestry, for crop insurance, marketing agreements, for purchase of lands for public forests, for developing wildlife sanctuaries, and for other activities. This list is only a partial one, and it includes only those programs which have been assigned to the Department of Agriculture for administration.

### *New Supplements Old*

The new farm policies which the Federal Government has expressed in this legislation do not, of course, supersede the old policies; rather, they add to and supplement them. The fact that we now have a series of farm programs which have come to be designated "action" programs in no sense lessens the importance

of the older programs of research and education. It merely indicates the conviction of the public that research and education alone can not meet the needs of the day. It is hardly necessary to point out that, because of our new programs, we must attach greater importance than ever to these older lines of work. Without them we cannot have adequate knowledge on which to base public programs of "action," be able properly to plan for such programs, or take to the public a working understanding of them.

Director Warburton tells me that this is the first of a series of articles discussing the various programs administered by the Department, and that Howard Tolley, who is now chief of the newly constituted Bureau of Agricultural Economics, will write about planning public agricultural programs in the March number. At the risk of stealing some of his thunder, I want to say something of the planning agreement entered into at Mt. Weather by the colleges and the Department in July.

### *Planning For Action*

In my opinion, the Mt. Weather agreement is a milepost in the evolution of agricultural planning. Its fulfillment will provide the machinery for planning public farm programs in a democratic way, because it is based on the concept that farmers themselves should join together and guide their own programs of action in the light of all the knowledge research and education can put at their command. It provides a way for farmers and specialists to pool their information, synthesize it, and come to common agreements on programs of action.

We are now in a period of transition. Actions planned under the stresses of emergencies must give way to actions based on the considered judgments of as many qualified persons as possible. The setting up of the community and county land-use planning committees as agreed to at Mt. Weather will represent the first confident step in that direction.

This special emphasis on land-use planning is not to be construed as a declaration that land-use planning is all there is to agricultural planning, or that it is even a dominant part of it. It happens that the land-use features of the federal programs are their one common characteristic—the one point at which they all may be brought together. It seems, therefore, a logical starting point for comprehensive program planning. Progress reports from the field are very encouraging.

# Youth Extension Club

## Leads a Busy Life

**N. F. WHIPPEN**
**County Club Agent, Sullivan County, N. H.**

THE YOUTH Extension Club of Sullivan County, N. H., has managed many county events as well as its own club affairs. The 4-H county fair, an annual event with more than 1,500 exhibits, was conducted under their leadership. They counseled 58 4-H campers at the county camp and ran a winter carnival for the county in February. Last spring a flying squadron was organized from their ranks to assist other organizations in recreation. Whole evenings of games and fun have been managed by the squadron in 3 communities where 150 youngsters and adults have had the time of their lives. The youth members were so successful in their leadership that the club agent asked them to accompany him to nine 4-H club achievement meetings last fall.

They triumphed in the State one-act play contest and entertained 600 gleeful State campers at Durham with "Who Gets the Car Tonight?" They have given the play four times in the county before more than 300 people. They have done the lion's share of the editing of the Youth Extension Tattler, a monthly county paper giving news and information to youth members.

The membership comes from rural communities, and 16 years is the minimum age. Many are out of high school and on the farm. The president, a high school graduate, was managing a 300-acre hill farm with his parents and brother until the September hurricane tore their buildings into a shapeless state. Now they rent a valley farm in West Claremont. The secretary, also a high school graduate, helped her mother to keep house this past year on a large dairy farm; and the social chairman works in a shoe shop. She loves to travel and, among other places, has been to Idaho and Montreal. Kidder and Miller Farman of Charlestown run the home place. Kidder's hobby is transforming touring cars into tractors, whereas Miller's is cooking, and he recently won over the women in the county pie contest. The long list of members' interests includes art work, Christian Endeavor leadership, learning to play musical instruments, interior decorating, stamp and bug collecting, fancy work, dress designing, and 4-H leadership.

Many of the members have been recognized in the past for project results. Annie Sabalewski represented New Hampshire at Chicago in 1937 in the national costume contest. Nearly every member in the club has been to the State 4-H camp. The president of the club was a delegate to the national camp at Washington in 1937. The youth institute at the university has been attended by eight members. The State 4-H office selected five of the members to go to Camp Vail at the Eastern States Exposition.

The club in 1938 was the Northeastern States winner in the National Social Progress Contest for 4-H Clubs, and a team from the club represented the Northeast in the national contest at the National 4-H Club Congress in Chicago. The team was composed of Edward LeClair, Mary Sabalewski, and Edith White, with Mrs. N. F. Whippen as adult leader.

The meetings are held in different towns, depending upon invitations by the membership. An educational program was planned in November 1937 for this last year that included talks by outside speakers as well as by the members. Three members each reported on two chapters of Milton Wright's book, Understanding Human Nature and How Men Differ. Judge Albert Leahy talked on civic problems. Rev. C. B. Etsler clarified the principles of a good personality. International peace and what organizations promote it and music appreciation were discussed by prominent men in the county. A debate on national issues brought all the club into the fray at one meeting. A social program accompanies each meeting; and the boys and girls have entered enthusiastically into carol singing, musical games, active and quiet games, dancing, box parties, hiking, and outings.

The members have learned much about good organization, have been inspired by their speakers, and have enjoyed themselves with their home-made recreation.

# Alabama Farmers Fight Erosion

## The Cooperative Way

YOU HAVE no soil to work with in developing a program for this county.

That was the verdict reached at a meeting of extension service specialists with Fletcher Farrington immediately after he was appointed county agent in Tallapoosa County, Ala.

### *Save Soil or Give Up?*

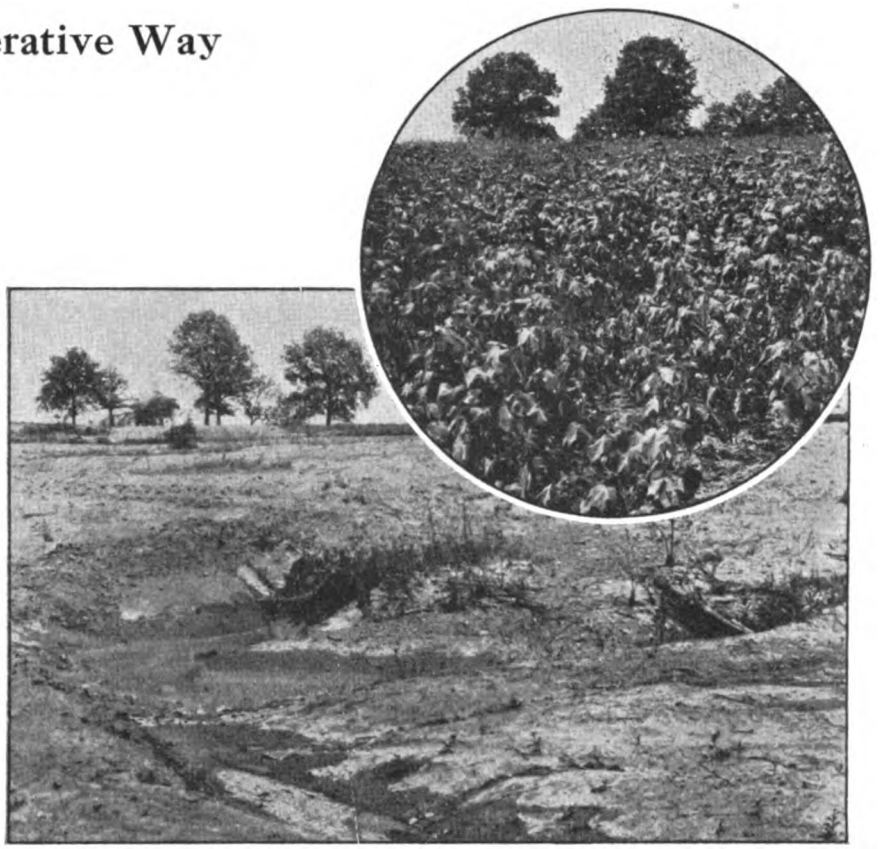
Erosion, no terraces, no winter protecting crops, and wasted people and wasted, dilapidated houses almost made Farrington agree and want to give up. He chose instead a soil program, and today, as it was 7 years ago, his main theme is "save and build the soil." In preaching that sermon and in going about correcting the erosion problem, Farrington developed the cooperative terracing movement, or farmer soil-conservation association, that is today the pattern for 22 other associations in as many counties in Alabama.

Tallapoosa County is in the east-central part of Alabama, and the land is extremely hilly and rolling. The soil is clay and sandy loam. Roughly, two-thirds of the farms of the county are subject to erosion, ranging from "extremely severe" to light.

Farrington agreed with the specialists that he had to start saving and building the soil. He launched his terracing program in 1932 by holding his first terracing school with the aid of J. B. Wilson, agricultural engineer, on the courthouse square. The 16 "students" went back home and constructed terraces on their farms with mule power. They received their "diploma" as being licensed terracers, but both Farrington and Wilson saw that the terraces, because of the extreme slopes, would not hold up in heavy rains. His next move was to turn to power terracing.

### *Organize Soils Association*

The Tallapoosa County Soil Conservation Association was organized in the summer of 1933. By holding meetings, writing circular letters and news stories, and conducting another terracing school, Farrington convinced the farmers and the county commissioners that the cooperative way offered the only sure route to good terracing. The first terracing done on September 7, 1933, was, it is believed, the first terracing done with power equipment and preceded the Federal Soil Conservation Service program by 9 months.



Type of eroded soil Fletcher Farrington found in Tallapoosa County when he went there 7 years ago as county agent. (Inset.) Same, as brought back by terracing and winter legumes.

The association is made up of several leading farmers of the county, and this group, together with Farrington, was successful in getting the commissioner's court, the local governing body, to underwrite the purchase of equipment. During the first season's operation six complete terracing units were purchased and turned over to the association on a self-liquidating plan, the association to charge for the use of the machinery to individual farmers in constructing terraces. The price per hour of service was at first $2. This has been changed several times in an effort to determine what price would pay for the machinery and at the same time offer terracing at a price the farmer could afford to pay. The price per hour now is $3.50, and Farrington is perfectly frank in saying that since the association started in 1933 the net loss has been $3,346.32, including depreciation. Had the association started on a basis of $3.50 per hour the net loss would have been a net profit, he believes.

### *Two-thirds of Cropland Terraced*

This loss does not bother him or the association members, however, for since 1933, 34,136 acres of land have been terraced by the machinery of this association. In 1933, 2,000 acres were terraced for 50 farmers; in 1934, 5,703 for 110 farmers; 1935, 6,297 for 125; 1936, 6,210 for 226; 1937, 6,156 for 354 farmers; and in 1938, up to December 1, the association had terraced 1,120 acres for 58 farmers and was booked for every day in December.

The association has received $70,680 in

*(Continued on page 26)*

# My Job as I See It

**E. R. JACKMAN**
**Extension Specialist in Farm Crops, Oregon**

IN THESE days of high-powered agricultural plans and programs a specialist may become a little confused. In the midst of all of these things the specialist is conscious of the insistent little tappings at his door made by the many everyday tasks. If he does one thing, he is likely to neglect three others. It is, therefore, important for him to stop and wonder, like the absent-minded professor in the bathtub, "Now who am I, and why did I get in here?"

His answer to this question will determine not only what his program is, but the even more important things, how he will go about it and what his attitude will be toward the people around him.

### *County Agent Is Keystone*

This question, "Who am I?" is the most important and is the hardest to work out satisfactorily. The county worker is the keystone of extension work, and, to my mind, the only justification for specialists is to help the county agents. Were there no county agents, it is doubtful if it would be worth while for the State to hire specialists, except perhaps to perform some service and regulatory functions.

The United States Department of Agriculture, the experiment stations, the various specialists, the county agent leader, the farmers, and the county agent, all combine their forces to work out a going program in a county, but it is the farmers who should benefit from such a program, and their county agent is the man they hold responsible for its success. If it backfires, or if it doesn't move forward, there may be a new county agent in the driver's seat before long. The specialist performs some of the functions of a back-seat driver. His directions may be sound enough, but the driver is held in case of an accident.

So the county agent is the direct contact man with the ultimate consumer of our goods, and it is up to all of us to hold up the agents' hands in every way possible. The specialist should always appear to the home folks in a county as a man only there at the invitation of the county agent. Any program offered is the program of the county agent, and the specialist is only seconding it. If one can learn this thoroughly and completely, it will profoundly affect his extension methods.

### *Struggle for Anonymity*

If the specialist then is willing to subordinate himself to the county agent, he must think of ways of doing it. He should discourage a large letter-writing clientele by putting in each letter some such thing as, "Your county agent, Mr. Jones, at Plainview, has given a great deal of time to this subject, knows local conditions, and can usually answer such questions better than we can from this distance." He should avoid giving to farmers information which he has not first given to county agents. He should have some of the widely discussed passion for anonymity. If he is able to make specialists in his field out of each of the county agents in the State and interest and help them in solving the problems he is working with, then his program will probably ramble along pretty well, even if no one else in the State ever hears of him. Some of us may agree completely with this reasoning and yet fail to act logically in line with it because there is so much human nature in us.

A secondary conception of the job is that it is a kind of liaison office between college and field. This is unquestionably true. Those States have the strongest organizations which have the closest tie-up between extension, station, and teaching work. If each can feel free to draw upon the other's strength at any time without petty jealousy or misunderstanding of motives, then a very happy condition prevails, and the entire State benefits. The specialist can surely help to bring this about.

Another thing for the specialist to remember is that, although the College and the United States Department of Agriculture are the paymasters, the people of his State are actually doing the paying. He should try to think occasionally what justification a State has for collecting taxes, forcibly if necessary, to pay him. That thought is quite sobering. There are so many ways to spend one's time, and it is so easy to embark upon lines of work which will not create wealth to repay people for the taxes they pay to support that particular work.

Now then, we will assume that the professor in the bathtub has decided who he is and why he got in; but there remain the questions, what to do and how to do it. The matter of plans and programs can be given plenty of four-syllable words, but they all resolve down to "What'll we do and how?"

I plead guilty to a common fault—building programs on a strictly commodity basis without too much thought to the problems of the county. Even if a commodity program is successful, it is open to criticism. In late years we have been trying to get away from too much commodity thinking. My field is crops, but in a certain county perhaps I ought to be helping the dairy program and in another county the range-livestock program. A man out on a big livestock ranch and struggling with debt doesn't care whose field his problem is in. It may require combined work from the soils, livestock, engineering, range management, and crops specialists, and if it does—then that is one problem, not five unrelated problems.

The last question is "how?" Each specialist has different methods adapted to

*(Continued on page 30)*

# Soil-Conservation Districts Make Progress

**EDD R. ROBERTS**
**Extension Soil Conservationist**
**Oklahoma**

OKLAHOMA farmers and farm leaders are experiencing rapid progress in a more or less Statewide attack on their most important problem—soil erosion. The State is one of the 26 States having a soil conservation districts law. A total of 24 districts have been organized under the Oklahoma law.

As far back as 20 years ago the Extension Service sponsored erosion-control demonstrations such as terracing, and farmers of the western part of the State practiced strip farming as a means of preventing cotton from blowing out in the spring. The Oklahoma A. and M. College Experiment Station has proved many methods of soil improvement.

The Federal Erosion Experiment Station at Guthrie has furnished experimental data on many conservation practices and has served as a field laboratory on which farmers and agricultural workers could make studies and observations. The Soil Conservation Service has thoroughly demonstrated a complete and well-coordinated program of erosion control and soil conservation on more than 5,000 farms in 10 demonstration project areas and 25 different C. C. C. camp work areas in the State. Nearly 40 voluntary soil-conservation associations have functioned.

### *Community Action Needed*

Individual farmers have been practicing measures of erosion control for years, but they have learned that it is a difficult if not a losing single-handed fight. They recognize that erosion control is not a one-man job and that no single remedy solves the problem. They reason that partial treatment of the problem cannot equal a community-wide cooperative program backed by enthusiastic local leadership. As the forces of wind and water are not halted by the section line or fence row, erosion becomes a community problem, and community problems require community action.

All this contributes to the fact that 24 soil-conservation districts have been organized in Oklahoma in the last 15 months. Some of these districts are on a strictly watershed basis, some are on a problem-area basis, and a few are organized along county lines. The local people and the State soil conservation committee have come to a mutual understanding regarding district boundaries, with the State committee definitely describing such boundaries as prescribed by law.

The following events leading to the creation of the Creek County soil conservation district are representative of those leading to the formation of other districts. The central cross timber, blackjack-covered, sandy type of land was put into cultivation 35 years ago, and the land was noticeably eroded 15 years later. Tenancy became a problem. A terracing program sponsored by the Extension Service began about 1920. Soon businessmen began to cooperate with the county agent and vocational teachers to combat erosion. A qualified person ran lines for farmers.

Later, community clubs were organized, monthly meetings were held, and erosion problems discussed. In 1933 a C. C. C. erosion-control camp was established nearby. Groups of farmers, led by the county agent, made tours of the work area to observe gully control and other features of the erosion-control program. A second C. C. C. camp was established in an adjoining county. At the request of Creek County farmers and through the leadership of the county agent, farm plans were made. Only technical assistance was offered by the Soil Conservation Service on these farms, which served as demonstrations of educational value to local farmers in the extreme western part of the county. By 1936, more than 100 requests for assistance in soil conservation work had been received in the county agent's office.

### *Conservation Demonstrated*

From 1930 to 1938 an intensive pasture-improvement program was carried on under the direction of the extension pasture specialist and the county agent. Through the assistance of the extension agricultural engineer and a public-spirited citizen of Oklahoma, terracing demonstrations were carried on, and home-made terracing machines were given as prizes in terracing contests.

**The five supervisors of the Creek County soil conservation district: Left to right, Frank Bollinger, L. R. Lashley, Amil Strella, Jack Carman, and Marion Baker.**

In November 1937, a representative group of farmers from Creek County met at Tulsa with representatives from three other counties to determine boundary lines for a soil-conservation district. Four counties were recommended to make up the district. Public hearings were later held, as prescribed by law, which favored the creation of a district. The State soil conservation committee believed that the proposed district was too large, and Creek County was left out of the district.

Creek County farmers immediately petitioned the State committee for creation of a district to include that county. A hearing was conducted, and the proposition received considerable support. The district as finally set up by a majority vote has two watersheds. A committee under the supervision of the county farm agent conducted the election and the educational program previous to the vote on the district. The extension soil conservationist explained provisions of the soil conservation districts law at 16 meetings.

In the election held in May 1938, a total of 434 farmers voted at 16 different places, with 359 in favor and 75 against formation of the district.

On June 2, the Secretary of State issued a certificate of organization for the Creek County soil conservation district. In line with the Oklahoma law, two supervisors were appointed. One supervisor is a leading dirt farmer of the county. The other is owner and manager of a large number of farms in Creek County, having graduated from Colorado University with a degree in geology.

***(Continued on page 31)***

## Tennessee Farmers Chart Course in

# Solving Land-Use Problems

FARMERS in Claiborne County, Tenn., will tell you that they haven't solved all their land-use problems, but they have charted a course which they believe will lead toward this treasured goal. And land use is a problem in this upper East Tennessee county of rolling topography, where favorable growing seasons and abundant rainfall encourage both crop production and soil depletion.

County Agent C. F. Arrants characterizes conditions as follows: "Claiborne County, with 4,220 farms, is an area of small farms, many of which have low incomes. The average size of farm is only 48.7 acres, and there is an average of 52 persons per square mile. The soils are principally of the shale and ridge type, and much cultivation is done on steep hillsides. There is much need for long-time county-wide land-use planning which recognizes the importance of soil improvement, erosion control, and means of increasing farm income."

### *Meet With Planning Committee*

Each year Arrants and his two assistants, Crosby Murray and Charley Davis, sit down with the county program planning committee of 12 farm leaders and make up a plan of extension activities for the year. Improved land use always receives major emphasis. Among the objectives included in the 1938 program of work were: 600 tons of phosphate and 15,000 tons of lime distributed in the county for use on soil-conserving and soil-improving crops, crop rotation adapted to erosion control and fertility maintenance on 500 farms, winter cover crops on 10,000 acres, 12 farmers to conduct terracing demonstrations—terracing is a comparatively new practice in this locality; 12 farmers to conduct demonstrations in strip cropping, 25 farmers to conduct demonstrations in contour tillage, 25 percent of the farmers in the county saving the seed from home-grown hay and pasture crops, and continued emphasis on the improvement of permanent pastures to increase their carrying capacity.

The new and improved land-use program was inaugurated in Claiborne County in 1935, in cooperation with the University of Tennessee and the Tennessee Valley Authority, and 87 farmers have come to be known throughout the territory as farm unit test demonstrators. The T. V. A. agreed to furnish new forms of concentrated phosphate fertilizers for application on sod-forming legumes and grasses in order that farmers might test them out to determine their value, effect, and best method of use in land-improvement systems under practical farm conditions.

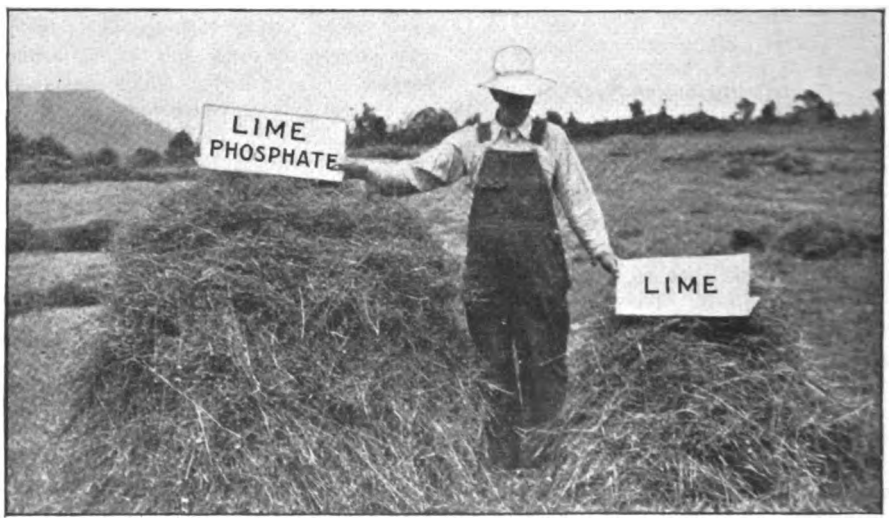
Before final approval as a demonstration farmer they were asked to set down a plan of operation for their farm for the next 5 years. A tabulation of some of the items in these plans shows their trend of thinking on what is necessary to do the job they are undertaking. Plans made up by 57 Claiborne County demonstrators, starting into the program during 1935, showed that they planned to reduce their corn acreage 40 percent or from 16 to 9.6 acres per farm between 1936 and 1939. At the same time they planned to increase their grass acreage 167 percent or from 6 to 16.2 acres per farm, clover 37 percent or from 8.6 to 11.7 acres per farm.

Although sufficient time has not elapsed to see these plans through to completion, by the end of last year a preliminary survey covering 2 years' operations showed the following results: A reduction in row crops (principally corn) on steep and erosive land of 45 percent or from 7.7 to 4.3 acres per farm, an increase in deep-rooted legumes (red clover, alfalfa, sweetclover, and Serecia) of 16 percent or from 9.3 to 10.9 acres per farm, an increase in annual legumes and grasses of 90 percent or from 12 to 22.7 acres per farm, an increase in winter cover crops of 22 percent or from 12.1 to 14.8 acres per farm, and an increase of 5 percent in all crop yields.

In addition to the individual farm unit test demonstrators, watershed areas of smaller streams feeding into the Tennessee River have been organized into community demonstrations. The purpose of these organizations is to build a community plan of action based on the improved practices of farm and home adjustment, soil improvement, and erosion control that have been determined by individual farmers in the community.

One of the first steps after organization is the making of a survey by a committee of people in the community to determine what conditions are and to furnish the facts needed in the development of future plans. At the present time, there are 10 such community watershed organizations in Claiborne County. Of these, four have completed their inventory of present conditions and three more are almost through.

Claiborne is only one of the 63 Tennessee counties in the drainage basin of the Tennessee River carrying on a similar program. To date there are 3,968 farm unit test demonstrators and 136 area demonstrations in the State.




**Stephen H. Rogers, farm unit test demonstrator of Claiborne County, Tenn., shows the results from triple superphosphate. The two stacks of hay represent hop clover cut from an area 16 by 70 feet. Stack on the left came from land that had been treated with 2 tons of lime and 200 pounds of 43 percent phosphate per acre; stack on the right was from land that had received only lime.**

# Building Conservation Lines of Defense

## Through 4–H Activities

IN EVERY State, 4–H boys and girls are engaged in some phase of conservation with their work covering a wide variety of activities ranging from the preservation of wildlife, forests, and fields to the protection of property and human life.


Kiowa County, Okla., 4–H club member putting up wildlife sign on corner of project.

### *Practice Soil Conservation*

In their soil-conservation work, 4–H members are making contributions to the public welfare in Oklahoma, where more than 1,200 4–H'ers are doing a big conservation job with barbed wire in a Statewide campaign. By fencing thousands of acres of rough and gullied land they are checking soil erosion and restoring farm game birds and animals in large numbers. The projects, which include some of the worst-gullied areas in the State, range from 1 to several acres in size. On all, the procedure is the same. First the area is fenced to give natural vegetation year-round protection from grazing. Then precautions are taken to guard against fire. The rest of the work consists of visiting the areas at least once a month to check on results. A count of birds and animals is made on each visit. The first year the club members collect specimens of all plants growing on the plots. These are stored away for study and for use in determining the increase in types of vegetation as years go by.

Club members in many States are being trained in terracing schools and are aiding farmers to run terracing and contour lines. In Hamilton County, Nebr., a group of 4–H boys trained by the agricultural agent and the engineering specialist were selected by the county agricultural conservation association as the best qualified in the county to lay out contour lines for cooperators. Besides doing this contour work for the association, each boy carried a project on some phase of soil-conservation work, such as pasture contouring, grass-variety nursery, or erosion control of some kind.

Twelve boys belonging to a 4–H soil-conservation club in Newton County, Mo., planned two terracing systems and completed the terraces on a 20-acre plot. In addition, each boy planned a cropping system for his father's farm.

Four–H soils clubs in six Iowa counties are completing their second year in a 5-year land-use program. The boys are studying the land-use policies on their own farms, the types of soil, soil topography, drainage, buildings, and trees, and are carefully mapping these farms accordingly.

In soil-mapping projects developed for 4–H club members in Michigan, the 4–H'ers make a map of their farms showing the fields, buildings, roads, lanes, fences, woodlots, drains, and direction and percentage of the slope. The members are also required to set up a cropping plan for the farm, showing for each field the type of soil, lime requirement, erosion, topography, and record of yield obtained.

Clubs in South Carolina have helped to save the soil by maintaining the terraces, assisting in repairing the weak and broken places. Nearly 2,000 club members participated in conservation work during the past year, their activities including wildlife study, forestry and woodlot management, and soil-erosion work.

In Minnesota, one of the pioneer States in 4–H conservation work, club boys and girls have made considerable headway toward rebuilding natural resources, notably in raising upland game, providing shelter areas and feed lots; in reforestation, erosion-control, windbreak, and shelterbelt projects; as well as in fire prevention and human safety campaigns.

In western Polk County, each of the 29 boys and girls enrolled in forestry work was required to plant enough tree seeds to grow at least 500 trees and to make a plan which would show where the seedling trees should be planted as a windbreak. This work not only increased the interest among the boys and girls in tree planting but also among the parents.

### *Learn Value of Trees*

A survey of the 10,000 black-locust seedlings planted by 624 4–H club boys of Brown County, Ind., showed a healthy survival of more than 88 percent of the trees which had made an average growth of a foot and a half during the summer. These trees, which were furnished free by the State department of conservation, had been planted by the boys on eroded land, in order to demonstrate the value of the trees in checking erosion and to insure a future supply of fence posts.

Two 4–H club nurseries in Marshall County, Ky., have produced approximately 100,000 locust seedlings, which have been sold in the county and to adjoining counties. Many of the seedlings are being set by the 4–H club members themselves.

Some 1,300 Mississippi boys from 45 counties enrolled in the forest-tree-pro-

duction project and produced more than 500,000 tree seedlings which are being used for planting on their farms for erosion control, fence posts, fuel, or timber production. In addition to tree planting, 500 boys and girls engaged in other farm-forestry activities, including tree study, thinning, pruning, improvement cutting, forest protection, and forest-fire study.

### *Organize Fire-Fighting Crews*

An organized 4–H fire crew has been very effective during the year in maintaining fire control in the area surrounding Ansonia, New Haven County, Conn. With the help of the State, this crew has purchased and equipped a fire truck which has extinguished many fires in the valley. In addition to keeping down the losses from fire on 3,000 acres of woodland in the immediate neighborhood of the club, they are frequently called to put out fires in neighboring towns at a distance of more than 10 miles. Selling old papers, which they collected, helped the boys to pay for their fire truck.

For the past 9 years, Wisconsin 4–H club boys and girls have emphasized the value of forests and have studied trees and how to plant them. Since starting this work, the youth have planted seedlings and transplants numbering approximately 3,000,000 in all. The Junior Forest Rangers are playing a big part in the tree conservation of that State. Some 1,400 4–H rangers in 1937 planted more than 390,000 tree plants, two-thirds of which were seedlings. A distinct feature of this work was the making of transplant beds in which to grow these trees to suitable size to plant in the open. The boys have been taught the transplanting technique, and, as a result, transplant beds have been established in farm gardens throughout the State, and the survival of the trees has been high.

The young ranger signs a contract to use the trees furnished by the State conservation department for replenishing woodlots and for planting waste places, rough untillable soil, hillsides, windbreaks, and shelterbelts. Recent emphasis has been given to the selection of trees that are suitable to the nature of the work and the character of the soil.

Approximately 3,500 boys and girls have taken the 4–H ranger pledge in Georgia. Planting, thinning, and nursery seed-bed projects have been carried on, with all clubs working together to keep fires out of the woods.

The slogan "Young Folks and Trees Grow Up Together" seems to have a definite appeal to the forestry club members in New York State where they have planted more than a million trees annually for the last 10 years.

The work of the forestry and conservation clubs in Massachusetts has varied from the study of birds, insects, and flowers to actual forestry practices in the woods. The club members have made some fine exhibits of wood samples, bird houses, and feeding stations and have prepared books of pressed flowers. 4–H boys in Franklin County have made a map and a wildlife-population survey, have charted the areas, and have made up a program for this territory.

The outstanding work of a forestry club in Clearwater County, Idaho, has emphasized the importance of sound management of the surrounding forests to the existence of the community, largely dependent on logging and small milling operations. The local school board readily provided facilities in the schools to assist club members in the study of forestry and also furnished funds for the purchase of a small wooded tract to be used as a school demonstration forest.

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## Alabama Farmers Fight Erosion

*(Continued from page 21)*

payments from farmers since it was formed. The average cost per acre was slightly in excess of $2, even though the United States Department of Agriculture estimates that it is worth $5 to $10 per acre to properly terrace land. Farrington feels that the land in Tallapoosa has been improved at least $10 in value.

Farrington has never undertaken any project in his county without the cooperation and backing of the businessmen. They have assisted the association in every way possible. Only through the cooperation of these businessmen and the farmers could the success attained by the association have been made possible. The same cooperation has been true in winter-legume planting which Farrington has conducted along with his terracing work.

In addition to the terracing done by the association, the Soil Conservation Service has terraced approximately 25,000 acres in the county. With these two agencies meeting together and working together, Farrington estimates that within 3 or 4 years Tallapoosa will be the best-terraced county in the United States. Only about 35,000 of the 115,000 acres of cropland remain to be terraced at the present time.

In 1933, 160 farmers in Tallapoosa County planted winter legumes, either vetch or Austrian winter peas, on 2,100 acres. The value of increased yields of crops following these legumes was $36,900 (based on $20 per acre). In 1937, 1,617 farmers planted 15,000 acres of vetch, peas, and crimson clover for an estimated increased yield worth $300. This year more than half a million pounds of winter-legume seed will be planted on 20,000 acres of Tallapoosa County land.

Results of this soil-saving and soil-improvement work are already noticeable. Crop yields have increased remarkably. The normal cotton yield has jumped from 157 to 193 pounds per acre, and corn yields have increased in greater proportions than cotton. In a community meeting (Farrington has 12 active organized communities through which his program is projected) a few weeks ago 30 farmers out of 55 present reported that they had from 100 to 1,500 bushels of surplus corn this year. Each reported that the increased corn yield was due to Austrian peas and terracing.

As other results, Farrington offers the fact that 400 farm families have moved back to the farm from cities where they had gone when the land was given up for lost. Further, more farm buildings are being constructed in Tallapoosa County than in any other county in the State.

### *Other Counties Profit*

In the other 22 counties of Alabama where county soil-conservation associations have been organized, they have been based more or less on this first association. The main difference is that the charge per acre is higher than that with which the Tallapoosa association started. These associations are trying to avoid a similar net loss which was brought about by the low charge per acre.

Each association is a bona fide organization and is usually incorporated. County agricultural agents or assistant county agents usually act as secretaries. A board of directors is chosen, and an account is kept of each month's business. In many counties the boards of revenue or commissioner's court has underwritten or made donations for the purchase of equipment.

The average charge for terracing in the State last year was $3.33 per hour, and the number of acres terraced per hour varies with the type of land and slope. Usually, however, 2 to 3 acres an hour can be terraced.

# Growth in Economics

## Has Broadened Extension's Usefulness

C. B. SMITH

**This is the second in a series of two articles in which Dr. Smith discusses extension work in economics. In the January issue of the Extension Service Review he discussed earlier economics work.**

AGRICULTURAL economics has played a vital part in extension work from its very beginning. From the earlier work with farm management surveys, farm record keeping, and marketing, developments in the field of economics have allowed extension agents to constantly broaden their usefulness to farm people.

### *Headlights in Front*

In 1923 came the agricultural outlook of the Federal Bureau of Economics, with its accompanying intentions of farmers to plant and breed. The Federal Office of Extension Work immediately recognized the value of this kind of information for farmers. Instead of waiting till crops were planted and then telling farmers what had happened, the outlook proposed to give farmers information in advance. This seemed to place the headlight on in front, instead of behind, where it always had been carried before.

But all good things of federal origin for the farmers find their application out in the States and, in the case of agricultural information, for the most part through the land-grant colleges.

The matter of the outlook was discussed with Dr. H. C. Taylor, then chief of the Bureau of Agricultural Economics, and with Dr. C. W. Warburton; and Dr. Warburton gave his approval to a plan for financing the travel to Washington of State representatives of the economics divisions of the colleges from Federal Extension funds to help develop the agricultural outlook. It was thought, if the State people had part in developing the agricultural outlook, they would take more interest in extending this information to farmers, and the outlook would be more accurate. This financial support from the Federal Extension Service for bringing in State representatives to the outlook conference continued for a number of years, until a State path had been made to the Department here, and State extension funds had grown, and the States were able, convinced, and willing to carry the financial load and continue their assistance in developing the outlook for the common good.

Thus was Extension, which began largely as agronomy and animal husbandry, growing up through farm management, marketing, agricultural outlook, credit, and other phases of the work until at the present time around 22 percent of all agricultural extension efforts center in the field of economics, including program planning and organization.

But it remained for the coming of the New Deal to make agricultural economics extension blossom out fully through the various New Deal plans for crop control, benefit payments, land use, resettlement, rehabilitation, cheaper money, easier credit, crop loans, and the like, into the whole broad field of agricultural economics.

I do not need to dwell on the part Extension has played in helping to interpret the regulations of New Deal agencies or in helping farmers to organize in order to take advantage of New Deal laws, or in carrying out the educational phases of the New Deal agencies working in the agricultural economic field. That is well known to all of us.

Up to the time of the coming of the agricultural outlook and the New Deal, Extension was largely concerned with farm management, marketing, and the smaller matters of agricultural economics. Beginning with the agricultural outlook and the applied agricultural economics of the New Deal, Extension now weaves into its program every matter of economics from any source that has significance for rural people.

### *All Pulling Together*

In its emphasis of agricultural economics today, Extension does not forget its birth, however, and the fact that the first essential of farming is to grow crops and to raise livestock, to have something to live on and something to sell. In beginning Extension, we began where the farmers were and where the agricultural college and experiment station were, and where the Federal Department of Agriculture was; and we have tried to keep abreast of our growing knowledge of agricultural economics and to stimulate the experiment stations to more research and the colleges to more and better economic teaching. We don't forget that in dealing with rural people there should be unity of effort in college teaching, research, and extension. They are not three separate teams; they are one team, pulling together.

The forecasts of the outlook, with its accompanying surveys of intentions to plant and breed, and the experiments of the New Deal in applied economics have set extension economic thinking ahead, probably 20 years; and that is as it should be. Extension does not normally precede research or college and administrative philosophy, but, as a representative of these institutions, carries these philosophies to the field and applies them.

### *Farm Family Living*

There remains one other development to be mentioned before closing this paper, and that is Extension's part in the farm family living outlook.

Agricultural economists, from the beginning, pointed out that the farm contributes directly to family living. Research studies, about 1928, brought to light information on the value of a cooperative wife in making for success in farming.

The need for providing outlook information on farm family living, it seemed to the Federal Extension Service, would be of growing importance; and, since extension workers were reporting to us that the farmer was using agricultural outlook information, the Federal Extension Service, again in conference with the Bureau of Agricultural Economics and the Bureau of Home Economics, indicated its willingness to finance the State home management extension specialists to come to Washington and help to develop an outlook service for farm family living.

This year is the fifth year that farm

and home management extension specialists have met together to pool their resources to help the entire farm family use outlook information in making yearly adjustments, both on the farm and in the home. This has been a distinct addition to the agricultural outlook, and we are trusting that it will grow into great usefulness.

### *Marketing Work Broadens*

We have not in this paper touched upon the marketing phase of agricultural economics extension or farm credit or farm tenancy, but we find that our paper has already outgrown its limits. In bringing it to a close, we would leave on your minds the final thought that the Agricultural Extension Service of the Federal Department of Agriculture and land-grant colleges from the outset, has concerned itself with economics, even before it had much economic information to extend, and has been one of the chief agencies in the United States in stimulating the economic research and economic teaching work of the last 25 years in the land-grant colleges.

Marketing extension work is a tale in itself. This phase of the work developed concurrently with the outlook and with the growing interest of farmers in the field of cooperation. During the more recent years, marketing extension has broadened to include the more general aspects of the marketing problems, as well as the cooperative organization and management phases. We would add only one thought here with reference to it, and that is that the hope of the Nation is that Secretary Wallace may be successful in his efforts to find a solution of the farm marketing problem through wider distribution of agricultural surpluses to the needy families of the United States. With our wealth of resources to produce, it would seem as though it were not too much to expect that every family in the United States should have enough to eat, enough to wear, and shelter that they may call their own.

In our marketing experimentation of the past years, I wonder if we aren't at last on the road to a solution of the marketing problem. I think we are. All success to the Secretary and his staff in this field. He would seem to be approaching the Promised Land. May he go up and possess it. And may the Extension Service, close as it is to millions of farm families, continue to be alert to their needs, and at the same time accept responsibilities in the newer and larger developments of the times.

# Every Acre to Its Best Use

**FRED R. KEELER**
**County Agent, Ross County, Ohio**

THE FARMERS of Ross County, Ohio, have generally recognized the gradual decline in the natural productivity of their soils. However, no systematic plan of study had been made of this condition until the county land-use committee of representative farmers undertook to make such a plan 3 years ago.

It was first found necessary to formulate a plan of procedure. Because agricultural conditions vary so widely within the county, the committee agreed that the first step should be an attempt to divide the county into areas in each of which the problems would be much the same. The most logical plan seemed to be the one based upon soil formation. Using this method, the county was divided into six parts. Upon completion of this task it was found that productivity, crop adaptation, erosion, lime requirement, water supply, etc., were closely related to such a plan of mapping, and was, therefore, the best method to be considered in determining common problem areas.

The common problem areas having been determined, the committee considered the next logical step to be that of classifying the land in each area upon the basis of its best use. The farmers making the study believed that all land should be made to work for its owner or operator. The kind of work it should do, however, would depend upon topography, productivity, lime requirement, and reliability and quality of water supply. The following table shows the recommended shifts for the whole county as determined through this plan of procedure.

The committee recommended these shifts because, in their opinion, the land would thus be put to its best use, and this was the first fundamental step in working out a land-use program for the county. Submarginal or seriously eroded cropland should be shifted to permanent pasture or woodland. Woodland pasture provided poor pasture, and livestock damaged timber production. For these reasons, it was recommended that nearly two-thirds of this land should be used for woodland purposes. Also a large portion of "other pasture" was considered to be better adapted to tree production than to pasture. The land classed as "all other land" was largely waste land and, therefore, was not being economically used. As much of it as possible should be put to work in an economic way, namely, in the production of trees.

The next logical step in a land-use program included a balanced cropping system, erosion control, and a recommended plan of pasture and woodland management. These were necessary if further decline in natural soil productivity was to be prevented. A better balance between degrading and restorative crops should be brought about through planting fewer acres of corn and small grains and seeding more acres of clover, sweetclover, and alfalfa. Also wastage of manure should be reduced, and greater use of lime and commercial fertilizer was recommended.

These recommendations would be worthless if they were not carried out. The committee recognized that it would be a long-time program, lasting over a period of years, but, nevertheless, it should be started. Their program has consisted of meetings, where the program was discussed with groups of farmers, and the establishment of individual demonstration farm units. Also, it has been used as a basis upon which the local extension program has been developed.

*Recommended land-use shifts*

| Classification of acreages before recommendations | Acres | Shifts recommended (Percentage of total) | Classification of acreages recommended by the county committee: Minus | Plus | Result |
|---|---|---|---|---|---|
| Total crop land | 198,152 | 5.22% ↓ | 14,740 | | 183,412 |
| Permanent plow pasture | 28,154 | 2.22% ↓ | | 4,397 | 32,551 |
| Other pasture | 31,055 | 41.9% ↓ | 13,022 | | 18,033 |
| Woodland pasture | 45,255 | 62.0% ↓ | 28,053 | | 17,202 |
| Woodland | 50,740 | ↑ | | 55,827 | 106,567 |
| All other land | 17,637 | 25.0% ↓ | 4,409 | | 13,228 |
| Total land in farms | 370,993 | | 60,224 | 60,224 | 370,993 |

## Utah's Irrigation Program Leads to

# Water and Soil Conservation

IRRIGATION experiments conducted during the past two growing seasons by farmers in Davis and Weber Counties, Utah, in cooperation with the Agricultural Adjustment Administration and the Utah Extension Service, will probably lead to major changes in this State's farm practices.

Inasmuch as Utah's maintenance and development is determined largely by the amount of irrigation water available, practices that conserve water or make it cover a wider acreage than heretofore are looked upon with a great deal of interest in this semiarid region where rainfall during the growing season is far from enough to mature crops. Up to the present time only 1,324,000 acres of the State's 52 million have been placed under irrigation, and only 480,000 acres are farmed without artificial application of water. It is estimated that approximately 6 million acre-feet of water are available in Utah, nearly 4 million of which are allocated in the water rights of the 1,324,000 acres.

### *Water Conservation Important*

For a number of years the Extension Service and other agencies have been appealing to the people of the State to conserve irrigation water and develop all available sources to augment the too scanty supply. The Federal Government has developed magnificent reclamation projects, but still about 80 percent of the irrigable land has deficient water rights. No scientific data were available to serve as a basis for an irrigation program on individual farms. Few farmers knew just how much water they were using each season, nor did they know how much water was really required to mature crops. It was clearly evident that under rather common irrigation practices much of the fertile topsoil of the best farms of the State was being washed away during applications of water.

Two years ago officials of the A. A. A. consented to a request made by the State Extension Service to allow farmers in Davis and Weber Counties to comply for benefit payments under the agricultural conservation program by installing weirs and measuring the amount of water used for maturing crops during the growing season. A special program was worked out for these counties, including benefit payments for approved irrigation practices.

### *Farmers Try Plan*

Because it was rather late in the season when the provisions of the program were announced, only 89 farmers of the original 100 who signed, completed their projects. Each one was instructed that, in order to comply, not more than 6 acre-inches of water should be applied in any single irrigation; that the soil should be prevented from washing, leaching, or water-logging. Measuring devices were installed at the head of ditches leading directly into cooperating farms, and the amount of water used on each crop was computed by measurements on the weir, checked against the length of time water was applied on the particular piece of land.

Demonstrations were conducted throughout the two counties for the purpose of showing the farmers how to construct, install, and check weirs, and the agricultural agents and committeemen inspected each device to see that it was made according to specifications. During the first year of the experiment a full-time engineer was employed to assist the committee in checking on the water-measuring equipment and to collect the records kept by the farmers. In 1938 the number of cooperators increased to 435.

Because the irrigation program was new, farmers went into it with reservations. They were not sure whether they had been using more or less than 6 acre-inches of water in a single application. They were also fearful that the prescribed procedure might result in reduced yields or crop failure. The results, however, have been most satisfying to the farmers, to those who had charge of the experiment, and to the Extension Service and the Agricultural Adjustment Administration.

An analysis of the data collected revealed that the total seasonal requirement of water for best farm practice was considerably less than that usually applied; soil erosion was kept to a minimum, and crops were actually improved with smaller applications of water.

"The experiment gave a thorough conviction that crops can be raised with much less water than is being used regularly in Utah, and that irrigation can be performed without erosion," Director William Peterson of the State Extension Service recently wrote in making a report of the project. "If all the farms in the State could be irrigated with the same care as the group under the experiment, the available water could be extended to 50 percent more land than is now being irrigated.

Taking a reading on one of the weirs used in the Utah irrigation program.

Almost without exception, the experiment has been of benefit, in that it has shown the farmer the size of stream he has used, the amount of water applied, and the amount actually needed to mature various crops. Perhaps the greatest benefit from the project, however, has come from soil conservation.

Data gathered during this 2-year experiment represent the first that have been compiled on the actual use of irrigation water on a large scale in Utah. At the present time these data are being used to good advantage by the farmers in their county and planning board meetings and by the Extension Service in carrying on an educational campaign throughout the State.

This special irrigation practice in Weber and Davis Counties is not to be continued under the 1939 A. A. A. program, as it was experimental in nature, but the experience in these two counties has been used in formulating practices for irrigated land that will be applicable in all States with irrigated land.

# McCormick Heads County Agents' Association

DEWEY McCORMICK, who for the last 13 years has been county agent in Morris County, Kans., was elected president of the National Association of County Agricultural Agents at the recent annual meeting of the association in Chicago. Mr. McCormick has been instrumental in organizing county agents in his State. His county has the oldest Hereford breed association in the State and also boasts the first C. C. C. camp for soil-conservation work in the State.

J. E. Parker, Lexington, Ky., was named vice president, and C. C. Keller, Springfield, Mo., was reelected secretary-treasurer. George W. Boyd, Wheatland, Wyo., past president, was selected as the fourth member of the executive committee to serve along with the three officers.

Distinguished service certificates for outstanding work were awarded by the association to 23 county agents and former county agents. These are the first such awards the association has granted.

To be eligible for one of the distinguished service awards, an agent must have had at least 10 years of service; must be a graduate of an agricultural college or have equivalent training; must have graduate credits in agricultural economics, education, or sociology; and must have worked out a county program to include an agricultural policy for the county and a year's program of activities. From the many eligible for the awards a committee selects and the association approves the few persons to whom the awards are given.

Those receiving the awards were: M. L. Wilson, Under Secretary of Agriculture, and Harry L. Brown, Assistant Secretary of Agriculture, Washington, D. C.; J. W. Merrill, district extension agent, Ames, Iowa; Judd Brooks, district extension agent, Jackson, Tenn., and county agricultural agents as follows: K. A. Kirkpatrick, Minneapolis, Minn.; J. C. Hedge, Youngstown, Ohio; R. L. Olds, Kalamazoo, Mich.; J. E. Whonsetler, Columbus, Ohio; Ellwood Douglass, Freehold, N. J.; Frank R. Kerrigan, Dubuque, Iowa; Bright McConnell, Augusta, Ga.; Myron E. Cromer, Muncie, Ind.; E. V. Ryall, Kenosha, Wis.; Elmore O. Williams, Toledo, Ohio; J. E. Parker, Lexington, Ky.; George W. Larson, North Branch, Minn.; H. S. Benson, Vincennes, Ind.; George F. E. Story, Worcester, Mass.; W. J. Tiller, Chesterfield, S. C.; H. L. Gibson, Torrington, Wyo.; S. D. Truitt, Atlanta, Ga.; George W. Boyd, Wheatland, Wyo.; and H. E. Abbott, Indianapolis, Ind.

## Where the Problem Begins

*(Continued from page 17)*

reached last July between representatives of the Department and the land-grant colleges.

Here we are giving services much broader than recommending technical practices on individual farms. We have agreed to take the lead in aiding farm people to study their problems and make recommendations on a community basis and in the light of all the needs and all the help that different governmental agencies might give in meeting those needs.

Such planning by farm people, based on all the facts research and educational agencies can give them, will surely lead them to a better understanding of the national as well as local problems affecting their communities. It will also give them machinery for making recommendations that will true up, localize, and further coordinate the various national programs that are aimed at meeting those problems.

**MEANS TO THE END.** Of course, we must not forget that land-use planning and saving and building up the soil are only means to an end. The ultimate objective is to conserve and develop human resources vitally essential to the betterment of rural living and the Nation's welfare. As unwise use of the land to grow crops and produce income is so large a part of the farm problem today, in land-use planning we as extension workers have one of our greatest opportunities to work toward those objectives.

The greatest hope I see for the success of such land-use planning lies in the sound organization and stimulation of the local farmer planning committees. In this, extension workers are in best position to take the lead, and on the alertness and initiative with which we take this lead largely rests the future success of our latest land-use planning efforts.

## My Job as I See It

*(Continued from page 22)*

his personality. One man may set the prairie afire with speeches whereas another man has a genius for organizing committees and making them tick. Another knows how to catch the public fancy with intriguing newspaper stories. But, whatever the method, I think we should strive for the spark of human interest all the time. The best idea in the world will fall feebly to the ground unless vitality is breathed into it. Extension work was founded in the first place upon the assumption that experimental work was buried in dry bulletins and reports and that someone was needed to exhume and resuscitate it. In handling information then, we need to be careful that we do not serve merely as a second set of pall bearers. That is the theory. A strict following of it would require drastic overhauling of my circular letters. Our line may be so good that it sells in spite of us, but when it doesn't sell, perhaps the fault lies as much in us as it does in the customers to whom we are trying to sell the ideas we advocate.—*Excerpt from annual report of E. R. Jackman, extension specialist in farm crops, Oregon.*

## Californians Gather Curtain Data

# In Building a Home Program

FOUR hundred and thirty-one farm women, members of home-department groups in Stanislaus County, Calif., meeting in 16 centers last April, reported to the home demonstration agent, Mrs. Dorothy Schreiner, on their buying practices in regard to home-made and commercially made curtains and draperies. The information, including prices usually paid, was gathered to insure a program which would meet the specific and immediate needs in the county.

The summary disclosed that glass curtains are used in every home. Forty percent of the families buy them ready-made; 35 percent make them; and 25 percent buy or make them, depending on circumstances. The most commonly used kitchen and bathroom curtains cost 98 cents or less a pair; 2¼-yard curtains suitable for other rooms of the farm home usually cost $1.98 or less a pair.

Draperies are used in 169 (39 percent) of the 431 homes reporting. Ninety-four of these women make the draperies for their homes; 75 buy them ready made. Of this number, 48 buy unlined draperies, 23 buy lined, and 4 buy interlined.

One hundred and twenty-eight families have unlined draperies, and two-thirds of these make them; 37 have lined draperies, and 14 of this number make them at home. The four who reported having interlined draperies buy them ready-made.

As the result of these data considerable time was given to guides in buying materials for home-made and ready-made glass curtains, steps in making glass curtains, and their care. Somewhat less time was given to the selection of draperies and drapery materials. Steps in making draperies, both unlined and lined, were demonstrated. Interlined draperies were shown and the steps in making them described briefly. Those women who wished to make them were given individual help.

It was the opinion of the women that they could save much more money in making draperies than in making glass curtains. However, the number of windows to be curtained, the pattern and colors desired, and the irregular shapes and sizes of windows are often reported to be the controlling factors in deciding whether to buy or to make glass curtains.

The April meeting, at which time the data were gathered, was given to a discussion and demonstration of shades, blinds, glass curtains, and draperies. Common types of both drapery and glass-curtain materials were shown. Poles, brackets, rods, rings, and other accessories were exhibited.

The month of May was given to the subject of ready-made versus home-made curtains and a discussion of the check sheets.

Following both meetings there were home calls to give specific help on problems of window treatment wherever needed. The month of June was devoted to zone meetings on the construction of curtains and draperies.

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# Soil-Conservation Districts

*(Continued from page 23)*

In August, two landowners and one tenant were elected as supervisors to make up the governing body of five. One landowner operates several farms, manages a gin and a country store, and has been president of the local agricultural community club for many years. The tenant farmer is a former school teacher and has served on the county A. A. A. committee. He was the Creek County farmer-delegate to Washington in 1933.

The third member, about 30 years old, is a college graduate and was an athletic coach before returning to the farm. He is considered one of the most successful young farmers in the county.

A district program and a district work plan were prepared for the district by the supervisors, assisted by representatives of interested agricultural agencies.

In Oklahoma, the State soil conservation committee has appointed a subcommittee to assist supervisors in writing programs and work plans for districts, and in assembling data. The assistant director of extension is chairman. The Oklahoma A. and M. College Experiment Station, School of Agriculture, Federal and State Forestry Departments, Bureau of Agricultural Economics, Soil Conservation Service, vocational agriculture department, and other agricultural agencies are represented on this subcommittee. A conference is usually called with supervisors of a district, and committee members contribute their ideas to the program and work plan. When the plan is finished, it comprises the thought of the people of the Soil Conservation District and the advice and consultation of various Government agricultural agencies.

When the program planning of a district is started, a general meeting is held by the supervisors. Representatives of agricultural agencies located in the district participate. Operation of the district program, the work plan, and educational work are outlined.

The county farm agent and vocational agriculture teachers conduct the educational work in the district, using as a guide the program and work plan. Those conducting the educational program have the privilege of calling upon technicians from other governmental agencies for assistance.

With the cooperation of the State soil conservation committee, and other agricultural agencies in Oklahoma, the State Extension Service has launched a definite educational program in the 24 organized soil-conservation districts. Meetings of State representatives of each agency interested in soil-conservation districts have been held with each agency outlining its responsibilities.

District supervisors, local representatives of cooperating agencies, leading farmers, and others in each district then hold conferences outlining the program and work plans for the soil conservation district. Leading farmers then planned the intensive educational program now being carried to each local community in the districts.

Teamwork and cooperation is deemed all-important if excellent cooperation continues in the 24 soil-conservation districts now organized. Seven districts are already operating under a memorandum of understanding with the United States Department of Agriculture.

The definite enthusiasm shown by farmers, local leaders, and representatives of various agricultural, educational agencies in the formation of these districts shows that there is ahead in Oklahoma a steadily growing program by which farmers will battle soil erosion on a cooperative basis.

# Planning Committee Leads Way

## In Taylor County, Iowa

R. M. DAVIE

County Agent, Taylor County, Iowa

THE REAL beginning of soil conservation in Tayor County was during the winters of 1936 and 1937, when 16 farmers on the county agricultural planning committee took inventory of soil and fertility losses in the county and began making recommendations to stop them.

Taylor County is fairly typical of southern Iowa, with a topography in general ranging from undulating to rolling hills.

### *Soil Conservation Needed*

Heavy cropping during the depression years and accelerated erosion caused by the drought years of 1934 and 1936 brought about a tremendous drain of soil fertility and actual loss of soil.

The county agricultural planning committee readily recognized the need of planning to conserve soil as suggested by the Extension Service of Iowa State College.

Days and nights were spent debating and planning crop rotations and conservation practices that could be recommended for farms of the county. Soils specialists from the Extension Service and the Soil Conservation Service were called upon to aid the committee in arriving at conclusions. Rotation systems were worked out for each soil type, and recommendations were made for mechanical methods of saving soil, fertility practices and moisture conservation to halt erosion and fortify against drought.

Printed copies of this report were put into the hands of nearly every farmer in the county.

Newspapers carried stories of the committee's work, as well as others, pointing out the devastating effect of the soil erosion and the need for corrective measures. The county agricultural agent discussed soil conservation problems with individual farmers and groups of farmers and with church congregations on Rural Life Sunday. Tours were arranged to the Tarkio Watershed, a State and Federal project near Shenandoah, Iowa, so that farmers might learn of the soils experiments being carried on at that station.

Soon farmers began to ask for terracing demonstrations, help in laying out contours and aid in obtaining limestone, trees for planting in gullies and pasture-seeding mixtures to return depleted land to permanent grass.

In the fall of 1937, three demonstration farms were selected, and a 5-year plan of soil and moisture conservation was planned by the cooperators, Soil Conservation Service technicians, and extension soils specialists.

In the summer of 1938, directors of the county farm bureau and Bedford Community Club saw the need of a soils association to develop and direct a program of building and saving soil.

The first step was to call in leaders from each township in the county drawn from the ranks of farm organizations, the A. A. A., and the planning committee. The county agricultural agent in an adjoining county and his soils committee gave helpful suggestions in organizing a soils association. More meetings followed with the aid of the extension and soil conservation specialists, and more farmers and businessmen became convinced of the need of a soils association.

### *Soils Association Organized*

Articles of incorporation were drawn up, adopted, and filed; farmers and businessmen began paying their dues, and the Taylor County Soils Conservation Association took on real life.

Seventeen farmers, representing every community in the county, were elected to guide the destinies of the association.

Soils problems were again evaluated, problem areas in the county were outlined, and plans were made for soil-conservation demonstrations, serving each problem area in the county.

Previous letters from the Soil Conservation Service and other public officials gave hope of a C. C. C. erosion-control camp, provided enough interest and cooperation was shown by farmers of the county.

The determination and spirit of the association, together with the fact that vacant barracks were available at Bedford, brought about the allocation of a C. C. C. camp in October 1938. Immediately, groups of farmers began to petition for soil-conservation demonstration areas. Two proposed areas were approved by the soils association, and 5-year plans for soil and water conservation were developed by the Soil Conservation Service and the cooperators.

### *Full Speed Ahead*

More petitions began to arrive at the association headquarters, and more approvals came from the soils association. Soil-saving consciousness became a reality, and soon demonstrations will dot every section of the county.

Today, farmers who 3 years ago showed no interest or perhaps ridiculed terraces, contour farming, and strip cropping are intensely interested in their possibilities and are ready to accept them as the future farming pattern on the rolling hills of southern Iowa.

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## Farrell Joins New Marketing Division

George E. Farrell, former extension worker and more recently Director of the Western Division of the Agricultural Adjustment Administration, has been appointed Associate Director of the Division of Marketing and Marketing Agreements of the United States Department of Agriculture.

C. C. Conser, Assistant Director, has been named Director of the A. A. A. Western Division; and Norris E. Dodd, chairman of the Oregon State Agricultural Conservation Committee, has been appointed Assistant Director.

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NEW YORK 4-H clubs have a scholarship fund of $2,500 raised by contribution of club members, club agents, and the State 4-H staff. This provides at present two $50 scholarships annually for former 4-H club members. The scholarships are to be divided equally between the College of Agriculture and the College of Home Economics.



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# IN BRIEF

## Nonspoilage Club

The 100-Percent Nonspoilage Club, a unique organization based upon achievement in canning fruit and vegetables at home, has been formed by homemakers in Oxford County, Maine. Application for membership in this club is limited to the women who agree to use all possible precaution in canning. Prospective members enroll at the beginning of the canning season with the local farm bureau foods leader, and the following spring they report results. Women who have lost less than 1 jar or can in 20 become members for the year. Members who have canned the largest amounts without any losses are declared outstanding canners.

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## Erosion Control

A huge erosion-control project has been launched in 15 mountain counties in North Carolina within the T. V. A. watershed area, whereby 2,000,000 trees will be planted on worn-out, abandoned, and eroding fields.

Any farmer who has land in need of erosion control and who will agree to give reasonable cooperation in carrying out the project has been invited to apply to his county agent. The T. V. A. will furnish the seedlings, and the county agents, the T. V. A., and extension foresters will supervise the work. The farmers will furnish the necessary materials and do the work in preparing the site for planting, in the actual setting of the trees, and in giving the necessary protection from fire and grazing.

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## Like to Form a Club

Ninety-seven percent of the 638 rural young people interviewed in a recent study in South Carolina said they would like to join with others of a similar age in forming an organization. They were all unmarried and between the ages of 16 and 25 years. They preferred that such a group include both sexes, have fewer than 50 members, and meet at the community or high-school center twice a month.

The types of activities and subjects they wished to have included in the program were: Agriculture, home economics, choosing and getting started in a vocation, getting along with people, beautifying the home grounds, music, athletics, camps, and parties. Details and results of the study are explained in Federal Extension Service Circular 293.

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## 500 Alaska 4–H'ers

4–H club work is going forward in Alaska, says Director Lorin T. Oldroyd. More than 500 members are enrolled in communities all the way from Ketchikan to territory beyond the Arctic Circle. Three clubs with a total enrollment of 19 Eskimo girls are being carried on by correspondence. One very outstanding feature in 4–H organization is the fact that men and women in all parts of Alaska are willing and anxious to become 4–H leaders. In one community it was necessary to find club members in order that leaders could have a 4–H club.

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## Full-Time Club Agents

Forty-five New York counties employ full-time county club agents. Thirteen of these counties employ two club agents each, one trained in agriculture and one in home economics.

District farm-management training schools for the club agents were held in December to bring the club agents up to date in farm-management problems and also to provide a forum for discussing ways and means of meeting the farm-management needs of older club members.

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## Clergy Conservation Conscious

Clergymen of Whiteside County, Ill., have been enlisted in the cause of soil conservation through a field day and dinner recently staged by F. H. Shuman, county agricultural agent. A group of 56 persons, including clergymen, farm bureau board members, and soils specialists, visited an erosion-damaged farm in the forenoon, and after a noon dinner they participated in a discussion of soil conservation and the A. A. A. program.

## Help Worthy Boys

Designed to assist worthy farm boys in obtaining a college education, the I. O. Schaub Loan Fund has just been established by the North Carolina Farm Agents' Association. Similar to the Jane S. McKimmon Loan Fund for farm girls established in 1927, the new scholarship money will come from dues paid into the county agents' association. Contributions from other members of the Extension Service will swell the total, says O. H. Phillips, Mecklenburg County agricultural agent and president of the association. 4–H club boys who have done outstanding work will be eligible to receive money from this fund.

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## Swine Tour

The first swine tour held in southeastern Michigan in 9 years was arranged recently in Lenawee County by County Agent Louis G. Hall and attracted some 75 persons, including swine men from adjoining counties in Michigan and Ohio. Six stops were made on the tour, followed by a banquet in the evening at the Medina Grange Hall.

Progressive steps in swine sanitation, made with the use of the McLean County system, were studied and discussed thoroughly at several farm visits. Many instances were seen where this system made possible cheaper and more profitable pork production.

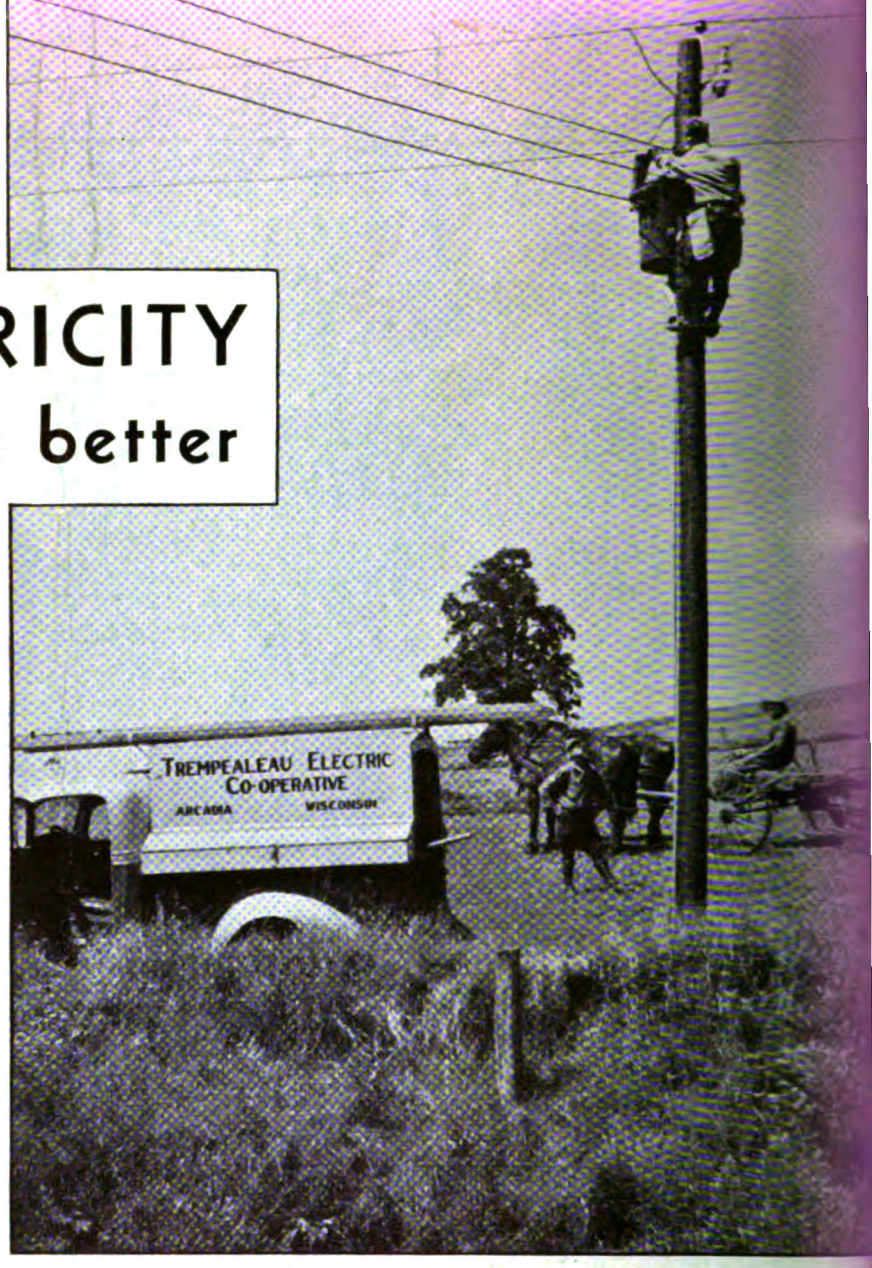
. . .

## 1,885 Get Tenant Loans

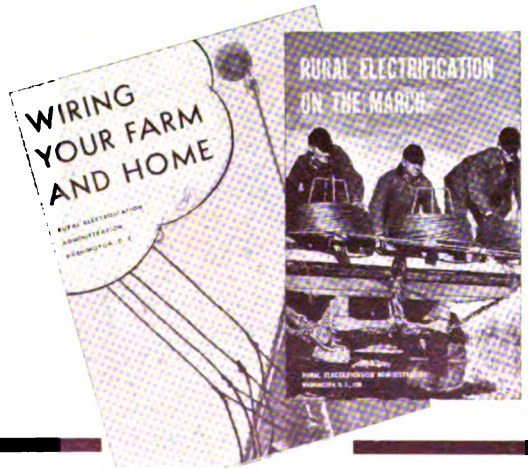
A survey of loans made during the first year's operation of the Bankhead-Jones Farm Tenant Act shows that 1,885 farm tenants, sharecroppers, and laborers obtained funds to buy farms of their own, averaging 130 acres each.

The Farm Security Administration reports that the average loan to finance the farm purchase was $4,890, but the average borrower spent only $4,077 for the farm itself, using an additional $804 for repairs and improvements to the property. Incidental expenses such as legal fees, land-appraisal and mortgage-recording costs absorbed the balance of the loan, as well as an average of $42 invested by each borrower.

# WITH ELECTRICITY things look better




Rural electrification in the United States is on the march. High line electric service for farms has become a reality in most sections of the country. On January 1, 1939, the Rural Electrification Administration through about 500 local groups in 44 States had financed the construction of 158,000 miles of electrical distribution facilities to serve 500,000 farm families that had been previously without electric service and without chance of getting it. Over 85 percent of all R. E. A. projects are cooperatives. Three years ago slightly more than 10 percent of American farms enjoyed electricity. Today over 21 percent are receiving service.




Among numerous pamphlets and bulletins, designed for ru use, which R. E. A. has for distribution are the followi

RURAL ELECTRIFICATION ON THE MARCH
WIRING YOUR FARM AND HOME
ELECTRIFYING YOUR FARM AND HOME
LIGHTING EQUIPMENT FOR THE FARM AND HO
RURAL ELECTRIFICATION NEWS (monthly publication)

For further information write to

**RURAL ELECTRIFICATION ADMINISTRATION**

Washington, D. C.

# Extension Service REVIEW

VOL. 10 MARCH 1939 NO. 3

AN Editorial

# After Planning—Action

C. E. BREHM, Director of Extension, Tennessee

■ It is an easy thing to plan a land-use program for a community, but it is something else to get people to put a land-use plan into practice. The success of the planning venture is measured by the number of people who put the plan into practice. Our big job is to get all the people in the community to put all the plan into practice.

This is where the work begins, and it is a slow educational process, keeping the plan constantly before the people in group meetings and visiting them individually on their farms and in their homes. The first requisites are good farm and home agents who can win the confidence of people and who know rather intimately the problems of the individual families in the community. Further, the agents must have an adequate conception of land-use planning, consistently follow up the plan at every opportunity, and encourage action on it.

It is important to have the interest of the homemaker in any community planning. Some phase of home improvement must have a place in the plan. In many instances the women are more interested in community land-use planning than the men, for it is obvious that before home improvements are possible, land improvement and increased farm income must take place. After all, the improvement of land and better land use promote better living on farms. The farm and home cannot be disassociated from each other, and we might as well begin land-use planning on that principle.

In getting action on the plan made by Wheat Community, which was described in the December REVIEW, all of the various Federal and State agencies are being used wherever they are concerned. There are six families that are being aided by the Farm Security Administration through farm plans that fit in with the general land-use planning for the community.

Farmers are being encouraged to earn their A. A. A. payments by following practices in accordance with community plans which in this particular case call for increased pastures and hay yields, reforestation of hillsides, and terracing for water control before any lime, phosphate, or legume seed is used.

Unit demonstrators, under the cooperative plan with T. V. A., carry out an approved farm plan which fits in with the general land plan for the community. They are given T. V. A. phosphate for demonstration purposes. After the land has been improved to the point where it will grow sufficient hay and forage to maintain livestock, families are helped to obtain funds from the Farm Credit Administration to buy livestock and fencing in accordance with the long-time community plan.

The State department of agriculture has also cooperated in putting the plan into action by contributing State funds to supplement local money for premiums at a fair which focused attention on the land-use plans being carried out in the community.

To use these services intelligently in land-use planning and development—and they are more necessary in development than in planning—it is essential that the county agent and the people know their objectives and their limitations. We have gone further in community demonstrations in the last 3 years than we ever have gone before, but we cannot go faster than the education and experience of the people with whom we are working will permit. It is for this reason we want the people to take the responsibility of working out the plans and translating the recommendations into action.

## We're Modernized

■ The REVIEW appears in a new dress. Narrower margins and wider columns have increased the amount of reading matter on each page by 15 percent. The more compact page, the new type in the heads, the larger pictures, and the different arrangement are designed to make the paper more readable and pleasing to extension workers. On this editorial page, which has been given preferred space, we hope to bring you each month a forceful discussion of some timely subject by leaders in extension thought. These changes reflect our determination to keep abreast of the times and to bring to you complete, accurate, and timely information on all phases of extension work.

# EXTENSION SERVICE REVIEW

**For March 1939 • Lester A. Schlup, Editor**

lished monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW is ed free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents per copy or by subscription at 75 cents a year, domestic, and $1.15, foreign. Postage stamps are not acceptable in payment.

TENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BINGHAM, Assistant Director


# First Kansas Conservation District Uses Planning Committee Findings

County agricultural planning set the guideposts for the first Kansas soil-conservation-district program. Steps toward developing a county land-use program were ll under way before 454 Labette County mers, voting in a referendum last May, proved the proposed district by more than percent. A planning committee of 10 farmhad been functioning in the county for 3 rs, and this committee drew up a set of d-use recommendations for the county be- the referendum was held. Following the erendum, the committee met again to refine original report so as to be more specific the location of problems. The plan thus eloped was incorporated word for word the program drawn up for the new district the board of supervisors.

### *Detailed Reports Available*

The planning committee report takes up the nty by areas, outlining problems and recmended land-use and practice changes for h. Detailed maps are included. For the ho River bottom area along the eastern of the county, the committee suggested a acre general farm as the ideal type, with wheat, and legumes as the principal s and dairy cattle and hogs the principal tock. It was suggested that attention be n the possibilities in production of comcial timber.

second area, including the drainage basin Labette Creek and part of that of Pump- Creek, the committee recommended should 5 to 50 percent in grass, which would be for grazing dairy cattle in the northern of the county and beef cattle in the hern end. The committee suggested that o 25 percent of the cropland should be legumes and that more grain sorghums corn should be grown.

n upland ridge extending through the central part of the county was designated as a cash grain area, with soil fertility as the principal problem and continuous cropping as the principal cause of that problem. The committee urged that farmers here should control erosion by contour farming and restore fertility by the use of lime, phosphate, and legumes in the rotation.

### *Non-farming Areas Marked*

A rolling wooded area of sandstone soil presented the most serious problem on approximately 13,000 acres of land considered not appropriate for farming, and the committee suggested taking much of this land out of private ownership and returning it to natural vegetation, which would be mainly timber.

A predominantly limestone area in the southern edge of the county, now half under cultivation and subject in some sections to serious sheet and gully erosion, was suggested as best suited for 160-acre livestock farms. Returning some of the badly eroded land to pasture was recommended.

### *Set Up Conservation Objectives*

Following the guideposts set up by the planning committee, the board of supervisors for the district outlined the following land-use changes as its objectives:

Maintenance of permanent cover on steep land; exclusion of livestock from woodland; production of erosion-resisting crops on highly erosible land (with small grains and legumes preferable to row crops); and increasing pasture acreage on all other types of land.

Greater vegetative control of erosion is another objective which the board believes can be achieved through better crop rotations, the use of extra-seasonal cover crops, strip-cropping in some areas, vegetated waterways, liming and fertilizing, deferred and rotation grazing of pastures and mowing of brush and weeds (some reseeding), woodland management to perpetuate present woodland areas and plant new ones, and the returning of all crop residues and manures to the land.

Mechanical measures to control erosion which the board proposes to encourage include contour farming, terracing, gully-control structures, small farm ponds, and diversion terraces and ditches.

Commenting on the cooperation between the planning committee and the soil conservation district board, C. R. Jaccard, extension agricultural planning leader, Kansas State College Extension Service, said: "Labette County is a specific example of the contribution of land-use planning to action programs.

### *Action Programs Use Facts*

"This county is in an area of Kansas where water erosion is common and serious on all land sloping more than 2 percent. Under present conditions, a family cannot make a satisfactory living on the size and type of farms now found in the heavily eroded areas. This is indicated by the concentration of farm security clients in these areas. Pastures, on the whole, are depleted and overgrown with Osage-orange, sumac, buckbrush, and weeds. The decrease in the carrying capacity of the native grass pastures has caused an increase in the acreage of woodland being pastured.

"All of those conditions have been definitely recognized by county planning committees of this area, and action programs are providing a way to do something about the problem. County planning committees can provide the facts needed to guide such programs."

# Home-Town Motion Pictures Make Good

**JAMES W. BURKE, Extension Editor, Massachusetts**

When extension specialists head out of Massachusetts State College this year, the chances are that they'll be carrying a few rolls of film as well as the traditional chart and pointer. They have found out in the last year or two that locally produced motion pictures give a real boost to extension programs. In 1938 they made seven new pictures; in 1937 three. Attendance during the past year exceeded the 12,000 mark.

James W. Dayton, assistant county agent leader, offers the following explanation of this widespread popularity of the silver screen: "Motion pictures get people out to meetings. They add action to the extension program and help to put the teaching across. They show actual techniques of farm operations, such as pruning or spraying. They hold summer activities over for winter months when farmers have more time to attend meetings. They pack a whole growing season into 45 or 50 minutes.

"The motion picture can take the audience over the whole State on a glorified field trip, impossible to accomplish in the flesh. It can pick out the good features of many different farms or markets or homes and show them all at once. It adds humor and human interest."

Recent films produced in Massachusetts include: Eggs on Parade, Bay State Duckling, Give the Fresh Egg a Break, Applied Poultry Breeding, Turkeys Have Come Back, Harvesting Apples, Spraying the Apple Orchard, Tip-Top Tomatoes, Produce Goes to Market, and The Family Spruces Up (a consumer film on care of clothing).

Where practicable, the films are planned to interest consumers as well as producers. For example, the turkey film starts with the Pilgrim Fathers of the old Plymouth colony as they learn about turkeys from the friendly Indians. It shows the abundance of the wild turkey at that time and traces its decline with the encroachments of civilization until the last survivor is shot in 1854.

Rented costumes were used, and the action was directed by a drama specialist. The picture then shows the comeback of the turkey as a cash crop for the farmer and pictures present-day methods of producing them. Most of the film is in color, with autumn scenes reminiscent of James Whitcomb Riley's "When the frost is on the punkin . . ." How to prepare turkey for the table, with a host of mouth-watering action shots, brings the show to an end. It goes over big with consumer groups, especially when a grower donates a turkey to be carved and distributed at the meeting.

Filming is done by Rollin Hayes Barrett, professor of farm management at Massachusetts State College. At present Professor Barrett is carrying a full schedule of teaching, but it is hoped that in the future he may be able to give more time to the production of films. He makes the films at an average cost of $100 for 1,000 feet, titled and ready to show. This is exclusive of travel costs, which vary too much to give a fair average. Film itself costs $6 a hundred feet, $7.50 for color. Loss in trimming averages about 5 percent. There is practically no loss on bad exposures.

The time spent on a film depends mainly on the subject. The tomato film took odd bits of time all through the growing season. The duck film was made in 2½ days.

Professor Barrett uses good equipment. His camera with F 1.5 lens, together with tripod and editing equipment, cost $468; his light meter, $15. Good projectors for 16 mm. film cost $150 to $200; screens, $35.

He makes the following recommendations for producing and using motion pictures: "Don't use motion pictures for still-life shots that could better be shown with slides. Although the motion picture is perhaps the most important visual aid, it is by no means a substitute for the others and should be used hand in hand with them for effective teaching. Do your planning before exposing the film; this saves both time and money. Have someone other than the photographer direct the action; running the camera is a full-time job. Don't try to show too much in one film; shorts are easier to make and usually result in better programs because there is more time for discussion.

"Have enough titles for clarity, but don't title the film to death. Have the person showing the film preview it so he can call attention to scenes having special local interest or timeliness. Use color, especially for depicting plant diseases or insect injury; some things just won't show in black and white. Incidentally, a process has now been developed for making color copies of color films."

Mrs. Esther Cooley Page, clothing specialist, has developed a nice stunt to gain audience participation for her film, The Family Spruces Up. This three-reeler shows laundering and pressing, closet arrangement, and sewing equipment. Whenever the film goes out it is accompanied by a discussion outline for the chairman of the meeting and questionnaires for the audience. Before the picture and between reels, the chairman brings out important points to be watched for and the members of the audience fill out their questionnaires. At the end of the meeting, free extension bulletins are distributed, which offer detailed information on the subjects shown in the film.

When a film has made the rounds, it can still be used in the college classroom, and in vocational high schools, where new audiences are recruited each year. One Massachusetts motion picture, taken in 1932, has been shown in several States; copies were made for agricultural groups in Denmark and France, and the original copy is still in use in its home State.

Most of the specialists enjoy the work of making a motion picture. Actors are easy to get, and commercial groups gladly lend all possible assistance. People in the audience often recognize the actors or the locale, which adds to the interest and helps to put the subject matter over.

The motion picture is no panacea, the specialists say, but it packs a lot of action and gets a big welcome from the audience.

## 4–H House

Forty-three University of Georgia coeds in the 4–H club home in Athens are making practical use of the 4–H experience that they received back in their farm homes to help them get an education. The average cost of room and board in this 4–H home is $10.37 a month because the girls live there cooperatively.

# The Local Touch Adds Radio Listeners

**W. A. PRICE, County Extension Agent, Alamosa County, Colo.**

Farm folks of the San Luis Valley of Colorado have learned that the Extension rvice broadcast can be heard every Saturday rning during the winter months from 11:15 11:45 o'clock. On these days most of the rm radios are tuned to this broadcast.

We have discovered that a radio program be of interest to our rural people must con- in a lot of emphasis on local people, local ppenings, and local problems, and must use much local talent as possible. In other rds, we must have a local touch. Our ople are interested in their neighbors and e to hear their names mentioned and hear em perform over the radio. We try to make ir radio programs into an aerial cake with nely information as its body and local talent its frosting. Everyone would rather have osting on his cake.

The broadcast starts with the theme song, ome on the Range. As soon as the tune es down, someone from the county office kes over the "mike" as master of cere- onies. Then there generally follows a pe- od of about 5 to 10 minutes of announce- ents or local farm news. About 20 minutes ! music is mixed throughout the program. Not more than 15 minutes is allowed for a discussion of topics of educational value to farmers. Farmers, as well as the rest of us, will seldom listen to a program of discussion for any longer period of time. Often special speakers are obtained for the broadcasts. These speakers may consist of specialists from the State Agricultural College, farm bureau leaders, and committeemen.

This program is sponsored by the Extension Service of Alamosa County, under the direction of Ebba Stephens, home demonstration agent, and myself, with the assistance of various farm groups. It has been broadcast during the winter months for 3 years. No programs are broadcast during the summer and fall months because the farmers are too busy in the fields to listen or to take part in the programs.

We wondered just how many farmers were listening to the programs, so we broadcast a request for cards commenting on the programs. Very little response was received from this request. Then a plan was used of making remarks about some farmers' local achievements in agriculture or some farm woman winning a canning contest. Other mention of local news was made. No response by letter was received about this type of program either, but farmers soon began remarking to us:

"I was surely surprised to hear about what Mr. Jones is doing. What do you think of this method?

"I enjoyed hearing my name mentioned over the radio.

"I listen to all the broadcasts because I want to find out if the people from my district are as good speakers or musicians as those from other districts."

Now we know that farm people are listening.

For several months we conducted a fiddlers' contest, and one or two farmers played on each program. These men were from different districts, and the winner was selected each day. A final was held, and the winner was awarded a loving cup. It was surprising to notice how each community backed its entry.

Again we knew that the farmers were listening.

Some of the rules that we feel are valuable in attempting to make broadcasts that will appeal to rural people are: (1) speaking parts should be short; (2) mix up the speaking and music; (3) use local talent as much as possible; (4) use local touches of news and achievements; (5) use humor at times but cautiously; (6) pretend that you are talking to someone in the room; (7) keep the program alive and moving; (8) keep discussions limited to timely subjects; (9) use outside help when it can contribute something worth while; and (10) always make preparation.

Agent Price interviews a farmer.

## Getting Together

Some 50 persons, including local business leaders and farm men and women met with the county extension agents at the Big Thompson schoolhouse in Larimer County, Colo., to plan their community program. County Agent D. L. McMillen presided and explained the purpose of the meeting. The manager of the Loveland Chamber of Commerce pledged the heartiest support of the merchants and stressed the need for the community to increase its income so as to be self-supporting. A bank official, who attended to learn more about community planning, stressed the need for cooperation. Major community problems discussed included: Less mechanical expense in farming, high-school education at less expense, water supply and electricity in the homes, more cooperation in marketing, and greater stability of adequate income.

In order to have background information concerning the homes of the community, questionnaires had been taken or mailed to the homemakers who responded splendidly. These same questionnaires have been sent to 10 communities scheduled for similar meetings.

# Planning Public Programs for Agriculture

**HOWARD R. TOLLEY, Chief, Bureau of Agricultural Economics**

**Discussion of the planning function in carrying out the Department objectives which Secretary Wallace presented in the February *Review*. Next month Administrator W. W. Alexander will write of the part to be played by the Farm Security Administration.**

■ In the first of this series of articles, Secretary Wallace gave me a text when he said that the fulfillment of the Mount Weather agreement "will provide the machinery for planning public farm programs in a democratic way" and that it "provides a way for farmers and specialists to pool their information, synthesize it, and come to common agreement on programs of action."

That, of course, is not the whole job of the Bureau of Agricultural Economics. As the Secretary also said, the very need for public action programs and for democratic planning of those programs emphasizes the corresponding need for continuing and strengthening our older programs of education and research. The Bureau of Agricultural Economics will bend every effort to meet its responsibilities in those older programs.

### *New Function of Planning*

In addition, however, the Bureau now has a great new function—planning—that carries with it a tremendous new responsibility. In meeting that responsibility, we shall need the assistance of all of the agencies of the Department and, particularly, shall we require the cooperation of the Extension Service.

To return to the Mount Weather agreement: That document, signed by joint committees of the Department and the land-grant colleges, said that efforts of the colleges "to help farm people build comprehensive programs for rural improvement should be intensified" and set forth in detail "a cooperative plan for building land-use programs and policies and having such programs apply to varying local conditions."

In doing the planning part of our job, we in the Bureau are centering our efforts on putting into effect the Department's share of the Mount Weather agreement. The most important thing to do right now in putting it into effect is to try to see that unity of planning and action is achieved. In other words, we must try to bring to the farm a single agricultural program. We cannot hope to do such a job overnight. Present conditions are the accumulation of many decades. To achieve readjustments must require a good many years.

Nevertheless, we are making a start this year. The best way we have found to make this start is through the selection of a single county in each State in which to aim at an intensive program of work this year. In these selected counties, every action agency of the Department will fit its program, so far as it legally is able, into a single plan drawn by the farmers of that county working with technical advisers.

This approach to the planning function has several merits. In the first place, it is not possible to attempt such a program in all agricultural counties in the United States this year. As we must make a start, this plan appears soundest from a practical standpoint. Then there is the need for working within counties representing farming areas of varied types, so that such advances as are achieved may be applicable to a much wider area. A third reason for such a procedure is that it will enable our technical help to farmers to be more effective than would otherwise be the case. For another reason, when there are alternative courses that may be taken, it will be only after each has been tried that it will be possible to decide which is better. By working in selected counties, we believe much can be done toward deciding such questions.

### *Planning in Every Community*

It would be far from correct to suppose, however, that the Bureau will confine its planning work simply to selected counties. The exact opposite is true. We hope to help to spread county planning into every community in every agricultural county in the country just as rapidly as we can. Selection of a county for intensive work by no means indicates that it is to have a preferred status of any kind. It may be chosen for a number of reasons, simply for its value as a demonstrational center or for some similar reason. We look forward to active work throughout the country based on Work Outline No. 1, the Extension Service's chart of the year's county planning project.

Another way in which we hope to implement the Mount Weather agreement is by expanding the functions of the State land-use planning specialist so that he may be of more help to the colleges and the Extension Service in all instances where their work touches that of the Bureau. We feel that the Bureau is exceedingly fortunate in being able to rely in nearly every State upon a land-grant college, a State extension service, and a Bureau representative who have been working together for years.

Another point emphasized in the Mount Weather agreement was that for clarifying the relationships of the Department to the land-grant colleges, and it set forth in general terms a statement of Federal-State relations in the light of new conditions. Hence, in the carrying out of its part of the Mount Weather agreement, the Bureau finds it desirable also to implement the agreement in this respect. Again, we feel that it is fortunate that a time-tested means of doing so is already at hand.

### *Memoranda of Understanding*

This means is the memorandum of understanding, and, under it, the cooperative agreements for putting such a memorandum into operation. In 1914, the same year in which the Extension Service was set up after enactment of the Smith-Lever Act, the colleges and the Department signed the first of these memoranda of understanding. Many have been signed since then. They provide a traditional and useful framework for us in going forward together to the new duties that county and national planning impose. So we are discussing with the colleges a memorandum of understanding and the accompanying cooperative agreements which we hope will afford us a continuing basis for joint action on behalf of the farmers.

Such a memorandum of understanding, of course, relates only to the collaboration between the States and the Department. In addition, there are numerous phases of the planning job that involve two or more of the agencies of the Department. To harmonize all programs in the farmers' interests, a formal means of cooperation on the part of these agencies likewise is required. Hence, we are preparing a similar document to be signed by the cooperating agencies within the Department. This will move us farther toward our goal of bringing the Department's program down to the individual farm as a single program.

If there is no royal road to romance, it may be said with equal truth that there is no royal road to reality of achievement in agricultural readjustment. I do not believe any of us minimizes the hard work that lies ahead. But the tasks that face us are the tasks of putting our democracy to use. That is worth whatever it may cost.

# 4-H Forage Seed Club

**PHILIP BLOOM, Assistant County Agent, Okanogan County, Wash.**

The first 4–H forage seed club in the State of Washington has six members who are learning first-hand the essentials of conservation. The leader, H. L. Martin, is a member of the Okanogan County Agricultural Conservation Committee and knows the need for soil-conserving practices as recommended on the A. A. A. farm and range program. He is also interested in the production of seed in the home locality in order that importations of seed from other communities or States will not be necessary. His interest in 4–H club work was aroused last fall when he attended the county fair at Oroville and saw the 4–H club members grooming their livestock, preparing garden products, and exhibiting their foods and clothing. He resolved that his community should have more club work, and, as forage was one of his greatest interests, he began stimulating interest among the boys and their parents in the production of seed for commercial use.

Each of the six boys in the club has seeded 1 acre of crested wheatgrass, mountain brome, or Alpha I sweetclover on land which he has leased for a period of 3 years from his parents or neighbors. In addition to the 1-acre planting, each member has a small experimental plot of six varieties recommended for his locality by the Extension Service.

As a group project, the club has a varietal test plot of 59 varieties of grasses and legumes which were seeded April 21. Seeding was done by the club members under the supervision of Leonard Hegnauer, extension agronomist, and the assistant county agent. At the conclusion of the seeding, Mr. Hegnauer described the purpose of a varietal test plot and what it should accomplish for the community.

The club members visited the soil-erosion nursery at Pullman in June and learned how the nursery and its subordinate experimental farms in different localities are operated, and how the nursery is connected with the program of the Soil Conservation Service. They learned the different strains and varieties of the most outstanding legumes and grasses. At the same time, they visited the State College cereal plots, the livestock and dairy barns, the poultry experimental farm, and the soil-erosion farm.

# North Dakota Director Dies

George J. Baker, acting director of the North Dakota Agricultural College Extension service, and, prior to his appointment to that position in August 1937, extension livestock specialist for 16 years, died January 15 from heart disease, following an acute heart attack on January 6. Mr. Baker was 58 years old.

Mr. Baker's particular interest was in the field of livestock breeding, and he was the author of numerous bulletins and articles on that subject.

Born in 1880, at Alma Center, Wis., on a general livestock farm, Mr. Baker attended country school and was graduated from the Alma Center High School, then a 3-year institution. He completed his high school work at Black River Falls, Wis., and then attended the Stevens Point Teacher's College. He received his bachelor of science degree in agriculture from the University of Minnesota in 1909 and his master's degree there the following year.

After graduation he continued at Minnesota, first as assistant superintendent of Minnesota demonstration farms. He was offered the first county agent position in Minnesota, a position which he declined in order to act as district supervisor of county agent work.

Later, Mr. Baker was acting county agent leader in Minnesota during the beginning of the work in that State. When Thomas P. Cooper, under whom Mr. Baker was working, became director in North Dakota, Mr. Baker was placed in charge of Minnesota demonstration farms.

He went to North Dakota in 1921 as extension animal husbandman, continuing in that position until he was appointed acting extension director, except for 2 years when he was assistant chairman and later acting chairman of the animal husbandry division of the North Dakota Agricultural College.

Mr. Baker was a member of the National Breeders' Association, the American Society of Animal Production; Alpha Zeta, honorary agricultural fraternity; Epsilon Sigma Phi, national extension fraternity, and the American Association for the Advancement of Science.

## Maps Bring Home Facts

In Indiana, last winter and spring, meetings of farmers representing each township were held in the county seat of each county. These township representatives, often committeemen working on the Triple-A program, or members of the county planning groups, listed on an outline map of the county the good land, the poorer soil types, and land unsuited for farming purposes, and in this manner accounted for the whole county area. These meetings were conducted by the county agricultural agent and representatives from the Extension Service at Purdue University and the land-use-planning section of the Bureau of Agricultural Economics. The maps actually were drawn off by the farmers themselves. Most maps have been posted for correction, and minor changes have been made in a few.

Today, almost a year after this work was started, these maps have found a real place in Hoosier agriculture, with many counties using them as a basis for planning long-time extension programs. The maps are also being carried to community meetings by county agents to refine boundaries and to clarify the land-use situation. Here is what Fred Hoover, county agricultural agent in Owen County, says about his use of the map:

"Last spring we set up a county planning commission. This group concurred with the soil use outlined on the map and was in favor of this land being included in the government purchase area. However, they felt that such a project should not be undertaken until basic figures on land valuation, productivity, tax delinquency, school-fund mortgages, and losses and old-age, child-welfare, and direct-relief occupancy were worked out. After this information is prepared it is to be presented to the public. The farm people must then be given time to consider it carefully. It is felt that after the taxpayers become acquainted with the actual situation as it affects taxes they will present ideas as to what should be done. We are preparing a land-valuation map showing each farm in the county."

# Oregon Develops Vital Extension Program

**WM. L. TEUTSCH, Assistant County Agent Leader, Oregon**

■ Program making is an old story in extension work. What I present here, therefore, is not new; it represents only a new approach, a new technique, in an effort toward doing better the task of developing county and State extension programs which meet the major agricultural problems as recognized by agricultural leaders in the various counties and in the State as a whole. Always it has been the conception in Oregon that our extension program must be close to the "grass roots", dealing with problems known and accepted by thinking people on the land, whose conclusions have been drawn after an analysis of the facts.

### *Economic Outlook Conferences*

Our latest activity in program planning consists of holding economic outlook conferences in each of the 36 counties in the State. We began organizing for these conferences in October 1937; and the last conference, with one exception, was concluded by the end of March, a 6-month task which required practically the full time of the central extension staff and part time of a few members of the college or experiment station staff and county extension agents. I know of no undertaking that has brought better returns.

In each county we have a long-time program charting the course for agricultural development, worked out after careful study and analysis by the people themselves. We have an appraisal of just how the various Federal programs relating to agriculture may affect the county and how these programs may be used to accomplish the things that need to be done. We have a land-use program for each county, supported by a land-use map, a cropping program, a livestock program, and a program for improving the farm home and rural life, all representing the best judgment of people on farms. Although these conferences were definitely organized to provide opportunity for farm people to plan their agricultural future, these conclusions, which fall within the field of the Extension Service as authorized in the statutes creating it, provide a means by which the Extension Service can reappraise its program and projects to see that they fit the agricultural needs of the county and of the State.

### *Five Thousand Participate*

In arriving at the final committee conclusions and recommendations, 40 to 60 representative farm men and women interested in and familiar with the agricultural problems attended three to five meetings over a 5-month period. More than 1,400 rural leaders played an intensive part in program planning. The conclusions and recommendations of these committees, drawn up in the form of reports, were then presented for discussion, amendment, and adoption at 1-day county economic outlook conferences. Attendance at these county conferences, depending on farm population, ranged from about 100 to more than 400 persons. Thus in Oregon more than 5,000 farm people were given an opportunity to participate in the development of a long-time agricultural program.

In general, the Extension Service assumed responsibility for organizing the conferences, developed an outline of procedure for each committee, and supplied factual data and assisted with the analysis of these data relating to the problems under consideration. The conclusions and recommendations were made by the farm people themselves.

To determine whether or not a conference should be held in a county, from 12 to 15 farm leaders—men and women—distributed as to communities and interests, were invited by the county extension agents to attend the organization meeting. A representative of the central extension staff explained the purposes and plan of the conference. This was followed by a round-table discussion, after which a vote was taken as to whether or not the conference should be held.

Although there were occasional dissenters to the plan, the decision was favorable in every county. A permanent conference chairman and secretary were chosen, committee chairmen and personnel named, and the date of the first committee meeting agreed upon. Four committees were appointed, varying in size according to the county and the problems to be considered by the committee, with membership ranging from 8 to 20. There were committees on land use, crops, livestock, and farm home and rural life. Of these there was no committee more important or that created greater interest than the committee on the farm home.

Next was the first meeting of the committees; the land-use committee, for example, consisted of 12 to 15 members, including 5 who were members of the program-planning committee of 1936, a businessman, timberman, and a county official. The remainder were substantial farmers who had not formerly participated in such conferences. Because of their interest in the land-use problem, vocational agricultural teachers and representatives of such public agencies as the Forest Service, Farm Security Administration, and the Soil Conservation Service were invited to attend the committee meetings. The county agent opened the meeting by explaining what transpired at the conference organization meeting, how the committee chairman and membership had been selected and why, and then introduced the land-use specialist from the college who reviewed the general scope of the conference, results of past program planning, and outlined the principal land-use problems in the county.

### *Program of Work*

A program of work for the committee was then agreed upon. In the main, these programs consisted of, first, a review of reports and recommendations of past economic conferences and program-planning committees and the long-time agricultural outlook situation; and second, the preparation of a long-time land-use map showing in various colors the recommended use of all land in the county as agreed upon by the committee. The Extension Service made available to the committee all factual data relating to land use, a map, and a uniform classification schedule which was used throughout the State. Thus the first meeting, which was the only one attended by a specialist, was devoted to outlining the work of the committee, distributing factual data and aids for the committee, with a small start on its work. Subsequent meetings attended by committeemen and county extension agents only were necessary to complete the land-use maps and to develop committee reports and recommendations. In similar fashion, committees on crops, livestock, and farm home and rural life functioned.

These reports, which carried studied recommendations and which in the aggregate constituted a long-time program for the farm and farm home, were then presented for discussion by the chairman of each committee at the 1-day county conferences to which all persons were invited. Discussion of the reports, some of which was planned in advance, in-

creased the interest, stimulated additional discussion, and served to emphasize important points. The approved reports were printed or mimeographed and generally distributed within the county.

*Changes Extension Emphasis*

What effect are these long-time programs having on our extension program? One at a time we brought into the central extension office at the college the extension workers from each county for an all-day session with specialists and supervisors. In these sessions the past extension achievements in the county were reviewed and the major recommendations in the conference reports were studied with a view to determining how nearly our county programs are meeting these needs. In general, we found that something was being done about most of these problems, but in nearly every county a shift in emphasis or more concentrated use of specialists was seen to be advantageous.

For example, in Gilliam County, a typical summer-fallow wheat-producing area, this procedure resulted in the writing of six major projects—range improvement, reduction of smut losses in wheat, noxious-weed control, erosion control, land use, and wheat variety standardization—to replace two major projects, one on forage improvement under range conditions, and the other on reduction of smut losses, in effect prior to the conference. The land-use project, for example, sets forth the part of the Extension Service in carrying out the recommendations of the land-use committee that 61,000 acres of cropland out of 242,000 acres should be retired from wheat and seeded to perennial grasses. Extension specialists in land use, livestock, soil conservation, and crops are all signers of the project, and it has the approval of the land-use committee.

In attaining this objective, the Extension Service, the agricultural conservation associations, and the Soil Conservation Service have a definite and important part to play. Thus, the attitude of local people becomes a matter of "how can we use these two action agencies in meeting this apparent land-use need?"

In Oregon we have been basing our extension program on the problem approach since the early 1920's. County economic conferences and a State economic conference developed on a commodity basis were similar in many respects to our most recent county economic conferences. For more than 10 years our extension program was based on the findings of these conferences. Substantial progress has been made on adjustments planned 10 or more years ago. They were designed primarily to adjust Oregon production in line with effective market demand and to effect those changes necessary to enable Oregon agriculture to sustain a relatively favorable competitive position. With various Federal programs and rapidly changing conditions, we saw the need for repeating these conferences in 1936. In 1937, we cooperated with the program-planning division of the A. A. A. in organizing special adjustment-planning committees in every county.

Then in 1938, in the light of changing conditions and revised Federal programs affecting agriculture, a need was apparent for again reviewing the previous conference reports and subjecting the land-use figures of the county adjustment-planning committees to the judgment and consideration of a larger number of representative farm people. In conferences this year, emphasis was shifted from commodities to land use and land economics, retaining commodity considerations in committees on crops and livestock, and adding, on a state-wide basis, the important farm-home and rural-life considerations. After all, the end objective of all we do is to make for a better, more stable farm home and rural life.

# Vermont Farmers Keep Up to Date

**THOMAS H. BLOW, County Agricultural Agent, Caledonia County, Vt.**

One hundred and thirty-five different farmers, farmers' wives, and farm people tripped off to school in Caledonia County the first week in December.

Representing 13 of the 17 towns in the county, this group of people heard about and discussed dairy, farm-management, poultry, soils-and-crops, and forestry problems. They came at 10 o'clock in the morning, brought their own lunch or bought it, and stayed well beyond closing time (3 p. m.) every day.

The schools were conducted at Lyndonville to serve the northern end of the county and at Peacham to serve the southern end. They were sponsored by the Caledonia County Farm Bureau and directed by the county agent. Many of the folks came every day for the 5 days, as one subject was given a full day's discussion; and several drove many miles.

E. H. Loveland, extension dairy specialist, discussed breeding, feeding, and weeding as supported by dairy-herd-improvement records. He pointed out that while average production in the county was around 5,000 pounds per cow, members of dairy-herd-improvement associations had increased production to more than 7,000 pounds. Dr. A. F. Ranney, of the State department of agriculture, rounded out each day with a discussion on Bang's disease and the State program on such work.

H. I. Miller, extension economist, bared the facts as to why we are having present trends in our farm economic system and pointed out the great importance of size of business in farm operations.

Poultry day was devoted to a general discussion and question box on poultry as a side line to dairy and other businesses, and this topic was ably handled by D. C. Henderson, extension poultryman. Assisting on this program were Orrin A. Stiles, of East St. Johnsbury, and James A. Craig, of Peacham, both practical farmers on a large scale who are using the poultry flock as a supplementary source of income to their dairy-farm operations. It was pointed out by Mr. Henderson that a recent survey of poultry as a side line in Caledonia County shows those farmers receiving a return for their labor of 76 cents per hour spent on poultry.

Timber salvage and a permanent forestry program attracted a large number of farmers, and Extension Forester George W. Turner outlined the various phases of this work. "After a few years, when the hurricane damage has been healed over, there will be greater need than ever for economical and business management of the farm woodlot," said Mr. Turner. Planting, correct thinning, and nonpasturing are important essentials to any woodlot program on the farm.

David Dunklee, of the Vermont Experiment Station Staff, had 2 real days with the farm group in outlining the better preservation of farm manures through the use of superphosphate in the gutter; the most practical uses of complete fertilizers; the value of applying what the plants need; the building of better pastures through top-dressing, plowing, or reseeding; and, most urgent of all, considering pastures as one of the most important crops on the farm if low costs of production are to be maintained.

All in all, there were 5 days well spent together. The meetings brought to the communities practical and up-to-date information on the more important angles of agriculture; local leaders were developed through discussion; and, best of all, they proved that farm people can still think clearly and are looking ahead to a better condition on their farms.

# Missouri County Organizes and Gets the Job Done

That the men and methods employed by the Agricultural Extension Service are getting the job done no one can doubt after reading the report of the 1938 grasshopper-control campaign in Grundy County, Mo., under the leadership of County Agent Albert Hagan. Though the actual measured results run into amazingly large figures, the most interesting features of this campaign are the methods used; early beginning, use of local survey, county-wide organization, placing definite responsibilities on local leaders, and faithful use of publicity.

The results, briefly, were these: $433,925 worth of crops saved on 41,652 acres of Grundy County farm land by 1,555 farm operators using 708,485 pounds of poisoned bait. Farmers reported kills ranging from 75 to 90 percent, and virtually all of the men participating obtained better kills than in any previous year. All bait was mixed at the county seat and delivered at outlying trading centers. All records were maintained in the county agent's office. A nominal service charge was made per hundredweight to help defray expenses for rent, trucking, and labor used for mixing poison bait.

The action campaign was opened with a series of 12 meetings early in April, following an educational barrage of newspaper stories and circular letters publicizing the results of the Federal-State survey completed in December. Grundy County is located in northwest Missouri, the area in which was found the greatest density of egg deposits by those conducting the survey.

Accepting this report as reliable information, Grundy County farmers responded readily to Mr. Hagan's appeal. The 12 meetings were attended by 647 men who organized a concerted drive against the hoppers by electing 14 county committeemen and 77 school-district directors. School-district directors were then trained by the county committee and the extension agent and were kept informed on the emergence of grasshoppers and the progress of the mixing and delivery operations. These men were also charged with the responsibility of sending in frequent reports on grasshopper emergence in their localities.

By the early part of June the county organization was in readiness to strike simultaneously in all parts of the county. By the 10th of June farmers were reporting from some school districts: "Grasshoppers are 10 times as numerous as ever before." All school-district directors were called into the county seat on Saturday, June 11, for their final instructions, and on Tuesday night, June 14, grasshopper-control meetings were held in 62 schoolhouses.

At these meetings 458 farmers were told just how serious was the threat to their crops and were given detailed information on the use of bait and how to obtain it. This information included even a detailed schedule of the day, hour, and place at which ready-mixed moist bait would be delivered by truck to eight conveniently located distribution points throughout the county. The fight was on.

Throughout the remainder of June and through July the movement gathered momentum as other farmers saw their neighbors getting bait from the county trucks at their local trading points; and before the campaign ended, in August, 1,555 farm operators availed themselves of the facilities thus placed so conveniently and convincingly within their reach.

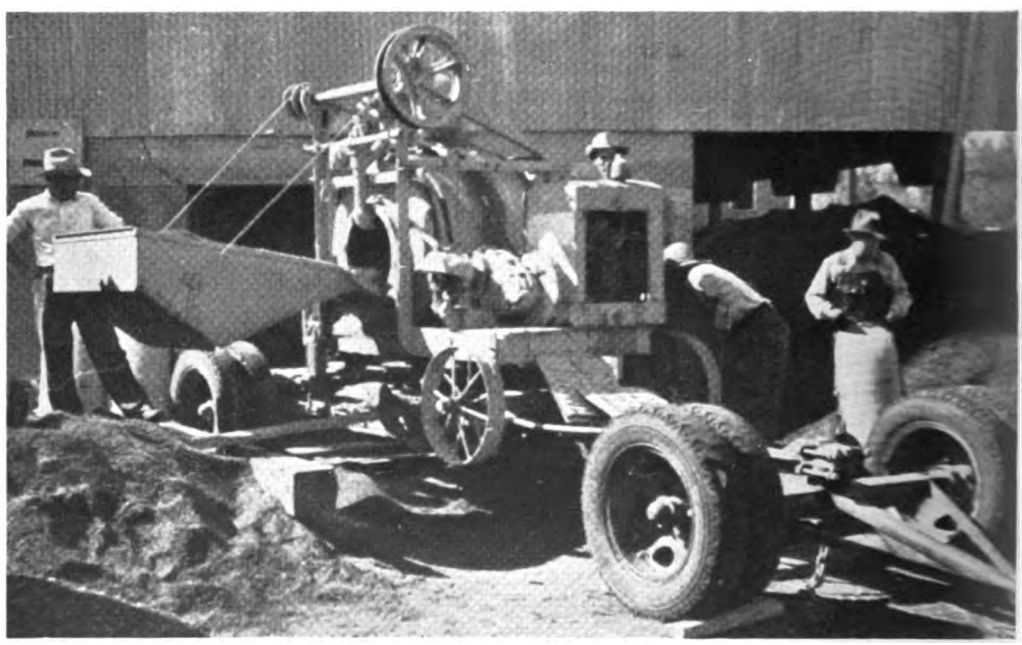
The bait materials, except for sawdust furnished locally, were purchased from funds made available to the Secretary of Agriculture for the control of incipient and emergency outbreaks of insect pests and plant diseases. The total expenditures in the campaign amounted to $1,246.60, including $633.49 for mixing operations, $413.83 for trucking and storage, $132.60 for supervision, and $66.68 for other expenses.

The money collected from users of the bait, mostly at 15 cents a hundredweight, with a slightly higher charge for the first bait distributed late in May before the volume of material handled was large, amounted to $1,252.49, leaving a balance of $5.89 for another year.

Viewed from any angle, all this was a splendid achievement. The mechanics of making the bait available when and where needed was no small problem. Even in the peak of the campaign, involving the trucking in of sawdust, the mixing and sacking of bait, and the trucking of bait to all parts of the county, there was no confusion, no waste. A day shift of seven men and a night shift of five men put out 40,000 to 45,000 pounds of mixed bait daily.

Organization was the keynote of Albert Hagan's campaign in Grundy County. Though a comparatively young county agent, he exercised wise generalship in placing much of the responsibility for this and other extension campaigns upon local leaders, then preparing each leader to meet his responsibility by supplying all necessary information and backing him up with a county organization so efficient that every promise made by the local leader can be carried out.

Mixing bait in New Mexico.



# New Mexico Puts Over a State-wide Campaign

During the last 2 years all forces in New Mexico have worked together to check the invading grasshopper. State officials, ranchers, farmers, and townspeople have worked with the Extension Service and the Bureau of Entomology to combat the spreading devastation. Assistant County Agent Leader G. L. Boykin and Assistant Director H. L. Hildwein, who have been mainly in charge of the grasshopper-control work throughout the State during 1937 and 1938, were largely responsible for the organization of all agencies that cooperated in the eradication program and also for seeing that ample supplies of poison-bait materials were on hand. All the poison-bait material used was obtained through the Bureau of Entomology.

*Committees Work Tirelessly*

County and community committees have worked continuously in Union County since the beginning of the grasshopper campaign. In 1937 members of the grasshopper-control committee spent their own time and money and worked often until midnight visiting the communities to find out the poison-bait needs and then rose the following morning at 3:00 o'clock to go out with the National Guard trucks to show the drivers where to deliver the bait and to help in its distribution. Approximately 50 carloads of Clayton businessmen also started out as early at 3:00 a. m. to assist their rural neighbors in the actual distribution of the bait.

Reports from Quay, Colfax, and Harding Counties give similar accounts of communities working together to stop the invasion of hoppers into their territory. The local newspapers and the Associated Press dispatches have done effective work in giving out timely reports of the progress of the campaign.

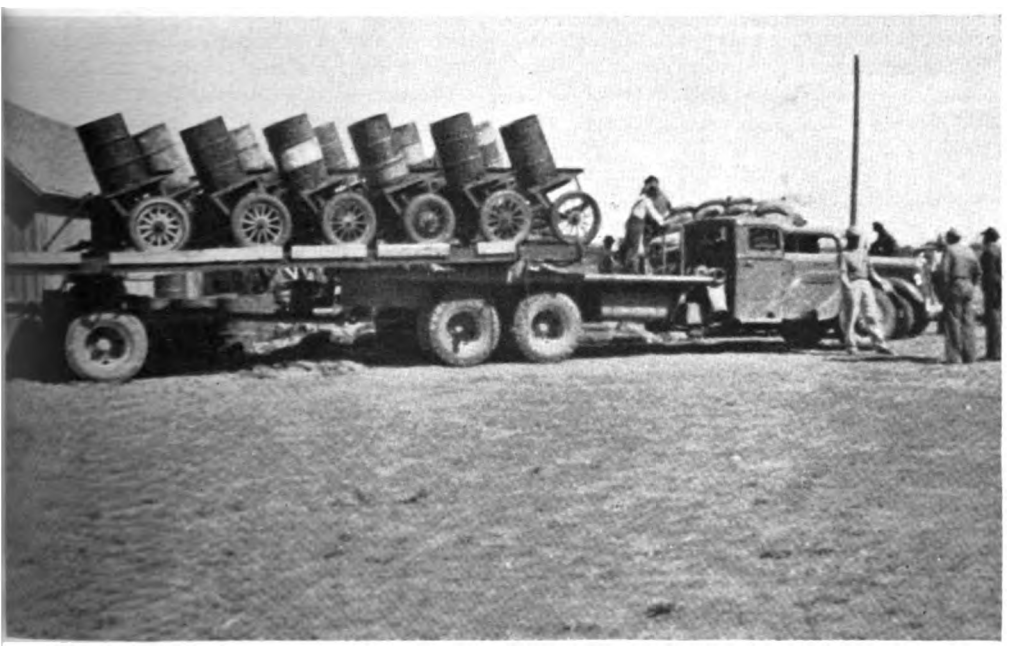
It is estimated that in 1938 more than 180 farmers, ranchers, and businessmen from noninfested areas of Quay County volunteered their services to help battle the hoppers in Union County. Farm bureau representatives also gave excellent cooperation by assisting in spreading bait in the infested area of Quay County.

In Colfax County citizens' committees were set up, and local men volunteered to act as district supervisors. These men covered definitely assigned areas, locating bands of hoppers, overcoming any opposition to the use of poisoned bait, and arranging for the movement of mechanical spreaders into fields where the need was most urgent. When the hoppers were finally brought under control in this county, local committees continued to be active, pushing on into Union County and assisting with the desperate drive there.

In Harding County local committees have also performed excellent service, particularly in the Yates community, where a bad infestation was effectively cleared up in a relatively short time. Here again the spirit of cooperation has been manifested to a high degree, for the Yates people did not stop at the county line but pushed on into Union County.

"Although the Extension Service and the Bureau of Entomology and Plant Quarantine, together with numerous other State and Federal agencies, were heavily involved in the control program, it was the wholehearted support given by ranchers, farmers, and townspeople of the area which, in the final analysis, was responsible for the success of the undertaking," said G. R. Quesenberry, New Mexico's director of extension.

**Carrying bait spreaders to the fields.**



## A Limestone County

One of the ringleaders in the use of limestone among the 102 counties of Illinois is Cumberland County, in the south-central section of the State. Although composed of only eight townships, Cumberland County has used approximately 19,000 tons of limestone each year for the past 3 years.

Sparkplug of the limestone cause in Cumberland County is County Agent Charles Tarble, assisted by a number of the farm leaders in the county. During the past 8 years that he has served Cumberland County, Mr. Tarble has never missed an opportunity to urge the use of limestone.

Armed with a soil-testing kit, he has made many farm visits to assist farmers in solving their soil-management problems, and as a result he is familiar with the different types of soil which are to be found in the county. With the development of local quarries where limestone can be had in truckload lots, he has encouraged the use of limestone in small quantities and, therefore, has seen a large number of farmers use limestone who could afford only limited amounts.

As has been the case in many other counties, the soil-building phases of the A. A. A. farm programs have done much to boost the use of limestone. Many farmers have used their conservation payments to cover much of the expense of spreading limestone.

In fact, in Cumberland County, A. A. A. county and community committeemen have lined up squarely behind the limestone campaign. One farm reporter, Clint Ariens, Toledo, has been outstanding in his untiring efforts to get new users of limestone. With the aid of Farm Adviser Tarble, he has induced 22 farmers to use limestone for the first time during the past 2 years.

Time, labor, and money spent in spreading limestone in Cumberland County is paying dividends in improved yields obtained by following a sound program of limestone and legumes. One farmer started liming in 1927 and now has 140 acres limed and phosphate applications on 40 acres. His corn yields have jumped from 25 bushels an acre to 50 bushels an acre.

# Scott County, Missouri, Makes a Plan

**D. C. WOOD, Extension Economist, Missouri College of Agriculture**

**Behind every local movement which outwardly seems spontaneous there is in reality a personal vision and dynamic force. County Agent Roy L. Furry, with clear vision and indomitable will, led the Scott County (Mo.) Agriculture Planning Committee and hundreds of farmers to the successful achievement described in this article. Shortly after the Scott County Agriculture Planning Committee report was signed and filed, Mr. Furry died, bringing to a close a life of service which will be sorely missed in Scott County and in the Extension Service ranks.**

Within 60 days after county agriculture planning was launched in 1936 as a Statewide project in Missouri, the Scott County Agricultural Planning Committee had filed its report. During this brief period, moreover, it had scored several major accomplishments, both as to thoroughness of method and as to effectiveness in bringing about widespread collective thinking.

*Method Was Thorough*

No claim is advanced that the methods employed by Scott County were unique or original, but that they were effective and thorough is evident. Following a county-wide series of township mass meetings at which the purposes of the movement were made clear and expression of opinion from many was obtained, an intensive survey by local leaders was completed in each township. A simple form of systematized questions was employed to disclose current land-use situations on individual farms and opinions as to feasible adjustments through which a conserving use of land could be attained without material sacrifice of income. A sample of 11 percent of Scott County's farms resulted.

The survey material was studied and conclusions were drawn by the committee only after considerable discussion with farmers, townsmen, and officials who had specialized experience or training.

An especially thorough appraisal was made of bodies of land which represented problem areas. In addition to scattered tracts of small acreages, the committee concerned itself particularly with one area of 20,000 acres. This tract of sandy ridge land, continuously intertilled for cotton and corn over a period of many years and deficient in humus content, had deteriorated into "blow sand." Nevertheless, it consistently drew to itself a succession of families who left behind them their little and all of assets, hope, and energy. Inquiry developed that a large proportion of the county's tax-delinquency and relief load centered within its boundaries. Of what avail were county expenditures in maintaining roads, culverts, schools, and other public services for an area in which land, capital, and human energy were being unproductively consumed?

This trouble area was personally inspected by the committee. A retired county engineer, who was intimately familiar with practically every quarter section of land within the county, was called into service. An accurate map of the area was drawn. After the area was carefully described as to its physical features, specific recommendations were recorded. The committee recommended that this body of land should be purchased by a public agency, retired from farming, and planted to black locust trees.

This report, it is stated, was one of the first few coming to the attention of the Resettlement Administration which seemed to merit serious consideration. In 1937 that organization sent a staff of specialists to check the area. Some of these "drove" and mapped the area. Others tabulated official records of the delinquencies, public expenditures, and relief grants. These investigations corroborated in practically every detail the report of the Scott County Committee. The final outcome of the committee's recommendation for this problem area is not yet in sight. However, test plots of black locust planting have been established, and time must be counted upon for the final solution.

In the second year of its work the Scott County Agriculture Planning Committee assembled to experiment with methods of extending its usefulness. The county map was broken down into distinct major physical divisions as a step toward ultimately developing land-use recommendations for each homogenous area within the county, which would conserve the soil and agricultural income.

The Scott County Agriculture Planning Committee is not credited with originating its methods of work, for these are in close accord with the procedures outlined for the national land-use-planning project recently submitted. Admittedly, also, the experiment just described was no homespun product, but rather the composite prescription developed by several individuals and organizations. However, it still remains uniquely appropriate that this pioneering occurred within the boundaries of the Nation's last frontier, the Southeast Missouri Lowlands, reclaimed in comparatively recent years from swamp and overflow.

# Survey Reveals Value of Demonstration Farms

In the mountains of western North Carolina, where cold waters cascade from lofty peaks to help form the great power and navigation resources of the Tennessee Valley, an amazing change is taking place in agricultural practices. Farmers are putting their land to better use, are receiving greater returns from their investments, and are building up their farms instead of tearing them down with soil-depleting crops and seeing them eaten away by erosion.

Much of this change is the result of the demonstration-farm program in 15 western North Carolina counties, started in 1935 as a cooperative project of the State College Extension Service, the Tennessee Valley Authority, and the North Carolina Agricultural Experiment Station.

The lack of practical farm organization policies and a planned program to conserve fast-depleting forest areas resulted in run-off of soil and water in agricultural areas, the destructive silting of stream channels, and uncontrolled floods from many important rivers.

Through an act of Congress in 1933, the Muscle Shoals project in Alabama was made available for the production of economical fertilizers for agricultural purposes. The demonstration-farm program was started to test the system of restoring and maintaining soil fertility through the use of improved crops and cropping systems and methods of fertilization.

The Extension Service administers the demonstration program, and R. W. Shoffner, farm management supervisor, is in charge of the work. To test the success of the program, a survey has been made of the results of the first 3 years of work in Watauga County, one of the most progressive areas in the T. V. A. watershed. Despite the compartively short time the program has been in effect, facts and figures show astounding advancement—not facts and figures based on estimates by Extension Service or other farm officials but reports from cooperating and noncooperating farmers themselves.

For instance, the average farm income (total receipts less total expenses) on 100 demonstration farms was $387 in 1937, whereas on 50 nondemonstration farms surveyed the income was only $288, or an average difference of $99 per farm. To make the comparison equitable, the nondemonstration farms selected had a value of $815 more than the demonstration farms and were slightly more than 5 acres larger in size. The average size of the demonstration farms was 133.8 acres, whereas the 50 nondemonstration farms averaged 139 acres.

While the farm income showed an average of $99 advantage for the demonstration farms, the difference in labor income was even greater, being $140 higher on the demonstration farms. This is the farm income less 5 percent interest on the average investment. The larger investment of nondemonstration farms caused a larger interest charge, and this tended to decrease the labor income.

Crop yields always form a popular comparison; therefore Shoffner asked this question of demonstration farmers: Have the yields of crops on your farm increased in the last 3 years? Of the 100 farmers, 91 answered; and 72 of them, or 79 percent, replied in the affirmative. In terms of corn, the crop most generally grown, the average number of bushels of increase was 12.2.

The theme of the demonstration program is a balanced farming system; improvement of the soils by means of legumes and cover crops; the putting of land too steep for cultivation into pasture or sod crops (some call it "getting the plow down out of the hills"); the growing of sufficient feed crops; and the production of enough cash crops to maintain the family, supplemented, of course, by livestock enterprises and the family living from the farm. It was also recommended that land not suitable for cultivation be set to trees.

The demonstration farmers reduced acres in corn an average of 2.9 acres per farm between 1935 and 1937 and cut their acreage in all grain an average of 1.2 acres per farm and truck crops 2 acres per farm. During the 3 years, the demonstration farmers increased their hay land 2.5 acres each and increased all cattle about 3 head per farm.

The demonstration farmers applied an average of about 2.2 tons of lime per farm per year before 1934, but they applied an average of 19.6 tons per farm in 1937, or an increase of 17.4 tons. They also said that they were cultivating an average of 8.3 acres less of land subject to erosion than in 1934.

A number of miscellaneous improvements were made on demonstration farms since the program started. The survey shows that 69 of the 100 farmers cleaned up pasture land; 30 bought purebred livestock; 26 built and repaired fences; 16 repaired or improved their dwellings; 23 repaired or improved other buildings on their farms; 7 constructed new farm buildings; 3 built new dwellings, and 2 installed water systems in their homes.

One of the chief aims of the demonstration-farm program is to provide a demonstration of better agricultural practices. Of the 50 nondemonstration farmers questioned, 33 said they had visited demonstration farms and 17 reported that they had made changes in their cropping systems as the result, whereas 24 said they made changes in fertilizer practices.

# New Jersey Mourns Loss of Director

■ American agriculture lost a distinguished leader in the passing of Herbert Jonathan Baker, director of the New Jersey Extension Service, last January 6 at the age of 53 years.

Stricken with a heart attack during the extension service party held at Dunellen, N. J., to mark the close of his organization's annual conference, Director Baker died a few minutes later without regaining consciousness.

His passing was a shock to his associates and to the thousands of New Jersey citizens in whose interest he had labored for nearly 16 years; it prompted many expressions of mourning on the part of agricultural and educational leaders, not only in New Jersey but elsewhere.

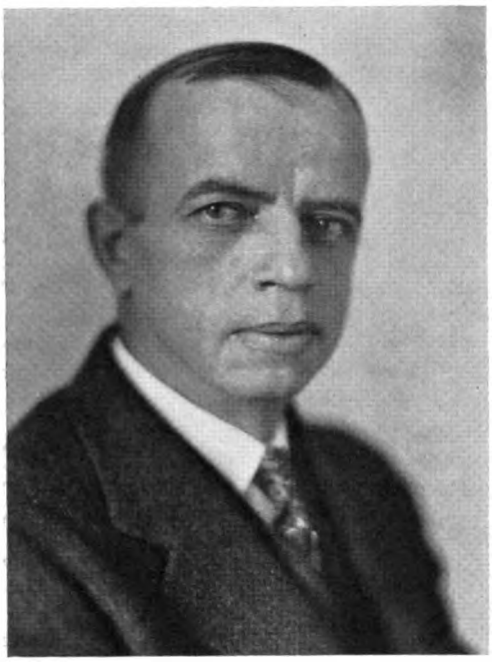
Secretary of Agriculture Henry A. Wallace said: "New Jersey farm and city people suffer a great loss in the untimely death of Director H. J. Baker. All who knew him were impressed by his devotion to the interests of the citizens he served with his associates in extension work."

Dr. J. G. Lipman, dean and director of the New Jersey College of Agriculture and Experiment Station, in part, said ". . . not only has he been the guiding genius of the New Jersey Extension Service for nearly 16 years, but he has also played a leading role in formulating extension policies all over the United States. His death has come at a time when not only farm people but suburban and urban people as well recognize the splendid contributions he has made."

A native of Selbyville, Del., H. J. Baker graduated from Massachusetts State College in 1911 and remained on the staff of that institution until 1914, when he became Connecticut's first director of extension. In 1919 Connecticut granted him a leave of absence to join the faculty of the A. E. F. University in France, where he organized the agricultural school at Allerey. For his achievements in this capacity he was decorated by the French Government.

Called to New Jersey in 1923 to head the Extension Service, Director Baker outlined a program that was to enlarge and increase the effectiveness of the organization to the point where citizens in 20 of 21 counties brought about the establishment of local extension offices. That he built well is revealed not only by the increasing demands made on the Extension Service by citizens of New Jersey but also by the respect and loyalty with which he was regarded by his staff. It was Herbert Baker's method to work quietly, to keep out of the spotlight, and to be generous in giving credit to others for a job well done.

# New Federal Extension Set-up



H. W. Hochbaum.

A reorganization of the Federal Extension Service staff was put into effect February 1, designed to coordinate and unify the work of the office. During the past few years the responsibilities of the Extension Service have been greatly increased. Enlarged appropriations of Federal funds to the States have increased the duties as prescribed by law for the review of State budgets, projects and plans, the periodic inspection of accounts, and the comprehensive reports of progress under approved projects. Likewise, the functions of furnishing information and giving assistance in relation to the Department's national programs for the advancement of agriculture have made unusual demands upon the Washington staff. To meet more adequately these increased responsibilities and to bring about better coordination of all lines of work in Washington and in the field, it has been apparent for some time that a realignment of the functions of the Washington offices is highly desirable.

The new organization comprises four divisions: (1) Division of Business Administration, (2) Division of Field Coordination, (3) Division of Subject matter, and (4) Division of Extension Information.

Director C. W. Warburton and Assistant Director Brigham will have the assistance of three principal technical analysts, W. A. Lloyd, H. W. Gilbertson, and C. L. Chambers, who will analyze State budgets, projects, and plans of work, making recommendations for their improvement. They will also visit the States periodically to make the required annual reviews of extension accounts, prepare annual and special reports, and perform such other duties as the Director or the Assistant Director may delegate to them.

The Division of Business Administration will be under the direction of M. M. Thayer, Chief, and W. H. Conway, Associate Chief. This division is responsible for administrative procedure and policies of a business, personnel, and fiscal character.

The Division of Field Coordination, with H. W. Hochbaum, Chief, will have charge of the development of Federal-State programs and plans of extension work, organization and supervision of State and county work, correlation of State and county programs with the work of Federal agricultural action agencies, and studies of the effectiveness of extension teaching methods. This Division consists of two sections, one devoted to program planning and organization, with Mr. Hochbaum temporarily acting in charge, and the other devoted to studies of extension methods and reports received from State and county extension workers, under the leadership of M. C. Wilson.

The Division of Subject Matter, with H. W. Hochbaum acting as chief until a permanent chief assumes this responsibility, will develop materials useful in extension-program building from economic and subject-matter sources and coordinate this with land-use-planning and action-agency programs. The division will analyze situations and develop plans for the improvement of farm management, home management, and production methods, and will act as a liaison agency between the Extension Service and Department subject-matter and economic bureaus to speed the release of basic facts in a form suitable for most effective use in the States. Under this division are two sections, the economic extension section, with H. M. Dixon in charge, and the agricultural and home economics section, with S. P. Lyle in charge.

The Division of Extension Information is under the direction, for the present, of the Assistant Director of extension work, Reuben Brigham. This division is charged with the preparation and coordination of extension information and visual materials, and with teaching extension workers the effective use of these materials. Its three sections are the Motion Picture Section, which prepares and distributes films, with Raymond Evans in charge; the Visual Instruction and Editorial Section, which develops and teaches the use of visual aids, publishes a national professional extension journal, handles contacts of an informational character with State extension services, and edits extension publications, with Lester A. Schlup in charge; and the Exhibits Section, which prepares exhibits and distributes them to State, interstate, and international fairs, with J. W. Hiscox in charge.

S. P. Lyle.

## Building a Clubhouse

Union Star Community, Washington County, Ark., has built a new community house for $26.07, reports Harriet B. King, home demonstration agent.

The project was started by the Ozark Home Demonstration Club when it bought an old house for $25 and interested the men in helping to erect a new community building. The men tore down the old structure and moved the lumber to the building site which was donated by one family in the neighborhood.

A keg of nails and lumber for the shingles and seats of the 26- by 12-foot house were donated. The lumber was cut, loaded, and trucked to the sawmill by donated labor, and the mill owner also gave his time.

A 6- by 12-foot stage is still to be added to the house. An organ and a stove, purchased several years ago and used in a private home for Sunday school purposes, have been moved to the community house and the women have made curtains for the windows and have burlap sacks ready to be made into curtains for the stage.

## A Pageant of Pioneer Days . . .

A Butte County, S. Dak., was the feature of the homemakers' county achievement day held recently at Nisland. A Belle Fourche club presented the first scene which told how the creeks in the county received their names. Another club depicted an early wedding scene. To remind the audience that pioneer life was not easy, another group of homemakers dressed in appropriate costume and pantomimed an activity of work for every day of pioneer week. Scenes in an early land office, with pioneer mothers, school teachers, Indians, cowboys, city people, and others, coming to seek homes in the new country, were shown by the Nisland club. More than 250 club members attended the presentation.

## Exhibits Tell the Story

In an orchard clinic set up for a 1-day homemaker's short course held in Kaufman County, Tex., the women planned that a series of exhibits should tell the story and allowed 10 minutes for verbal explanations. Equipment and materials needed for the care of the orchard and for spraying were shown, and prices were given and suggestions made for using them. Stumps were set in dirt to show the use of paradichlorobenzene around peach trees. The names of these materials and their uses were printed on the programs. The club leader suggested that the home orchard bulletin be used as a guide. A 4-H club girl told how an orchard could be started at little or no expense. She showed how to bed peach seeds in moist dirt, how to plant them, and showed a seedling tree and gave the method of budding. She demonstrated how to make cuttings and illustrated with posters the planning of a home orchard.

## Good Clothes Closet, Cheap

Such seemingly useless articles as an old broomstick and discarded orange crates have been fashioned into a useful, attractive clothes closet by two Oklahoma 4-H club girls.

The girls are Nelmarie Wilson and Wanda London of the Anderson 4-H Club.

In making their portable orange-crate closet, the girls used four orange crates and two half crates, a 16-inch by 54-inch board for the top, another board measuring 1 foot by 1½ feet, a broom handle, ordinary screen hooks, wallpaper, and paint.

Strips of old cloth are pasted over the cracks in the crates to keep the paper from punching through, and then the crates are covered inside and out with wallpaper. They may be painted instead of papered, but the paper is preferred because it covers all the rough boards and cracks and is less expensive. The top board is painted to harmonize with the color scheme of the room. The

# ONE WAY TO DO IT!

## Methods tried and found good

boxes are placed on end, two and one-half crates high, and are hooked together with screen hooks. The crates provide a number of shelves, and garments may be hung on the broomstick fastened horizontally between the crates.

The girls use three types of garment bags: One with a flap to turn up at the bottom and fasten with three buttons; one opening down the front and snapping together; and a third which is merely a protector for the shoulders and collars of the garments. They made shoe racks from the ends of an orange crate, fixing them so they are easily removed during cleaning.

A hose box is fitted with compartments and covered with wallpaper, and the handkerchief box was formerly a cigar box. Miscellaneous boxes in which to keep gloves and other small articles were made from painted chalk boxes.

As hats retain their shape much better if kept on a stand, the girls devised a number of different kinds of stands. One is made from an oatmeal box; another is made from an old school bell with an electric light bulb for the top, covered with material.

The clothes hamper made from a bean crate is painted and lined inside and is fitted with a hinged lid. The entire closet was assembled for $2.29. Since the girls demonstrated their closet, six additional ones have been built in the community.

## Home Agents Study Dairying

Florida's county home demonstration agents made a special study of home milk production and utilization at a recent home-dairying short course. Mary E. Keown, State home agent, called all county home demonstration agents to Gainesville for 3 days preceding the annual extension conference, and a good part of their time was devoted to the home-dairy study.

Selection, care, and feeding of the family cow; making high-quality dairy products; and judging and scoring dairy products were the main things the women studied. The course was arranged by Anna Mae Sikes, extension nutritionist, and Hamlin L. Brown, extension dairyman. They were assisted in planning and conducting it by W. E. Wintermeyer, Federal extension dairy specialist; and Dr. R. B. Becker, Dix Arnold, and L. M. Thurston, of the Florida experiment station. Dairy laboratories and other facilities of the University of Florida were utilized.

On the first afternoon, a milking demonstration emphasized the best type of milk pail and strainer, method of grooming the cow, and other points concerned with cleanliness of the farm milk supply.

Feeds and feeding were discussed in the dairy barn where the hay and dry feed a cow needs were shown. This was followed by a tour of Napier grass plots, pastures, and feed-producing fields.

On the second afternoon they took up laboratory practices in making butter, cottage cheese, buttermilk, and other milk byproducts. The third afternoon they scored sweet milk, butter, and cottage cheese and were shown how to grade these products.

## Purchasing Purebred Pigs . . .

for breeding at a dollar each has been worked out by the 4-H club members of Saline County, Ark., through the cooperation of the county agricultural committee and County Agent Kit Smith. The club members organized into groups of 10, with each group purchasing one gilt. Each member paid 1 dollar, which entitles him to draw for a pig from the first litter. This procedure is continued until each investor has received one pig. A member from each group is selected to care for the sow until each member has received a pig.

## The Third Annual Dairy Day and County Picnic . . .

held at Shakey Lakes County Park in Menominee County, Mich., last fall was attended by at least 6,000 people, according to County Agent B. D. Kuhn. During the day, 30 of the highest-producing cows in dairy herd-improvement association work were exhibited and judged. They were first judged on type and then placed according to their production in dairy herd-improvement work.

"Excellent cooperation in the promotion of Dairy Day was received from the Menominee Chamber of Commerce and businessmen and farmers throughout the county," said Mr. Kuhn. "The county businessmen made it a holiday and closed their places of business for the day. Dairy Day, the publicity in connection with it, and the opportunity it presented for members of the dairy herd-improvement association to do something as a group, have helped considerably in advancing dairy herd-improvement association work in the county. Two associations are now entirely filled, and the most gratifying part of the situation is that practically all of the members are staying in the associations."

# Adequate Preparation for the Extension Career

■ Are extension workers adequately trained for their jobs? According to the consensus of opinion of 7,873 State and county extension employees who expressed themselves on this question in a recent survey, certain curricular adjustments are necessary to equip the extension worker more completely for his job.

Cooperating in this study were 529 administrative and supervisory officers, 1,356 subject-matter specialists, 3,494 white agricultural agents and assistants, 1,743 home demonstration agents and assistants, 284 county 4–H club agents, and 467 Negro extension workers.

These extension employees, representing 92 percent of the entire 1937 field staff, are practically unanimous in the belief that prospective extension agents should be provided college courses in the broader social fields and in extension organization and methods and should serve an apprenticeship period of 1 year or more before being given a permanent extension appointment.

Members of the extension field staff have had an average of 4 years of undergraduate study, and two out of five have also had about 1 year of advanced study. Eight percent of white extension workers and 41 percent of Negro workers do not have a college degree. The growing realization of the necessity for training beyond a bachelor's degree is reflected by the high proportion of extension employees who consider graduate training important—36 percent reported that they considered advanced study of much importance, and an additional 51 percent reported it of some importance, leaving 13 percent who either considered advanced training of little importance or failed to report any opinion on this point.

Three-fourths of the county agricultural agents, slightly less than half of the home demonstration agents, and two-thirds of the 4–H club agents took part or all of their undergraduate training at the land-grant college of the State in which they were employed. Of special interest is the fact that 59 percent of the county home demonstration agents received part or all of their undergraduate training at other than land-grant institutions in an environment obviously less conducive to an understanding of the problems of rural people.

As might be expected from the nature of extension work, courses in technical agriculture and home economics head the list of courses found most helpful in conducting extension work in the county. Other courses found to be of the highest degree of helpfulness are economics (including agricultural economics and farm management), education (including philosophy and psychology), English (including public speaking and journalism), biology, and sociology.

In reporting on the subject groups which they felt were of greatest importance from the standpoint of additional work desired agents again reported technical agriculture and home economics first on the list with courses in economics and sociology of almost equal importance. Business administration and education were mentioned slightly less frequently; English courses were listed by more than one-third of the workers and biology by more than one-fourth.

In reporting on types of practical experience contributing to their ability to do extension work, 96 percent of the agricultural agents reported farming, and 84 percent of the home agents mentioned homemaking as most important, with teaching experience rated as second in both cases. Business, research, and other types of experience in professional agriculture and home economics were also reported as beneficial by a substantial proportion of agents.

With more than a thousand assistant agent positions in the extension system, it is possible for promising young people to train directly for an extension career and to start serving their apprenticeship almost immediately upon completing their college work, without first acquiring several years of experience in some other field.

Adequate preparatory and in-service training of some 8,600 extension employees is the primary responsibility of the land-grant colleges. It is, therefore, incumbent upon those working out the curricula of land-grant colleges, to outline an adequate preparatory training program which dovetails into extension teaching as a career.

The experience and judgment of the capable men and women who compose the field staff furnish the best source of information upon which to base a broad, practical program of personnel training, both preparatory and in-service.

Proceeding on this assumption, this survey on the preparation and training of extension workers was planned by Carl F. Taeusch of the Program Planning Division of the United States Department of Agriculture and M. C. Wilson, in charge, Extension Studies and Teaching, in which section the data were collected, assembled, tabulated, and analyzed. The study is reported in Extension Service Circular 295.

The survey was undertaken as a part of the functions of the Joint Committee on Training for Government Service, consisting of F. A. Middlebush, Missouri, chairman; Lloyd M. Short, Minnesota, and G. W. Rightmire, Ohio, representing the Land-Grant College Association; and W. W. Stockberger, chairman, E. C. Auchter, C. B. Smith, C. A. Browne, C. R. Ball, and C. F. Taeusch, representing the United States Department of Agriculture.

# 4-H Teams Tell the World

# Aiding Young Farm Families

■ Helping young farm couples out of the woods—that's how Jim Green describes Benton County's newest project, unique in Iowa and probably in the country.

Ever since he became a county agent, Jim has been worried about the recently-weds on the farm. It seemed to take them about 10 years to "get on their feet." Fraught with buying rugs, knives and forks, with the arrival of junior and a sister or two or three, with scarce pleasures and scarcer income, trial-and-error farm and home management—the first 10 years were indeed the hardest.

About a year ago Jim decided to do something about it. He made a list of the Benton County recently-weds under 35 and found that there were about 525 couples. He invited them to get together and discuss their mutual problems. Through the aid of extension farm and home management specialists from Iowa State College, they have been meeting at intervals expected to total about five times a year. Purpose of their discussion is to cut down the first 10 years of adjustment and establishment to a half dozen or less through better management. At least, that is Jim Green's dream in blazing a way out of early farm-finance frustration.

High point in the decade-pruning process was a recent meeting in which, under the guidance of Fannie Gannon and Lee Allbaugh, extension specialists, they pieced together an outlook of the farm situation. In economics brought down to earth (except, of course, for a reasonable number of ineradicable "it depends"), they located themselves on the business cycle.

Epitomized by Mr. Allbaugh as one of the best-conducted outlook meetings he had ever attended, the 1939 farm-and-home planning problem was worked out in small "conversation size" groups following the general presentation and discussion.

The group discussions were centered around a manufactured but practical problem of a 180-acre farm cumbered by a $5,000 commissioner loan, a $9,000 Federal farm loan, and a $3,000 short-term loan at 6 percent.

Assets of the farm were listed in detail—from half a hundred 175-pound spring pigs to a $300 A. A. A. payment and $500 cash in the bank. Flanking the assets and liabilities was a list of five problems which included desire of the farm homemaker for a $200 refrigerator, desire of the family for a replacement of the 3-year-old car, the place of the 3-year-old daughter in the farm-family picture, $3,000 worth of life insurance, and a decision on soil-building crop acreage.

With a list of the assets, liabilities, and problems each group worked out the hypothetical farm family's living for 1939 in view of the outlook.

At the end of the discussion period, each group leader presented the consensus of the group on the farm family's living. Group reports were summarized into a general conclusion by Mr. Allbaugh. The summary answered, too, questions which had arisen in the original general discussion on the application of outlook information.

The Benton County organization of recently-weds is still in its infancy, but Jim Green already points to changes in farming and management practices. He sees young farmers joining the local farm-management association, one of the six in Iowa which help farmers to keep detailed farming records and to plan their programs under the guidance of a farm management specialist.

He also sees the first 10 years becoming less of an isolation period as young farmers join the county farm organization and participate in community activities. The organization of this age group is a subtle factor in the gradual evolution.

## A Correction

In the article, A 4-H Community Asset, by B. W. Fortenbery, county agent in Garrard County, Ky., in the November 1938 issue of the REVIEW, page 165, the net profits of the baby-beef club members during 15 years were given as more than $128,000. This should have read gross income instead of net profits.

## Farm Ponds

Chautauqua County, Kans., farmers and ranchers have been participating in building 75 ponds under the provisions of the 1938 farm- and range-conservation programs, according to County Agent Lot Taylor.

# the Value of Their Dairy Products

■ When you can get 19 home demonstration agents, 140 4-H club girls, and 280 mothers and fathers studying about the food value of milk and learning how to demonstrate and tell others about it, as was done in West Virginia last year, you have an educational program of significant proportions.

Spurred on by the West Virginia Dairymen's Association, which offered $100 in prizes to coaches and team members, 4-H dairy-demonstration teams were trained in 19 counties. Two counties failed to report, but reports from home demonstration agents in the other 17 counties, tabulated by G. Heebink, extension dairy husbandman, shows that in the 17 counties 70 teams gave 242 public demonstrations before 7,765 persons.

Counties participating were required to train two or more teams, select the winning team in a public county demonstration, and make a report to the dairymen's association. A cash prize of $2 was awarded to each of the counties reporting. The champion county teams then competed at their respective regional fairs, five of which were held throughout the State. The highest-scoring team in each regional contest was awarded a $5 cash prize. The State winner was decided at Jackson's Mill, the State 4-H camp, during the ninth annual Central West Virginia Country Life Jubilee and State 4-H Fair. The winning team received a cash award of $25 to apply on a trip to the National Dairy Show at Columbus, Ohio.

Seventeen counties reported two or more demonstration teams. Wetzel County led with 12 teams. Hancock was second with 11, followed by Brooke with 8. Lewis and Morgan each had 4 teams; Greenbrier, Harrison, and Kanawha, 3 teams each; and Barbour, Hampshire, Marshall, McDowell, Monroe, Ohio, Pendleton, Pocahontas, and Wirt each 2 teams.

The county demonstrations were witnessed by 1,294 persons. The top attendance was in Brooke County where 250 persons turned out to see the 8 teams in action. Attendance in the other counties ranged from 29 to 493.

Prior to the county events, the teams throughout the State gave public demonstrations for educational purposes and practice. Attendance figures show that 6,171 persons saw the local demonstrations. In Wetzel County, 1,547 persons saw 12 teams put on their demonstrations. The largest attendance per team was in Pocahontas County where 2 teams demonstrated before 762 persons. Only 6 demonstrations were given, making an average of 127 persons in attendance per demonstration. The total attendance at all demonstrations, including the 300 persons who saw the regional and State contests, was 7,765.

The five regional winners—Hampshire, Kanawha, Lewis, Pocahontas, and Wetzel—competed in the State contest, and the Lewis County team composed of Virginia Dale Stoneking and Anna Ruth Swisher came off with top honors. Their demonstration on "Curds and Whey" placed fourth in the national contest at Columbus, held in conjunction with the National Dairy Show. The demonstration included the making of cottage cheese and the use of the curds and whey in various ways.

# Develop Educational Program for Soil-Conservation Districts

Recommendations for coordination of the educational work and operations in soil-conservation districts in the 26 States which have passed enabling legislation were given intensive study by representatives of the Extension Service and the Soil Conservation Service during the last 2 weeks in January.

The work of the conference was divided among four committees, one of which, under the leadership of T. Guy Stewart, extension conservationist in Colorado, worked out a complete outline of suggested educational and organizational activities to precede the creation of soil-conservation districts.

This committee agreed in a report adopted by the conference that the leadership in any program of soil-conservation education in the State is the responsibility of the Extension Service and that the technical information to be used in the educational program should be jointly agreed upon by the two services.

A second committee, with E. C. Sackrider, State coordinator for the Soil Conservation Service in Michigan, as chairman, worked on a revision of the suggested outline of district programs and work plans. It was recommended that a program be developed by the supervisors before the operations begin, and that a work plan be developed after a preliminary period of operations.

The third committee, under the leadership of Edd Roberts, extension conservationist in Oklahoma, studied methods of developing district programs and work plans. The report of this committee emphasized the importance of local initiative and responsibility and, because of its close relation to the preceding report, was correlated with it in a single report.

A fourth committee, under the chairmanship of J. G. Liddell, State coordinator for the Soil Conservation Service in Georgia, made recommendations for the integration of education and operations in soil-conservation districts. It was agreed that intensive education on conservation problems should begin before a district is created and continue as a permanent part of the district program; that it is essential that farmers accept all the responsibility in conservation of the soil which their resources permit; and that a method of procedure should allow the maximum number of farmers to engage actively in the planning and execution of their own farm-conservation plans. The district supervisors should be responsible for the complete program in the district, requesting technical assistance, coordinating leadership from other organizations, encouraging contribution from individual farmers, and designating farmer groups or committees necessary for carrying out the district work plan. It was also agreed that the success of the method would depend on the cooperation among the Extension Service, the Soil Conservation Service, and other agencies assisting.

Other representatives of the Soil Conservation Service taking part in the conference were State Coordinators Guy K. Fletcher of Louisiana and H. E. Engstrom of Nebraska. Extension Conservationists L. N. Brown of California and M. A. Thorfinnson of Minnesota also served on the committees. In addition, a number of State directors of extension took part in the committee work and the discussions during the last 3 days of the conference. Among these were Directors Eberle of South Dakota, Clark of Wisconsin, Symons of Maryland, Vice Director Spencer of Florida, Acting Director Bevan of New Jersey, and Assistant Director Goodman of North Carolina.

## Agricultural Building

The Taylor County (Tex.) Agricultural Building was dedicated to the agricultural interests of the county on December 15, 1938, by County Judge Lee R. York, reports Knox Parr, county agricultural agent.

This building was made possible by the county commissioner's court appropriating $10,000 to be paid by the levy of a 3 percent tax for 1 year only and by the W. P. A. appropriating $15,000 for labor.

The walls of the former county jail, built in 1887 of native stone, were salvaged for the walls of this new building.

The building, two stories in height, has 4,800 square feet of floor space and is valued at $40,000.

All agricultural agencies in the county are located in the building, including home demonstration agent, agricultural agent, Agricultural Adjustment Administration, Farm Credit Administration, Farm Security Administration, Coleman Production Credit Association, and the Taylor County office of the Texas Agricultural Association.

The offices of the county extension agents, including a kitchen for the county home demonstration agent, were equipped with new furnishings throughout at a cost of $1,200.

The Taylor County building is the fifth of its kind in Texas. Other county agricultural buildings have been built in Hale, Trinity, Gillespie, and Dimmit Counties; and a sixth is under construction in Jackson County.

## Miss Warren Honored

Gertrude L. Warren, of the Federal Extension Office, has been awarded the Order of the Three Stars by the Government of Latvia for "valuable service rendered in fostering friendly relations between Latvia and the United States, particularly in the field of 4–H club work."

4–H clubs have spread rapidly in northern Europe until they now have a 4–H federation, which last year met in Copenhagen, Denmark. In Latvia more than 40,000 young people between the ages of 10 and 21 years were enrolled in 4–H clubs this past year. Miss Warren has been instrumental in developing interest in the 4–H club movement across the seas by advising the leaders and supplying material based on her 22 years of pioneer work with 4–H clubs in the United States.

It is of particular interest that the man who is now President of Latvia, Dr. Carl Ulmanis, did some of his graduate work at the University of Nebraska and at that time developed a keen interest in American methods, especially those which he felt might some day help his own country. Many 4–H members and leaders who have been delegates to the National 4–H Club Camp remember with much pleasure Dr. Alfred Bilmanis, the Minister Plenipotentiary of Latvia to the United States, who is also deeply interested in American methods and especially 4–H club work.

The Order of Three Stars is the highest civil order conferred by Latvia, and Miss Warren is the only woman ever to have been so honored. Eventually, along with the King of England and other distinguished personages, Miss Warren will be allowed to wear the coveted maltese cross with its three tiny stars.



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# IN BRIEF

## New 4–H Broadcast

4–H Club Salute, a new weekly broadcast from New Mexico, features 4–H clubs in one particular county on each program. A brief history of the county and of the club work in the county is given; and, where possible, the club members themselves take part.

## New Publication

The Puerto Rico Extension Service started the new year with a new extension periodical printed entirely in Spanish. "El Heraldo de Extensión promises to be one of the best assets of the Service to convey information to our farmers," says Director A. Rodriguez Geigel.

## Eye Clinic

Extension homemakers of Holt County, Mo., cooperated with relief organizations and welfare boards in arranging for an eye clinic at which valuable assistance was given by the Missouri State Commission for the Blind. Free examination, glasses, operations, and hospitalization were furnished to those needing such help, and, since there are no eye physicians in the county, bus fare was provided to take the patients for treatment. Money for the clinics was raised by a community music contest.

## Plant-to-Prosper Party

A harvest jubilee or plant-to-prosper achievement day proved very successful in Hardeman County, Tenn., according to County Agent O. R. Long. The honors and awards to those entered in the plant-to-prosper contest furnished the theme for the entertainment. The decorations were baled hay, pumpkins, hogs, chickens, and other furnishings of a real barn. The 500 merrymakers were businessmen, bankers, lawyers, doctors, and farmers, practically all dressed in overalls or sunbonnets and aprons. Plans are under way to make this an annual affair in connection with the plant-to-prosper contest.

## Financial Patterns

Financial pattern-making has helped many ranchwomen of Uinta County, Wyo., in their money planning according to Home Agent Susie Sanford who has worked out family financial planning with the homemakers at their club meetings during the past year. The idea harks back to the guide pattern of their clothing classes, only it is worked out in terms of financial planning and of keeping home accounts.

Just as the homemaker has learned to save money by adapting her guide pattern to her materials at hand, so has she studied how to cut corners in the family budget. After a year of keeping home accounts, the women felt that they had a guide pattern for family expenditures. They studied the big pieces, deciding what could be pieced, stretched, or eliminated. Making the financial pattern has proved more worth while than spending blindly. An analysis of the accounts of county account demonstrators has been a very good guide for the Uinta homemakers in working out their financial plans.

## New Edition

The third edition of Entoma, a directory of insect pest control published by the eastern branch of the American Association of Economic Entomologists, is in preparation, with enlarged listings and some changes in the general information on the control of insect pests and diseases. County agents ordering in groups of 10 or more may receive a discount of 33⅓ percent. Inquiries should be addressed to Dr. C. C. Hamilton, New Jersey Agricultural Experiment Station, New Brunswick, N. J.

## Bibliography Revised

The fourth revision of A Guide to the Literature of Rural Life, prepared by Dr. Benson Y. Landis, was published recently with almost 400 titles of books, pamphlets, and periodical articles listed, including much recent material.

## CONTENTS



# TOMORROW

■ Landlord-tenant cooperation in South Carolina during the past 5 years has given the 108 families now enrolled in the plantation project a food supply which shows real progress, according to an article for publication on this pioneering extension undertaking.

■ "Radio is in a class by itself when it comes to reaching a lot of people in a hurry," testifies D. P. Thurber, county agent, Cascade County, Mont., who will tell of his successful experience in this field.

■ Two unique farmer organizations contributing to the extension program are scheduled for REVIEW articles. "Democracy in farm wood lots" is the way a group of 800 New York farmers refer to their organization for handling all the products of their wood lots and guaranteeing good forestry practice. Custom terracing is the object of a Missouri association organized during farmers' week last year, which is proving helpful in demonstrating correct methods of erosion control and in getting the work done on a large scale.

■ Administrator W. W. Alexander of the Farm Security Administration will discuss next month what is being done to aid the destitute and low-income farm families as the third article in the series on the program of the Department begun by Secretary Wallace in February.

■ "An agricultural planning program, like a child, has to grow up," begins C. R. Jaccard in his diary of a Kansas program.

■ How land-use planning works from the viewpoint of a State land-planning specialist. Joseph T. Elvove of Massachusetts, will discuss a familiar problem from a little different angle.

## ON THE CALENDAR

Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., Mar. 10–19.

Sixty-third Annual Convention Texas and Southwestern Cattle Raisers Association, Inc., Houston, Tex., Mar. 21–23.

Triennial Meeting, Association of Country Women of the World, London, England, May 30—June 9.

National 4–H Club Camp, Washington, D. C., June 15–21.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28—Aug. 7.

# Seventh WORLD'S POULTRY CONGRESS

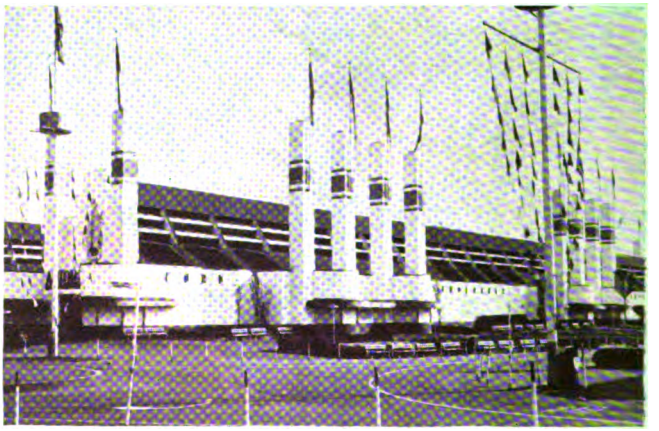
CLEVELAND, OHIO
JULY 28 TO AUGUST 7, 1939

## Why Not Plan To Attend?

For the first time the United States will act as the host nation for the triennial World's Poultry Congress at Cleveland, Ohio, July 28 to August 7, 1939
From every State in the Union and from over 40 foreign countries poultry scientists, producers, marketing men, extension workers, teachers, junior club members, and consumers will assemble at Cleveland to honor the hen and her products.

### Seven Objectives of the Congress

1. To stimulate interest in world poultry affairs.
2. To pool the best and most recent poultry knowledge.
3. To encourage the development of scientific poultry research and educational work.
4. To encourage on an international basis the improvement of purebred poultry.
5. To illustrate, by governmental and industry exhibits, progress of the world's poultry industry.
6. To encourage the demand for the products of this industry.
7. To afford an opportunity for poultrymen of the world to visit interesting units of the industry and points of historic and scenic interest in the United States.



### Seven Major Features of the Congress

1. Popular Program.
2. Consumer Program.
3. Scientific Program.
4. Hall of Youth.
5. Hall of Industry.
6. Hall of Nations and States.
7. Hall of Live Poultry.

The Federal Government, the States, and all segments of the poultry industry are cooperating in this Congress and Exposition.

If you or your local poultry producers desire further information write to . . .

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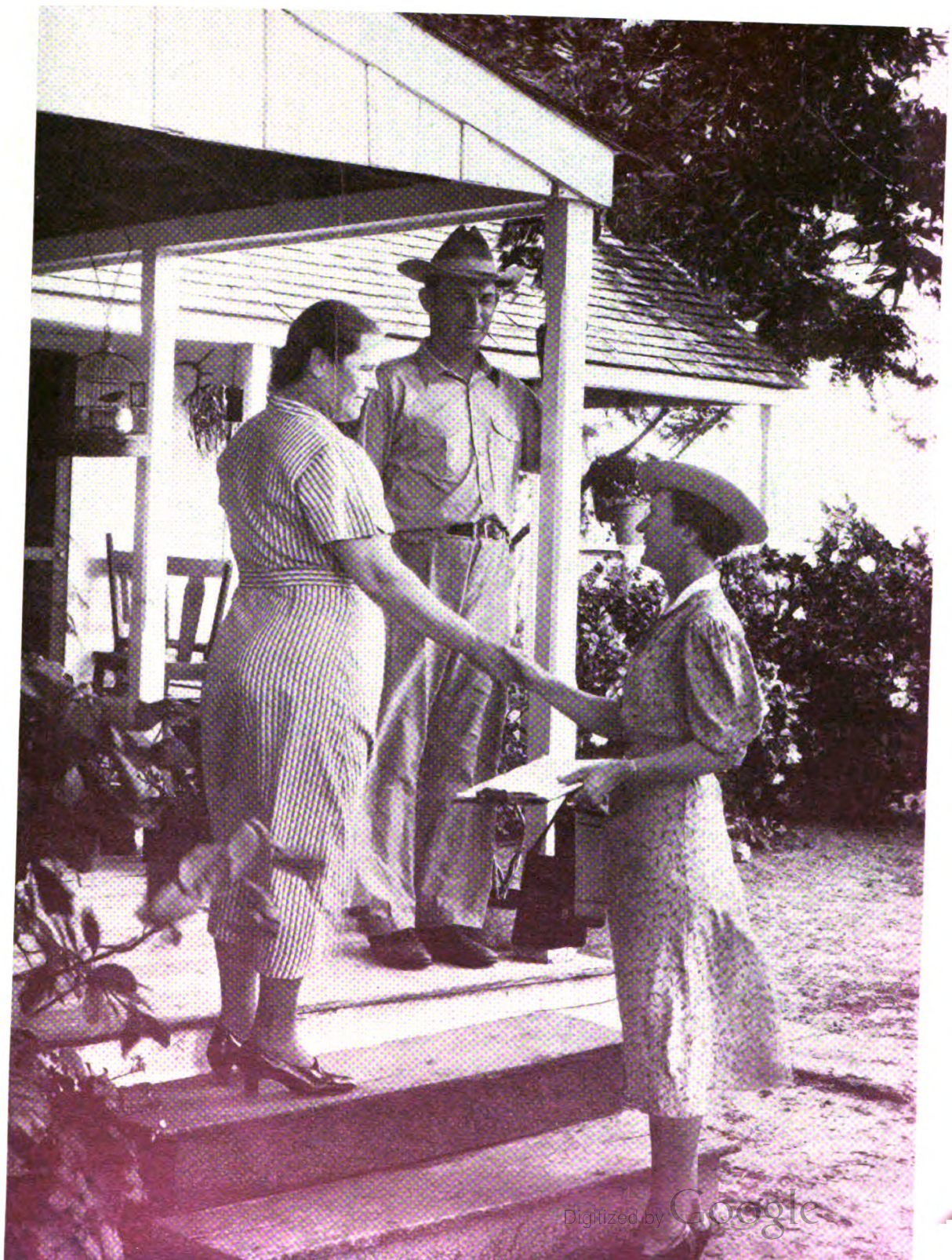
# Extension Service REVIEW



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REUBEN BRIGHAM in editorial "We Go Forward"

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# We Go Forward

AN Editorial

REUBEN BRIGHAM, Assistant Director of Extension Work

What is our ultimate objective in extension work? No one has ever given us a clearer or a more commanding conception of it than Dr. Seaman A. Knapp. He said: "Your mission is to solve the problems of poverty, increase the measure of happiness, to universal love of country add the universal knowledge of comfort, and harness the forces of all learning useful and needful in human society. The farm must be made a place of beauty, so attractive that every passing stranger inquires 'Who lives in that lovely home?'"

This conception of our ultimate objective not only broadens the responsibility of the Extension Service, but greatly enlarges its opportunity for effective service. The problems of the farm and the farm home are big enough and broad enough to challenge the best thinking of both farm people and trained extension workers. Are we able to do the job? Do we have the ability on farms and in the Extension Service to think through the problems and come out with the correct answers? Once we have the correct answer to the problems of a community, can we develop an action program that will bring about the desired adjustments?

This may well be the challenge of a new day for the Extension Service. We have extended, through educational means, the details of technical practices which many of the average and below-average farmers were unable to adopt, and which indirectly caused their economic situation to decline more because of the competition from the better-situated farmers who were able to put the improved practices into effect. It remains to be seen whether we can educate through planning for community action, and whether farm people can plan local adjustment programs which will meet the needs of their community and which can be carried out locally or with the aid of the action programs. I think we can agree that we need such planning and that our farm people themselves are best prepared to do it. Furthermore, I believe that extension workers are in the best position to make practical contributions to the development of such programs.

It would seem, therefore, that the most promising opportunity for the Extension Service to be of assistance to farmers lies in assuming wholeheartedly an active part in the development of local thinking and initiative in connection with all the important problems of the local area. Of course there will be greater need than ever to carry on demonstration work in all the different fields and, especially, in the organization and operation of the whole farm. Also, farmers will require sound technical advice in connection with the adjustments planned.

The service that other Federal and State agencies can best render will be spelled out in the plans developed by representative farm people and in their recommendations for correct adjustments to meet existing problems in the area. The conservation practices that are needed in the area, the desirable adjustments in intertilled row crops, and the best means of making the adjustments will be suggested. The problem in soil conservation will be delineated, and desirable adjustments will be enumerated. The areas of low farm income, as well as border-line areas of successful full-time farming, will be spotted as a guide to the Farm Security Administration and its tenant-purchase program.

Thus, through the careful, considered thinking of local farm committees, the various State and Federal programs, based on the best information available, will be fitted into the whole picture, with each program making its contribution to an improved agriculture.

The job of the extension agent as I see it might be boiled down to three main objectives:

First, to encourage the individual to do all he can to accomplish an improvement in his situation and in his methods of work. We should, by all means, continue to encourage individual thinking, planning, and demonstration. It is the life of extension work, and it is the hope of our farm people, of our Nation, and of the democratic process.

Second, to encourage voluntary cooperation between farm neighbors. Second only to the stimulation of individual thought and self-reliance is the inculcation of a cooperative spirit and the ability to engage in cooperative effort.

Third, to encourage farm people to cooperate with each other and with their State and Federal Governments on a State and national basis. This is the newer phase of extension work and one that presents a challenge as difficult to us as either of the foregoing. For our farmers, farm women, and farm boys and girls to understand and feel that something can and should be done in regard to State, national, and international situations now and in the future is imperative if progress is to be made.

We all realize, I think, that most of us are so burdened with details that it is extremely difficult to stand off and survey the whole field in all its high lights and shadows and to chart our course with truer aim toward the objective outlined by Dr. Knapp. Yet this very thing—difficult as it is—must be done. So long as we are dedicated as extension workers to the cause of the farm home and to the service of farm people, there is only one answer—"We go forward."

EXTENSION SERVICE REVIEW

For April 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# One Broad Extension Program for the Benefit of the Arkansas Farm Family

C. C. RANDALL, Assistant Director of Extension Work, Arkansas

Agricultural extension work is a service to all farm people—not merely limited to certain ages or groups. The broad concept of service to the entire farm family materially affects the development of extension programs and the interrelationships of projects and individuals.

In Arkansas there are no separate, independent extension programs. Actually, there is just one broad extension program, to which each extension worker contributes his or her part.

It has been the policy in this State to insist upon the maintenance of both a county agent and a home demonstration agent in a county, the administrators believing that a complete extension program can only be possible by the employment of both.

The philosophy of one broad program involving the farm as a whole is so deep-rooted in the minds of Arkansas extension people that individual planning and action are practically impossible. The breadth and all-inclusiveness of the program today militates against individualism. Extension work and its program have grown to require group action by extension people, group action of the farm family, and group action within the farm community.

On the 75 county agricultural committees, which are working boards of advisers for extension programs in the counties, are 3,684 farm men and farm women who represent their farm communities. It is these groups that consider the phases of the one broad program in terms of their individual counties. True, they discuss better livestock, but not just animals. Rather, their concern is proper use of land through improved livestock and how such improvement may affect the whole family, their communities, and their county. In their county planning, they consider gardens, farm flocks, home orchards, farm management, community activities, and soil conservation, but always from the standpoint of the welfare of the family circle and their farm communities.

Farmers and boys taking part in rural better-homes activities, such as programs and tours, long ago ceased to be news. Commonplace is the appearance of the home demonstration agent on county-wide or community farmers' meetings, or the county agent speaking before home demonstration clubs. Farm women are just as much concerned about soil conservation as are their husbands. The establishment of farm-unit demonstrations 3 years ago in the State served to further emphasize the philosophy of interdependability of the farm home and the land in the development of a successful farm life. While the farm management and home management specialists were leaders in this particular project, the specialists in dairying, clothing, food conservation, forestry, general livestock, poultry, home industries, agronomy, and agricultural engineering contributed to the families' plans for balanced farm and home development.

As an example of how this works in Arkansas counties, I want to quote Harriet Patterson, home demonstration agent, Cleveland County, in a talk on the farm-unit demonstrations before the southern regional extension conference. She said:

"The county agent and I studied the farm-unit plans; we talked about them, discussed them, and were believers in farm units before we even suggested them to two of our strong demonstrators. When I say 'we,' I mean the county agent and myself, because, after all, the Extension Service is a service in which the two agents' plans of work must be as closely correlated as we should expect the farm and home plans of work to be.

"We visited each of the families and talked to the parents and children alike, all seated in one family circle. We explained what we thought was the value of the demonstration, that of utilizing every foot of land by two types of plans, a 5-year plan and a 1-year plan; and we explained, too, the value of the systematic budgeting of the family income and systematic planning for a 5-year home-improvement and home-management program.

"We explained to this family how a portion of the income, which was being used to purchase feed, could be released for other purposes if the feed storage were planned so as to supply livestock needs on the farm. After discussing the various phases of the demonstration for about an hour, we left to give the family an opportunity to discuss it among themselves, because your successful demonstrators are those who want the demonstration.

"We have a county agricultural committee composed of one farmer and one homemaker from each township in addition to one representative from each governmental agency in the county. The farm families who were interested in being farm-unit-demonstration families made application to the county agricultural committee which selected one family from each township.

"Our demonstrations have been under way for a year and not a single family wishes to drop out. We are planning to establish about three more demonstrations in 1939 and to organize a county-wide farm-and-home tour in the fall. After a year's observation and study, it is my opinion that this type of approach to land-use planning is one of the most practical demonstrations the Extension Service has undertaken."

It is doubtful that farm people would ever accede to anything but a broad objective involving complete team play, so thoroughly appreciative are they of the strength of the service resulting from a program founded upon the welfare of Arkansas farm families.

# Rehabilitation for the Dispossessed Farmer

**DR. W. W. ALEXANDER, Administrator, Farm Security Administration**

**Charged with the responsibility of aiding the destitute and low-income farm families, Dr. Alexander tells what is being done about it. Next month H. H. Bennett, chief, will discuss the work of the Soil Conservation Service and how it dovetails into the long-time objectives of the Department as explained by Secretary Wallace in the first of this series published in February.**

One of the most serious problems facing American agriculture today is the rapid increase in the use of farm machinery and the resulting displacement of farm laborers. Within the last 5 years the machine age has truly come to the farm.

It started shortly after the turn of the century when mechanization of wheat production changed the pattern of agriculture on grain farms. At first, industrial expansion and the western agricultural frontier could absorb most of the farm families that were pushed off family-size farms by the trend toward large industrial grain farms.

### *Farmers Displaced*

Today, however, neither industry nor a physical frontier can come to the rescue of the displaced farmer; and agricultural mechanization is growing at a more rapid pace than ever before. It is no longer confined to one crop or one area. Machines of all sorts—tractors, combines, corn pickers, cotton pickers, cane harvesters—are invading every section of the country, lowering the cost of production and destroying the demand for millions of hours of man labor. As a result, there is an almost terrifying exodus of tenants, croppers, and small farmers who are being "squeezed out" by machines.

Most of these farm families, denied every vestige of security, are forced by circumstances to become migrants. They follow the crops from one section of the country to another, finding day labor on commercialized farms during the short seasons in which harvest hands are needed.

The Farm Security Administration, charged with the responsibility of aiding destitute and low-income farm families, faces new problems in 1939 because of this growing army of migrant farm families and the wretched circumstances in which they are forced to live. It has been estimated that already 500,000 families—nearly 2 million people—are on the march.

As a demonstration of what can be done for migrants, and as a direct benefit to several thousand families, Farm Security this year will complete a chain of labor camps in the West coast area. These camps, providing tent bases and sanitary and health facilities, offer a sharp contrast to the ditch-bank squatters' camps which hundreds of thousands of migrant families are forced to occupy.

Fourteen such camps have already been completed in California, and others are planned for neighboring States. Five mobile camps also will be built to follow the crops and provide temporary facilities for additional hundreds of workers. Health programs are being formulated which will benefit migrants.

These things, however, are only a drop in the bucket. They alleviate the immediate hardships of a limited number of families, but they do not give them any permanent security. There are hundreds of thousands more who have received little or no help.

In the other phases of the farm-security program—rehabilitation, tenant purchase, and homesteads—there is a more encouraging outlook. Several years of operation serve as a yardstick to measure results and guide the programs. Without them, thousands of additional families would be added to the homeless horde of migrants.

### *700,000 Rehabilitation Loans*

In 1933, more than a million farm families were forced on relief by conditions beyond their control. The Government decided that it was cheaper and more practical to extend loans to help these 5,000,000 needy rural people regain independence on farms than to support them indefinitely on relief. During the past 3½ years the Farm Security Administration has made rehabilitation loans to nearly 700,000 needy and low-income farmers, who could not borrow on reasonable terms anywhere else because they had little or no security.

The loans are repayable over a period of from 1 to 5 years and carry 5-percent interest.

It was apparent that most of the borrowers could not become self-supporting unless some changes were made in their farming methods. Farm Security has helped them to make the necessary adjustments by using a carefully worked out farm- and home-management plan as the basis for every loan.

### *Adequate Standard of Living*

A typical plan provides first of all for adequate food, clothing, fuel, and shelter for the family. The borrower agrees to follow a live-at-home program, producing most of the fruits, vegetables, meat, milk, and eggs which his family needs. To many rehabilitation borrowers, this type of farming is entirely new. In the past, they have raised cash crops almost altogether, paying cash for many necessities which could have been produced at home.

Rehabilitation loans often provide money for the purchase of livestock, and, under their farm plans, borrowers raise enough feed for their stock. Diversification, cover crops, and soil-building practices are emphasized.

Cooperative enterprises are helping many borrowers in their fight for security. When equipment is too expensive for one farmer to buy alone and is needed by a number of low-income operators in the same neighborhood, a loan may be made for joint purchase. Loans are also made so that borrowers can join cooperative associations when membership will be an advantage. This permits small farmers to compete with large mechanized farms.

### *Debt-Adjustment Service*

Farm Security will continue to give debt-adjustment service to farmers who need it. Time extensions and debt reductions are voluntarily arranged with creditors through the help of local committees. More attention will be given this year to adjustment of group debts, such as those incurred by irrigation, drainage, and levee districts.

Many needy families are handicapped by poor health. The Farm Security Administration has a group health program which provides emergency medical care at a cost borrowers can afford. This is done with the cooperation of State and local medical associations. Approximately 90,000 needy farm families in 25 States are participating in the medical plan. It costs them from $2 to $4 a month per family. If borrowers do not have enough money to pay the fee, the rehabilita-

tion loan is increased to include that amount. The coming year will see an expansion of the group health program.

Grants for living expenses are being made where emergencies exist, but every effort is being made to rehabilitate farmers rather than to carry them on grant rolls.

Through the purchase-loan program, tenants, share-croppers, and farm laborers, including some of the successful rehabilitation-loan clients, are given an opportunity to buy farms of their own. These loans are repayable within 40 years and carry 3 percent interest. During the current fiscal year, approximately 5,000 such loans are being made. Information on low-cost construction is made available to these borrowers and to other interested farmers. Improved tenure status for many rehabilitation-loan clients is being accomplished through the use of written, renewable leases.

Construction is practically completed on the 149 homestead projects initiated by the old Resettlement Administration. Farm Security Administration will complete the projects, make improvements where necessary, and select tenants and help them to become self-supporting on the places they buy or lease from the Government. In some regions these projects are being organized on a cooperative basis to permit homesteaders to compete with the large-scale mechanized farming pattern which has ruined them as individual farmers.

# Let Radio Do It

**D. P. THURBER, County Agent, Cascade County, Mont.**

One of the most important jobs confronting a county agent is to organize his work so that the most can be done with the least effort. That's management. All sorts of short cuts are tried, and many of them prove very effective. Working through the medium of news letters, by which the same message is sent to 1,500 farmers at the same time, is a good practice. Holding community meetings where free discussion of the problem can be carried on with from 25 to 150 farmers either listening or taking part, is a splendid method of teaching economically, but when it comes to reaching a large number of people and doing it in a hurry, the radio is in a class by itself.

*Radio Calls a Meeting*

For example, in May 1937, the first serious outbreak of Mormon crickets started hatching in the Eden Community, which is located 25 miles south of Great Falls, the county seat of Cascade County. The population of Eden consists of 26 families, all living on farms. There are no telephones, and the mail is delivered twice each week—on Wednesdays and Fridays. Word came to the county agent's office on Friday morning that the State entomologist would be in the county Monday to set up an organization to fight the crickets, and it was imperative that every farmer in the infested area be present to help make plans for the campaign. How to get the word to those farmers was a problem.

Regularly, on Monday, Wednesday, and Friday, at 1 o'clock, radio listeners in this neighborhood hear an announcement like this: "One o'clock Friday and time again for one of those informal chats with Dan Thurber, your Cascade County extension agent. Come on in, Dan" . . .

On this particular Friday, this is what they heard next: "You friends and neighbors in the Eden community will be particularly interested to know that next Monday morning, June 1, at 10 o'clock in the community hall, Harlow B. Mills, the State entomologist (that's just a hard-to-pronounce word for bug expert) will explain the organization to be used in fighting Mormon crickets this year. Now there isn't time to send out letters, and none of you people have telephones, so I'm using the radio to call this meeting. Of course I know that Ben Staigmiller, chairman of the community planning committee on insects, will see to it that the hall is ready and that each one of you fellows listening will see to it that your neighbor who hasn't a radio gets word about the meeting. So, we'll be seeing you all Monday morning at 10 o'clock at the Eden community hall to lay plans for the battle against the crickets."

When Monday morning came there was a real crowd at the little community hall in that isolated Montana community. A check of those present showed that only one family in the entire community was not represented, and that farmer was still in town where he had gone to his wife's funeral.

With this kind of contact with the farmers, why should a county agent spend time and money sending out circular letters? Talking to those folks earnestly and frankly about their problems two and three times each week for 15 minutes makes us real friends and produces a channel through which extension work can be sold directly to the farmer. Of course there must be that "follow-up" and the "checking" of results, but through the radio you can really "tell 'em" . . . and if you are clever at it, you can also "sell 'em."

The time necessary to prepare a good radio program is one of the limiting factors in making it of the best quality. Factual material, no matter how important, unless presented in a way to make local application, is more than useless because people can so easily "turn the thing off," but facts presented after this fashion seem to make the grade: (Taken from a radio broadcast, November 27, 1938) "Speaking of sugar beets and crop rotations reminds me that I must tell you a story. Little Chris Jensen, as his neighbors know him, lives in the Manchester community and raises sugar beets. Yesterday at the annual sugar-beet field day he won the title of the smallest beet grower in Cascade County. (Chris weighs 132 pounds.) Well, this little giant has other qualifications for fame. By following recommended practices this past year he was able to grow 23.85 tons of sugar beets per acre on 15 acres of his land. This was the highest yield obtained by any beet grower in the district this year. Now it doesn't take much of a mathematician to figure that those 23.85 tons of beets, at the going price of $6.90 per ton, were worth $164.56 per acre. Chris also keeps a good set of records which show that his expenses on this crop were $60.30 per acre, which leaves him a net income of $104.26 per acre on those 15 acres of sugar beets. How did he do it? Well, here are some of the things which helped. First of all, he manured the land well, then he plowed it deep in the fall. Beets were planted on time; and every operation during the season, including thinning, cultivating, hoeing, irrigating, and all the rest were done on time. Oh, sure; he used commercial fertilizer—125 pounds per acre, and he says it pays big."

Thus, every beet grower knows that timeliness, the use of commercial fertilizers, and fall plowing are important recommended practices in the production of sugar beets, and Chris and his family are proud because they were mentioned over the air.

Just one more illustration: Sleeping sickness is spreading like wildfire throughout north-central Montana. A new vaccine is discovered and is available for distribution. A radio announcement brings phone calls, and all parts of the infested area order serum and veterinary service from the State livestock sanitary board, and thousands of horses are saved from almost certain death.

So . . . if the county agent wants to get information out to the farmers, get it to them first hand and now. Let radio do it!

## A Useful Device

Indiana has prepared an index for a land-use-planning field notebook. The index is printed on a strip of gummed file tabs ready to be cut into individual tabs and placed on guides in a loose-leaf notebook. The headings used are: Population, land-use and crop trends, crop yields and trends, livestock numbers and trends, types of farms, cash income, prices and trends, tenancy, taxation, and private and public facilities.

# Forestry Practices Work in Farm Woodlands

■ Tioga County, in southern New York, has the first private, nonsubsidized cooperative that is prepared to handle all products of the farm woodlot, such as firewood, pulpwood, lumber, and mine props. Strategically located, the woodland owners aim not only for better prices but strive to practice better forestry by controlled cutting.

The first sales contract, which has just been announced, calls for 100,000 board feet of sawlogs. The logs were bought by a company at Cayuta, N. Y. After deducting administrative expenses and allowing an extra 5 percent for sound forestry practices, the owners will receive substantially more than they would get as individual sellers.

Furthermore, the owners have the assurance that the forest will be improved rather than depleted, and that they will receive a full scale of the logs sold.

Incorporated as the Tioga Woodland Owners' Cooperative, the group has a membership of 50 persons who own and control 3,000 acres of merchantable timber. Cooperating and aiding in the project is the Extension Service of the New York State College of Agriculture, through the forestry department and Prof. J. A. Cope, extension forester.

The entire area which may be included has 100,000 acres and is rectangular in shape, with corners at Waverly, Owego, Spencer, and Candor. About 30,000 acres are wooded, and nearly 25,000 acres contain merchantable timber. Ownership of the woods is divided among 800 individuals. Trees which will produce commercial products in this area include maple, pine, oak, beech, and hemlock.

A young high-school graduate, John Hyatt, of Owego, has been engaged as timber marker and is also being trained in log scaling.

At least five permanent wood-using industries are already operating within easy access of the region. The conditions are ideal for a successful woodland owners' cooperative, according to Professor Cope.

The Federal Forest Service acceded to a request of the Extension Service at Cornell for a survey and inventory of the woodlands in that section. The survey was started in 1936, with the assistance of the Soil Conservation Service and the Tioga County Farm Bureau. A complete inventory of all standing timber was made in August 1936.

Members of the cooperative group sign an agreement that provides for the marking of all timber to be cut and sold through the cooperative which acts as a bargaining agency. The marking is done by a trained tree marker, and the Scribner log scale is used. The woodlot owner takes out an insurance policy as a protection for his property.

"It has no past but a very promising future," is the way Professor Cope describes the organization. "Under a democracy it is probably the best way to get forestry practices in farm woodlands."

## Into Every Home

A simple guide to farm planning in North Carolina is being given wide distribution among farmers of the State. The publication, called "Facing Farm Facts—Food for the Family, Feed for the Livestock, Fertility for the Soil," is largely composed of easy-to-use tables on food and feed standards for the family and for livestock, a garden calendar, and a table of crop rotations with blanks for the individual farmer's own farm plans.

It is planned to put this publication into at least 90 percent of North Carolina farm homes. The A. A. A. addressograph list was used; and the addressed envelopes, together with enough copies for every farmer in the county, were sent to the county agents to be mailed out with a letter explaining the publication and signed by the county agricultural agent and the home demonstration agent.

# Agricultural Planning Comes of Age

An agricultural planning program, like a child, has to grow up. It does not come into being mature and fully developed. That is the belief of C. R. Jaccard, Kansas extension economist, who cites as proof this diary of the development of one region in Kansas:

March 1933. Agricultural planning committees of 14 southwestern Kansas counties met at Dodge City. The principal results of the meeting were recognition (1) that the area did not have enough feed-crop acreage to care for the livestock on hand, and (2) that wheat acreage should be reduced about 30 percent to balance and stabilize farm organization.

March 1934. Planning committees from 20 counties gathered at Dodge City and decided that an increase of 25 to 30 percent in feed grain and forage crops would be desirable. Such an increase, they said, would provide the feed normally purchased for the livestock in the area.

*Becoming Land-use Conscious*

March 1935. Committeemen from the same 20 counties again met at Dodge City. Beginning to become more conscious of land-use problems, they recommended "establishment of permanent pasture on unprofitable land now used for cultivation."

March 1936. Twenty-four counties, making up three type-of-farming areas, were represented at a meeting in which the southwestern Kansas planning activities were geared into the new national land-use county planning project. The delegates devoted their attention primarily to statistical tables on crop acreages. Results of this new approach to the problem showed the same 30-percent reduction in normal wheat acreage to be needed. The conference recommended that serious consideration be given to Federal purchase of unadapted land.

It was in this year that the Resettlement Administration started sociological surveys in this area.

As soon as data from these surveys were available in the spring of 1937, county clinics were started. At these meetings, which were called by the Extension Service and attended by planning committeemen and representatives of the Bureau of Agricultural Economics, Farm Credit Administration, Soil Conservation Service, and Farm Security Administration, consideration was given to all social and economic information available on agriculture in each county.

March 1937. Planning committees of 21 counties, meeting at Dodge City, requested that plans be drawn up for an action program to be presented for their approval at their 1938 conference. State land-use planning committee members from this area were instructed to see that such a plan was made. In April, State committee members met and approved a plan for holding county clinics.

March 1938. A program of action for improved land use in southwestern Kansas, developed through county clinics, was approved by planning-committee members from 21 counties at their annual meeting at Dodge City. The conference recommended the institution of a Federal-purchase program for the acquiring of surface rights to all land not adapted to any profitable form of agricultural use under private ownership; a leasing or purchase program for certain additional acreages; a reclassification of land for the purpose of taxation, with exemptions or benefit payments for sod land and restoration land; modification of the agricultural conservation program docket to encourage local leasing and control of land for protective purposes; Federal cooperation with local governments in retaining title to all land acquired through tax delinquency, to be operated by a local administrative agency, any net income derived therefrom to be paid to the local government in lieu of taxes; the formation of land-use or grazing associations with Government cooperation; and cooperation of the State and county highway departments with individuals to control erosion hazards in southwestern Kansas.

It was recommended that no additional agencies be set up to carry out the proposed remedies until existing authorized agencies had been used to their fullest extent. The limitations of present agencies and needed extension of their power were discussed in detail.

"Such a comprehensive plan as that could not have been drawn up for these counties back in 1933 any more than a new-born baby could have gone out into the field and done a day's work," Mr. Jaccard comments. "The farmers who drew up these plans from year to year developed an understanding of the basic problems through experience, and that experience convinced them of the necessity for a complete detailed survey of the area that would definitely locate on a map the primary land-use problems. Experience also convinced them that the best way to solve those problems was to call the various federal agencies together and to help those agencies to fit their work together and aim at the specific needs of each area in each county.

"No county that is undertaking land-use planning for the first time should expect to complete the job in 1 year. Plans that really work are plans that grow and develop for many years."

# Nebraska and Louisiana Work Together

W. H. Brokaw, director of the Extension Service in Nebraska, recently visited the various parishes in Louisiana that grow potatoes from the certified seed potatoes that are bought annually from Nebraska. Although Nebraska furnishes seed potatoes to a number of States and Cuba, Louisiana makes the largest purchase of this seed each year. Approximately 175 carloads of seed potatoes from Nebraska are bought yearly by Louisiana growers.

Nebraska can produce disease-free seed potatoes because the section of the State in which the seed is grown is ideally located for the production of this seed, points out Director Brokaw. The friendly relationship that Nebraska enjoys with the Louisiana potato growers, members of the extension staff, and the research workers was emphasized by Mr. Brokaw.

A carload of Nebraska certified Irish seed potatoes, grown by 4–H club members in that State, will be used by members of the Rapides Parish 4–H Irish Potato Club this year. Two more cars going to St. James, Terrebonne, and Lafourche Parishes will be replanted by 4–H club members, also. These potatoes are to be delivered to the boys at a saving of about 30 cents per hundred pounds. This will mean a saving of $75 to the 4–H club boys of Rapides Parish, says B. W. Baker, assistant agent. This will be the first time in the history of extension work in Rapides Parish that an entire carload of certified Irish seed potatoes grown by 4–H club members will be planted.

Nebraska will send to Louisiana this spring the champion 4–H club certified seed-potato growers. Director Brokaw said that the youngsters would arrive in time to make the annual potato tour through the heavy potato-producing sections of the State. Further cooperation by the Nebraska Certified Potato Growers' Association is the offer of $100 in cash prizes for the best potatoes grown from the Nebraska seed.

# Why Keep Farm Family Accounts?

**MRS. BONNIE GOODMAN, Home Management Specialist, Oklahoma**

■ Farm families themselves say that there are advantages in learning how much the necessities of the home cost, so that they can know how much will be left for education, recreation, gifts, and savings. One advantage, they say, is knowing the costs for the various phases of family living, so that the family can make adjustments in their expenditures. Other advantages are knowing what the farm contributes to home living, such as food, fuel, and a house to live in; and knowing whether the farm is making or losing money. One account demonstrator recently said: "If we had not kept the costs on 20 acres of oats a year ago, we should have been ignorant of the fact that the oats cost us 66 cents per bushel in the granary, when oats were selling for 30 cents a bushel, which was more than a 50-percent loss." Another account demonstrator related that they had been raising cotton for years because they considered it to be a good cash crop, but after keeping accounts for a year they found it was not nearly as good a cash crop as some of the side lines such as turkeys, chickens, eggs, and cream.

A large number of families keep records after a fashion. These records are in the form of notations on the kitchen calendar of the number of eggs gathered, the pounds of butter sold, and the date of certain farm sales such as cotton or cattle. Other families have a little notebook with one section devoted to the number of jars of food canned and another section for the grocery bill owed at the country store. The number of farm families who keep a systematic record of all cash income, all cash expenses for the farm and home, and the value of farm products used in the home is small. Why? Because a large majority of people do not take the time to make their entries at the time articles are purchased, and other members of the family fail to report expenditures to the account keeper; also, for lack of a convenient place in the home for keeping records and not having available a good farm and home account book.

It has been found that one of the best ways to interest farm people in keeping accounts is to ask them what their cash income was from the farm during the past year, how much it cost to make that income, how much they spent for the home living, and how much it cost to operate the family automobile last year. If it is impossible to answer the questions, the family immediately realizes the need for keeping such records. Another method is to say: "The average cash income for a large group of families in this State last year was $1,500; how does this compare with your income?" Or to say: "The average family of four people spends $186 for food per year. Does it cost you more or less to feed your family of four persons?" An interest must be created before farm people realize the value of keeping accounts.

**A group of account demonstrators in Harper County, Okla., working on their books.**

In working with the 375 farm home account demonstrators in Oklahoma last year, it was found that young married couples just beginning their farming career, people who had been teachers or who had been in business, and people who had always kept the kitchen calendar and notebook records made some of the best account demonstrators.

Many people wonder whether or not account books are of any value after they have been kept. The information in account books can be of great value to many people when properly analyzed and summarized. Data from 142 account books submitted in Oklahoma were tabulated and organized in three mimeographed bulletins: Home Account Summary by Area-Type Farming, Farm Family Income and Expenditures of Owners and Tenants, and Summary of Farm Family Finance by Income Class and Family Type. A copy of each of these bulletins was sent to the account demonstrator when her book was returned, asking her to compare her expenditures for items of family living with the average expenditures of other families in that area, also with families of the same income and size as her own. When farm families dislike to submit their books to the county or State office for analysis, they may be helped to make their own analyses by the specialist or a county agent.

All extension workers receive a copy of the three bulletins and find them helpful in studying the economic status of farm families in Oklahoma as it applies to extension work. The information on present income, spending patterns, and economic problems of the home disclosed by the account books is proving very helpful in land-use and program planning by other groups working for Oklahoma's rural population.

## Home Improvement Meetings

Hundreds of Maine farm homes will be made more comfortable, convenient, and attractive as a result of the State-wide series of meetings on how to make repairs and improvements in and around the house at reasonable cost. The meetings were held by the Extension Service in cooperation with local community groups, with both men and women taking part.

The county agent discussed the subject of painting the house. The home demonstration agent told about the many little improvements that can be made around the house at no cost at all, as well as those that can be done with little money if there are some good carpenters, a willing spirit, and some materials on hand that can be used. She also discussed making plans for the larger improvements over a longer period of years. A good exhibit of photographs showed improvements that have been made in Maine farm homes at low cost.

The women, says Edna M. Cobb, home management specialist, liked these meetings because both men and women talked about improvements in the home that formerly only women talked about and wished they could have.

# All Work Together To Plan a Program

**RUBY FLOWERS, Home Demonstration Agent, Napa County, California**

Much of the ground work for the coordinated nutrition program worked out at the home demonstration planning day in May 1938 had been laid at the previous agricultural economic conference when the county farm adviser had invited men prominent in agriculture, finance, and education to take part. The farm management group had recommended "more diversification of crops and livestock enterprises, where practicable, as one important way of increasing the net farm income on farms which are too small in size of business at the present time to provide a satisfactory standard of living. * * * Operators of such farms would do well to consider the production of as large a proportion of their own food needs as is economical and thereby make themselves as self-sufficient as possible."

The nutrition group was one of the five interest groups which entered into the May program-planning day, a new departure in determining the home demonstration program. Project leaders, secretaries, and extension specialists met with the farm folk in May instead of in November or December as formerly, so that more people could attend.

The success of the day was due largely to careful preliminary work which had been done with the chairmen of the interest groups—nutrition, home management and recreation, clothing, home furnishing, and farm-home-grounds planning. I had summarized all the work in each extension project during my 15 years in Napa County and, together with the assistant home demonstration leader, outlined a plan for each interest group to follow at this 1-day program-planning meeting.

### *Study Food Production Problems*

The nutrition group emphasized the importance of studying the needs of food production on the individual farms in the county. Accordingly, the assistant farm adviser and the home management specialist made a brief preliminary survey of the situation to ascertain the feasibility of vegetable, milk, and fruit production for the family.

The farms which were reported as "too small in size of business to provide a satisfactory standard of living" were almost entirely dependent on the prune crop. Eight of these families cooperated with the Extension Service in giving information on the situation. All of the families had vegetable gardens and produced some fruit for home use. Seven of the families had used home-produced eggs and poultry; five had milk and cream; four, butter; three, nuts; and one had butchered some hogs for home use. The average value of the home-produced food, not counting the expense incurred in producing it, was $242 per family. In general, the larger the family, the higher the value of food produced at home, although the value of food produced at home per person in the family was slightly less. Since on six of the farms visited prunes were a main farm enterprise, it was natural that prunes should be the fruit most commonly produced. Other fruits from the farm which were most frequently reported were apples, pears, apricots, and melons. The reasons most frequently given for having a garden were: The family liked the fresh vegetables and could have more of them; it saved money; and someone in the family was interested in gardening and found it a source of relaxation and enjoyment. One of the gardens was a 4–H project. Other reasons for having gardens were: To save going to town; to use otherwise idle land; and to have vegetables to give to others. The operator of the farm family did all or part of the gardening, although other household members sometimes helped or took the full responsibility. Some of the work was done by hired help. Beans, beets, carrots, chard, cucumbers, lettuce, onions, and squash were found in half or more of the gardens.

A report of this survey was given at the regular meeting of the county committee of the farm home department in October, in which the assistant farm adviser and I took part with members of the State staff. Several farm members present volunteered to keep records, with the assistance of extension workers, on the production of home-produced foods, including fruits, vegetables, milk, eggs, poultry, hogs, rabbits, and goats.

The recommendations of the program-planning day were mimeographed and sent out to all who attended the meeting. At the next farm home department meeting each chairman had the different project leaders present to their local groups these recommendations for discussion. A month later the assistant State home demonstration leader and I met with the county chairmen who calendared a 1½-year program. This calendar was mimeographed and distributed to all chairmen, vice chairmen, and secretaries at a local executive meeting held in each center. Since the program was not following the regular routine, it was necessary for dates to be specifically set down for each group. Since project leaders were to have charge of certain regular meetings, the dates for fall training meetings had to be determined and announced to chairmen for their information.

This newer method of planning has certainly made for a richer and more varied program. It is better understood by more members who feel that it is really "their own" to put into effect. It has also given me, as home demonstration agent, a feeling of greater security and definiteness by having a year and a half calendar tentatively made. The nutrition program will be furthered by the foods produced at home, since foods important in the diet will be available for the families cooperating. As reports of desirable methods of food production are made, and the estimated value of foods is given, doubtless many additional families will be encouraged to begin some production of food for home use.

**Food production for home use is the theme of the program worked out through the coordination of the nutrition and other extension activities.**

## Marketing Eggs

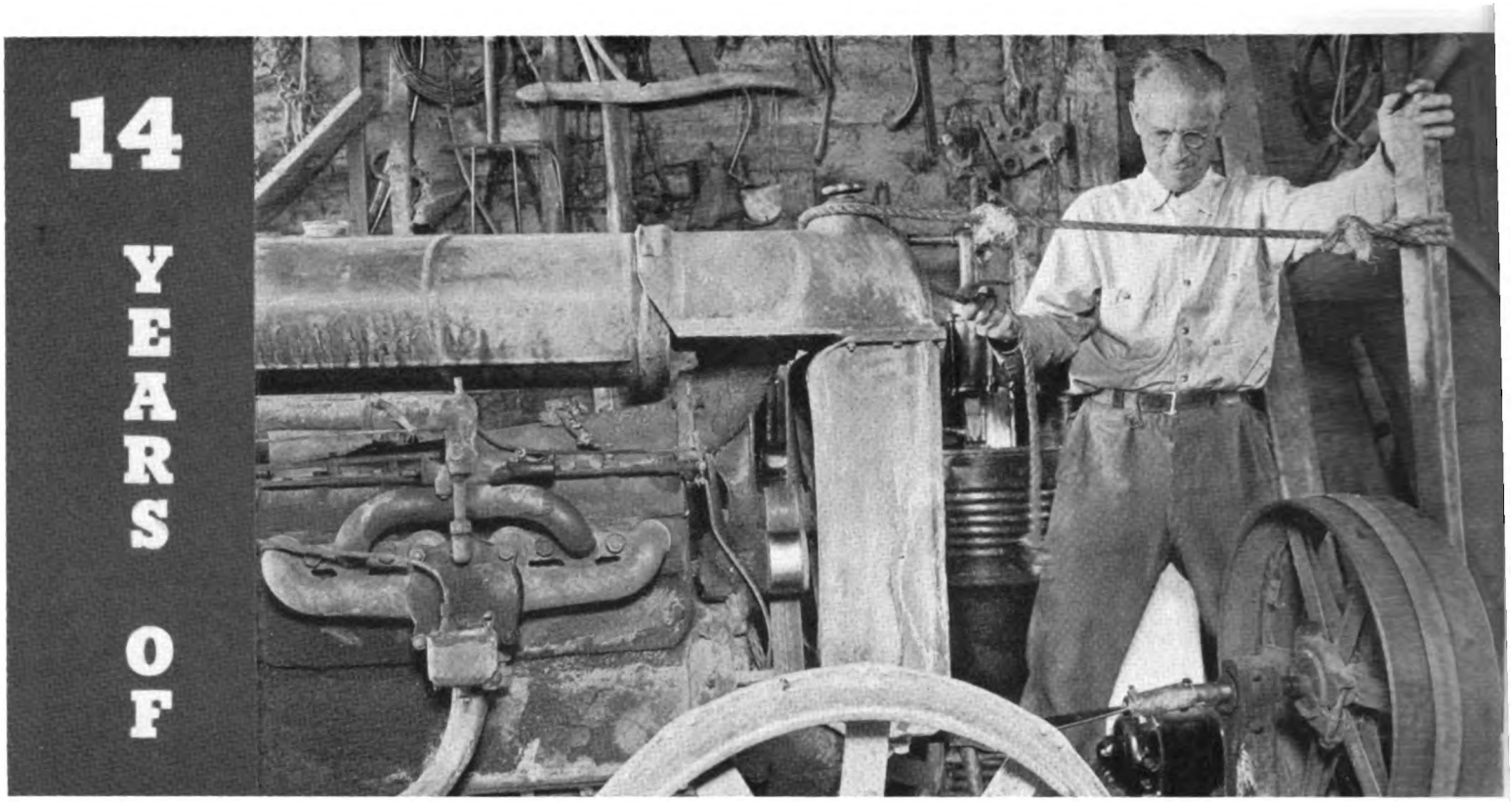
A new 4–H club contest has been inaugurated in Georgia, designed to give farm boys and girls an opportunity to demonstrate their leadership in encouraging entire communities to adopt improved methods of marketing eggs.

The contest, which began March 1, is open to any 4–H club member. Accomplishments made from the opening date until June 15 will be the basis for judging county winners. District winners will be selected in July. The State winners, one boy and one girl, will be selected at the Southeastern Fair in Atlanta in October. Free trips to the World's Fair in New York will be awarded the State winners.

The county agent and the home demonstration agent whose respective boy and girl club members do most to develop the contest will also be awarded trips to the World's Fair.

Each 4–H club member competing in the contest will be required to carry on actual marketing work with eggs and to keep records. Educational demonstrations dealing with the improvement of egg quality during the hot-weather months will be a part of the contest work.

Leadership activity in organizing community egg circles and developing group marketing of eggs on a graded basis will be a feature of the contest in each county. Market outlets for the eggs have been arranged through the sponsors.




# Keeping Farm Machinery in Condition

**B. A. JENNINGS, Agricultural Engineer, Extension Service, Cornell University**

Years ago we attempted to give farm-machinery school meetings at which the repairing and the adjustment of ordinary farm equipment were to be discussed, the idea being that perhaps we could help the farmer to get better service from his machinery and also to lower the cost of upkeep. Our 5-day tractor schools had been satisfactory, and we could see no reason why machinery meetings would not also be worth while. They were almost a complete failure. The farmers were not interested. The attitude seemed to be: "What can that professor from the college tell me about plows when I have been using them for 40 years?"

The result of these earlier meetings rather dampened our enthusiasm for extension work in farm machinery until some years later when our department began putting out what we call "service letters." These were printed sheets of one page with an idea about one particular subject, and they were sent out at the correct season of the year. A number of these letters dealt with the adjustment of farm machinery.

The results of these letters were: First, kindly comments from some of the county agents; then questions from some of the farmers; and following these, calls for the same type of farm-machinery meeting which we had previously given up as a failure. These service letters accomplished one thing—they brought to the farmer's mind the realization that there were some things about his machinery which he did not know all about, even if he had used it for 40 years.

Last year we held six 3-day farm-machinery meetings, six 1-day farm-machinery meetings, 28 plow-adjustment meetings, 4 binder meetings, 8 spray-rig meetings, and about 20 potato-digger-adjustment meetings. This may give you some idea of the interest in farm machinery at the present time.

At the general farm-machinery meetings, the farmers bring in machines to be repaired. Lectures on adjustment and repair are given, and the men actually repair their machines. A portable forge, anvil, electric drill, and electric welder, as well as hand tools, are taken to the meeting. With this equipment, we are able to do almost any kind of repair job that may come up, such as straightening a plow beam or building up the face of the stop arm on a binder. The purpose of these meetings is not to provide repair service but to sell to the farmer the idea of properly taking care of machinery and operating it in the field.

At the present time there is no one to whom the farmer can turn for machinery repair. Manufacturing companies and their dealers apparently are not interested in doing general repair work, or at least they have not been in the past. It is true that some repair work is being done by dealers, but this is usually on a machine that has been taken in on trade and will later be resold to another farmer. The local blacksmith, who is almost extinct, usually is not able to do an adequate job of overhauling. As a result of the present condition there is only one person who can be responsible for this work, and that is the farmer and owner. The farmer has two ways—one is to let things go and, when they break, patch them up as best he can, perhaps with a piece of wire, and then buy a new machine when the old one gives him too much trouble. The other is to keep the machine in good repair. Rather than use the word "repair," I should like to use the word "tune-up."

The question is, What does this mean to you and to me? The farmer has a large investment in machinery. Approximately one-tenth of his total investment is in farm machinery, not including tractors, trucks, and gas engines; and for this outlay 25 percent of its value is spent for upkeep, depreciation, and interest. It means that the farmer's machine bills are extremely expensive.

What percent of the total man-hours of agricultural engineers is spent on farm machinery? I wonder if it is more than 5 percent. Is too much of our extension activity taken up with other jobs which are, perhaps, easier to handle than the question of farm machinery?

# 4-H Clubs Use Credit Cooperatively

4-H clubs have recognized for some time that some plan of handling their credit problems on a strictly business basis would be a valuable part of their training and experience in preparation for farming. It was apparent that the way to obtain credit on a business basis was for the boys and girls to pool their credit needs and borrow as a group. This situation was also recognized by the Farm Credit Administration early in the development of the production credit associations, and special provisions were made for club members to borrow on the same business basis as their parents. Consequently, many clubs, through their leader or sponsor, now borrow money cooperatively.

The production credit associations recently completed a survey of the use of credit by young farm people, in which the experience with 4-H clubs was included. The survey included the years 1936 and 1937. The following table gives the approximate number and amount of these 4-club loans:

| | 1936 | 1937 |
|---|---|---|
| Number of group loans | 208 | 291 |
| Number of members obtaining loans | 2,154 | 2,610 |
| Average number of members per group | 10.3 | 8.9 |
| Total amount of loans | $171,488.19 | $191,438.15 |
| Average amount of group loans | $824.46 | $657.86 |
| Average loan per member | $79.61 | $73.34 |

These loans were not made directly to each individual but were made through a trustee who was responsible for supervising the projects of each borrower. Farmers, club agents, and county agents acted as trustees. Each boy and girl is individually responsible for his or her loan, and the group does not make up the loss on any individual bad loan. The group purchases B stock in the amount of 5 percent of its loan and becomes a member of the production credit association, just as adults do. If individual loans are not paid, then its stock becomes impaired. This places a direct moral obligation on each member of the group to pay his or her loan promptly when due. As most of these boys and girls are not of legal age, a parent or other responsible person endorsed their notes. By borrowing as a group through their 4-H club leader they were able to obtain assistance and counsel in handling their credit problems from someone intimately familiar with their projects, the use they expected to make of the money, and their plans for repaying the loans.

This survey does not, of course, represent the total borrowings of all 4-H members. Many other members are obtaining credit to finance their projects jointly with the loans granted their fathers by the production credit associations. Commercial banks, local merchants, dealers, and service clubs also extend credit and financial assistance to them.

Secretaries of production credit associations have called attention to many projects in which the use of credit has enabled the boys and girls to increase their profits.

A majority of the boys and girls in this survey evidently have developed an understanding of good credit requirements with the result that they have been able to repay their loans and build a good-credit rating.

## Expansion Program

Home demonstration clubwomen of Benton County, Ark., having set out to increase their membership by 521, or from 1,279 to 1,900, during 1939, were almost halfway to the goal by the end of January.

In a concerted effect directed by Mrs. Lila B. Dickerson, home demonstration agent, to reach a greater percentage of the farm families, Benton County clubs observed Expansion Day during their regular monthly club meetings in January in various ways designed to interest the women of their community in the extension program.

The Oak Grove Club held a community luncheon at the Oak Grove Church, to which both men and women were invited. The Centerton Club held a meeting at Marrs Hill, a neighboring community, to organize a home demonstration club there, and the Avoca Club gave a tea in their clubrooms, to which all the women of the community were invited.

Through these and similar programs by other clubs in the county, 196 new members were enrolled during January.

# Missourians Organize for Custom Terracing

The Missouri Agricultural Extension Service is credited by a Missouri trade magazine published at St. Louis with having organized America's first association of custom terrace builders. This organization, known as the Missouri Terracing and Conservation Contractors' Association, was formed at the close of Missouri's annual farmers' week on October 27, 1937. To date it has held four meetings, adopted constitution and bylaws, and set up definite standards for the engineering and construction services offered. The membership is made up of individuals and companies that do custom terracing for Missouri farmers.

This new industry has grown up within the last 2 or 3 years as a result of the widespread acceptance of scientific methods of erosion control. The services rendered to farmers by these contractors include laying out the terrace lines in accordance with correct engineering practice, actual construction of the terrace ridge on the lines surveyed, the construction of waterways, and all types of scraper and fill work required in building terrace and outlet systems.

Custom terracing, with the contractor furnishing the power and machinery needed, was done during 1938 in at least 29 Missouri counties, says Marion Clark, extension agricultural engineer for the College of Agriculture. These counties are: Cooper, Pettis, St. Charles, Lafayette, Lincoln, Lewis, Carroll, Caldwell, Daviess, Howard, Jackson, Bates, Johnson, Platte, Clay, Boone, Grundy, Mercer, Pike, Marion, Morgan, St. Louis, Warren, Audrain, Montgomery, Lawrence, Saline, Henry, and Ralls.

Many of the men doing this type of work are young farmers who originally received training and experience in terrace construction as local leaders in cooperation with the Extension Service in their own communities. The type of service which they gave on a volunteer basis soon found a demand outside their own neighborhoods to an extent which made it necessary to establish a schedule of prices at which the work could be done on a custom basis.

Rates charged have varied somewhat, according to county agent reports, ranging from $45 to $52 a mile for completed, standard, broad-base terraces, with a charge of $4 to $5 a mile for laying out the terrace lines.

Custom terracing, though a very new industry, has proved very helpful to the Extension Service in demonstrating correct methods of erosion control and in getting this work done on a large scale, says Mr. Clark. Many farmers unable to own the expensive machinery required for this work are able to make an immediate beginning on terracing systems, using their A. A. A. soil-building payments for this purpose. Furthermore, the training and experience of the men now in this type of work—backed up by the standards imposed by the new organization—guarantee correct placing and construction of the terrace ridges.

# Landlord-Tenant Cooperation in South Carolina Gets Encouraging Results

■ The plantation live-at-home program, originated by members of the South Carolina Extension Service home demonstration staff in 1933, has made some real progress in the 5 years of its operation, says Lonny I. Landrum, State home demonstration agent. "The plan involves landlords and tenants in a cooperation to encourage and aid tenants to produce sufficient food and feed to meet minimum requirements for their families and their livestock."

In 3 representative counties selected to initiate the project in 1934, there were 13 landlords and 98 tenant families—27 white and 71 Negro families—under a 3- to 5-year planting plan directed principally by the nutrition and production specialists of the State home demonstration office. In 1938 the project was conducted in 7 counties on 17 plantations, with 108 tenant families—about 600 persons. All home demonstration specialists and the county farm and home agents take part in the work.

### *Some Typical Results*

Some data on food and feed supplies reported by the 108 families in December 1938 will indicate encouraging progress: 50 families had a cow, 69 families had one hog—55 families more than one, 48 families had a good supply of sirup, 89 families had sufficient sweetpotatoes, 26 families had sufficient wheat, 66 families had sufficient corn, and 28 families had some hay.

Seventy-four families canned an average of 41 quarts of fruit and 52 quarts of vegetables, and 3 families canned some meat.

Marlboro County tenants planted 58 fruit trees, 5 grape vines, and 3 strawberry plantings. In Anderson County, 70 fruit trees and 11 grapevines were planted.

As would be expected, much improvement in the health of tenants is noted. Though the number of tenants making corrections of physical defects has been rather small because of lack of money, a smaller amount of money has been necessary for doctors and medicines for these tenant families. This is attributed largely to more adequate food supplies and better-planned and prepared meals.

In Anderson County in 1934, when the project was started, the 32 tenants had very little poultry and what they had was of very poor quality. Now practically all of these tenants have the 15 hens required and raise the 50 or more chickens each year needed in their food supply. Some are now going beyond these minimum poultry requirements. In 1938, one white family built a brooder house and raised 150 chicks. In another family the young son enrolled in a major poultry project, built a log brooder house and brick furnace, got 100 chicks, raised 94, sold 47 as broilers at a net profit of $14.60, and kept 47 pullets for fall layers.

In Beaufort County, a plantation tenant live-at-home project is unique because the 17 families cooperating are all Negroes who technically own their own little farms which, however, are mostly mortgaged to a landowner who finances the farming operations of these Negro "owners." Hence the occupants are virtually "tenants."

Mary Ellen Eaves, Beaufort County home demonstration agent, tells the following story:

"The Pages Point plantation project was organized in March 1935, when 15 families met with Jane Ketchan, specialist in charge, and the home agent. The plan of the live-at-home program was explained, and work sheets were prepared for each family.

"Each year the foods program, directed by Myra Reagan, nutrition specialist, emphasized adequate family food supply, conservation, food preparation, nutrition, and health habits.

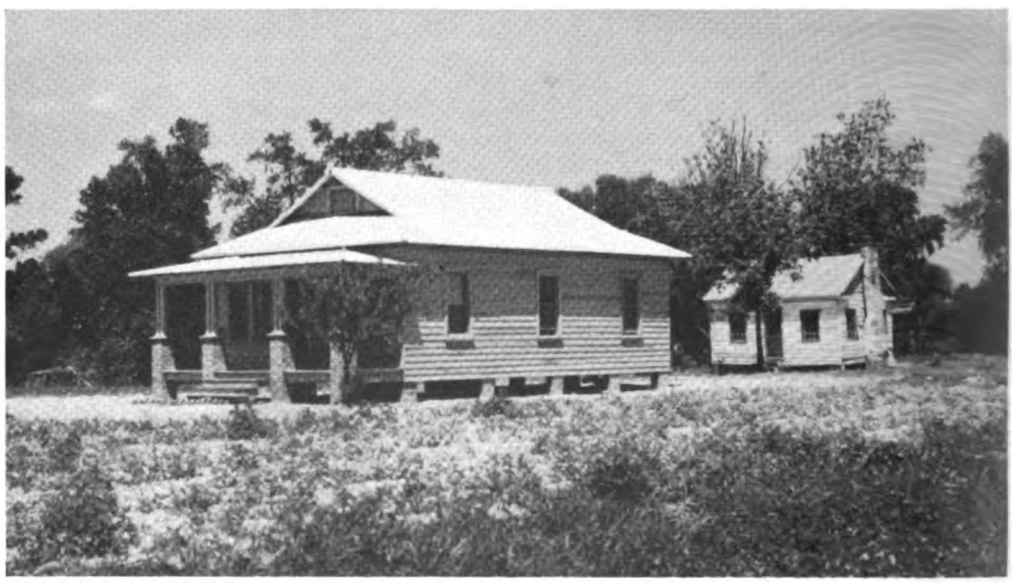
"Led by Portia Seabrook, home management specialist, the families studied phases of home management, storage spaces, homemade equipment, and buying problems. The houses of all the tenants were whitewashed; two new houses were built, and six houses were remodeled. Six storage spaces were built, and better kitchen equipment was bought by some families.

### *Food a First Consideration*

"As a result of our conservation program, each family canned in 1938 from 150 to 200 cans of good-quality foodstuff. However, we have not worked together long enough to produce much improvement in the planting program other than in gardens.

"All families canned tomatoes, soup mixture, string beans, butter beans, peaches, pears, pumpkin, carrots, shrimp, and field peas. By supplementing the canned foods with vegetables from the garden, the families received the required quantity of vegetables.

**The Beaufort County plantation project was responsible for this new home built by a Negro farmer. The old cabin can be seen in the rear.**



"As we had had farm tours for the 2 previous years, members of the group asked to have a community fair. Each of the 17 families, using its own initiative, exhibited a variety of farm produce and canned goods, together with a record of the work accomplished during the year. Blue ribbons and cash prizes were awarded by community farmers to the family having the best record and the largest variety and best quality of farm produce and canned foods.

"This group has developed a well-organized club with a leader who calls meetings when notified.

"Poultry has an important place in the Beaufort County program. Eleanor Carson, poultry specialist, gave the different families instructions in brooder house and equipment, brooding of chickens, simple coop equipment, and home production of feed. We find already improvements in the stock. All poultry houses have been repaired, and a better feeding program has been followed. Each family has the minimum number of chickens.

"A request came early for clothing work, so Elizabeth Watson, clothing specialist, conducted a sewing school. Four new dresses were made, three old ones were remodeled, and construction problems were discussed.

"We called a meeting one night for men and women. Much to our surprise, when we arrived at the meeting we found 21 men but no women. 'Ah!' they said, 'we wanted to come, so we left us wife to care for the chillens.' The wives came in the afternoon.

"Every time we went out for a meeting we rode up the 'big road' and blew the horn as a signal that we were ready for the meeting. On one occasion we met Jacob ——— coming down the road all by himself in a wagon: 'Hey, Jacob, where is Mary?' 'Oh, she is sick, so I come to took her place.' Jacob is part preacher and part farmer, so he is a good combination for the community. On being given a sealer and taught to use it, he helped the families to seal a total of 1,000 tin cans. Jacob always says, 'I go whenever called.'"

Self-help and self-reliance are important products of this tenant project, as indicated in reports from all seven counties. Miss Eaves expresses it in these final words:

"This group shows outstanding improvement in their ability to can their own surplus vegetables, carry out farm practices, and cooperate in working out their problems with just the leadership of their president and the home agent. At one of our planning meetings several said: 'We can do it; we have the stuff to do it with, and you can count on us.'"

■ By using native building materials, home labor, and plans supplied by the University of Arkansas College of Agriculture, farm families in 19 northeastern Arkansas counties saved $260,950 on the $1,492,305 worth of farm buildings they constructed in 1938, according to J. O. Fullerton, district extension agent.

# States Turn Attention to Summer-School Planning

■ Interest in special training courses for extension workers continues to grow, and plans are now getting under way in 16 or more States for the 1939 extension summer schools. For the most part, the work will be similar to the summer sessions of the last 2 years, with the majority of the States offering courses in extension education as well as instruction in agriculture and home economics. Information on the entire summer-school situation is incomplete, but here are some of the high lights of the scheduled courses that have been reported by various States up to date. The next issue of the REVIEW will carry a more detailed account.

Home demonstration agents will be interested in the travel course in rural adult education in Great Britain, offered by Columbia University, in connection with the trip to the 1939 triennial conference of the Associated Country Women of the World in London. The study tour starts when the group sails from New York on May 24 and terminates in London on June 27. There will be lectures and discussions en route to Europe, special assignments during the triennial conference, followed by a 3-week tour of England to observe such rural adult-education enterprises as women's institutes, county councils, and cooperatives with special reference to home economics. Dr. Edmund de S. Brunner, of Columbia University, in charge of the work, will be assisted by Gladys Gallup, home economist of the Federal Extension Service.

For the third consecutive year, Kansas, Nebraska, and Colorado have cooperatively planned a 3-week extension school at the Colorado State College of Agriculture, Fort Collins, July 10 to 28. The courses will include methods in extension work given by H. C. Ramsower, Ohio director; agricultural planning, by William Peterson, Utah director; Our Rural People, a course in population trends, by O. E. Baker, of the United States Department of Agriculture; land use, by G. S. Wehrwein, of the University of Wisconsin; and additional work on Problems of a Democracy.

Plans for a second area training center were recently completed at a meeting in New Orleans with Alabama, Arkansas, Louisiana, and Mississippi supporting a 3-week session to be held at Louisiana State University, Baton Rouge, July 10 to 29. A course in extension methods will be given by M. C. Wilson and Gladys Gallup, of the Federal Extension Service; rural social organization will be given by B. O. Williams, of Clemson College; and Louisiana State University faculty members will give courses in farm management, rural electrification, advanced soil fertility, livestock production, nutrition, buyer-consumer education, gardening and landscaping, and advanced poultry management.

California announces a 6-week summer session, June 26 to August 5, offering subjects relating to agriculture and home economics given by resident faculty members. For the agricultural agents, 6-week courses in current economic and social problems, and soil science and plant nutrition are listed; and for the home demonstration agents, the courses are arranged in two successive terms of 3 weeks each. Courses in the first term will include experimental food study and Consumers and the Market, and the second period will offer Present Status of Human Nutrition and Household Management in Relation to Family Living.

At the University of Kentucky, Lexington, a 15-day session, June 12 to 28, will include Agricultural Policy, by J. D. Black, of Harvard University, and Current Problems in Agricultural Economics, by H. B. Price, of the faculty. Purdue University, La Fayette, Ind., is scheduling a 3-week school for July 3 to 22, with a course in farm prices to be taught by E. C. Young. Courses in extension education are also being considered.

Special training courses for Negro extension agents working for graduate and undergraduate credit will again be offered at Prairie View College in Texas, June 19 to July 8, similar to last summer's 3-week session when 75 men and women Negro agents enrolled. Extension methods will be given by Dr. E. H. Shinn, of the Federal Extension Service; and additional courses, including leather work, agricultural economics, and land use, will be offered by resident faculty members.

Definite plans are being made for extension summer schools at the land-grant colleges in Maryland and Virginia and at Tuskegee Institute in Alabama. It is anticipated that summer sessions will also be held in Iowa, Missouri, New York, Oregon, Tennessee, Texas, and Vermont. A school for Negro extension workers is contemplated at Hampton Institute, Virginia.

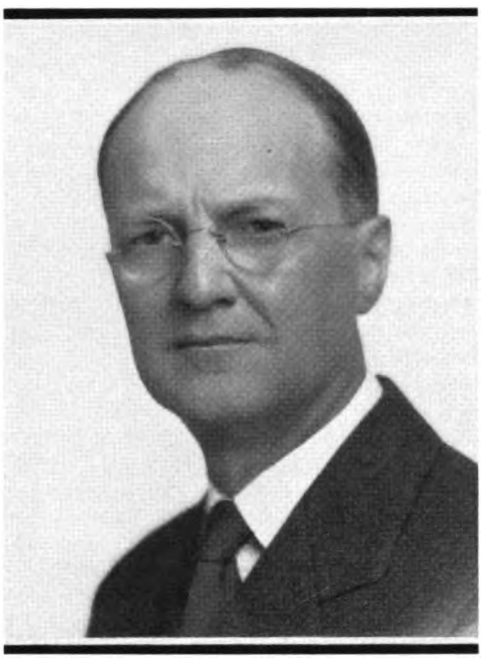
Many extension workers are making use of their summer leave for professional improvement. Last summer, 480 extension workers from 34 States attended special training courses offered for them at land-grant colleges in 14 States, namely Colorado, Indiana, Iowa, Kentucky, Louisiana, Maryland, Missouri, New York, Oregon, Tennessee, Virginia, and Vermont; at Tuskegee Institute, Alabama; and at Prairie View College, Texas.

# Dr. R. A. Pearson Dies

Dr. Raymond Allen Pearson, former president of the University of Maryland, died recently at his home in Hyattsville, Md. Dr. Pearson was long known as a leader in agricultural education. From 1912 to 1926 he served as president of Iowa State College of Agriculture and Mechanic Arts, establishing a reputation for administrative ability and as an authority in the field of natural science. During the World War, his services were enlisted by the Department of Agriculture as an assistant secretary. After resigning from the presidency of the University of Maryland in 1935, Dr. Pearson served as special assistant to Rexford G. Tugwell, formerly administrator of the Rural Resettlement Administration. At the time of his death he was serving as coordinator for the Farm Security Administration and the land-grant colleges.

Dr. Pearson's long years of service to the land-grant institutions were marked by some of the more important steps in their development. He served as president of the association of land-grant colleges and universities in 1923 and 1924, and from 1919 to 1935 as chairman of the executive committee. He was one of the strong supporters of the Smith-Lever Act, the Smith-Hughes Act, the Bankhead-Jones Act, and other legislation which greatly expanded the work of the colleges and the Department of Agriculture.

"Dr. Pearson's counsel will be sadly missed by all interested in the development of American agricultural education," said Dr. A. F. Woods, in charge of the United States Department of Agriculture Graduate School. "He was not only a scientist, administrator, and scholar, but a gentleman of the finest type.



Although he was reserved, his interest in people was sincere and lasting. He was always ready to lend a helping hand. His outstanding trait in administration was careful attention to all the details necessary for the success of an undertaking. Everyone who knew him intimately was his friend."

He was born at Evansville, Ind., and graduated from Cornell University where he also taught dairy industry for some time. Early in his career he served as commissioner of agriculture in New York for 4 years and as Chief of the Dairy Division in the United States Department of Agriculture.

# Extension Workers Profit from Sabbatic Leave

According to a survey of all extension services, county agents are granted sabbatic leave for professional improvement in 19 States and Territories including California, Colorado, Connecticut, Hawaii, Illinois, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Missouri, New Hampshire, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, and Utah.

State subject-matter specialists are granted sabbatic leave in 26 States and Territories including those listed above and the following 7 additional ones: Indiana, Louisiana, Minnesota, Mississippi, Montana, New Jersey, and Tennessee.

The length of the leave period which may be granted varies somewhat, depending upon whether the educational institution operates upon the quarter or semester system. More than 6 months' leave may be granted to county workers in 15 States and to specialists in 20 States.

In 10 of the 20 States granting more than 6 months' sabbatic leave to specialists, the leave period must be preceded by 7 years of service. Only 6 years of prior service are required in 7 States, and in 1 State 5 years are required. Two States reported no fixed plan of prior service. Where the leave period for specialists is less than 6 months, the required previous service is 4 years in 1 State, 5 years in 2 States, 6 years in 1 State, and 7 years in another State.

With the exception of two States, Pennsylvania, where 10 years is required for county workers and 7 years for State workers, and Massachusetts, where 5 years of service is required for county workers and 6 years for State workers, the prior service requirement is the same for both county and State workers.

A variety of practices are followed in handling the work of State and county extension workers on leave for more than 6 weeks. Fifteen States divide the work of absent State employees among remaining staff members; 11 States fill the position by temporary appointment; 4 States assign assistants in training to handle the work; and in 3 States part of the work accumulates. The work of county agents on leave exceeding 6 weeks is assigned to assistant agents in training in 10 States; temporary appointments are made in 9 States; and in 8 States the work is divided among the other county workers. Frequently, a combination of methods is followed.

Where county and State workers are granted more than 6 months' leave they receive half pay in all States except California which gives them two-thirds of their salary. Mississippi pays 75 percent of the salary of State extension workers on leave. In four of the six States where the leave granted specialists is only 2 to 6 months, full salary is paid to State workers. A number of the States paying half salary for leave periods in excess of 6 months give full salary when from 2 to 6 months' leave is taken.

## Big Lespedeza Year

Farmers of Van Buren County, Ark., are increasing their acreages of soil-conserving crops for 1939, says H. W. Robertson, county agent.

Three hundred and four farmers have placed a cooperative order for 50,000 pounds of Korean and 1,200 pounds of Kobe lespedeza, and 300 pounds of lespedeza Sericea through their county and farm organization.

According to reliable information, this will be the largest amount of lespedeza seeded in any one year in Van Buren County. Practically all of this seed will be used in connection with the agricultural adjustment program.

By purchasing the order of lespedeza seed cooperatively through the farm organization, the farmers saved from 50 cents to $1 per hundred pounds. By having an organization to work through, they could not only buy wholesale but could get terms from the handlers until the seed could be delivered.

# Struggling for a Solution of Our Problems

**D. A. ADAMS, County Agent, Young County, Tex.**

For a number of years we have been attempting to lay the foundation for efficient farm planning through the demonstration, but it is only within the past 3 years that we have begun to concentrate demonstrations on an all-farm basis. We have carried many demonstrations to a successful conclusion through the efforts of individual demonstrators and community organizations, based primarily on increase in production; but now we are also considering the conservation of resources for a better family and community life—particularly the problem of getting proper balances in crop, food, and livestock production; soil conservation; and learning how each affects the farm family as a whole in any given area. In turning from one system of conducting the demonstration to another, it was necessary to make inventories through land-use-planning work in order to discover our problems.

### *County-wide Goals Set*

Planning work was begun in Young County on a comprehensive basis in 1936. At that time the county program-planning committee selected by the agricultural council and home demonstration council conducted educational meetings in the various communities throughout the county, giving farmers the economic background of agricultural conditions. Then, in order to find out what changes might be necessary to adapt a revised agricultural program to Young County farms, farmers were asked their opinion on just what the total acreages for the county should be for the various crops. The county planning committee, at the conclusion of this work, prepared a set of county figures for the different crops by weighting the average percentages arrived at in the various community meetings. We made the mistake of applying the estimates of farmers in various communities to a more or less fictitious average farm.

In 1937 the county planning committee decided to spend more time getting farmers to think of their individual farms and farm problems. In addition to cropping systems we studied the livestock units and the farm family food supply. In educational meetings, farm-data sheets for individual farms were filled out by farmers to give us a picture of their problems and their suggestions for changes in the farming operations in the light of existing economic conditions. We took a random sample of the data sheets turned in from the entire county and, from the average obtained from them, set up a county average farm to show how it existed at that time and what changes should be made, based upon the recommendations given by the farmer in the data sheets. After we had completed the county average farm, it was used as a basis to determine what the county total figures should be in regard to the various crops, livestock units, and family food supply.

This program was much better because it represented more of the individual thought of the farmer and his family, yet all of this thought lost its identity when the county planning committee set up as an example a county average farm. We used a random sample from an area too widely scattered to set up a county plan of work for an individual farm that would fit all portions of this county. In educational meetings later we found that we had overlooked the importance of soil-type areas and their effects on farming set-ups and the farm family.

So, in 1938, using the experience gained and profiting by the mistakes made in 1936 and 1937, we attempted to work out a more satisfactory program based on soil types and the farm home. It was decided by the home demonstration council and the agricultural council that, rather than hold large group meetings, the work would be done in the county office with the representative committees from the various soil-type areas serving as our county land-use-planning committee. Profiting by the experience gained before, we, as agents, found that we had much work to do in order to begin building a more satisfactory land-use program.

Our first step was to divide the county into preliminary soil-type areas; and, in addition, we had to find out what the existing farm-crop systems were within the various areas, what the yields of crops were, and what the livestock units were. In order to get this information, a close study was made of A. A. A. records, both farm and ranch. We also had to know something of the situation and trends on a long-time basis. We studied the census figures and discovered interesting things in a tabulation of the trends of crop acreages for the past 30 years in Young County.

The county committee of 15 men and women studied the preliminary map prepared by the agents and established six soil-type areas instead of the original four. After the areas had been established, the county committee was divided into subcommittees with membership from the respective areas. Each subcommittee was then given the results of the previous 2 years' work and copies of the information on cropping systems as they applied to their soil-type areas only. With this information at hand they began to prepare and set up what would be an economic-size farming unit, one which would fit a family-size farm or ranch and which could be operated with modern equipment in such a manner as to maintain soil fertility, prevent soil erosion, and provide a satisfactory standard of living for the farm family. The various committees actually were setting up a farm unit for a farm family to provide the very things that we as extension people had been trying to teach through the demonstration way for a long time. Wise land-use planning was being built around the welfare of the farm family worked out in a soil-type area in which common problems existed. At the completion of the work of the subcommittee we found that, instead of having one average farm for the whole county, we had six farms for six soil-type areas with common problems, each one different from the other. In addition, definite recommendations as to size, acreage of the various crops, size of livestock unit, soil-conservation practices, gardens for home food supply, and feed-storage facilities were given.

### *Farm Recommendations Made*

In discussion meetings and other educational meetings held in regard to the work done in 1938, we found that we still had not gone far enough in planning work. We decided to go a step farther and make definite recommendations as to farm-food-supply plans, recommendations as to a better system of record keeping, and a definite plan of individual development for each member of the farm family. Since these suggestions were brought out in 1938 in educational meetings held within the soil-type areas, local land-use committees have been elected for 1939 with the idea of revising the work already done in regard to farm activities and, if necessary, supplementing it with the foregoing recommendations before taking the entire land-use program to the farmer and his family. We believe that final approval of the land-use plan adopted should come from the farm home itself to the local land-use committee and then to the county committee, rather than from the county committee and subcommittees to the farm home. We feel that when these two methods of approach have been complied with we shall, in our plan for 1939, have a very complete set of recommendations for the farm and home—a definite goal for each farm family to work toward in connection with each soil-type area.

# New Film Strips

■ Among the new film strips recently completed is an unusual one on soil and water conservation by the beaver, made up in cooperation with the Bureau of Biological Survey, which includes some interesting pictures of this industrious little animal familiar on many farms and in the nearby forests.

Several series in cooperation with the Soil Conservation Service and the Agricultural Adjustment Administration will be welcomed by county agents. There are also several timely series on such subjects as wheat storage and corn storage in the ever-normal granary, and tree planting on the prairie plains. New home-economics series include guides to buying children's clothing and wash dresses. The 17 film strips listed below have recently been completed or revised in cooperation with the Agricultural Adjustment Administration; the Bureaus of Agricultural Economics, Animal Industry, Entomology and Plant Quarantine, Home Economics, Plant Industry; and the Soil Conservation Service. They may be purchased at the prices indicated from Photo-Lab Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service.

*New Series*

Series 413. *The National Poultry Improvement Plan.*—The series presents the major purposes of the national poultry plan and illustrates practices followed by those participating in the plan in producing quality hatching eggs, baby chicks, breeding stock of five progressive breeding stages, and three pullorum-control stages. 48 frames, 45 cents.

Series 421. *Soil Conservation in California.*—Illustrates some of the soil-conservation problems in California and some of the methods that are being used for solution. 44 frames, 45 cents.

Series 427. *Guides to Buying Children's Clothing.*—This series shows the outstanding things to look for and things to avoid when buying a growing child's clothing. The characteristics noted apply whether the garments are bought ready-made or made at home. 56 frames, 50 cents

Series 454. *Guides to Buying Wash Dresses.*—Illustrates the outstanding things to look for and what to avoid when buying women's dresses. The points under discussion apply whether the garments are bought ready-made or made at home. 59 frames, 50 cents.

Series 459. *Treat Seed Grain.*—Frames 4 to 34 illustrate the various diseases of cereals that are controllable by seed-treatment methods and how they are spread, and frames 35 to 54 show how to clean and treat seed grain in order to prevent these diseases. 56 frames, 50 cents.

Series 469. *Erosion Control in the Southeast.*—Illustrates how farming practices that fail to check erosion lead to reduced fertility, reduced farm income, and abandoned farms; and shows how good farming practices and erosion-control methods conserve soil and water for profitable production. 39 frames, 45 cents.

Series 476. *Keeping Minnesota Soil at Home.*—Illustrates the extent of erosion in the Driftless Area of Minnesota and shows the practices which are being used by farmers to reduce soil and water losses. 48 frames, 45 cents.

Series 477. *Keeping Wisconsin Soil at Home.*—Illustrates the extent and significance of soil erosion in Wisconsin and the steps being taken to reduce the losses of soil and water. 48 frames, 45 cents.

Series 478. *Saving Iowa Soil.*—Illustrates the damage done by soil erosion in Iowa and practices which are being used to check this damage. 48 frames, 45 cents.

Series 497. *Keeping Illinois Soil at Home.*—Illustrates the extent and significance of soil erosion in Illinois and methods which are being used to conserve the soil and water resources of that State. 48 frames, 45 cents.

Series 498. *Hay Quality—Relation to Production Practices and Feed Value.*—Supplements Farmers' Bulletins 1539, High-Grade Alfalfa Hay; 1573, Legume Hays for Milk Production; and 1770, High-Grade Timothy and Clover Hay. The series illustrates the various steps in the production, handling, and storing of high-quality hay and its importance in the economical production of livestock and livestock products. 54 frames, 50 cents.

Series 499. *Insect Enemies of the Flower Garden.*—Supplements Farmers' Bulletin 1495 and illustrates the life histories and habits of some of the more important insects that attack flowering plants and indicates methods of prevention and control. This film strip is adapted for use in virtually all States, so it will have educational value in all parts of the country. 57 frames, 50 cents.

Series 500. *Flower Gardens.*—This series is designed to stimulate interest to establish more flower gardens and to beautify the home grounds. It shows types of flower gardens found on many farms, as well as a few formal community enterprises. 64 frames, 50 cents.

Series 501. *A. A. A. Farm Program for the Western Region.*—Shows such features of the farm program as national acreage allotments, loans on corn and wheat, marketing quotas, wheat-crop insurance, and soil conservation. 41 frames, 45 cents.

Series 502. *Soil and Water Conservation by the Beaver.*—Describes the history, habits, and economic relations of the beaver with practical reference to farm and forest lands and illustrates the methods of establishing new colonies by live trapping and transplanting. 48 frames, 45 cents.

Series 503. *Insect Pests of Garden Vegetables and Their Control.—Supplements* Farmers' Bulletin No. 1371, Diseases and Insects of Garden Vegetables, and illustrates the life history and habits of many of the more common insects affecting garden vegetables with suggestions for their control. 62 frames, 50 cents.

Series 504. *Gully Prevention and Control.*—Illustrates some methods in use for the prevention and control of gullies. 75 frames, 55 cents.

## Progress Among Cotton Farmers

Mississippi farmers are making remarkable progress in increasing the yields and improving the quality of cotton grown. In 1938, 16,536 farmers were members of 140 one-variety cotton communities. These farmers planted approved seed of superior varieties recommended by the Extension Service and ginned their cotton on gin days to keep the seed pure. They produced an average of 59 pounds more lint cotton per acre, received $4.35 more per bale, and added $1,580,227 to their cash income by growing better cotton.

Members of the one-variety associations made $7.86 more per acre and $95 more per member than nonmembers. All producers, however, have shared in the improvement which has come from one-variety-community and 4-H cotton-club work.

According to the Bureau of Agricultural Economics, only 3/10 of 1 percent of the 1938 Mississippi cotton crop was shorter than seven-eighths inch. This compared with 2.3 percent in 1937. The report showed that 65.5 percent of the 1938 crop ranged from 1 1/32 to 1 1/8 inches, and that only 3.7 percent was less than 1 inch in staple length.

The average yield of cotton in Mississippi has steadily increased from an average of 185.6 pounds per acre for the 1928–32 5-year period to 316 pounds in 1938, a gain of 130.4 pounds per acre. Following the development of improved ginning equipment and ginning practices by the Federal Ginning Laboratory at Stoneville, 186 gins in 1938 made improvements, including installation of new gins and the addition of cleaning and extracting machinery, dryers, and new gin stands.

Ten one-variety communities qualified for the Federal free cotton-classing and marketing service under the Smith-Doxey Act. This service is now available to groups of producers organized to promote improvement of cotton.

# High Lights from the Record

## Square Meals

Maine homemakers have been concentrating on "Square Meals for Health" for the last 11 years in an effort to plan simple, well-balanced, inexpensive meals for their community gatherings.

The work has been carried on as a contest from the beginning—first as a State contest and since 1931 as a county contest with small cash awards and ribbons for the winners. The "Square Meals for Health" score card and folder worked out by the State nutrition specialist have guided the women in the selection of menus, large-quantity recipes, and size of servings. To have the meals qualified as "square meals," the menus must be approved by the home agent or the community foods project leader in advance, and a written report must be submitted to the county extension office within 3 days after the community meal has been served. Dinner committees are chosen a year ahead in most communities, and, later on, clean-up committees are selected in order to carry out the affairs with ease.

The influence of the work has gone far beyond organized extension circles, for the homemakers have served "square meals" to various groups of grange, church, and civic organizations, as well as to extension gatherings. In 1927, the first year the project was carried, 1,687 approved "square meals" were served to 30,094 people; 10 years later 59,703 people were served 2,974 meals.

## County Problems Committee

Program building in Boone County, Mo., has been effectively developed through the planning work of a county problems committee composed of a man and a woman from each of the 15 major communities, says County Agent Wendell Holman. These 30 rural leaders have been giving serious study to their farm and home problems in their respective communities and reported their findings at an all-day meeting of the committee last February. It was apparent from their discussion that increasing the farm income; control of erosion; improving pasture and feed production; and improving health services, schools, churches, and roads were among the important problems in the county.

Because of inadequate information on these problems in various communities, subcommittees were appointed to make additional studies. These subcommittees met in the early spring and, with the assistance of extension specialists, worked out a questionnaire which was used as the basis of discussion for the 15 community committee meetings which followed. From this discussion material a county area map was developed. The subcommittees met again in joint session in the fall and, after an all-day study of the information on the questionnaires, summarized the discussions in the form of recommendations that were later presented to the county problems committee which used the findings as a basis for the 1939 program of extension work in Boone County.

## 4–H Clubs Plant Trees

This spring, 4–H club boys and girls in New York will plant 1,160,000 trees which will reforest more than 1,000 acres of waste land. By the end of this spring, their fourteenth year of tree planting, the youngsters will have set out nearly 14,000,000 trees, reports James D. Pond, of the New York State College of Agriculture. About one-third of all junior tree planters are girls.

At the same time, nearly a half million other trees will be planted by students of vocational agriculture in the State. This will bring their total of trees planted since the beginning of the program to nearly 3,000,000 trees.

Under a cooperative arrangement with the State conservation department, each young tree planter may obtain free, 1,000 trees to start a demonstration plantation.

This year, among the 4–H clubs, Oneida County returns to its former lead with orders for 118,000 trees. Club members in this county have planted about 1,200,000 trees in the past 14 years under the leadership of County 4–H Club Agent E. G. Smith. Broome County follows with orders for 81,000 trees, and Delaware County with 61,000 trees. Sullivan County, having had organized clubs for only 1 year, is fourth, with 50,000 trees to be planted.

## A Curb Market

Cooperation is the keynote of the Charlotte, N. C., curb market operated by the farm women of Mecklenburg County, for not only did the members of the 18 home demonstration clubs enter into the planning of the market but they also share in its success. Each club has a booth with one or more members from each group on hand to do the selling and, whether present or not, each member can sell her home products.

The market outgrew its quarters the first year, so rapid was the success of this venture launched in 1936 by Mrs. Pauline Taylor Culp, home demonstration agent in Mecklenburg County at the time. Operating but 2 days a week, the market averaged $20,000 annually the first 2 years. County appropriations soon were provided for larger quarters directly across the street from the county extension office, and the market continues to flourish under the supervision of the home demonstration agent and a market manager. The salary of the latter is paid by a certain percentage of sales, any surplus going into a market fund.

The market has averaged 52 sellers from the start, and customers are offered a wide range of products, including dairy products, poultry and eggs, fruits, vegetables, flowers, handiwork, and baked products. A number of the homemakers make fancy cakes and pastries with the caterer's touch, an art which they learned in short courses conducted by Mrs. Culp and which may partly account for the baked things topping the sales lists. The market is splendidly equipped with counters, storage rooms, rest rooms, and toilet facilities. Adequate parking space for both producers and customers is provided. The market has become so popular that during the last year it was operated on a third day, Friday, in addition to Tuesdays and Saturdays.

## Cooperatives Grow

Cooperative swine markets in eastern North Carolina sold 94,673 hogs for $1,501,519.14 last year, stabilized the price of hogs, supplied farmers with information on better marketing practices, and enabled them to determine whether the price they received for swine from other sources was a fair one.

These facts, figures, and conclusions were reported by H. W. Taylor, swine specialist of the State College Extension Service, who helped to organize the 16 cooperative marketing associations in the State at present.

Fourteen of the sixteen assocations in the State have been formed since January 1, 1937, a little more than 2 years ago. Before 1920 all North Carolina hogs were classed on the eastern markets as "southern hogs, soft and oily" and were discounted as such. Under the direction of W. W. Shay, then swine specialist of the Extension Service, the packers agreed to pay top prices for North Carolina hogs shipped cooperatively if they "killed hard." This was the beginning of cooperative markets.

■ Five boys and girls in 4–H club work in Michigan have been named winners by a Detroit committee for their recent work in submitting an essay on the subject, Where and How Are Livestock Prices Established?

William E. Dickison, Jr., Sault Ste. Marie, took top honors and a watch for best presentation of the answers.

# A Home Demonstration Agent Goes to School

**Mrs. LORNA K. WHITE, Home Demonstration Agent, Caledonia County, Vt.**

■ This summer I happened to be "on the spot" at Cornell University for a little re-education. After the first week I wondered if I had ever had any education. At the end of the second week it just seemed to me that being a Vermont home demonstration agent could not ever have been as involved as I had thought—compared to this. By the end of the third week only a grim determination to finish what I had started kept me afloat. Fortunately, by the time the fourth week got under way I could begin to wade into somewhat shallower water.

This whole situation of wondering if I would ever do anything but wonder was precipitated by a course called "Leadership in Home Economics," taught by the program specialist on the New York State Extension staff.

No simple assignment was given out, but each week five or six questions—any one of which would stump an encyclopedia—were presented for our consideration. There was no textbook available. Instead, we used literally stacks of theses and bulletins which might give a lift in answering perhaps one question. Besides classroom work and its preparation and outside reading requirements, we were asked to make observations of work being conducted in New York State, either by the Extension Service or by other organizations. These meetings were to be analyzed as to methods used and their effectiveness. One observation took three of us 110 miles away on a day when the temperature was 112° F.

I might say that out of this class of 24 students two-thirds were home demonstration agents from all over the United States. A very valuable part of this course was the opportunity it afforded to talk informally with others in the same line of work and to find that what you thought was your own particular problem was their problem too.

The instructor's plan was that the first week be devoted to clarifying personal problems in adult homemaking education; the second week to the basis for planning a program; the third week to procedure for planning; the fourth week to lay leadership and cooperation with other agencies; the fifth week to leadership methods; and the sixth week to sources of help available and to summarizing the work on good leadership for adults for better family life. During the entire course, emphasis was placed on the accurate thinking through of each problem.

My chief delight during the 6 weeks was a course on Personality Development and Family Relationships. The subject matter and the instructor made this course far from monotonous. His attitude lifted the course from a scramble to learn all the "55-cent" words applying to modern psychology to a matter-of-fact treatment of facts and realities. It is my firm determination to take more of this work if I return for further study sometime.

About now you are probably wondering why a home demonstration agent goes to school anyway! Some of you may know that the Vermont Extension Service requires its agents who have been on the job 5 years to "refuel" themselves. The benefits derived from new contacts and new scenes and the inspiration gained from such a course cannot be measured.

After you recover from the shock of finding out that you probably could learn something new, you can settle down to the challenge and go back to your county with renewed hope and a small prayer that you may really accomplish something.

# TOMORROW

■ Age is stealing up on Extension. On May 8, extension workers will observe the silver anniversary of the signing of the Smith-Lever Act by President Wilson, which established extension work throughout the country as a cooperative Federal-State organization dedicated to the service of rural people.

■ What has extension work accomplished during the last quarter century? What is the sweep of the job ahead? The May number of the EXTENSION SERVICE REVIEW will mirror some of the significant extension accomplishments in various States and counties. Dr. C. B. Smith will present an appraisal of the contribution Extension has made since 1914. In "New Horizons", Director C. W. Warburton will discuss what the future holds in the way of an enlarged field of service. The May number will also carry the names of all State and county workers who have been on the job for the entire 25-year period.

■ In addition to the special anniversary features, H. H. Bennett, Chief of the Soil Conservation Service, will write of the plans for the administration of the soil-conservation work and how they fit into the general program for the Department as explained by Secretary Wallace in February.

■ Other articles will discuss the plan of integrating farm and home demonstrations by Director White of Mississippi, the land-use approach to extension programs, by Director Corbett of Connecticut, and an effective argument for 4-H club work in the article, "Why I want my daughter to be a 4-H club member," by George Schmidt, assistant county agent of Trumbull County, Ohio.

## More Grass in Kansas

Grass—the first Kansas crop—still is one of the State's most important resources. Recognition of that fact is growing as farmers endeavor to restore the grazing capacity of range land depleted by drought and overgrazing. Simple practices designed to "give the grass a chance" have become increasingly popular during recent years.

Last year, more than 7,500 farmers practiced deferred grazing—the practice of keeping stock off the grass during the growing season and thus permitting it to produce seed and store up strength in its roots. That was an increase of 4,100 over the number of farmers who used deferred grazing in 1937.

Other measures taken to rebuild pasture resources included the mowing of 53,000 acres of grass at the recommended time to control weeds, seeding of 47,600 acres of lespedeza in permanent pastures, and the establishment of 1,095 new pastures.

## ON THE CALENDAR

Triennial Meeting, Association of Country Women of the World, London, England, May 30–June 9.

National 4-H Club Camp, Washington, D. C., June 15–21.

American Home Economics Association Annual Meeting, San Antonio, Tex., June 20–23.

American Dairy Science Association Annual Meeting at State College of Washington, Pullman, and State College of Idaho, Moscow. June 27–30.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28–August 7.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30–September 2.



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# IN BRIEF

## Country Life Conference

The American Country Life Conference is holding its twenty-second meeting at the Pennsylvania State College from August 30 to September 2, 1939. The theme for this year is A Look Ahead for Rural Life. The Fourth Annual Pennsylvania Country Life Conference will be included in this gathering.

## Record Keepers Honored

Twenty-nine Iowa farmers who have kept business records for the past 10 years and 7 Iowa farm women who have kept records of home expenditures for the last 5 years received recognition certificates during farm and home week, February 13 to 18. Farm record keepers have received such recognition for the past 3 years, but this is the first year that home account keepers have received certificates.

## A Busy Year

Nearly 30,000 calls on extension workers in their offices in 10 of the State's counties were made by Nevada farmers, stockmen, and farm homemakers in search of information and assistance on some agricultural problem during 1938, reports Thomas Buckman, assistant director of Nevada Agricultural Extension Service. This number was nearly 50 percent greater than it was 2 years before.

During the last year the county extension agents also visited 3,001 of the 3,312 farms and ranches in the 12 counties of the State which are officially served by agents.

## 4-H Agricultural Yearbook

The United States Department of Agriculture is not the only organization issuing an agricultural yearbook, reports Clifford L. Smith, Washington (Ark.) County agent. The boys of the Trace Valley 4-H Club are making a scrapbook of pictures of various farming operations which they cut from magazines and newspapers and arrange with descriptive legends in chronological order, according to the month during which the operations are carried out on the farm. This 4-H agricultural yearbook deals with crops, livestock, and farm improvement—both from a soil-building and farmstead standpoint—and will give a complete outline of farm work for the year.

## To Sing at Fair

The Illinois Rural Chorus will fill a 1-week engagement this summer at the New York World's Fair, marking a climax to the sixth successful season for the rural singers, it was announced recently by D. E. Lindstrom, assistant chief in rural sociology in Illinois.

The chorus of nearly 300 rural singers and musicians from 36 Illinois counties will present a 1-hour program at the New York exposition during the week of August 7 to 13.

The chorus will sing a few selected numbers in addition to Harvest Caravans, a cantata written especially for the organization by a faculty member of the University of Illinois School of Music.

The organization was launched 6 years ago as a part of the program of the Extension Service to assist rural people in planning and executing their own cultural and entertainment activities.

## Better Babies

Some 5,000 preschool children were enrolled in 357 better baby clubs in 54 Arkansas counties during 1938; 266 "better baby" clinics have been held with the cooperation of the county health units in 35 counties; 2,174 families in 70 counties carried out the baby's canning budget; and 7,529 families in 76 counties reported following recommended methods of child feeding, according to Gertrude E. Conant, Arkansas nutrition specialist.

## Whole-Farm Demonstrations

Farm and home-management demonstrations were conducted on 410 farms in the 82 counties in Mississippi during 1938. The extension specialists cooperated with local county agents in working out farm and home-management plans and programs for these farms, which are designed to supply basic information and to serve as demonstrations in developing more efficient farming and home-making programs for all farms.

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# AMONG OURSELVES

■ L. I. Skinner, who has been associated with the Georgia Extension Service since 1919, has been appointed assistant director of extension in that State. A native son of Georgia, he has served as district agent since 1923. Previous to 1923 he had served as county agent in Columbia, Hancock, and Henry Counties.

■ May E. Haddon, Mississippi nutrition specialist, has just returned from a 6-month tour of Europe where she studied nutrition, spending most of her time in Sweden and in Aberdeen, Scotland.

■ John R. Hutcheson, director of the Extension Service in Virginia for the last 20 years, was among the 12 Virginians named to the second annual Virginia honor roll compiled by the Richmond Times Dispatch and published in its New Year's edition. The roll lists those "who were conspicuous during 1938 for courage, ability, intelligence, or tenacity . . . achieving above and beyond what is expected of them." Of Director Hutcheson the Times Dispatch said: "Thus 1938 marked up a score of years of service to Virginia farm men and women to the credit of Dr. Hutcheson, who in the opinion of many students of rural life, has done more to change the character of farming in this State for the better than any other Virginian of this generation."

■ K. E. Barraclough, New Hampshire extension forester since 1926, is on 6 months' sabbatical leave, studying at Harvard University on problems of land use as they apply to forestry and doing intensive research on the cooperative marketing of forest products. C. S. Herr, assistant extension forester, has been appointed acting extension forester in the interim.

■ Sylvia Wilson, Hampshire County, Mass., club agent, had a group of women at the Springfield Exposition during last September's hurricane who insisted upon getting home in the face of the storm. Up the river road they started, trees crashing down behind and beside the car. They drove around fallen elms and maples. It was a frightened group of women that drove into Northampton where they all lived except one whose home was at Amherst, 9 miles farther on. This woman was worried about her six children, so Miss Wilson started out through the storm again and probably was the last one through, as in a few minutes flood waters made the road impassable for a long stretch. The agent was marooned but felt repaid at the welcome the six little children gave their mother.

# What is **your community** doing to promote good nutrition for children?

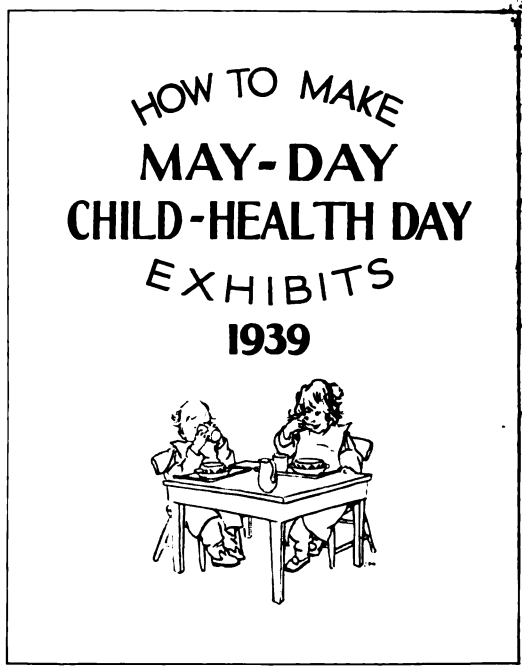
Proper food, rest, exercise, medical care, and protection against disease are of primary importance to the child's health. Special material on nutrition and child health and means of informing parents and others how to safeguard child health are available to community groups and others for May Day-Child Health Day, 1939.

**Folders and Pamphlets:**

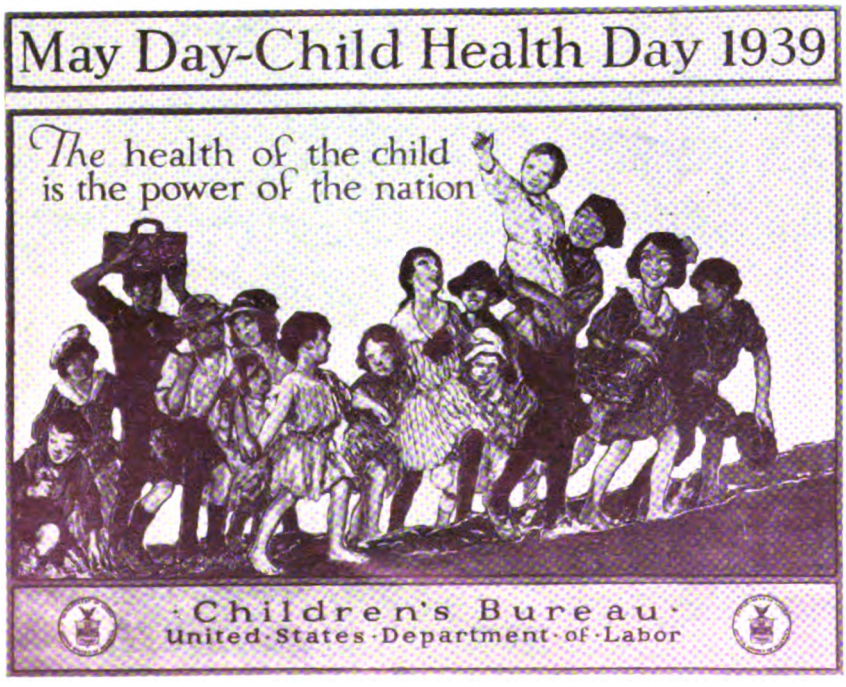
Facts About Child Health.

Well-Nourished Children. Children's Bureau Folder 14 (in cooperation with Bureau of Home Economics, United States Department of Agriculture).

How To Make May Day-Child Health Day Exhibits, 1939.




Available also, especially for Child Health Day activities, is the Children's Bureau poster for 1939 with the slogan "The health of the child is the power of the Nation." This poster with the slogan was used also for the Children's Year Campaign in 1918–19.




Sample copies of this material may be had by writing to the Children's Bureau, United States Department of Labor. Additional copies of "Well-Nourished Children," at $1.75 per 100, and of the May Day poster, at 20 cents each (100 or more, 25 percent discount). May be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C.

# Extension Service REVIEW

## NEW HORIZONS

VOLUME 10
NUMBER 5

MAY
1939

Twenty-five years ago, on May 8, President Wilson signed the Smith-Lever Act, which is the legislative cornerstone of Cooperative Extension Work. Now, as then, we find ourselves on the threshold of new opportunities. The fire of Extension vision, enthusiasm, and leadership burns more brightly as the years flash by. As we look toward new horizons, the sound experience of the past inspires confidence in a future of even greater service to rural people.

C. W. WARBURTON.

AN Editorial

# Ahead—New Horizons

C. W. WARBURTON, Director of Extension Work

Just 25 years ago on May 8, President Wilson signed the Smith-Lever Act. Now, after a full quarter century of experience, we still find ourselves on the threshold of new opportunities. The problems of the farm and the farm home have always been the basis of our work. These problems are still with us—some old ones and some new ones—but on the horizon we see new and more effective ways of grappling with these problems, which we hope will usher in a new era of greater usefulness.

In this number of the REVIEW which marks the birthday of the Smith-Lever Act, directors and county extension agents have set down some of their plans and ideas in dealing with these problems—the land-use approach to farm problems, coordination of effort, more comprehensive methods of soil conservation, and other activities looking to more effective work.

What do I see on the horizon for the extension programs of the next quarter century? Well, first of all, it seems to me that conservation of our natural resources will have to be included. In our interest in the conservation of physical resources we shall also not neglect what is even more important, the conservation of human resources—the work with 1¼ million rural boys and girls in 4–H clubs; the work on nutrition, child care, and training; and other phases of the activities of home demonstration clubs which will be further developed to this end.

One of the major enterprises of the Extension Service now—and it will be for some time in the future—is land-use planning. Here we work with the agencies charged with the administration of the great national programs for agriculture and with rural people in the development of a better understanding and appreciation of proper land use, in an effort to so adapt and correlate these programs that they will promote to the greatest degree possible the best use of our land. The findings of the county and State land-use committees, however, are not themselves an end product but a body of facts and conclusions on which a program for a better and more satisfactory rural life will be built. In this, we shall contribute not only to rural life but to the betterment of all our people, both rural and urban.

### *Land-Use Planning Continues*

Continued emphasis on land-use planning and on the better programs for agriculture and rural life growing out of it are, therefore, on the extension horizon. We shall not, however, permit ourselves to become so involved in this effort that we fail to expand and improve our work with rural women and with rural young people. The progress of this Nation has always been, in large part, due to the stalwart character of the young people, developed in the open country. This is as true today as it was in the period when the Union was founded, the sesquicentennial of which we have just been celebrating. It will continue to be so.

More and more, on the horizon, I see the Extension Service emerging as a great cultural agency, aiding rural people in developing a greater appreciation of art, music, literature, the drama, and all the other things that give greater satisfaction in life. Already, we have made our beginnings, in our music-appreciation work with 4–H clubs, in the local groups that are producing plays or organizing choruses, and in the broad field of rural arts and crafts.

The real basis for our future plans and hopes is the solid experience of 25 years of hard work indicated in Miss Lyman's discussion of home demonstration work in Kennebec County, Maine, in Director Schaub's sketches of extension work in North Carolina, and in Dr. Smith's account of extension achievements.

The early years of extension work were primarily devoted to efforts to increase production and to aid farmers to combat diseases and insect pests. Growing as it did in large part out of the fight on the cotton boll weevil, and coming into existence at a time when there were abundant markets abroad for our surpluses, this was only natural. The World War began in Europe a few weeks after the Smith-Lever Act was passed, and our own entry into the war a few years later intensified the urge for greater and still greater production.

When our foreign markets to a large extent vanished, shortly after the close of the World War in 1918, our agricultural machine was geared to a production far in excess of domestic needs, with the natural consequence of surpluses and depressed prices. The Extension Service then shifted rapidly from an agency devoted primarily to increasing production to one which advocated production at lower costs, giving to rural people all the economic facts that were available. It was during this period that the agricultural outlook developed, and much attention was given also to the organization of cooperative associations and to other means to promote more efficient marketing.

The part which the Extension Service has taken in promoting the national programs for agriculture in recent years is too fresh in our minds to need review here. With all our emphasis on these national programs, however, we have not neglected to give aid to rural people on economic facts, on more efficient methods of production, and to factors which would make the farm and the farm home a better place to live.

We face the future seeing on the horizon renewed hope that we may in the next 25 years come nearer to our goal.

EXTENSION SERVICE REVIEW

For May 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# A Vignette of 25 Years

**I. O. SCHAUB, Director, North Carolina Extension Service**

North Carolina has been a laboratory in which have been tested the principles of extension teaching. Those who have had a part in this demonstration work for the past 25 years feel that the tests have reacted favorably and that rural North Carolina has been definitely benefited.

A vignette of the activities undertaken during that period is interesting to those who were a part of them.

It would show snow-haired J. R. Sams preaching to farmers in Polk County and throughout the foothills of the mountains the value of kudzu as a soil builder and a surplus pasturage for dairy cattle long before the days of the present Soil Conservation Service.

There would be seen T. J. W. Broom arguing with the fervor of an evangelist the value of lespedeza as a soil builder in Union County until he was given the name of "Lespedezzer Broom"; and his arguments subsided only when North Carolina became the leading producer of lespedeza seed in the Nation, with the soils of the State from the mountains to the sea covered in summer with the numerous varieties of the crop.

The vignette would show J. W. Cameron and Mrs. Rosalind Redfearn, in Anson County, working faithfully side by side as a team for more than 25 years and adding turkey growing to a cotton economy until Anson turkeys became a household word in the State and the birds a new source of income through cooperative shipments of dressed birds grown and handled according to specific recommendations. Included, too, would be standardized canned products from the gardens, orchards, and pantries of the county sold on a quality basis.

There would be a grizzled Zeno Moore urging "Edgecombe's Way" throughout the coastal country and having farmers plant crimson clover and small grain in their cotton at the last cultivation in August for the balancing of the farm system and the further improvement of the land.

There would be Dr. Jane S. McKimmon, riding over muddy roads by buggy and wagon and sleeping in the drab hotels of that day to bring the gospel of better cookery and to demonstrate how tomatoes and other food products might be canned. Country women would hang on her words and be inspired by her personality to finally organize home demonstration clubs which are now a power in the new rural life of the State.

There, too, are F. R. Farnham and others of the dairy extension office teaching cooperation in mountain coves, isolated from the remainder of the State, and organizing small community cheese factories and milk plants to provide a market other than that for timber and herbs.

John Arey and A. C. Kimrey would be conducting their campaigns to "Drink More Milk" in sections without dairy cows and proving that grass is not the deadly enemy that cotton and tobacco farmers had regarded it through the years but a very good friend that would help to support a family cow, and seeing this effort grow into a 20-million-dollar dairy business.

W. W. Shay would have figured out that North Carolina fat swine could be put on the market in March and April and again in August and September when pork prices were highest if the proper breeding and feeding schedules were followed. This blossomed into 15 shipping-point cooperative markets doing a business of about 2 million dollars annually.

There also would be found E. Y. Floyd taking the handles of a plow and showing what he meant by the ridge system of cultivating tobacco so that "wet feet" would not kill the plants and a better quality of leaf might be obtained. He would be seen also working at night to mix by hand the fertilizers he recommended for use under his demonstration acres that the best yields might be obtained.

There would be, during that time, a corps of men and women devoted to duty, helping farmers to grow the food and feed that would "win the war" in that 1917–18 period. Among them would be a home agent who laid down her life in the influenza epidemic of 1918 and others who dragged themselves wearily to rest after working day after day to see that farm families had nutritious soup and other sustaining food.

There would be a group in the late depression carrying the message of a gigantic, well-organized, live-at-home campaign that prevented much suffering, and then jumping into the Triple-A program, carrying it to all the people; and, because of the trust that the farmers had in these friends, cotton growers gladly plowed up a portion of their crops and reduced other cash crops to cooperate with the Government in its attempt to improve conditions.

The vignette would show demonstrations to control insects and plant diseases out in the field; rotations of crops adopted to improve lands; thousands of acres of land terraced; yards beautified and improved; homes arranged for better management and a more complete living; shy, hesitant country boys and girls developed into confident leaders through the 4–H club effort; corn yields per acre doubled; better cotton varieties adopted; tobacco leaf quality greatly improved; and people learning to sing, play, and to cooperate with one another.

A remarkable kaleidoscope it is that has led to the modern, streamlined present day of land planning, technique, mass education, and over-all programs but founded upon the simple trust of men and women of the soil in tested friends who somehow felt that they had the most important job in the world. Today in North Carolina 256,139 farms out of 300,967 in the State cooperate with the Agricultural Extension Service. Seventy-six percent of all the farms in the State show some definite change in practice as a result of the effort. Much is to be done yet. Mistakes have been made in the past and will be made again. Looking backward, however, the extension group gave what it had and did its best with the materials at hand. So there are no regrets, only a forward look.

# To Promote Health, Happiness, and Efficiency

EVELYN MAY LYMAN, Former Home Demonstration Agent, Kennebec County, Maine

Evelyn May Lyman.

■ The purpose of extension work with women is "to promote health, happiness, and efficiency in rural communities," said Helen Clark, home demonstration agent in Kennebec County, nearly 20 years ago. Let us consider how well this purpose has been fulfilled.

Extension work began in Kennebec County in 1912 when Arthur L. Deering, now director of the Maine Extension Service, was appointed county agent. For the first 3 years, women had little contact with the work except by observation or as they attended extension schools on such subjects as poultry, dairying, and crops. During the World War, the State home demonstration agent and her assistants taught the use of wheat substitutes and held canning demonstrations. Boys' and girls' 4–H clubs were developed by the county agent during those years.

Health was a major problem when the first home demonstration agent, Helen Lyman, came to the county in 1919; but, as is so seldom true, the women were aware that it was a problem. The influenza epidemic had left them with a helpless and ignorant feeling regarding disease and the care of patients. So the home-nursing project was started.

Health is definitely affected by food, clothing, posture, attitudes, and recreation. Consequently, the problem was attacked in the three major programs: Foods, clothing, and home management. Later, the emphasis changed from curative to preventive measures.

In the foods program, much has been done to teach the value of food for building positive health. Instruction in canning began during the first year of home-demonstration work in the county and has continued through the years with projects known variously as "Cold Pack Canning," "Raising and Preserving Food at Home," "Canning Demonstrations," and "Canning Bees." Methods and equipment have changed, but the purpose always has been to encourage the preservation of more home-grown food for its nutritive value, for the appeal that variety gives to the diet, and for the economy in the food and health budget which it effects.

Another foods project has been "School Lunches." As a result, Kennebec communities are very much aware of the desirability of serving well-balanced lunches, including something hot, to school children. Many schools have adopted the plan of serving hot food to all who bring their lunches.

Other foods projects have kept rural women informed on the latest advances in nutrition, and have gradually effected definite changes in the diets of rural people to include more milk, fruits, vegetables, whole grains, eggs, and good-quality proteins. One mother said that by looking at the health column in her home account book one could read the story of well-balanced meals for her family of six children.

Children have not been neglected. One of the newer projects has been the preschool clinic at which children are weighed, measured, and given physical examinations. The home demonstration agent consults with the mothers concerning the food and health habits of the children. Many mothers report that they now serve 1 quart of milk, at least two vegetables, and at least one fruit a day to each child.

Making fireless cookers, wheel trays, and other home conveniences were among the earlier extension activities in the field of home management. Wheel trays were adopted widely to save steps and energy. This project gave way to one for improving the kitchen.

### *Kitchen improvement*

Kitchen improvement has probably fulfilled the threefold purpose of promoting health, happiness, and efficiency as well as any one project.

The project, "Making the House Homelike," has offered endless opportunities for homemakers to express their artistic ability in the selection and arrangement of the furnishings and accessories of their homes.

Clothing projects have aided in maintaining with the money available the desired standard of living. Definite cash savings were realized time and time again by making clothes at home for the family. The life of garments has been greatly prolonged by instruction on care and repair of clothing.

In recent years the emphasis on clothing has changed from home production to consumer education. The study of clothing and textile standards has made them more intelligent and efficient consumers.

Leadership has been one of the biggest problems. At first the women were interested but not trained; now the leaders who have developed the greatest ability are so much in demand as leaders in other organizations that they are not always free to act as leaders in our work.

In looking to the future, there are several problems for us to keep in mind: (1) to help establish desirable family relationships as a foundation for teaching educational material; (2) to make people aware of the importance of positive health, good food, rest, recreation, and the right philosophy of life; (3) to reach the younger women; (4) to awaken a desire to learn on the part of those who most need help; (5) to meet the needs and interests of those who are truly interested in the educational values of the work; and (6) to hold the interest of 4–H club members and carry them into the older extension groups.

Some points to keep in mind when facing these problems are: (1) to cooperate with other organizations—they already have cooperated with us; (2) to recognize that we are not always the best-equipped organization to carry on a piece of work; leadership sometimes should come from another source, and we should be willing to follow; (3) to allow more time in our schedules for home visits with those we do not reach at all through farm bureau membership; (4) younger women are vital to the life of our work.

Our greatest challenge lies perhaps in our ability, as one of many organizations, to take our place in community life and to help the many organizations to work together for the greatest common good.

MISSISSIPPI ESTABLISHES FARM AND HOME UNIT DEMONSTRATIONS

# To Translate Programs Into Practices

E. H. WHITE, Director, Mississippi Extension Service

Seeking to make a more direct and effective attack on major farm and home problems and to find a practical way of translating recommendations of county program planning and policy committees into practical application on individual farms, the Mississippi Extension Service has established five unit farm and home management demonstrations in each county of the State.

The primary objectives of the unit demonstration farms are: First, to demonstrate the effect of careful farm and home planning on farm income, agricultural conservation, security of living, and the wise use of income; and, second, to obtain accurate information on the factors and their relative importance in reaching these objectives. The ultimate aim is to establish such successful demonstrations of good farm organization and improved farm and home practices on the demonstration farms that they may be used as the basis of formulating better farming and homemaking programs on all farms.

### *All Major Problems Attacked*

The unit demonstration is an attempt to attack all of the major problems on the individual farm at the same time in a unified program rather than to demonstrate a single farm or home practice, a method long used by extension workers. The unit demonstration seeks to establish a permanent land-use program on the farm and to develop cropping systems and livestock-farming programs that will, as far as practicable, make the farm self-sustaining, that will conserve and improve soil fertility, that will make the best use of labor, and that will bring the largest possible net farm income and provide a better living for the farm family.

The benefits to be derived from such a program are readily apparent. Started in 1937, some of the county extension agents state that the program has been invaluable in giving them a clearer insight into and a better understanding of the problems of the farm. They are receiving training that will enable them to help farmers do a better job of farm planning. These farms may be regarded as laboratories where the county extension agents, the subject-matter specialists, and the farmer and his wife, together, can use their combined knowledge and experience in a program that meets the needs of the family and makes the best use of the farm. The program has provided a long-sought means of coordinating the work of the subject-matter specialists in a unified program.

Although the successful development of the unit demonstration farms and homes promises to blaze the way to a more efficient and profitable type of farming, 2 years' experience has shown that it is probably the most difficult problem the county extension agents have undertaken. The prodigious amount of work involved in making inventories and appraisals of the farms, of mapping the farms, of working out both a yearly and long-time farm and home program and of keeping comprehensive records and accounts has challenged the best thought and the united efforts of the Extension Service, the county extension agents, and the farmers themselves.

### *Agents Trained*

The extension specialists in farm management, assisted by the district agents and other subject-matter specialists, conducted 2-day training schools for the county agents in the summer of 1938, at which the purposes and objectives of the demonstration farms were discussed and the whole procedure, including the filling out and proper use of all forms, was demonstrated. A portion of the time was used in visiting and actually mapping one farm and using it as a basis for demonstrating how to plan the program on each farm.

Holmes County is cited as an example of how the program has been organized and supervised in the counties. The work was started in January 1937. Five farms, representative of the different types of farming and farming areas, were selected by the county farm and home demonstration agents from carefully prepared lists of farmers and farm women who, they thought, would make good demonstrators. The farms selected were located in each of the five supervisor's districts of the county. One of the farms was later dropped from the list because of sickness in the family. Of the four farmers who have carried on the program, three were wholly dependent on the farm for their living, whereas one was a part-time farmer, obtaining part of his income from work in a railroad shop. Three of the families were farm owners and one a renter with a 5-year lease.

After acquainting the farmers and their wives with the objectives and plans for the demonstration, the county extension agents assisted them in making an inventory and appraisal of the farms. The farms were then mapped, and the agents assisted the farm families in developing a long-time farm and home plan on the basis of the current situation and future outlook for the farm and farm family. They next assisted farm families in developing plans for the current year.

### *Accurate Records Kept*

As the keeping of records is one of the major problems connected with the project, both from the standpoint of the agents and the farm families, the county agent designated one of the workers in his office, a young man with considerable training in bookkeeping, to visit the farms once each month and assist the farmer and his wife in posting their records, after which the data were transferred to another record book which is kept in the county agent's office. County Agent T. M. Williams is especially pleased with this plan, because if records are to be of value, they must be accurate; and this has proved the only sure way he has found of obtaining accurate records.

To show that satisfactory progress is being made on the demonstration farms, County Agent Williams cites the record of K. D. Henry who is conducting one of the demonstration farms. Seeking to carry out the plan developed for his farm, Mr. Henry has terraced the entire farm, sodded all terrace outlets, contoured and seeded all the land in permanent pasture, sodded gullies to Bermuda grass, planted kudzu around edges of gullies, planted trees on steep slopes, and established drainage ditches on bottom lands. The acreage in cultivated row crops has been decreased, and the acreage in meadow and pasture has been increased to conserve soil fertility.

The Henrys have started dairying, buying five purebred dairy cows. They are raising their own work stock. They have developed several sources of income, including milk, chickens, eggs, fruit, truck crops, hogs, cotton, and canned products. They have purchased two steam-pressure cookers, three different-size sealers, and other necessary canning equipment, and have canned beeves for neighbors on shares.

County Agent Williams and Ellen Seale, home demonstration agent, are working on plans to use the results obtained on the demonstration farms in educational work throughout the county. They plan to chart a summary of the results and records on the demonstration farms, take motion pictures of these charts, and show them at meetings over the county.

# Planning Starts Where the People Are

**ROGER B. CORBETT, Director of Extension, Connecticut**

The thinking and action of farm people are the final purposes or objectives of land-use planning. The problem is a human problem. It is tied to the land, but the land is, of necessity, a secondary consideration. It is the vehicle by means of which and around which we hope to develop coordinated thinking and action. The men who have worked constantly at this job since the first attempts of farmers to plan programs and policies know that the problem is a human problem. They have demonstrated that we must start where our farm people are and that the farm people must gradually take the leadership. Without this, the results are worth little more than the paper upon which they are written.

In Connecticut we started land-use planning by asking our farm leadership to a meeting. The overshadowing objective seemed to be the answers to some questions. We got the farm leadership into a room in front of us and started to talk about a lot of figures, charts, and maps. We drove toward the answers to those questions. The farm leadership did not quite see what it was all about. We called the second meeting. We had those questions; we had the figures, the charts, and the maps; but the farm leadership was not there. They had come to the first meeting because we had asked them to come, but they left when they felt that they were not a part of the picture. Our process had been a "pouring in" process tuned to obtaining a specific objective. We failed to start where our people were, and, instead of getting them to take the leadership, we had driven them away.

### *People vs. Facts*

This year the program had to be effectively presented to the farm people, or planning and policy making were dead in Connecticut for years to come. We had to start where our people were and to forget the idea that we must make some maps and charts and give answers to specific questions in a hurry. We believe that unless everyone working with this program clearly understands what is involved in "starting where people are," there will be frictions and difficulties. There is no middle ground; there is no compromise. If we want coordination, it must come through the farm people. It is first a human problem and second a fact problem.

Let us not forget that we are all interested in the same people and their problems. It is the solution of these problems by these people that is our common objective. If some of us are wrong in believing that it is essential that farm people be part and parcel of the program; if we are incorrect in our belief that real coordination comes only through the thinking of farm people, we want to be corrected and set on the right track. Those of us who have sat across the table from "John Farmer" and talked about this thing and watched his confused first reactions are sure that we have a tremendous task ahead of us, but we believe that without him we might better spend our time on something else which he can see is of definite value.

The Extension Service has been accused of not working on the "larger problems," these larger problems being mainly those economic and social problems that are beyond the control of a single farm family.

### *Farm Family Faces Problems*

Let me illustrate the way in which I think extension leadership is now thinking. I shall start with a farm family and its problems, a farm family which I happen to know, so it is not a hypothetical illustration. This farm family sat down around a table on September 22, the day after the hurricane, the father, the mother, and the children, to plan how they might keep their farm and their home. They had been terribly hit; they were heavily in debt; they knew that they were up against it. First, let us look briefly at the family. It is the kind of family that we want on our farms. The children are being brought up to make good future citizens. This family takes part in the grange, the farm bureau, and the activities of the community. They are good friends and good neighbors; they are a splendid example of the best asset our Nation has. Let me take time to describe quickly the farm, because in thinking of any farm problem it is well to know something about the farm organization involved. Its chief source of income was an apple orchard. That orchard was being banked upon to pay off the indebtedness. It was just coming into full bearing. The hurricane blew down from 70 to 80 percent of the trees. Through the 4–H club work, interest had been developed in a poultry enterprise, and about 1,200 laying hens had been added to the farm business. In addition, a small cash crop was raised each year. The hurricane had blown the roofs off the hen houses; part of the roof was off the dwelling, and the flood had destroyed the cash crop.

As this farm family discussed its situation, the words "farm management" were not used, but they did talk about how they could maintain the income from their farm. They planned everything they could to make it a going farm enterprise once more. The mother thought in terms of diets, cheaper but healthy foods, home-made clothes, and the health of the family. The children thought in terms of their schooling and of help through their 4–H club work. They laid out a plan which involved many of the specific projects on which extension has worked for years. They need all the information and help they can get on these projects; but it is my personal judgment that, in spite of all the help we can give them through such projects and all the help they can give themselves, this farm family faces the loss of the farm—the home. There are economic and social problems affecting that farm which are above and outside of the problems over which they have control. These problems may be the dominant factors in their future success or failure.

To mention one or two: the price level for the man's products was so low that it was almost impossible for him to carry his indebtedness before the hurricane. As an individual, he can do little about reducing his debt burden or raising the price level of his products. With the help of his neighbors and with the help of farmers in other communities, counties, and States, a program to meet these problems might be developed. Taxes take an undue proportion of his income. Real estate bears what appears to be an unfair part of the tax load. There is little that he can do as an individual about changing this tax burden. Through cooperation with other farmers some changes might be made.

### *Keep Farm People on the Job*

The Extension Service is facing what H. W. Hochbaum of the Federal Extension Service has been calling for years "the larger problems." There are a number of new agencies to meet specifically some of these problems. Many times one of these agencies seems to be running counter to another. This friction, this lack of coordination, is so serious that farm people may lose this help unless there is coordination. The land-use project is a splendid vehicle for bringing about this coordination. It is the vehicle through which thinking, planning, and programs may be developed. We are indebted to Washington leadership for a great deal in this task, but success or failure rests with the ability of all of us to keep the farm people on the job. We need the help in starting where farm people are and having them assume the leadership.

# To Make Alabama as Green in January as in June

This year winter legumes celebrate their twenty-first birthday in Alabama, the ame year that the Alabama Extension Serv-ce, which has been responsible for larger and arger legume plantings each year, basks in he light of 25 years of service to farmers.

In 1918 the first legumes were planted in Alabama, according to available reports, just l years after the State Extension Service be-gan operating. That year Alabama farmers planted 1,535 pounds of vetch on about 76 acres of land. In 1938, with figures from two counties missing, the State total has climbed to more than 15,653,602 pounds of hairy vetch, Austrian winter peas, crimson clover, Hungarian vetch, and bur-clover. These soil-building and conserving crops were turned this spring on more than 600,000 acres of land.

Since 1922, when the first real educational work on legumes was begun, this soil-improvement campaign has probably received more attention and cooperative effort from all extension workers than any other educational activity of the Extension Service.

### *Experiment Stations Cooperate*

Widespread experimental data on the value of winter legumes in subsequent yields of cotton and corn developed by the State experiment station have been the foundation of the educational work. At the main station at Auburn, at five sub-stations, and in numerous experimental fields over the State, additional results that tell the value of legumes are being gathered every year. In addition to information carried through other extension media, farmers have an opportunity to see for themselves the value and results of these legume tests in tours to these stations and fields each year.

Two seasons of the year, the fall and the spring, are characterized in Alabama by farm visits, news articles, farmer-experience stories, county agent and extension specialist advice, radio broadcasts, bulletin distribution, circular letters, pictures, and posters. In the fall, all media are used to reiterate the value of the legumes to any and every farm and to give advice on fertilizing, preparing land, and planting the legume seed. In the spring, information on proper turning, the proper time, and the methods to follow, is given to the farmer.

The program of the Alabama Extension Service has followed the idea that the bigger profits in cotton or corn come with lowered production costs. Anything done to cut down on the large expenditure for fertilizers, especially with cotton, meant more money to farmers; and more corn per acre meant that work stock and other livestock could be kept in better condition.

**Turning under the sod which protects and enriches Alabama farm land.**

J. C. Lowery, extension agronomist, estimates that, without considering 1938 plantings, winter legumes have been worth $36,000,000 to Alabama farmers in cotton and corn alone. Increases of 20 bushels of corn and 200 to 300 pounds of cotton per acre from the use of legumes have been paying propositions. Protection of soil and grazing values are not considered in this amount.

### *Produce Home-Grown Seed*

Most of the legume seed in Alabama is handled by the farmers' own marketing association, and for many years Alabama has been a leading market for Oregon legume seed. With more attention being given to crimson clover, home production of seed is rapidly becoming possible. In 1938, records of county agents show that nearly 2½ million pounds of crimson clover seed were planted and of that amount 2 million pounds had been saved by the farmers in the spring of the year. Although other seed saving was not "pushed" as much as crimson clover last year, farmers saved 113,800 pounds of hairy vetch, 6,000 pounds of Monantha vetch, 10,600 pounds of Austrian winter peas, and 21,391 pounds of bur-clover seed.

Part of the large increase shown last year, obtained in spite of an extremely dry fall that prevented farmers from planting until late, was a result of the cooperation of the Soil Conservation Service, the Farm Security Administration, and the AAA forces with the Extension Service personnel.

Soil-building allowances for every farm were determined; and, by assigning the AAA soil-building payment, farmers were able to get seed and fertilizer. Farmers under cooperative agreement with the Soil Conservation Service and all Farm Security clients were encouraged to plant as many acres to winter legumes as possible.

### *Legumes Pay Dividends*

The Alabama Extension Service feels that legumes are doing a wonderful job of improving the State's soil. First, and most important, of course, is the improvement of the land for better crop yields.

Next is the value of the legumes in Alabama's other main endeavor—soil protection. Experiment after experiment has shown the value of these crops for holding soil during winter rains when there are no crops on the land.

Third in importance is that legumes have helped the Extension Service to put over phosphate work more effectively. As most of the soils of this State are deficient in phosphate and also in lime, and as legumes will not make satisfactory growth without the addition of fertilizer, farmers have become accustomed to putting out the fertilizer and in that way further improving their soil. Today, few acres of legumes are planted without phosphate or basic slag, and thousands of acres of pasture land are getting phosphate also as a result of this phosphate consciousness.

The Extension Service has consistently pushed legumes because of those three values. Every one of the values speaks for itself to the farmers who plant legumes on the farm. Through tours, and through assistance to farmers by county agents and other informational ways, there are few farmers in the State who have not seen the value of legumes or heard of their value to the land. There are still thousands of farmers who do not plant enough of their land in these legumes. This is owing largely to the lack of seed. With home production of seed mounting steadily there can be only one result—a larger portion of the total cropland under cover during the winter.

It will probably be many years before the goal is reached, but the Extension Service and other cooperating agencies have an objective. They want to see all of the hillsides and fields of Alabama looking as green in January as they do in May and June. The program of more legumes, better crop yields, and protected soil will be continued with that in mind.

# Extension Builds on Its Past

C. B. SMITH, Formerly Assistant Director, Extension Service

Our present Cooperative Agricultural Extension Service has evolved gradually. No one at the outset conceived its exact present form, and it isn't probable that anyone today knows its exact future development. It is a growing organization; and each year sees some changes or additions, based on the experience of the past. Dr. Seaman A. Knapp gave the present-day Cooperative Extension Service its concept of the county agricultural agent and emphasized the value of the demonstration on a man's own farm, carried on by the farmer himself under the supervision of a Government agent, as one of the best teaching methods to bring about better farm and home practices and increased farm income. He hesitated, however, to make the agricultural college a cooperating party in carrying on his demonstration work, for fear that the work might thus be made too academic.

### *Part Played by Colleges*

The early conception of the State agricultural colleges, on the other hand, as envisioned in papers, resolutions, and reports of committees presented at the Association of American Agricultural Colleges in the years 1904–13, saw agricultural extension work primarily as a State enterprise, to be supported in part by Federal funds in much the same manner as the Federal Government helped to finance the agricultural colleges and experiment stations of the country.

The college leaders of extension thought, at that time, had in mind an extension service in the college, coordinate with the experiment station and resident teaching, that should have charge of such matters as farmers' institutes, agricultural trains, extension short courses, correspondence, publications, articles for the press, reading courses, field demonstrations and tests, educational exhibits at fairs, corn- and stock-judging work, excursions to the agricultural colleges and experiment stations, boys' and girls' clubs, and like matters. The State colleges of agriculture were increasingly concerned that the Federal Government should not deal direct with the individual farmer in teaching him better agriculture and home practices. They held that the colleges, with their experiment stations and substations and knowledge of local conditions, were in better position to help the farmer than the more distant Federal Government.

The early county agents in the South were Federal agents. They were not representatives of the State colleges of agriculture. In a number of States in the North, the early county agents were more farmer-employed and farmer-directed agents than they were either State or Federal agents, even though they held appointments in the Federal Department of Agriculture, and quite generally, from the State college of agriculture also.

The farm bureaus developed in the North, at first by chambers of commerce and business interests and later by the State agricultural colleges and the United States Department of Agriculture for the support of the county agent extension movement, were encouraged to believe that the county agents were primarily representatives of such farm bureaus. This view continued until the farm bureaus became federated into a State and national organization, giving attention to State and national agricultural policies and legislation, thereby becoming another farmers' organization and making it of questionable propriety for the agricultural colleges and the United States Department of Agriculture to use public funds in their further promotion in competition with other farm organizations already in existence.

### *Recognized Agents of Government*

With increased Federal and State funds for the promotion of extension work, county extension agents are today recognized primarily as agents of government. The State colleges and the United States Department of Agriculture have held it a cardinal principle of their teaching work, however, to make the farmer a full cooperating partner in the development and carrying out of local extension programs and to seek his counsel and guidance in State and National extension programs as well. But administration of these agents rests with the Government, and by agreement with the State government.

Reviewing early extension conceptions, we find little, if any, mention in the early writings of such agencies as local leaders, which now constitute such an important part of the Extension Service. Mention of extension work in such fields as economics was rare—even farm management was taught in but few States at that time; and extension in recreation, music appreciation, and cultural subjects generally was hardly thought of. Farm folks were not ready for those things, nor were the colleges in a position to teach or promote them. It is probably well that Extension began primarily on the profit-motive basis and to enlarge upon that motive only as fast as Extension had something to offer and the people served were ready to receive it.

We can probably say that in the past 30 years Extension has increased farm and home efficiency and, in many cases, farm income; but it is a question whether farm income as a whole has been measurably increased by Extension. The cash farm income for the 8 years, 1924 to 1931, inclusive, for the whole United States has averaged $9,404,500,000, and for the 6 years, 1933–38, $7,117,500,000 for the whole United States, including Federal farm-benefit payments, according to the Bureau of Agricultural Economics in the pamphlet, Cash Farm Income and Government Payments, January 20, 1939.

Extension, in cooperation with various new agencies organized in recent years has undoubtedly greatly broadened the vision of farmers and taught them much in the way of better organization and cooperation and handling of their business. It has made them financial-, credit-, and marketing-minded, while home economics extension has done much to inculcate better diets in the home, better clothing habits, and a larger social and inspirational life.

Along with all these things has been the training given more than 7,000,000 rural youths over a period of 25 years in better farming and homemaking, life experiences in putting on demonstrations and exhibiting at fairs, the refining and cultural experiences of club meetings, vesper services, community and chorus singing, club camps, college visitations, and like matters. All Extension is growing and yearly builds on its past, emphasizing what has been found successful, and venturesome in reaching out after whatever new things look good. Its strength has been in its educational work. Its greatest weakness is that each extension agent must cover so large a field of work. The hope is that the staff may always remain educators and grow in numbers, vision, and ability—each one remaining long in the service and putting his whole life into it as a professional career.

## AAA Loses Division Head

C. C. Conser, Director of the Western Division and associated with the AAA since its beginning in 1933, died suddenly in Washington on March 21. His wise counsel will be gravely missed. Norris E. Dodd, formerly Assistant Director, and an Oregon farmer and rancher, succeeds Mr. Conser as Director of the Western Division.

# One Land-Use Program for Better Rural Life

**H. H. BENNETT, Chief, Soil Conservation Service**

**This statement of the guiding policies of the Soil Conservation Service is the third in a series explaining the program of the Department of Agriculture, which began in the February number with an article by Secretary Wallace. Next month R. M. Evans will discuss the place of the Agricultural Adjustment Administration in a national agricultural program.**

Last October, in reorganizing the internal structure of the Department of Agriculture, the Secretary directed the Soil Conservation Service to assume, in addition to its program of soil-erosion control, the responsibility of administering, wholly or in part, a number of other action programs which Congress had authorized him to undertake. These programs involve the purchase and development of submarginal land under Title III of the Bankhead-Jones Act; the treatment of land for flood control under the Flood Control Act of 1935 and supplemental legislation; the development of farm and range water facilities under the Water Facilities Act; farm-forestry activities under the Cooperative Farm Forestry Act; and the drainage and irrigation work formerly handled by the Bureau of Agricultural Engineering.

The scope of the Soil Conservation Service was thus broadened greatly by the reorganization of functions in the Department. What had been a bureau concerned primarily with the prevention and control of soil erosion became a bureau concerned with all physical land-use programs which involve operations by the Government on farm lands.

Since then, a great deal of attention has been given to the problem of welding the various activities for which the Service is now responsible into a single program of land-use action. Naturally, some internal revamping was necessary, and there has been considerable reorienting to do. The Service had to stop and think where it was going and decide just how it intended to get there. But the picture now is rather clear. This, in general, is the way the Service looks at the new and larger job it has taken on:

First, it believes that the basic purpose of the Soil Conservation Service is to aid farmers in bringing about desirable physical adjustments in land use with a view to bettering human welfare, conserving natural resources, and establishing a permanent and balanced agriculture.

Second, it believes that the several programs entrusted to its administration should be carried on not as separate programs, but as "lines of action" in a broad attack on land-use problems.

Third, it sees itself as one cog in the machinery set up by the Department to deal with the problems of agriculture. It believes that the work of the Service must be dovetailed with the work of other bureaus dealing with other phases of the land problem—with the Bureau of Agricultural Economics, the Farm Security Administration, the AAA, the Forest Service, the research agencies of the Department, and so on. It intends to regard its own work merely as a part of a much larger undertaking—the program of the Department.

Fourth, it believes that the State agricultural extension services have a vital role in bringing the program of the Service to the farmers.

Fifth, it believes that its program must grow out of the wishes and the planning of the people on the land and not be made by planners remote from the actual day-to-day problems of agriculture. It believes that the county planning program of the Department provides a means of bringing "grass-root" needs to light and will adjust its program to the demands indicated by that process of evolution.

Sixth, it believes that its program can best be projected through the initiative of farmers themselves and that the soil-conservation district is the most effective medium for accomplishing the objectives of the Service through the actual participation of land users.

In a very particular way, the Service feels that the development of its program calls for the intensive cooperation with the extension services in the various States. The projection of a national program of land-use action has given not only the Soil Conservation Service but every agricultural agency a new and challenging opportunity. The soil-conservation district, to cite one example, offers a new medium through which farmers can carry out fundamental and utterly necessary adjustments, not only by the aid of the Soil Conservation Service, but by the aid of any agency interested in the advancement of agriculture. The opportunities inherent in the district plan are as open to the Extension Service and other agencies as they are to the Soil Conservation Service—it is just a matter of getting together in a cooperative way to assist farmers.

One thing is certain. There is only one program of land use. It encompasses many programs, but they all have the same ultimate goal—a better life for people living on the land. What one agency does is supplemented by what another does. If we merge the activities of all these agencies, out on the land, into one program in which purely arbitrary administrative distinctions disappear, objectives coincide and methods harmonize, the problems of land use will be solved the sooner.

# Farmers Awakened to Menace of Soil Erosion

**W. G. McPHETERS, Agricultural Engineer, Oklahoma Extension Service**

Oklahoma is a young State but is an old hand at the business of controlling erosion. A few Oklahoma county agents did the first extension terracing work in 1909. The Smith-Lever Act of 1914 authorized, along with other projects, agricultural engineering. Extension work grew; more county agents were added, and naturally more work was done to encourage farmers to start saving the soil.

This was not an easy job then, because the soil was producing good crops and did not appear to the average person to be washing, except for a few gullies. Sheet erosion had not yet reached its destructive stage, and farmers could not see any need to worry about losing their soil.

Early pioneering of this program was slow and tedious, because many could not see the need. At that time there were no terrace levels in the State. Lines were run with what was then known as the old "grasshopper" level, and terraces were built with the old V-drag and the Martin ditcher, the latter being about the only commercial terracer at that time. Most of the extension engineer's time was spent at terracing demonstrations to teach farmers and county agents erosion control.

The county agents and extension engineers had a vision of what needed to be done; and they continued to teach various methods of erosion control and to conduct demonstrations on the building of terraces, thus keeping the program in the minds of the people. People came to the demonstrations to see what was taking place, even though many of them came through mere curiosity. At many of the early demonstrations one would hear such remarks as "It looks like a race track to me," "I wouldn't have those ridges in my field," and "I wouldn't farm those crooked rows like that fellow says."

The field demonstration possibly has done more to bring the program to the attention of farm people than any other method employed. However, in order to reach more people than could be reached by the field-demonstration work, terracing exhibits were put on at the State fairs in 1922. Similar exhibits were shown at both of the State fairs for the next 3 years. The first year the little demonstration farm simply showed a terraced field. The second year the field was made 30 by 60 feet, representing an 80-acre farm. A lawn sprinkler was used to serve as rain. This gave all those who saw it a clearer vision of what terracing would do, by seeing the rain falling on the field and the water being controlled by the terraces. The third year this same field was used with the terrace and the terrace outlet control; and, in addition, the fields were planted to crops so that they were just coming up during the State fair. This demonstration not only showed control of erosion but also crop rotation, the method advocated in helping to build back fertility into the soil.

### *4–H Clubs Help*

It was at the first exhibit at the Oklahoma State Fair that the idea of the 4–H terracing club was conceived. I noticed the interest that 4–H club boys took in the exhibit. This suggested the idea of a 4–H terracing club in which 4–H boys might run terrace lines for farmers. In the fall of 1922, the first 4–H terracing club was organized in Choctaw County, Okla. During that year 6 clubs were formed, and during the next year 13 counties organized clubs. The contest for the clubs was held at the Oklahoma State Fair, and from that time interest began to grow rapidly, both among county agents and 4–H club boys. 4–H terracing club work is now being done in nearly all of the counties of Oklahoma and is carried on in many other States. Many of those boys are now men and are able to run terrace lines on their own farms and for their neighbors.

During the period from 1921 to 1930, a great deal of time was devoted by both county agents and extension engineers in holding terracing schools and demonstrations to make people realize that something must be done to check erosion and to show them how to do it. It required much of the extension engineer's time to keep county agents trained, because the work was new to many of them.

### *Soil Erosion Gets Talked About*

During the last few years, soil-erosion-control work has been one of the most widely talked subjects in agriculture. Government agencies talked it, extension agents talked it, and chambers of commerce talked it, until the people themselves got to talking it; and with all this enthusiasm there is still not nearly enough being done about controlling erosion.

One of the big difficulties in the erosion-control program is the fact that about 70 percent of the farms in Oklahoma are farmed by tenants. In the southern part of the State where erosion is the worst, tenantry is highest. In fact, many counties in southern Oklahoma have as high as 85 percent tenantry. This problem has been with us and probably will continue to be with us, so the Extension Service is doing all it can to get landowners and tenants to cooperate. We are having some success in getting many landowners to do terracing. Big machinery has aided in getting this program started, because the landowners can contract to have their terracing done; and many of them are doing it, particularly insurance companies and large landholders.

Although we have men and boys trained to do line running, there seems to be no way of getting them paid except by farmers who are willing to pay the boys for running their lines. This is, possibly, as it should be; but farmers have been in the habit of getting their lines run free during the period when only a few needed it, and today they are still trying to get erosion control free.

More terracing is being done today than a few years ago—and a better grade of terracing, too. People believe in the program, and new types of equipment facilitate the work. The small commercial terracers, the large county-type grader with tractor, and the improved home-made V-type terracer are used; whereas in the early days about the only equipment was the old home-made V-drag and the small ditcher, both rather inefficient as far as power is concerned.

### *State Provides Equipment*

The 1937 Oklahoma Legislature passed a law providing six small commercial terracing machines for each county. These machines are a great help. Many of our counties in Oklahoma are doing terracing with county-road machinery. The county commissioners in these counties realize that road machinery can be used to an advantage in building terraces when they are not being used on the roads. This gives full-time employment to the tractor and grader operators. Operating costs are paid by the farmers, that is, the farmers pay for the labor and the gas and oil for the tractor. This puts terracing down to a reasonable cost, usually within the means of the average farmer.

It is impossible to reach all of our farmers with county machinery, so, in addition to working this type of program, we are still hammering away to get the small farmer to do his own terracing work with small machinery and team. Many of them are using the home-made V-terracer; some are using the fresno and turning plow; some, with a little more power, are using the State-owned terracing machines, but the job of the Extension Service is to see that everyone who wants to save his soil has a way of doing it that is within his means.

# Kentucky High-Lights Last Quarter Century

Conservation of the soil has been a major feature of the 29 years of extension work in Kentucky. Six million tons of lime materials have been spread on about 2½ million acres, and more than a million acres of hay and grass crops have been seeded.

Much of the first half of the period was devoted to educating farmers to the need of lime and phosphate. Demonstrations convinced farmers that acre production could be increased profitably through the use of these materials, plus rotation and other cultural practices that were recommended. Tests indicate that over a period of years a ton of limestone, supplemented with phosphate, may bring added yields worth $90.

Higher-yielding cultivated crops released millions of acres that never should have been plowed. Korean lespedeza now covers vast acreages; clover growing has been restored; alfalfa has been introduced and has become a routine crop; and profitable pastures have been developed. The growing of winter cover crops has become almost a universal practice in most parts of the State.

Hay and grass call for livestock, and extension work in Kentucky has revived interest in beef and dairy cattle and other stock. Sheep raising has become a great industry, poultry raising, a major farm enterprise; and hog production is receiving increased attention.

To 4–H club work should go credit for much of the livestock improvement on the farms of Kentucky. Baby-beef clubs demonstrated that better profits come from feeding younger animals, and now few 2- and 3-year olds are seen in feed lots. In 50 to 60 Kentucky counties, boys and girls annually finish about 1,000 calves and show and sell them in Louisville. Their show is pronounced by representatives of packing houses to be one of the outstanding events of its kind. Records show that the club members almost always make money from feeding calves, and their work has become a convincing demonstration to farmers throughout the State. Gradually the production of baby beef is being shifted to an all-home project, in which the club members own cows and raise calves and also produce most of the feed.

### *Kentucky Lambs Improved*

Improving the quality of the famed Kentucky lamb has been a feature of extension work over a long period. Pregnancy disease, once highly discouraging, has been largely eliminated by demonstrations in better feeding. To safeguard and protect this profitable spring-lamb industry, more than 200 meetings, tours, and demonstrations are held yearly, with an attendance averaging in recent years more than 20,000 farmers. In passing, it should be said that Kentucky spring lamb now holds premier place in the Nation.


**Representing 42,000 club members, these boys and girls broadcast their message at the 1938 4–H Club Week.**

In the period of 1915 to 1938, 4–H clubs in Kentucky enrolled 447,200 farm boys and girls. Last year's enrollment was about 42,000. This work has touched every phase of farming and farm homemaking, has educated farm youth, and has demonstrated improved practices to adult farmers and homemakers. It also has been a source of financial profit to many boys and girls, has paid for college educations, and has pointed the way to better living for large numbers of farm youth.

### *Utopians Enrich Rural Life*

Utopia clubs for older youth, begun only a few years ago, have been successful from their beginning and are already doing much for the enrichment of rural community life. In Kentucky, this work has always been based upon project requirements which gave it a solid foundation out of which the social and recreational features have grown as attractive additions.

The way 4–H club work inspires boys and girls to seek a better education is reflected in the fact that 15 percent of the total enrollment of the University of Kentucky and 45 percent of that in the College of Agriculture are former 4–H club members.

Production of more and better food for the farm family has always been a feature of home-demonstration work in Kentucky. New vegetables have been introduced into farm gardens; and new methods of canning, preserving, and storing have been adopted as a result of numerous demonstrations. Vegetables, small fruits, poultry, dairy products, and a home meat supply have been factors in helping farmers out of economic difficulties.

Twenty-five years ago farm women were interested primarily in canning and food preparation. They still are, but their interest and information have been broadened to include advanced phases of nutrition. This includes a detailed study of vitamins, minerals, digestive problems, and special problems of nutrition.

Kentucky farm women today, largely through extension work, have become clothing-conscious. It is impossible any longer to distinguish between rural and city audiences. "I feel sorry for some of the city women here," said a farm woman at the annual farm and home convention this year. Asked why, she replied: "When a city woman has on least year's hat, everyone knows it—it has stayed as it was. When a rural woman wears last year's hat, no one knows it, for we have learned to reconstruct hats, to follow the ins and outs of style, so that changes can be made easily."

Home demonstration work in kitchen improvement continues, with increasing effects, but a broader phase of this work means better home management, home beautification, and a generally rounded program for more abundant living on the farm.

### *Fine Furniture Renewed*

Hundreds of Kentucky homes are furnished almost completely with fine old furniture of rare woods, now restored to its original natural luster and beauty. Much of this was once covered with layers of ugly paint and lying discarded in attics and barns. Farm women learned to recognize real value in these hand-overs from another day and to make maximum use of them.

These are some of the ways in which extension agents have worked with farm families toward better farming and better living and give only a partial picture of the results which have been achieved.

# Why I Want My Daughter To Become a 4-H Club Member

**GEORGE J. SCHMIDT, Assistant County Agent, Trumbull County, Ohio**

**What becomes of the 4–H champions of yesterday? Here is one, George Schmidt, a corn champion who won a trip to Washington in the early days of Extension. This article tells what he thinks of 4–H training. In Trumbull County, he works with about 900 boys and girls in 4–H clubs. He writes of these young people: "We like to think of them as using 4–H work to contribute to their total growth, to help them find themselves and become useful members of the larger community in which they live."**

■ Fortunate indeed is the child who has the opportunity to grow up in a Christian home where homemaking is of first consideration. I think being a successful homemaker is the noblest ambition my daughter can attain. I firmly believe the ideals of the future mothers will very largely determine the destiny of the race. I want my daughter to live among people who realize the importance of home life.

I want her to appreciate the beautiful and worth-while things. We cannot enjoy the things about us unless we cultivate within us the ability to appreciate them. The late Lorado Taft, the great sculptor, told this story: He and his family were spending a few days in a country home. One evening they were all enjoying the wonderful sunset when the little neighbor girl, who was assisting in serving their supper and listening in on the conversation, asked: "Please, may I go home for a few minutes?" "Why do you want to go home?" "To show the folks the sunset." "They'll see it, won't they?" "No, they won't for there is nobody there to show them."

Folks who love beauty create beauty in the things around them. J. M. Barrie puts it this way: "Mysterious girls, when you are fifty-two we shall find you out; you must come into the open then. If the mouth has fallen sourly, yours the blame. All the meannesses your mouth concealed have been gathering in your face. But the pretty thoughts and sweet ways and dear forgotten kindnesses linger there also, to bloom in your twilight like evening primroses."

As a 4–H club member, my daughter may voluntarily select the projects that she needs and that interest her. In this way she may have the joy and satisfaction of finding something she can do well and completing it. Therefore, she will not be a failure.

I want her to know that life begins before graduation from high school. I believe that actual try-outs or look-ins on various jobs or undertakings when we are young are good things. Begin where you are is a good motto, or start now to grow good things in life. I want my daughter to learn how to think, not what to think. The future that we face today is a very unpredictable one; therefore, we cannot say in advance what youth should learn. But we do know that we learn best by a successful experience. The ownership and development of a calf; the cultivation of a garden; the raising of pretty flowers; the making of a useful garment; the preparation of good, wholesome food; or the making over of some old furniture into something useful—these are experiences that build confidence in boys and girls.

Dr. O. E. Baker is anxious that 4–H club members as well as all rural youth know that "farm people are better fed, withstand depressions better, live longer, die wealthier, enjoy work more, and are more likely to rear a family and promote the welfare of the race." Do you know that 1 percent of the people in the city own 90 percent of the property; that 90 percent will reach the age of 60 without any money; that city people are not reproducing themselves; and that by 2040 their population will have been depleted?

4–H club members learn to share responsibility and to develop a spirit that will put the public good ahead of personal gain. This they can learn through team demonstrations, judging teams, exhibits, taking part in club meetings, and helping to promote and develop worth-while community activities. I want my daughter to learn to judge people not by what they own but by what they are and do. There is an increasing quality of spirituality coming into 4–H club work. James E. Russell once said: "If this world is to become a better place to live in and life made more worth living, we must accept the Christian doctrine that service is the only criterion of greatness."

I want my daughter to attend a 4–H club camp or have some other club experience where she can learn some craft, learn how to swim, learn to realize the fullness of a spiritual experience at a vesper service, learn to enjoy a campfire and to study wildlife and the great out-of-doors—in short, to work, laugh, sing, and play with a group at camp.

It was my privilege to shake the hand of the President of the United States just because I was a 4–H club member. Last year seven boys in this county were able to borrow money to buy beef calves because they were 4–H club members. Many boys in this county have been given thousands of trees to plant simply because of their integrity as 4–H members. Every year boys and girls in Trumbull County are given free trips to various camps, the Ohio State Fair, and Ohio Club Congress. Last year three boys attended the National Dairy Show, and three went to the International Fat Stock Show and the National 4–H Club Congress at Chicago.

Dr. C. B. Smith states that in the 26 years of existence of 4–H clubs, more than 7 million boys and girls have taken part in 4–H clubs in the United States alone. Today we find 4–H clubs in China, India, Europe, Africa, South America, and the Philippines.

Finally, 4–H club work has the support of State legislatures everywhere and of the Federal Congress, because these agencies of government have come to believe that 4–H clubs not only promote the best in rural life but that they are pillars of great strength for the future of democracy.

# Agencies Plan Together Setting up Mutual Goals

**JOHN L. ANDERSON, County Agent, Troup County, Ga.**

A program for the development of agriculture in Troup County, Ga., has been prepared and approved by a planning committee composed of representative farm people and all the agricultural workers of different Federal and State agencies operating in the county. This program has been distributed widely throughout the county, and the agricultural workers have prepared a plan of work for 1939, so as to organize all efforts toward the development of important phases of this program.

The national administration several years ago set up several new agricultural agencies in each of the counties throughout the agricultural States. At that time the various agricultural agencies in Troup County, Ga., started technical meetings for the purpose of working out the complications and problems arising in each field. The Extension Service, vocational teachers, and credit agencies had been in the field prior to 1933. The new agencies were the Soil Conservation Service, Farm Security Administration, and the Agricultural Adjustment Administration.

Early in the summer of 1938 the agricultural workers of Federal and State agencies operating in Troup County organized themselves into a committee known as a "technical group." The county agent serves as chairman of this group. The purpose of this committee organization was to create a medium through which the agricultural workers would better understand the work of each agricultural agency operating in the county, and to mutually consider basic problems of the county and recommendations for their solution. This group holds regular monthly meetings.

The first of August 1938, these various agencies in Troup County met to work out a common program under three headings, namely, land use, income, and population. As the objectives of the various agencies in the county were similar, these three headings could be used by all the agencies as a common starting point.

Ten such meetings were held from August to November 1938 before a county program was ready to be offered to the farmers' committee, representing the county, for its suggestions and changes.

By this time the Soil Conservation Service, the Extension Service, Farm Credit Administration, Agricultural Adjustment Administration, vocational teachers, and the Farm Security Administration technical personnel had agreed on all points to go into the program under the three headings. This program was condensed to four pages and presented to the farmers' committee, representing the agriculture of the county, on December 2, 1938. The committee made a number of changes in the program and suggested that garden and orchard recommendations in detail be attached.

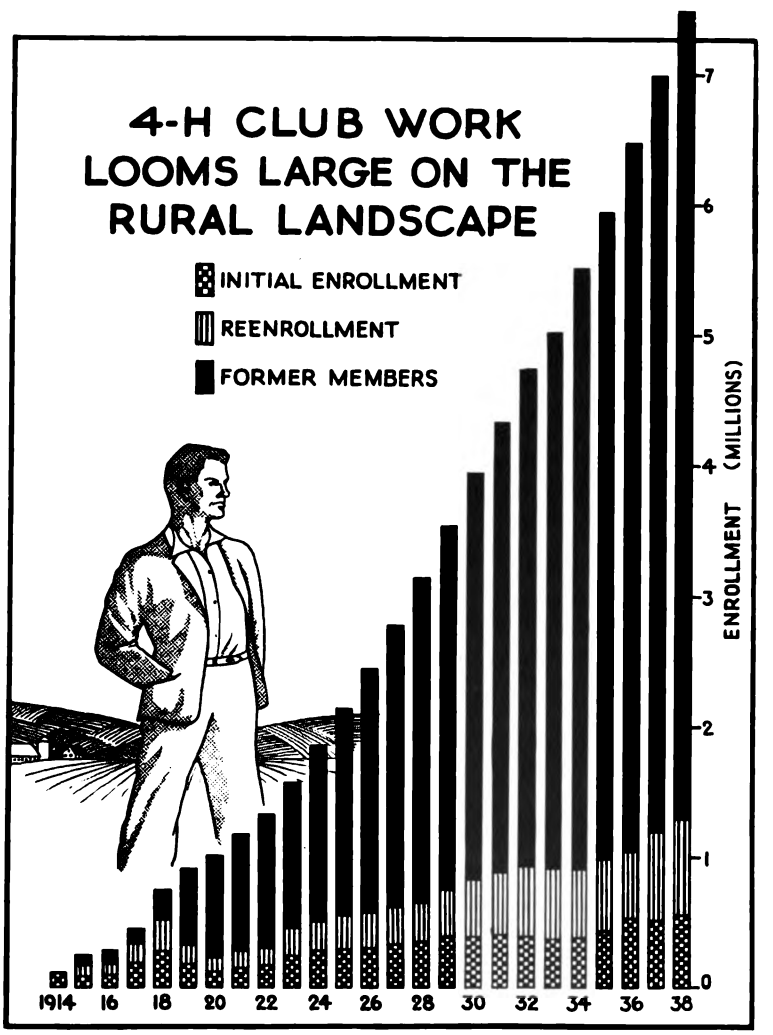
At the meeting attended by the farmers' committee and the technical personnel of each of the agricultural agencies, the city editor of the local paper was present and published the purpose of the unified program and carried it in full in the daily paper. The program was mimeographed and given out for general distribution.

The personnel of these agencies held their next meeting and worked out a plan of work for 1939, which was adopted and approved.

This plan of work presents a definite approach to each of the agricultural problems and the methods of accomplishing it. The four problems to be attacked in the plan of work this year are as follows: (1) Ample supply of food and feed crops for use on the farm; (2) additional cash income (by reducing expenses for supplies that can be produced at home, and by producing supplementary crops and livestock for sale); (3) improvement of pasture and permanent hays; and (4) increased use and availability of electricity on the farm.

These four main objectives are to be broken down into minor objectives. For example: Electricity comes under the main objective in the county program of population; the adequate water supply comes under increased use of electricity; food and feed supply comes under all three headings—land use, income, and population.

These groups are continuing their regular meetings throughout the year and checking up on the results accomplished each month. As one of the members of one of the agencies expressed it, the main benefits to him had been the discovery that we were all working for the same end—to increase and improve the standard of living of rural people.




**With an enrollment of more than 1,285,000 4-H club members in 1938, the highest on record, the cumulative influence of club work continues its upward climb. More than seven million rural young people have belonged to a 4-H club, have been a part of the Extension Service since the passage of the Smith-Lever Act in 1914.**

# World's Poultry Congress News

Cleveland, Ohio, will provide in 1939 the best opportunity of this century for citizens of the United States to get a comprehensive view of the poultry industry. From July 28 to August 7, the Seventh World's Poultry Congress will show the remarkable changes which have occurred since a back-yard enterprise became a billion-dollar industry.

Poultry producers, consumers of poultry products, manufacturers of poultry equipment and feed, dealers in poultry supplies, commission men, merchants, 4-H club members, Future Farmers, and people looking only for entertainment will find something to merit their attention at this congress. Irrespective of age or sex, every person has an interest in some part of the program.

Exhibits are measured in terms of acres. The display of poultry feeds will contain one section 100 feet long and will represent the united effort of the feed industry to graphically explain poultry nutrition. Equipment displays will range from models of the ovens used for incubators thousands of years ago by the Egyptians to the latest electrically operated machines that hatch chicks by the thousands.

Exhibits will not be arranged solely on the basis of the bigger and tremendous. The equipment used by the farmer who keeps only a small flock of birds will have its place alongside the machines used by the largest producers. The poultry industry is divided into millions of small units, and the interests of each unit must be considered.

A modern poultry-dressing and packing plant will be in operation on the grounds. Poultry killed by electricity will proceed on a traveling belt through all the changes from fully feathered to quick-frozen meat wrapped in cellophane ready for the discriminating buyer.

The food palace will display all commercial food products which have some relation to the poultry industry. Two glass-enclosed kitchens will be occupied by demonstrators turning out samples of delicious egg dishes as part of the cooking school. Women who do not linger long can obtain the recipe book, Around the World with Eggs and Poultry.

Forty-four States, the United States, and many foreign countries will have displays in the Hall of Nations. Here, the products that are a matter of provincial or national pride will be shown. These exhibits include craftwork as well as commercial and agricultural products.

Visitors who have begun to wonder why they call this a poultry congress will find their answers in the competitive show where 7,500 birds are entered. Chickens, turkeys, water fowl, pigeons, and other plain and fancy fowl will be inspected by the judges. Long-tailed chickens from Japan, Chilean hens that lay blue eggs, green-footed fowl from Poland, and the famous breeds from the Netherlands are only a portion of the exhibits of live birds to be sent by 20 nations.

Associations of poultrymen that have arranged meetings at the congress range from the Northeastern Ohio Poultry Council to the World's Poultry Science Association. The foremost poultry authorities in the world will present 180 papers for discussion at the meetings to be held from July 28 to August 7. The speaking program is divided between genetics and physiology, nutrition and incubation, pathology and disease control, economics, and public service.

The youth program of the congress includes judging and demonstration contests, educational features, pageants, and the mingling of boys and girls from many nations. Organized competitive events for 4-H clubs and Future Farmer chapters by teams and by individuals already have drawn a large entry list.

Members of Kansas 4-H clubs are now completing the threading of 1,000 16-foot strands of wheat to be used in decorating the Kansas booth.

The college poultry department mailed each of a thousand clubs enough wheat and thread to make a strand. Each club received 2,500 kernels of the Thomas County prize-winning Tenmarq wheat exhibited at the Hutchinson State Fair last fall. Each strand has a large sunflower pendant on one end carrying the name of the 4-H club that made it.

Extension agents who have worked to make this congress a success probably have wondered where the money goes which will be received from ticket sales and for exhibit space. The answer is that all receipts will be spent on the congress, and the only problem is whether the receipts will equal the expenditures.

The Poultry Congress is held every third year, and the honor of being host nation is given to a different nation each time until all cooperating countries have had this opportunity. The congress will not be back in the United States for many years.

## More Summer-School Plans

Courses in extension methodology for men and women agents are offered in a number of 1939 extension summer schools. Some of this work will be given by Federal Extension staff members. M. C. Wilson and Florence Hall are slated to give courses in extension methods at the Virginia Agricultural College, June 15 to July 1. No summer-school sessions will be held in 1939 at the University of Maryland as originally planned. Barnard Joy is scheduled to give work in extension-organization programs and projects at Purdue University, La Fayette, Ind., June 26 to July 15.

At the summer school of the University of Missouri, June 12 to August 4, C. C. Hearne will repeat his courses of last year in extension methods and in the organization and planning of extension work. Other courses to be offered are agricultural journalism, soil fertility, advanced farm management, animal husbandry, home furnishing, home management, food buying, and the buying of clothing and textiles.

Plans for the third annual summer course for men and women extension workers, which will be held July 20 to August 10 by the University of Tennessee, are being completed; and courses slated include training in extension methods, with J. P. Schmidt of Ohio State University again in charge. Courses in agricultural economics, agricultural engineering, soil management, home management, and horticulture are also to be given. Speakers of national prominence will be imported for special lectures.

Extension workers will be given an opportunity to strengthen their home-economics background during the summer session at Cornell University, Ithaca, N. Y., July 3 to August 12. Leadership in home economics involving program planning and methods will again be given by Grace Henderson. Other offerings by staff members include management in relation to family living; management aspects of household equipment; meal planning, preparation, and service; consumer problems in buying home furnishings; and refinishing and reconditioning furniture.

Iowa State College has scheduled a 4-week summer session to run from June 13 to July 7, with courses including soils management and soil conservation, Corn Belt economic adjustments, and agricultural education.

Texas Agricultural and Mechanical College, College Station, has announced that plans are under way for specially designed courses to be offered for extension workers during the coming summer.

Scheduled for July 10 to 29 is Hampton Institute's first extension summer school—a 3-week area training center to be held at Hampton, Va., for Negro extension workers from Maryland, North Carolina, South Carolina, Tennessee, and Virginia.

For the third consecutive year, special training schools for Negro men and women extension agents working for graduate and undergraduate credit will be offered at Tuskegee Institute, Tuskegee, Ala., May 29 to June 17. In addition to offerings by outside lecturers, resident faculty members will give a number of courses relating to agriculture and home economics, including agricultural journalism, family relations, farm poultry, and agricultural economics.

Other summer-school courses of interest to extension workers were listed in the April REVIEW.

# Shifting from Demonstration Fields to Farms

■ Before starting any terraces or contours, farmers in Washington County, Kans., are sizing up all their conservation problems by making topographical maps of their entire farms and planning complete erosion-control and moisture-conservation programs accordingly. This new plan is well under way, with surveys completed or being made on 13 demonstration farms.

The change from demonstration fields to demonstration farms was a necessary development, owing to the shift in engineering practice from uniform-grade to variable-grade terraces made in recent years, to the increasing outlet difficulties from terraces built before planning for disposition of excess water from outlets, and to the growing use of contour farming which naturally conflicted with existing internal field divisions and which call for new divisions on the contour.

A number of training schools have been held for the local leaders of the conservation project, and several public tours have been conducted to the various demonstration farms.

An outstanding product of the extension engineering training given to some 150 farm men and boys in Washington County is Artie Talbot, a local leader of the Greenleaf community, who has just completed a topographical map of his 160-acre upland farm preparatory to the beginning of a new system of handling his land that will conserve soil and moisture by the most modern methods of contour farming, strip cropping, terracing, and rotations. This difficult work, often considered as an accomplishment possible only to college-trained technicians, was possible for Mr. Talbot, a farmer with a high-school education, through the training received in 3 years of extension meetings and training schools. A master of the level, he can do anything with his $20 level that is necessary in making a topographical map of his farm, in planning an erosion-control and moisture-conservation program on the map, and in making the necessary surveys for contours and grade lines for contour farming, terracing, and pond construction.

He started his extension engineering education in the fall of 1936 when he enrolled with 60 other farmers in a training school. The training was given in 5 groups of 8 to 12 men each. Later, he attended 4 half-day training meetings conducted by County Agent Leonard F. Neff and learned the rudiments of caring for and adjusting a simple farm level and of running grade lines and constructing terraces. Mr. Talbot passed an examination on this work with a high grade.

The following spring he was one of the 159 men and boys to enroll in the surveying school and attended each of the four half-day meetings held during the year, wherein the use of the level in locating grade lines was practiced in groups of 4 to 6 men. He purchased a farm level to use in these schools and, during the year, located grade lines for terraces or contours on a number of farms in the community, as well as on his own farm.

Mr. Talbot was one of a party of 90 Washington County farmers to attend a tour of the Soil Conservation Service's demonstration area on Limestone Creek in Jewell County in May 1937. He attended a demonstration of terrace construction held in the county that summer in which the whirlwind terracer and blade grader were demonstrated.

Further training in making topographical surveys with a farm level was resumed in March 1938, when he again worked with the extension engineer in the field along with 3 other leaders in actually surveying the land. Later, with some 50 other leaders, Mr. Talbot attended a county-wide meeting under the extension engineer's direction, followed by 2 other county schools in which the leaders were taught how topographical maps were made up from field notes.

In the fall of 1938, County Agent Neff assisted Mr. Talbot for 1 day in starting to make a complete survey of his farm. Later, with only the aid of other community leaders in erosion control, Mr. Talbot completed the field work. The extension engineer and the county agent spent 1 day instructing Mr. Talbot how to use his field notes and to make the topographical maps and how to plan the terracing, outlet protections, contours, and field divisions from the map. Mr. Talbot completed his own map without further help and, after starting a similar survey for a neighbor under the guidance of the county agent, is now competing this survey and map unaided.

## Strong Rural Leadership Developed in Arkansas

Serving as clearing houses for all programs of agricultural development in the counties of Arkansas, 77 county agricultural committees, composed of 3,684 men and women, recently completed the first year of a new plan of organized, democratic leadership in farm affairs in the State.

County agricultural committees have for many years assisted the county extension agents in planning and developing the agricultural extension programs in each county in the State, J. P. Bell, assistant to the director, University of Arkansas College of Agriculture, explained. In 1938 the committees were enlarged to include a man and woman from each rural community, who are engaged in farming and homemaking and who represent fairly the agricultural interests of their community. Also, the enlarged committee included a number of ex-officio members, namely, the county judge who is the chief administrative officer of the county, the president of the county home demonstration council, the key banker, a representative of the vocational teachers, a representative of the vocational home economics teachers, the county farm and home management supervisors of the Farm Security Administration, a representative of the county newspaper editors, a representative of the Arkansas Federation of Women's Clubs or of the garden club in the county, a representative of the leading farm organization in the county, and a 4–H club leader. Landowners and tenants alike are elected to serve on the committee as representatives of their communities. These elected representatives quickly recognized their responsibilities and the opportunity for agriculture in their county.

The county committee is broken down into smaller working subcommittees, appointed to work on specific problems, their work being sponsored and approved by the entire committee. These subcommittees are concerned with such important local matters as land use, the live-at-home program, 4–H club work, and county and community fairs.

The responsibility of the county agricultural committee includes the following: It serves as a board of advisers for the agricultural extension program; each individual member serves as a representative of the extension program in his or her rural community under the guidance of the county agent and home demonstration agent; each member, through his or her activities, serves to develop additional community leadership; the committee as a whole, as well as individually, assists the county extension agents in such emergencies as drought, flood, and insect infestations; and the committee assists with such community activities as fairs, farm- and home-forum meetings, and general county meetings.

The value of this organized, coordinated leadership is well illustrated in Izard County. The county extension agents report that in 1938 the county agricultural committee in Izard County developed a network of strong leadership throughout the county. This committee reached beyond its own membership and subcommittees to promote its work in the local communities. By putting others to work on local committees in their own communities, the county committee was able to develop a greater interest in agricultural affairs. As a result, 12 new home-demonstration clubs were organized with 230 new members; 2 new community farm-improvement clubs were developed for farm men; and the planning and making of fair exhibits was the work of many interested farm people.

## Conserving the Soil

It has seemed to me that from the beginning of extension work one of the principal aims, if not the principal one, has been agricultural adjustment, soil conservation, and the adaptation of crops to the particular soil types.

Practically every farmer of Monmouth County is familiar with our recommendations over the past 20 years on the best cover crops to use on his particular farm and under his particular conditions. Roughly, this would cover a minimum of 75,000 acres of land. The same acreage would be included under the organic-matter discussion. Certainly, one could not advocate the advantages and use of cover crops without emphasizing the value of organic matter.

The crop rotation and cropping program, without any question, has been changed on every farm in Monmouth County over the past 20 years, and the advice and recommendations coming from the Extension Service have been of assistance in every one of these instances. This program has affected a total of 2,700 farms.

During the last 5 years, the pasture-improvement program, including mowing pastures, lime treatment, and fertilizer treatment, has been followed in detail by some 50 farmers and carried out in part by nearly 100 farmers.

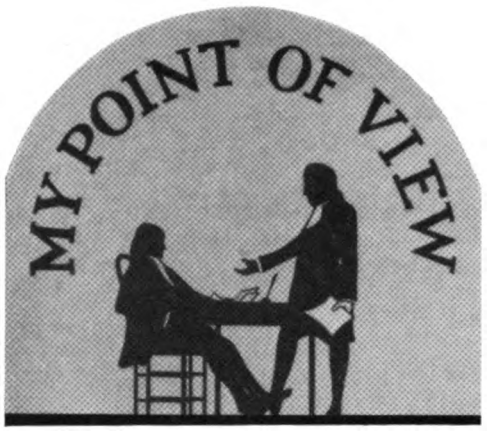
Some 1,000 farmers in Monmouth County have had from 1 to 300 samples of soil tested on their farms during the last 15 years, and we cannot imagine any farmer sufficiently interested in having his soil tested who would not follow part or all of the recommendations made by the office in the use of lime.

Fertilizer, both chemicals and mixtures, affect every farm in the county. I believe that the change from low-analysis to high-analysis fertilizer, which, according to the National Fertilizer Association, has been almost 100 percent the past 15 years, has been brought about by the extension workers in the field, supported by our specialists and the experiment station. Proper fertilizer placement is another important addition.

Since the beginning of the reforestation program in Monmouth County in 1923, a total of 549,000 seedlings or transplants have been set on marginal or submarginal land. This does not include any reforestation work that has been done by the Soil Conservation Service for the past few years.—*Ellwood Douglass, agricultural agent, Monmouth County, N. J., appointed in 1914.*

## Measuring Progress

When one stops to evaluate the work in terms of meeting the needs of the people, the progress made, the change in attitudes and practices, and improvement in skills, it is not an easy task. If we measure progress in terms of number of people reached and in the




**This is a place where agents are invited to express their ideas. In keeping with the anniversary spirit, three county extension agents of long experience write of what seems important to them in an appraisal of the work and achievements in their counties.**

number of communities asking for help, that at least is definite, but even that does not quite tell the story. That there is a change in attitudes and practices seems evident but difficult to summarize in a few words.

Then, too, there is the matter of keeping records. One homemaker keeps fairly good records of yearly activities, but for the activities carried on for 3 or 4 years previously there is no record, and yet the principles taught are still spreading. For example:

At a farmers' institute, the chairman of the dinner committee said to me as she pointed to the table where dinner was ready for serving: "We've tried to do what you taught us." I noticed that the dinner was well planned, and it had been 6 years since that group had studied foods and nutrition.

One day a man came into the extension office and said: "A neighbor of ours told my wife about attending meetings where you talked about cooking and vitamins. Now my doctor says I need more vitamin B, and my wife thought you might tell me of some foods that have a lot of vitamins." Of course I gave him a list of foods that were good sources of vitamin B and suggested that he first take the list to his doctor to check any foods that should not be in his diet.

As I go around the county, I see improvement in community meals—better planned and better served—since the foods and nutrition project was studied in the county. More women are willing to act as chairmen or leaders in their communities; they are not so reluctant as they used to be when it comes to leading discussions or expressing their views or ideas in meetings. One group definitely asked for help in evaluating the homemaker's time and for assistance in working out a time budget.

When the Rural Women's Home Extension Council was first formed in Muskingum County in 1931 and the local groups began to organize, they usually saw only immediate needs. They thought in terms of a project each year. In the last 2 years there has been a definite effort made by the members of the council to think and to plan for a long-time program and to fit each year's work into the long-time plan. During 1938 there were three meetings of the council in contrast to only one meeting in earlier years. Each council member led a discussion in her local group on the needs of a good home and the needs of a good community from the long-time standpoint.—*Sanna D. Black, county home demonstration agent, Muskingum County, Ohio.*

## New Ways for Old

The present year marks the close of a quarter century of extension work in Brooke County, W. Va. Remarkable changes have taken place during the past 25 years. The first 12 years I served as a cooperating dairy farmer in the county, and during the past 13 years I have been county agent.

Twenty-five years ago Mr. Sill, the first agent, sold his Ford and bought a horse so that he could get over the roads to visit the farmers. He was an itinerant teacher, local veterinarian, and personal adviser to most of the farmers in the county. Since that time every mile of road has been rebuilt, and every school has been consolidated.

Twenty-five years ago the county agent tried to cull chickens and cure all poultry ills; now he sends the birds to the poultry laboratory at Morgantown for complete examination and diagnosis. If a hog is sick, he calls the State veterinarian; if a dog bites some sheep or other livestock, the State Department of Agriculture is asked to make a test for rabies and to quarantine the county if necessary. A complete check on the health of all dairy cows in the county is made annually. Bovine tuberculosis and Bang's disease have been completely eradicated. Other diseases prevalent 25 years ago are almost forgotten.

Even though the county is still as small as ever—only 89 square miles—the population has increased 2½ times; and the valuations have increased in proportion, reaching more than 40 million dollars last year.

It is difficult to tell just when effective extension work was done in the county or the total effect of the 25 years of effort. We worked for 6 or 8 years on rural electrification without much progress, and then in the next 2 years the county was completely electrified. Results are there. Most of the improvements in the county owe much to extension cooperation. Necessary adjustments have been facilitated with extension help, and we plan to keep in the vanguard of progress in the county.—*W. C. Gist, county agent, Brooke County, W. Va.*

# IN BRIEF

## Iowa Women's Choruses

Two of the 1938 blue-ribbon rural Iowa women's choruses have been named to make special public appearances.

The Black Hawk County chorus will be featured on the farm and home week program at Ames, and the Sioux County rural women's chorus will sing at the New York World's Fair.

The Hardin County chorus, which placed in the red-ribbon group, sang at the State farm bureau federation meeting.

Sixty-four counties have choruses with a total membership of 1,506, according to Fannie R. Buchanan, in charge of the rural music program.

## Teletypewriter Service

The county extension office of Cumberland County, N. J., claims to have the first teletypewriter hook-up in the entire Extension Service, according to County Agent F. A. Raymaley. Last year teletypewriter service was installed in the Cumberland County office on a permanent basis following a year of experimental service. Through this hook-up the New Jersey Extension Service cooperated with the Board of Freeholders, which gives financial support to the work, in maintaining close market connections for the benefit of producers of various commodities in the county. The newspapers and the local radio station were hooked in with this teletypewriter service, as well as the telephone, so that market news has been satisfactorily disseminated quickly at all times to the farmers. The teletypewriter service supersedes the telephone hook-up with the Bureau of Markets.

## Music Training Camp

A summer camp and training school for West Virginia 4-H club boys and girls interested in band, orchestra, or voice training has been announced by C. H. Hartley, State club leader. Frank Sanders, recreational specialist for the Agricultural Extension Service, will be the director of the 4-H music camp.

The training school will be held at the State 4-H camp at Jackson's Mill from June 14 to June 23, inclusive. Requirements of prospective music campers are that each shall have attended a county 4-H club camp and have the approval of county agricultural extension workers from his own county; that each be a regularly enrolled 4-H club member; and that each be 14 years of age or more.

## New Illinois Director

Henry Perly Rusk, present head of the department of animal husbandry, has been appointed as the new dean of the College of Agriculture, director of the agricultural experiment station, and director of the Extension Service of the University of Illinois, to succeed J. C. Blair who retires September 1.

A native of Illinois, Mr. Rusk was graduated from Valparaiso University, Valparaiso, Ind., and 4 years later was graduated from the College of Agriculture, University of Missouri, with a bachelor of science degree. He received his master of science degree from the same institution.

He served as assistant in animal husbandry at the University of Missouri in 1908 and 1909 and then went to Purdue University, Indiana, in a similar capacity. He joined the staff of the Illinois College of Agriculture in 1910 as associate in beef-cattle husbandry. Three years later he was promoted to the position of assistant professor and assistant chief in the college and agricultural experiment station, and then in 1918 was made full professor and chief in cattle husbandry. He became head of the department in 1922.

He has served as president of the American Society of Animal Production; as a member of the division of biology and agriculture, National Research Council; and as secretary of both the Indiana Cattle Feeders' Association and the Illinois Cattle Feeders' Association. He has earned a national reputation as a beef-cattle judge, having served as judge at the Kansas City American Royal Livestock Exposition, and the Chicago International Livestock Exposition.

# AMONG OURSELVES

■ EMMA E. SPARKS, home agent in Darke County, Ohio, died February 27, 1939, after a period of more than 20 years in the Extension Services of Iowa, Illinois, and Ohio. Miss Sparks was born in Shelby County, Ill., and attended Illinois State Normal University and the University of Chicago, where she obtained a Ph. B. degree.

She taught 7 years in Illinois country schools, 2 years at Blackburn College, Illinois, and 6 months at Iowa State College. Her extension work began with 6 years as home demonstration agent in Iowa, then changed to 18 months' service as assistant State home demonstration leader in Illinois, and closed with more than 14 years as home agent in Ohio.

■ DR. I. O. SCHAUB, director of extension in North Carolina, and Dr. Wilmon Newell, provost for agriculture at the University of Florida, have been named "men of the year" for service to agriculture in their respective States by the magazine, Progressive Farmer. Dr. Schaub was cited as taking a keen interest in the problems of soil saving, live-at-home farming, and united family effort for better farm living. A native North Carolinian, Dr. Schaub graduated from State College, specializing in agriculture and chemistry. After spending several years in agricultural work in the West, Dr. Schaub returned to North Carolina to become State boys' club agent. In 1918 he was appointed extension regional director for the Southern States and in 1924 became director of extension in North Carolina.

Dr. Newell is a native of Iowa and a graduate of Iowa State College where he specialized in entomology. He saw service in Iowa, Ohio, Georgia, Louisiana, and Texas. While secretary of the Louisiana Crop Pest Commission, he was first to prove that the boll weevil could be successfully poisoned. He was also among the first to recommend thick spacing of cotton to set an early crop and get ahead of the weevil. In 1915, when he came to Florida, he plunged immediately into a successful fight against citrus canker. In 1929 he led an amazingly quick and successful campaign to eradicate the Mediterranean fruit fly. He developed the process of eradicating American foul brood from apiaries, and he has taken personal lead in the movement to introduce tung oil trees in Florida.

■ JAMES F. ARMSTRONG, Negro agent in southern Maryland for 20 years, died January 27. He did a remarkable piece of work on the live-at-home program with Negro farmers and was very successful with 4-H club boys.

# Who's Who Among the First Agents

**On this page during the anniversary year will appear short items by and about those listed on the roll of honor.**

**George Banzhaf.**

■ One of the greatest problems on the farms in this county is soil erosion. Land has been washing away here, from my own observation, for the past 40 years; but it seems to me that in the last 10 years more land has washed away than during the preceding years. Terracing and contour farming are the most effective ways of preventing soil erosion, and we have been working on these. Last year about 1,300 acres were terraced.

Not long ago a farmer in my office asked if I remembered running terrace lines on his farm 15 years ago. I said, yes. He told me that he was making one-half bale of cotton per acre on the terraced land, whereas unterraced land nearby hardly made one-fourth bale per acre.—*George Banzhaf, county agent, Milam County, Tex., reported to be the oldest agent in point of service, having been agent in the same county for 31 years.*

**Frank P. Lane.**

■ Twenty years as State leader in the same State is the record of Frank P. Lane, county agent leader in Wyoming. Mr. Lane was born and reared on a Kansas farm, graduating from the Kansas Teachers' College at Emporia and later from the Oklahoma Agricultural College. In 1913 he was appointed county agent in Harvey County, Kans., where he served 4½ years. He came to Wyoming in 1917 as assistant State leader, becoming State leader in 1919. Since then county agent work has expanded to all but three Wyoming counties.

He helped to lay the basis for sound extension organization within the counties. As liaison officer between farm leaders, county commissioners, and the Extension Service, his tact and good judgment have won and held their continued support. He has helped to build among county agents a recognition of the importance of a definite and long-time county program of work and of the fact that the test of good extension teaching is its practical application on the part of farm people.

**J. F. Wojta.**

■ I came to the Extension Service of the University of Wisconsin in 1914 as State supervisor of county agents and in charge of farm schools and courses. Two years later I was made State leader of county agents.

My larger work has been assisting in the organization of the county-agent system in Wisconsin. On May 8, 1914, there were 8 counties organized with as many county agents. Today, 69 counties are organized, with 103 county extension agents, including men and women.

The contribution to agriculture which seems to me most important has been the interest aroused in farmers and settlers, especially in the newer sections of the State where silage corn was not grown successfully, in growing root crops such as rutabagas, mangels, and turnips for winter feeding to livestock for succulency.

As a specialty, I have given much information, both practical and technical, on the growing of sugar beets for sugar. Sugar beets are now grown in 28 counties in the eastern one-third of the State. There are approximately 20,000 acres of this crop grown in Wisconsin for 3 processing factories.

I was the first from Wisconsin to extend the Extension Service to Indians of the State.—*J. F. Wojta, State leader of county agent work, Wisconsin.*

**E. J. Kilpatrick.**

■ Businessmen, members of the farm bureau, and farm men and women, at a banquet at Paducah, March 9, observed the twenty-fifth anniversary of the employment of the first extension agent in McCracken County, Ky. That agent was E. J. Kilpatrick, now assistant State agent of extension work for the State of Kentucky.

Speakers at the banquet, who included Dean Thomas P. Cooper of the University of Kentucky College of Agriculture, reviewed the progress of agriculture in McCracken County and in other parts of Kentucky, in the last quarter century.

## ON THE CALENDAR

Anniversary Radio Program, National Farm and Home Hour, May 8.

Triennial Meeting, Association of Country Women of the World, London, England, May 30–June 9.

National 4-H Club Camp, Washington, D. C., June 15–21.

American Home Economics Association Annual Meeting, San Antonio, Tex., June 20–23.

American Dairy Science Association Annual Meeting at State College of Washington, Pullman, and State College of Idaho, Moscow, June 27–30.

Annual Meeting, The American Association of Agricultural College Editors, Purdue University, La Fayette, Ind., July 24.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28–August 7.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30–September 2.



138482 U. S. GOVERNMENT PRINTING OFFICE: 1939

# A Roll of Honor

**These are the men and women who laid the foundation and helped to build the Extension Service which today numbers nearly 9,000 workers and covers practically every rural county in the United States. Scattered throughout the country, these pioneers of a new educational movement have demonstrated the possibilities of the Smith-Lever Act. The ideas embodied in that Act were developed through the experience of years and have proved their ability to hold the allegiance of this large group of men and women through the ups and downs of 25 years.**

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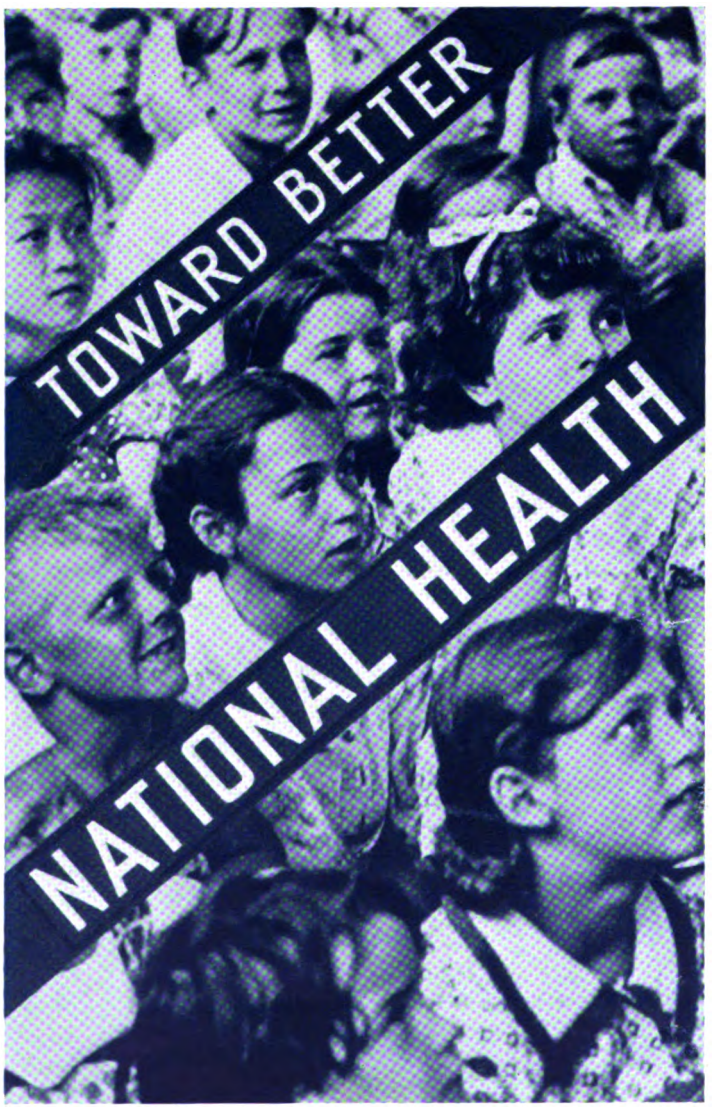
## CONTENTS

# How's your health?

American medical science and skill, at their best, are as good as can be found anywhere in the world. Yet—

On an average day in the year, about five million people in these United States are temporarily or permanently disabled by illness.




In 1,338 American counties—and the vast majority of them are rural counties—there is no registered general hospital.

There are 128 doctors to every 100,000 persons in the United States, but how many of these persons get inside doctors' offices? Studies show that in relief families 30 percent of the serious disabling illnesses go without a physician's care, and so do 28 percent of such illnesses in families just above the relief level.

How can medical services be made available in places and to people whose need is unfilled today? The National Health Conference which met in Washington in July 1938 considered these and other related questions. As a result a National Health Program is now before the Nation.

**Toward Better National Health** gives a brief popular account of this program and what people at the conference, including farm people, thought about it.

Single copies are obtainable free on application to the Interdepartmental Committee to Coordinate Health and Welfare Activities, Washington, D. C.

# Extension Service REVIEW


FIRST STEP in the Ever-Normal Granary is to fill the bin—Second step is to see that additional supplies do not cause consumers and farmers more harm than good. On this Nebraska farm the corncrib has been filled and sealed, the farmer will receive his loan, and a contribution has been made to balanced abundance for the Nation.

VOLUME 10
NUMBER 6

**June 1939**

AN Editorial

# The Ever-Normal Granary Takes Shape

H. A. WALLACE, Secretary of Agriculture

■ "Now, be it therefore resolved by the Senate and the House of Representatives in Congress assembled, that abundant production of farm products should be a blessing and not a curse."

This is the resolution Congress adopted in August 1937, and it is the solid foundation upon which we are building our agricultural edifices. It is the American way of expressing a very old idea—a concept of land use which arrived when mankind ceased to be nomadic and settled down to tilling, harvesting, and saving for the future.

Viewing the problem from the producing end, we see the need of leveling off the mountains of surplus into the valleys of scarcity. But what about the problem from the consuming end? Many extension workers are familiar with Dr. Hazel Stiebeling's studies which show an alarming nutritional lack in the diets of a large part of our people. Jennie Camp ably discusses on these pages this condition as it applies to Texas, and the condition is not materially different in other States. In every neighborhood, both city and country, there is a woeful lack of certain foods. AAA statisticians working with Dr. Stiebeling, estimate that 53 million acres could be used to meet these nutritional needs if the means of distribution were available.

The Ever-Normal Granary we are building is designed for use under these conditions.

It is more than a year now since the farm act with its provision for an Ever-Normal Granary was put into operation. At the close of the 1938–39 corn-sealing program on March 31, about 250,000,000 bushels of corn were under seal in cribs throughout the Corn Belt. The 1938–39 corn loan extends to August 1, 1939, when the volume of the new crop can be at least partially determined. At one time in late winter, about 85,000,000 bushels of wheat were under seal, but liquidation is taking place as the growing season progresses and the prospects for the new crop begin to take form. A part of the reserves are also under the Federal crop insurance program for wheat. This year more than 160,000 farmers in 30 States have taken out the Federal all-risk insurance on their 1939 wheat crop. Payments already have been made to farmers whose crops have been destroyed by winter or early spring hazards. Reserves to pay these losses come from a granary in which there have accumulated more than 5,000,000 bushels of wheat held specifically for that purpose.

The Ever-Normal Granary, as I see it, is closely tied to good land use. Surpluses 1 year and shortages the next go hand in hand with waste and destruction of soil fertility. The land is our real source of prosperity and its fertility our insurance against future need. With soil conservation, we store fertility in the soil to be used when needed in the future.

No one knows better than the extension agent the place of soil conservation in an Ever-Normal Granary. Many of them have worked for it for years. Among those who come to mind are two agents whose activities were described recently in this magazine: George Banzhaf has insisted for 25 years that there are only two things of importance to Milam County, Tex.—the people and the soil. Henry W. Andrews for the last 20 years has energetically pursued his passion for conserving and improving the soil of White County, Tenn.

The Soil Conservation Service, the Agricultural Adjustment Administration, the Tennessee Valley Authority, the Forest Service, and the Civilian Conservation camps have all made a contribution to this phase of the Ever-Normal Granary; and I think we have made real progress. In fact, the people of the United States are becoming conservation-conscious.

Valuable as these contributions to the Ever-Normal Granary have been, we cannot afford to mark time. We must go forward toward our goal of balanced abundance for all. To progress toward this goal, we are increasingly conscious that we must have the understanding support of the city consumer, of labor, and of industry.

The splendid efforts of nearly 6 million farmers taking part in the national farm programs have gone a long way toward bringing order out of disorder in the production and marketing of farm products, but we need something more. Part of the solution must be found in the reopening of markets overseas and in the expansion of markets at home.

We have recently launched an experimental plan to encourage more abundant consumption among relief clients in the distribution of surplus agricultural products. Rochester, N. Y., is the first city to try out this system of enabling people who otherwise cannot buy sufficient quantities of nourishing foods to increase their purchases of such foods.

As one step in this direction, about 50 farm and city women representing consumer groups, labor unions, and rural and urban organizations interested in the general welfare were recently asked to come to Washington to counsel with us. There was general agreement on the goals considered worth while, and a great deal was accomplished in a better understanding of the obstacles in the way. If people representing these same interests could get together in every community, it would do much to build a workable program.

Leaders of industry, leaders of labor, and leaders of agriculture agree that a plentiful production, efficient distribution, and abundant consumption would bring about the balanced abundance America wants. We must be willing to pool our resources to achieve this end.

EXTENSION SERVICE REVIEW
For June 1939 • Lester A. Schlup, Editor
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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Using the Land for the Family

JENNIE CAMP, Extension Specialist in Home Products Planning, Texas

Land-use planning from the standpoint of the farm-family living has two important aspects—that of an abundant food supply and that of a suitable place to live. Land on farms and ranches will produce food for home use, and for many years to come we of rural America are going to have to depend on it as our main source of sustenance, even though hydroponics have come into the picture.

The United States Department of Agriculture has, since 1933, been taking much land on farms and ranches out of cash crops. Statistics indicate that there are many people who are not getting enough food. Texas has about 1½ million farm and ranch people living on third- and fourth-rate diets, to say nothing of city people.

Statistics indicate that there really isn't enough food in the land for all the people to have a liberal diet. The Bureau of Home Economics at the 1937 outlook conference stated that if diets of all city people were raised to a first-class level, it would take one-sixth more eggs, one-third more milk, one-fifth more fruits, and one-fifth more vegetables. This statement is in line with figures released in 1934 by the AAA showing that 41,000,000 more acres would have to be put into food and feed if all the people were to have a liberal diet.

There are in some areas great handicaps to producing food, but when farm and ranch people and experiment-station and extension workers bend their energies to it they develop devices, practices, and varieties that somewhat overcome handicaps.

People need food! There's land for it! There are ways of growing a quantity of food on farms and ranches in most areas, even under adverse circumstances.

Therefore, in land-use planning, it seems to me that the technicians, economists, agricultural and home economics subject-matter specialists, administrative representatives of Federal agricultural agencies, and the men and women on farms and ranches should see that (1) as inventories are taken, and (2) as preliminary or permanent recommendations for land use are set up—whether in a small area within a county, or a whole county, or a whole type-of-farming area, or a whole State, or the Nation as a whole—recommendations for the use of land for growing food and feed for home use by the individual farm and ranch family are a prominent part of every report released.

Following that, it is, I think, the business of the agricultural and home economics subject-matter specialists of the experiment stations and the extension services and the men and women on farms and ranches to investigate and develop devices, practices, and varieties that will result in a somewhat satisfactory program of producing food and feed on individual farms and ranches. We can develop some varieties of fruits and vegetables, of feed crops, and of pasture grasses adapted to an area. We can develop irrigation systems. We can develop some gardening devices and practices that will do much of the job of overcoming many of the handicaps of any area.

It is wise land use in Texas, it seems to me, for the acres it would take to grow the food and feed needed on a farm or ranch to be used that way, because few crops will yield as high money value. The foods listed in the Texas Food Standard total 2,135 pounds for one person per year. That's more than a ton. For five people it is 5⅓ tons. If you bought a year's supply in the grocery store, it would cost $500 to $600, which means a value per ton of around $100 to the rural family. How many crops can Texas grow that have a money value for the farmer of $100 per ton? Cottonseed in 1938 was $20 per ton, citrus $10, corn $10 and less, wheat around $10.

From an acreage standpoint the returns are good, too. In most sections of Texas 25 acres will provide all the feed for the livestock, all the vegetables, and all the fruits needed. That is $500 to $600 worth or $20 to $25 per acre.

In addition to growing their food and feed, people must live on the land. Their habitation and the things that make it attractive and comfortable must be put on the land. The places where they wander for recreation, and for communion with themselves and with nature and with God are on the land. If space is stinted, our recreation may not recreate; our communion with ourselves and with nature and with God may be stinted, too. Let us have spacious areas for the homestead and for service. Let us use plenty of land for grass and other cover crops adjacent to the home to reduce dust and mud and glare and heat. It may be in lawns, playgrounds, pastures, and hay or forage crops. Let us have trees that give shade to the house, the livestock, the poultry, and that provide windbreaks for house, garden, orchard, and livestock. Let us have recreation areas for outdoor games, picnics, fishing and hunting, and swimming.

To get food produced is the job of all, and to get it consumed in line with good nutritional standards is the job of all. To get land on which we live used in the right way is the job of all—men, women, boys and girls, administrative officers, economists, and subject-matter specialists.

Developing programs and plans and executing plans together will mean some changes. It will mean that women and men will have to break some traditions. Women must no longer assume that programs on cotton improvement or livestock production will not be interesting to them, and men must no longer assume that women are not interested in such programs. Inventories should be made by both men and women. Plans should be made by women and men together. Training that will influence the use of food should go hand in hand with training influencing the production of food. And training in both must be given to men, women, and to boys and girls. All of us—men, women, and boys and girls—will have to be concerned with developing the areas on which we dwell in the right way and in preserving spaces in which to wander.

# AAA Is Plow-Seat Thinking

**R. M. EVANS, Administrator, Agricultural Adjustment Administration**

■ The Triple-A farm program is only a scrap of paper until farmers carry it out on their own farms. It is not a Washington program but a farm program. Its foundation is the work of the farmer: Planning, planting, plowing, fertilizing, harvesting, marketing.

If the soil is conserved in this program, it is conserved only because the cooperating farmer runs his farm in such a way as to conserve it. If reserves are taken out of bumper crops and stored on the farm against lean years, it is because the farmer wants it done and does it. If crop acreages are brought into line with what the market will take, it comes about because the farmer desires to manage his farm in line with such a policy.

This Triple-A law has been placed in farmers' hands to use to protect their income and their soil. How it will be used and how much it will be used depends upon farmers themselves. The chief job in Washington is to get the needs of farmers written into programs which farmers can use to the most advantage.

For 6 years the thinking that was done on the plow seat and the figuring that was done on barn doors have had an increasing influence in making and running farm programs. Farmers have acquired experience in working together on a Nation-wide scale, so that adjustment is now more an individual farmer's job than it was in 1933. The AAA has become a multiple hitch that makes it possible for cotton growers, wheat growers, corn growers, dairymen, fruit and vegetable growers, and others to pull together.

You may have heard the AAA criticized as a program that pays farmers to do what good farmers would want to do for their own best interests. That is what the program is intended to do. But before the AAA programs were available, most of the farmers who wanted to do these things could not carry them out. Now many more farmers, through the help of the program, are carrying out better farm-management practices; and they are handling their surpluses better. If a program is run by farmers, it is bound to be encouraging the things that a farmer would want to do for his own best interests.

The year 1938 gave farmers twice the gross income and three times the income available for living that they had in 1932. As farmers buy at lower prices, their purchasing power is practically as large as in 1929. That is important.

Since the AAA was set at work, the farmer's position has improved. But more important than past performance is the fact that farmers are now equipped to meet future problems themselves. They have learned to use Government agencies to help farming as industry has used tariffs to help industry. They have an organization in which between three and four million farmers have been participating. They have had experience not only in running a program but in making one. They are in a position to adjust the Nation's farming to changes that are likely to occur.

### *More Changes Ahead*

And more changes will occur. Further adjustments will be necessary. We cannot expect to export normally as much as we did during the World War. The farm plant has not yet been permanently shrunk to allow for the lost export markets. A smaller acreage can take care of exports. And that is not all. We are getting more food from an acre than we used to get. There have been improvements in breeding, feeding, slaughtering, and sanitation among livestock and feed producers. We get more milk, meat, and eggs from feed than we used to. We also have more feed available for milk, meat, and eggs, particularly because of the use of gasoline instead of horses for power.

A recent report of the Bureau of Agricultural Economics indicates that during the 10 years preceding 1935, production of livestock and livestock products was 10 percent larger than in the preceding 10 years, although crop production and pasture were smaller.

It is not likely that the use of tractors has reached its peak. We shall probably have more of them working on farms and, therefore, fewer horses. It is not likely that we have reached a limit in breeding, feeding, slaughter, and sanitation improvements. In other words, we have not come to the end of a need for agricultural adjustment.

It is not the AAA that makes agricultural adjustment necessary. We had drastic agricultural adjustments long before the AAA was instituted. Adjustments before 1933 were hard on farmers. Many of them lost their farms. The AAA is a program by which farmers can make the necessary adjustments without suffering either great income losses or the loss of their farms. It is helping millions of farmers to get themselves into step with inevitable changes without tripping up.

The National Resources Board, among others, has pointed out what technological improvements are likely to do to farming if left to individual competition. The farmers who can produce the cheapest will get a larger share of the market. That means that there will be fewer farms getting a larger share of the market. But as long as the AAA is operating, any participating farmer is assured a share of the market. Acreage allotments, which are an integral part of the Agricultural Adjustment Act of 1938, give a comforting assurance to the operator of the family-sized farm which is so important in our agriculture.

In my opinion, this is the best farm program and the best piece of agricultural legislation in all history. It reflects the attitude of individual farmers better than any of the previous programs. It is well suited to most of the farms on which it is being applied. Preliminary estimates indicate that participation of farmers in the program will be much heavier this year than last.

The success of this or any other farm program depends to a large degree upon effective educational work. The part the Extension Service has played in helping the farm people to develop and understand this farm program is very great. The public service rendered by thousands of extension agents in support of the Triple-A programs is widely recognized by farmers.

The Agricultural Adjustment Administration is appreciative of this assistance. It is our desire that the Extension Service continue and even intensify its educational work directly related to the AAA farm program.

# The Over-All Planning Idea Grows

**H. R. STUCKY, County Agent, Fergus County, Mont.**

Sociology, rural rehabilitation, range rebuilding, and conservation and protection of human and natural resources sum up the fields of work entered by the Fergus County Agricultural Planning Committee.

Fergus County's accomplishments attract more than usual interest in that it has practically all the problem conditions of the Great Plains. The western part is wheat, central is combination farming and livestock with irrigation, and the eastern part, grazing and submarginal land.

The variety of problems suggests the immense land area in the county. One member of the county agricultural conservation committee traveled 132 miles, and another traveled 105 miles from home to attend a meeting in the third member's community.

Before the planning committee became active in agriculture, agencies engaged in the field of agricultural betterment carried through their programs independently of each other. Sometimes they fitted the planning committee's conception today of what should be done. Now, every agency submits its plans and maps to the planning committee before any work is undertaken. The plans and maps are in turn available to other agencies. By insisting upon this method of procedure, the over-all plan of agriculture for the county is going ahead rapidly with little possibility of getting on the wrong track.

One of the reasons Fergus County has developed planning rapidly is the community habit. Communities in the county were encouraged to consider problems as a community by C. H. Peterson when he became county agent, 25 years ago. Since then, community organizations have grown up. Communities choose to work as a unit, and enlarging this method of procedure to cover the entire county has been an easy task.

Rural women, through their representatives on community and county committees, have shown an active interest in the problems at hand. They have contributed by discussing planning activities at home demonstration and community club meetings.

Fergus County was the first in Montana to publish a county-wide plan for agriculture. This plan evolved from economic conferences and was published in 1927.

Planning work was given an impetus from 1926 to 1929, when similar economic conferences were held in several regions of the State. It was an era when the State definitely paused to take stock of its agricultural resources, and agriculturists became concerned over resource dissipation and lack of protective measures.

The drought period enhanced this critical view of resources. Planning became easier. Fergus County already had a comprehensive plan, and when the various Federal and State agencies took to the field it was ready to advise with practical intelligence.

Previous to 1938, planning efforts had hardly nicked the main ploblem, but that year they began to assume some semblance of form that fitted into the over-all plan. The committee was enlarged to 17 members and held its first meeting December 8, 1937. Within a short time a plan of action, based on the previous committees' work, was prepared.

The first step was land purchase. The committee, in effect, designated the area to be purchased. The next step was water development with the full utilization of all water in the county as a goal.

The water program included a cataloging of all water possibilities. Surveys of each was next. One township has been surveyed and written up. This write-up is now being used as a guide by other communities engaged in the same task. Three more communities are well enough along to have made preliminary maps. Other communities have finished their cataloging.

The present committee has assisted with the organization of three grazing districts. These have been approved by the State grazing commission. These districts plus those organized during the previous years of planning make up 74 of the 124 townships within the county.

The committee also assisted in establishing a soil-conservation camp which is located on the fairground site at Lewistown. A weed-control district also has been declared.

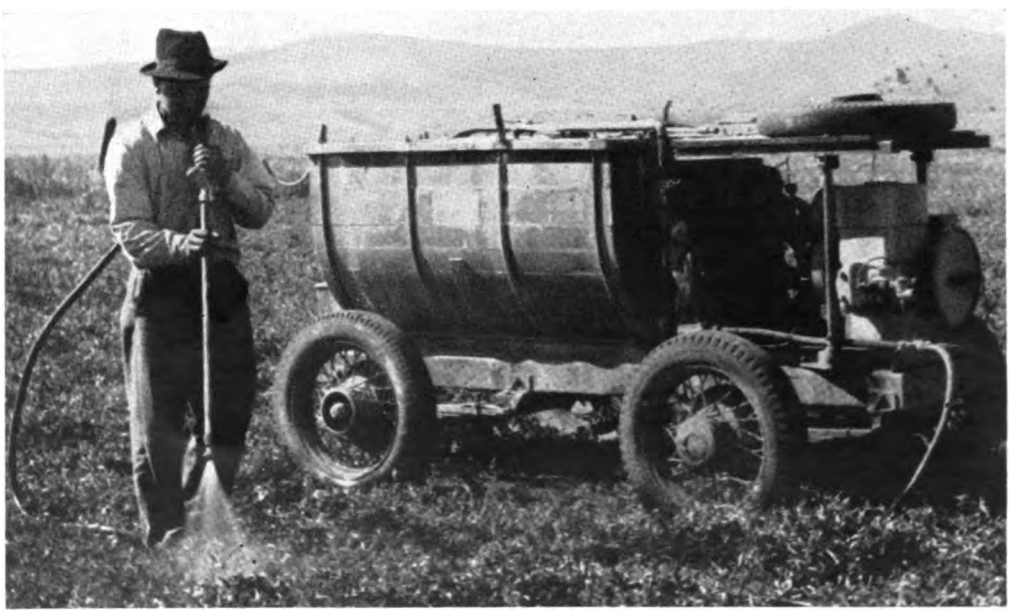
The planning committee passed judgment upon a rural electrification project. Eighty-seven miles were energized on March 14, and a 103-mile extension is now awaiting approval at the Washington REA office.

Still another accomplishment is the development of plans for a resettlement project. It will take care of about 75 families on irrigated land. These families will come from submarginal land being taken out through Federal purchase.

The committee also has approved the construction of a county recreational center.

The planning program has worked so well that all agencies concerned are cooperating wholeheartedly. Among the organizations which have been and are cooperating with the planning committee are: Soil Conservation Service (land purchase, project managers, CCC camps), Department of the Interior (Taylor grazing), boards of directors of seven grazing districts, 4–H clubs, community clubs, home demonstration clubs, agricultural conservation associations (county, community, State, and Federal), Montana Extension Service, Farm Security Administration, board of county commissioners, State grazing commission, and State land department.

**The formation of a weed-control district is one of the results of over-all planning in Fergus County.**



# Putting Farm Efficiency Records to Practical Use

**HAROLD E. WAHLBERG, Farm Adviser, Orange County, Calif.**

H. E. Wahlberg.

The other day I answered a long-distance call. The conversation was something like this: "Is this the county farm adviser?" "Yes, sir." "I just got to thinkin' about those economic charts you showed the other evening at the Yorba Linda Farm Center. You explained how the farmer might do something on his own farm to get better income. Say, will you come over and bring one of those production-cost analyses with you? I'm thinkin' we might check up the orchard and what I am doing, have been doing, and should be doing."

Upon the appointed date, I called at Mr. Brown's (an easy name for this account) orchard with the equipment he suggested—a 13-year orchard efficiency study which we have conducted in cooperation with 60 Valencia orange growers in Orange County since 1926. Here was a farm call typical of scores of similar requests made in these recent years of lesser incomes and smaller margins for the farmer. Low farm returns have given an added impetus to the value and interest in production-cost and efficiency records. Here was an orange grower with less than average yields from average trees, good soil, ample water supply, and the usual indebtedness on his place. He had been farming his place 15 years, had followed his own inclinations about cultural operations, had been satisfied when returns were a dollar a field box or better; but now, returns had shrunk to 35 cents a field box. "It is impossible," said he, "to make ends meet. What would you suggest?"

### *Applying the Yardstick*

"Let's see what is happening here, what's to blame, and what can be done about it," was my suggestion. It was plainly apparent that something was happening—the east side of every tree was defoliated, and the few fruits that were on that side of the trees were small and scarred. Both of us knew the cause, and he admitted that the dry fall winds were not doing him any good. "Wind breaks are essential to protect the trees and fruit here," I explained. He objected then, as he had for several years, that windbreaks would require the removal of a row of orange trees and were a nuisance. I showed him comparative data compiled from the efficiency studies, in which production and returns from 20 protected orchards, were compared with 20 unprotected orchards, and set them up against his records.

In the protected orchards the average yields per acre were 328 field boxes and 117 first-grade packed boxes. The average return per acre was $445.48. In the unprotected orchards the average yields were 214 field boxes, and 54 packed boxes, with an average return of $271.34 per acre. Brown's orchard yielded 209 field boxes and 49 packed boxes, with an average return per acre of $258.90.

After seeing these convincing figures and others accumulated over many seasons, Mr. Brown conceded his mistake in the past, and has ordered windbreak seedlings from the local nurseryman. He now agrees that the 1,000 miles or more of windbreaks planted in Orange County during the past 15 years, as a result of an extension educational campaign, were not for scenery purposes but for better quality of fruit and thereby better returns to the grower.

Delving further into the fragmentary records kept by this operator, we found his cultivation costs entirely out of line with the more conservative trends revealed in our cost studies. The long-time orchard efficiency records on cultivation costs show very definitely that good yield and quality of fruit and returns per acre are not improved by large cultivation bills.

### *Saving on Cultivation*

In fact, over a period of years, the study shows that the more profitable orchards actually do less cultivation that the less profitable orchards. In 1938, the 20 more profitable orchards of the 60 in the study reported an average cultivation cost of $9.67 per acre, whereas the 20 least profitable orchards reported $16.13 per acre. The average cultivation cost for all orchards was $12.38 per acre. Mr. Brown saw very clearly, when he applied this yardstick to his orchard, that every year he was spending from $5 to $10 more per acre than the average reported in this study and almost double the amount spent on the more profitable orchards. Here was an opportunity to make $150 or so more per year through less cultivation. We were able to show him the consistent downward trend of cultivation costs in Orange County since 1926. In that year the average cost was $23.73 per acre, whereas the 1938 reports averaged $12.38 per acre. A large majority of our orange growers have reduced their hours and costs of cultivation during the past 10 years about 50 percent, some even more.

A further diagnosis of Brown's orchard practices brought to light an irrigation problem that has been more common in the past than in recent years—the use of too much water. His file of water bills from the irrigation district indicated that he had used around 24-acre-inches of irrigation water per acre annually. Again we brought out the yardstick to see how he conformed with the irrigation practice reported by the more profitable orchards. In 1938 the 20 more profitable orchards averaged 16 acre-inches per acre and the 20 less profitable orchards used 19.6 acre-inches per acre. But we did not stop at that 1 year's records. Some time ago a 5-year summary of the efficiency studies was made to find the relation of water usage to citrus yield and income. The orchards were divided into three groups, according to the amount of irrigation water used—the heavy irrigators using from 20 acre-inches or more, the moderate irrigators using 14 to 19 acre-inches, and the light irrigators using 13 acre-inches or less. The moderately irrigated orchards using 14 to 19 acre-inches, with an average of 17.3 acre-inches per acre annually over the 5-year period, were definitely in the higher-production and income group. They averaged 241 packed boxes per acre. The heavy irrigation group averaged 31.1 acre-inches and 222 packed boxes per acre. The light irrigation group averaged 11.1 acre-inches and only 171 packed boxes per acre.

Excessive irrigation not only costs more but actually devitalizes the trees and often causes root rot. Water penetration below the root zone also tends to leach out valuable plant-food elements.

These are some of the practical applications of the efficiency cost studies to the individual orchard operator.

Eight industry studies have been carried on in Orange County by the Extension Service, covering the principal crops over long periods of time. They have provided an indispensable backlog for extension teaching, particularly in recent years when the farmer has given more thought to his place in the economic puzzle.

# North Carolina County Honors Agent

■ The bronze tablet, placed at the entrance of the new building of the Rocky Mount Home Demonstration Club Market by the rural women of Nash and Edgecombe Counties, is an unusual tribute to an extension agent, for not many of them are privileged to see their efforts perpetuated in this manner. No more fitting place for this plaque could have been chosen than the threshold of this North Carolina farm women's market which has developed into a flourishing rural industry under the supervision of Mrs. Effie Vines Gordon, Nash County home demonstration agent.

As the bronze marker indicates, it was through the efforts of Mrs. Gordon that the market was organized on April 23, 1923, with the assistance of Dorothy Dean, then home agent in Edgecombe County, who later organized a market in Tarboro which has since taken all the time of the Edgecombe County agents. The Nash curb market has continued to serve farm families of both counties and is a favorite meeting place for men and women on market days, each Wednesday and Saturday morning from 8 to 10:30. A popular feature of the market is the drawing for prizes 45 minutes after the market opens.

For 13 years the market operated in a tobacco warehouse. In 1936, a commodious, modern structure was built through the cooperative efforts of the farm women, the WPA, and the commissioners of Nash County. Edgecombe County also donated $500 for the building because of the use made of it by rural women of that county. Nash County furnished the lot upon which the $7,500 building was erected and also lent $2,000 without interest (to be paid at the rate of $25 per month from fees collected) for the purchase of two adjoining parking lots. Local business firms have contributed a number of furnishings. An electric company gave an electric stove, and a bank contributed a large electric clock. Another firm installed an electric gong which is sounded for the opening of the market and to call meetings.

The market is equipped with an office, rest rooms, electrical current, and overhead skylights. The building is entirely screened, the floor treated, and two new flues were recently built on the front of the structure. There is space for three rows of counters or tables in the market, and each table is shared by two or more producers. The cost of operation is maintained by a charge of 15 cents per morning for each space used. All meats sold in the market are inspected regularly by the city sanitation inspector, and all women selling are required to have health certificates. There has been a steady improvement in the quality and grade of products sold as well as in the appearance of the women themselves.

Farm women of Nash and Edgecombe Counties have sold $478,269 worth of surplus produce on the Rocky Mount Home Demonstration Curb Market since its opening in 1923. For a number of years it has headed the list of North Carolina curb markets in the amount of sales. During each of the first 2 years in the new quarters, the sales averaged more than $42,000. Poultry products have led the sales. Other products sold include vegetables, meats, cakes, flowers, fruits, canned goods, and fancy work. In addition, the women have sold several thousand dollars' worth of products directly from their homes, because of their market contacts.

Indeed, the market has provided a steady income for many farm families. One woman sold a thousand dollars' worth of plants and cut flowers in 1 year. Another homemaker realized more than $600 from the sale of beans raised in a half-acre bed.

An outstanding example of how the market helped a former tenant couple with five children to rehabilitate themselves is the story of the Breedlove family. Through their market sales they were able to borrow money to build a home and have been able to meet their payments regularly. In 1937, Mrs. Breedlove reported, "I sold enough produce in 1 month to screen our home and paint it. The money received from the curb market buys all groceries, clothes, pays wage hands to work on farm, pays life insurance on seven in the family, pays automobile bills, and sends three children to school. We are going to pay for the wiring of our home with money from November sales and then start saving for a water pump."

Concerning last year's income, Mrs. Breedlove said, "Our money crop, tobacco and cotton, brought $1,400. Our curb market sales paid us $2,000. We have a good crop of corn and potatoes and 22 hogs to kill." An everbearing strawberry bed has netted the Breedloves a nice sum, and they have recently planted a small fruit orchard for market purposes.

The new market building means much to the community other than a place of sale; for here the women hold their flower shows, federation meetings, husbands' suppers, benefit parties, and cooking schools. The WPA band uses it for band practice. The 4-H clubs use it for their federations, style shows, and recreational meetings.

THE RURAL WOMEN
OF NASH AND EDGECOMBE COUNTIES
PLACE THIS TABLET
IN GRATEFUL RECOGNITION OF

EFFIE VINES GORDON

BELOVED HOME DEMONSTRATION AGENT

THROUGH WHOSE EFFORTS
THIS MARKET WAS ORGANIZED IN 1923
AND THIS BUILDING ERECTED IN 1936
FOR THE BENEFIT OF THE RURAL PEOPLE

**Text of bronze tablet erected as tribute to Nash County home demonstration agent.**

## Iowa Prescribes Preparatory Courses

Recent steps have been taken in Iowa to insure better preparation for the extension career. The plans for suitable college training which are being developed are based upon recommendations submitted to the annual State extension conference by a committee representing county and State extension workers. Deans of the graduate school and the school of agriculture of Iowa State College assisted the extension committee in drafting the proposed plans which will be incorporated in the 1939–40 college catalog.

The professional-training courses recommended for all prospective extension workers include: 6 quarter hours each of extension education (extension organization and methods) and psychology; 9 quarter hours of general education; and 3 to 6 quarter hours each of public speaking, journalism, and history of farm organization.

Technical undergraduate courses suggested for county agricultural agents include 15 quarter hours of agricultural engineering and a minimum of 21 quarter hours of credits well distributed in each of the following fields: Livestock studies (animal, dairy, and poultry husbandry), crops and soil studies (farm crops, soils, horticulture, and landscape architecture), agricultural economics and rural sociology.

According to the committee, home demonstration agents should have a technical background including "a minimum of 63 quarter hours of credits distributed in the fields of applied art, child development, foods and nutrition, household equipment, home management, textiles and clothing; and a minimum of 9 quarter hours in economics, 3 in sociology, 5 in physiology, and 5 in bacteriology."

The committee calls attention to the importance of advanced study for in-service extension workers and to the existing college regulation that attendance at five 6-week summer terms meets the residence requirements of 1 year for the degree of master of science. It is suggested that county extension agents formulate a summer-school study program consisting to a large extent of graduate work in general and extension education, economics, and sociology, as well as advanced courses in technical subjects.

# Family Living Depends on the Land

**MARJORIE E. LUCE, State Home Demonstration Leader, Vermont**

There seems no argument as to whether or not farm families are interested in land use. They are forced to take an interest, no matter how much their natural inclination is to put their heads in the sand. The penalties of no interest are too great. The extent of their concern with this matter of land use is confined by the extent of their individual awareness and the degree of intelligent interest which they take in affairs in general. Agricultural interests through the ages have been largely determined by the land itself. The land has molded the men who seek to gain a living from it. It is a veritable dictator to those who serve it, and all children on farms grow up realizing this. But, of late, there seems to have been seeping into everyone's consciousness the realization that more and more forces are coming to play upon the land and make its handling more and more complex. No longer do we hear about the "simple" life—or, if we do, we are indeed simple if we believe it, as the elements of nature, which may be simple, irreducible terms by themselves, have become so entangled with economics, foreign policies and international relations, governmental action, and social factors.

Farm families may well feel that they are at the focal point of a whirlwind the direction of which may at any moment be entirely shifted by a new blast—it is extremely difficult to know just which way the wind blows. Surely, they must admit that the old concept of a free and independent life to be lived upon the land is gone, probably forever. Farm people maintain their power of self-determination only insofar as they conform to the forces which play upon them, just as do other people.

Theoretically, in our country at least, farm people are not tied to the land so strictly as in the old days of serfdom, or even as they still are in some countries where land is a possession which is expected never to leave a family. However, farm families are still tied to the land to some degree. Their training, experience, and inborn interests serve as stakes to keep them tethered to some piece of land, even though it may not always be the same piece. Of course, farm families are interested in the land's use—in all land, but especially in their own—its productivity, the type of handling required, the particular products with which they are to deal, the special kind of labor they are to be engaged in, and perhaps most of all the returns which they may expect to get from this labor. All these factors determine the degree of culture, comfort, and satisfaction which the family is going to enjoy. They set the pattern for living and determine the color of existence for the farm family. And as our people are not tied to any particular spot, even though they may be predestined to an agricultural existence, they have a particularly keen interest, because the matter of choice as to location and decision as to type of agricultural venture is in their hands, to some degree at least.

**Women are puzzled by the contradictions they see around them—abandoned land which once supported fine buildings and large families.**

Many families have been puzzled by the apparent contradiction that they notice in the history of some of the land with which they are familiar. They see the land now abandoned but with the remnants of buildings which once were evidence of great prosperity. They hear tales of the large families who were brought up on those farms and the size of the dairy and the amount of the crops that these fields once supported. And so they realize, even the women and children, that land use is a more complicated matter than simply testing the soil and deciding what will grow upon it. They eagerly welcome any help in studying the economic and sociological conditions which enter so largely into a determination of land use. They are anxious to conform, if by so doing they can avoid the penalty of economic annihilation—or of the nerve-racking existence which we call "just hanging on."

Every member of the farm family is definitely interested in all the activities. How articulate that interest becomes is determined only by the opportunity for expression that we give to it. If we admit that all members of the family naturally have an interest in any matter which so vitally concerns them as land use, we shall see evidences of that interest on every side. I am reminded here of an answer which Dorothy Canfield Fisher once made to the question of how to deal with children. She said that the secret was to treat them as human beings. I think that all members of the farm family should be treated in this way, with the expectation that they are, of course, interested in all matters which concern their family life. And I am fortified in this belief by the testimonials which I have received from the women who took part in our women's agricultural policy committees last year and who are this year carrying on jointly with the men and older youth in the county committees.

### *Policy Committees Point Way*

These women discussed problems of land use from the point of view of the State, the county, the community, and finally the individual farm family. One of them writes: "I have gained a better realization of those general agricultural conditions in the State and county which limit and condition the family living to be obtained from one's own individual farm." Another gained, as she says, a "comprehensive view of our present farm problems," and still another, "the history of the past changes in agriculture and reasons for the present change, a better understanding of conditions in our neighboring communities, and suggestions for betterment." One

says, "a new light on problems in other States," and still another, "what can be done to correct existing conditions, even if they do not happen to be a problem in our own county."

After the meetings were over last year, we asked the county groups to appoint subcommittees of three to five women who would meet to make lists of what they thought were the most vital problems facing Vermont farm families. I have the list as summarized for the State from the findings of all the county groups. It is an amazing collection of problems and, I am afraid, a little different from the usual list of offerings of our home demonstration programs. The women are, you see, beginning to drag us. I hope we can soon regain our footing and assume our position of leadership. I suppose the real test of their interest, however, is whether or not any action comes as a result.

*The Handwriting on the Wall*

The events of these last few years have shaken many people out of their indifference to this matter of land use. Many have had to pay the penalty, often the extreme penalty, for their failure to read the handwriting on the wall. Perhaps they need help with this handwriting; it may be merely hieroglyphics made up of economic and sociological symbols which need deciphering and interpretation. If so, therein lies our reason, the Extension Service reason, perhaps, for being.

What is the next step?. How successful are we going to be in getting the facts before the people and in helping them to see the relationship between their local and personal situation and larger situations? How may we use our experience of working with people to give the intelligent guidance in interpreting these facts and to help them to plan action which they decide will be helpful?

Are we going to fall into the trap of being overanxious—shall we be tempted to set the stage and direct them too much? Perhaps we have come to the point where we need to decide which plan we shall follow—that which has been our old stand-by, the one of campaigns and slogans which stampeded people into action (which, to be sure, we often made them think was their own idea) or some more simple and direct method of complete understanding and agreement between all concerned. If we agree that constructive thinking on the part of all the people is fundamental to their constructive action, how are we to go about encouraging that type of thinking?

We extension people must acknowledge the challenge which is made to us in the attitude of the farm people toward a consideration of their larger problems. We must make it possible for them to work on these larger problems and not expect to go on with the same old program of teaching or supplying remedies. How successfully we do this will prove how well-equipped we are for the responsibility which is ours.

# We Are Strong for Local Leaders

**JAMES F. KEIM, Assistant State Club Leader, Pennsylvania**

■ Local leaders of experience can be depended on for judgment in appraising ideas for their practical value. When their services are enlisted they develop into enthusiastic cooperators interested in the successful conclusion of the activities on which they have passed judgment and helped to work out the details.

As extension work gains success and increases in prestige, many suggestions are made by individuals or organizations offering participation and cooperation.

Sometimes these come within the limits set by policy, which provides that the work must be educational in nature and economically sound. In other cases the germ of the idea is commendable, but the details remain to be carefully worked out.

This process is illustrated by what happened in Cumberland County, Pa., during 1938. W. H. Garrott of the Carlisle Livestock Market came to W. I. Galt, the county agricultural agent, and stated that they were interested in promoting some pig-feeding work among the farm boys and girls of the county and thought it could best be done as a 4–H club project. He offered the facilities of the market for round-up purposes, said that they would set up a special auction for the disposal of the pigs, and promised that his firm would provide more than $100 in prize money. He proposed, however, that each member start with three pigs but, aside from that, follow the regular pig-feeding club project.

Mr. Galt felt that the idea should be given serious consideration. He knew that the market men were "hustlers" because they had cooperated successfully in baby-beef club work.

*Agent Calls Leaders Together*

He, therefore, called a meeting in his office of 15 men from every section of the county whose judgment he respected and laid the proposition before them. The rest reads like the time schedule of the "Broadway Limited."

On February 7, 1938, a preliminary meeting of leaders was held in the county agent's office, and the objectives were discussed. The proposed set-up and rules were explained and definite responsibilities assigned.

On March 24, 1938, at a county-wide meeting of leaders and club members, the leaders organized and selected a county leader. A 4–H club organization film and a film on 4–H pig-club work were shown to parents, leaders, and members present.

From April 18 to 22, district and community meetings were held, and swine-production management was discussed by the livestock extension specialists. Clubs were started and organization details gone over by county agent and leaders.

From May 1 to 31, all club members' pigs were weighed in and earmarked. All members' pigs in a specific club were marked the same day. Leaders took care of this detail. The county agent had furnished leaders with a report form to fill out and return when all pigs in their respective clubs were marked. Record books and feeding instructions were sent to club members from the extension office.

During June, July, and August, a swine-judging contest was held; and members' pigs were inspected on two different occasions and management scores given.

Late in August the Carlisle Livestock Market was host to all the leaders at a steak dinner, at which time plans for the round-up and sale were discussed.

On September 15, the county round-up and sale was scheduled for the 82 members' pigs. Sixty-seven members, or more than 80 percent, exhibited pigs valued at $3,761.82. The pigs were graded and sold, and members were taught with sales receipts that it pays to finish pigs. The best-finished hogs weighing between 221 and 252 pounds brought $1 per hundredweight more than the lighter ones. The pigs averaged $9.85 per 100 pounds, which was considerably above the market price for the day.

However, that was not all. During the lull in the day between the conclusion of the club round-up and the starting of the sale, County Agent Galt asked me to attend a short leaders' meeting. I was puzzled as I felt that the round-up and sale closed the work for the year, but I learned that a banquet was being planned. They set the date and discussed ticket sales. Needless to say, this was quite successful; 175 people attended.

This illustrates, to me, how worth-while ideas originating outside the extension organization can be integrated and made a part of the extension program. Many times businessmen's organizations come to the county agent and offer to assist with some particular phase of his program. Perhaps this offer comes after the extension program is pretty well set up for the year. He is reluctant to turn down the proposition, yet feels that he already has all he can handle. The method described herein illustrates the successful enlisting of men who had not expected to be active as local club leaders during the current year. Of course, as Mr. Galt said, "I knew them; they had won their spurs in other fields, and I had confidence in their judgment and in their ability to work."

# Seed Production Expands in Oregon

**H. G. AVERY, County Agricultural Agent, Union County, Oreg.**

Production of grass and legume seed in the Blue Mountain counties of eastern Oregon, including Union, Baker, Malheur, Umatilla, Gilliam, and Sherman, has expanded steadily over a period of approximately 8 years. With increased production and the introduction of new and improved varieties of grasses and legumes, there has been developed a well-organized cooperative marketing association, which presents a good example of the benefits farmers can receive by cooperative selling.

Aside from the irrigated sections where large quantities of clover seeds are produced, the center of recent seed-production increases in Oregon is in the eastern part of the State and in Union County. This development is owing partly to the fact that soil and climatic conditions are particularly favorable to the production of good yields. The most important factor responsible for this increase in seed plantings, however, was the discovery by Extension Service representatives in Union County, approximately 10 years ago, that seed yields could be considerably increased by planting in wide rows and cultivating the crop somewhat in the same manner as corn or potatoes.

This practice, first demonstrated in small plots, was expanded in 1931 to a field basis on the farm of Bernal Hug of Elgin, Oreg., when a 30-acre field of Ladak alfalfa was planted in rows 3½ feet apart, using 1 pound of seed per acre. The field was cultivated, and a good stand was obtained. The practice proved successful, and profitable yields were harvested on land which had not previously produced alfalfa seed. Stimulated by this example, other farmers in the county and neighboring counties seeded additional acreage of this and similar crops.

Under this method, grass-seed yields have commonly been from 100 to 200 percent larger than those from solid planted fields, and alfalfa-seed yields are increased from 50 to 100 percent. Purity of seed is very much improved, as plantings may be freed of all weed growth by hand-hoeing and cultivation. Quality and test weight are usually higher when seed is grown in wide rows and cultivated.

Although the first plantings were made at a spacing of 3½ feet apart, farmers have experimented with other distances. Closer spacing than 3 to 3½ feet seems to reduce yields after 1 or 2 years, and wider spacing cannot be as readily cultivated. The distance between rows has become standardized at about 3 to 3½ feet. Rate of seeding, however, varies with conditions on the various farms and the kind of seed planted.

Union County has become a leading district in the production of Ladak alfalfa seed in the United States. This variety is especially winter-hardy and drought-resistant and, according to experiment station tests, has, in many instances, produced the largest yield of hay of any commercial variety grown in the Northwestern States. Ladak seed has had a steadily expanding market, and the Blue Mountain Seed Growers' Association reports shipments to many other States and recently to Russia and to South Africa.

Crested wheatgrass seed from another comparatively new forage variety introduced by the Extension Service is now being grown in large quantities in the Blue Mountain counties. This grass is probably superior to native bunchgrass in drought resistance and also in yielding capacity for pasture and range purposes, and it has been widely used for reseeding pastures and ranges. Oregon was importing this seed in 1935 but this year produced a $100,000 crop of approximately 450,000 pounds, or more than the total production of the United States in 1935.

### *Growers' Cooperative Organized*

The organization and development of the Blue Mountain Seed Growers' Marketing Association was a result of the large increase in seed production, particularly of Ladak alfalfa and crested wheatgrass. Union County growers by the season of 1934 had produced more seed than dealers were willing to purchase, and prices slumped below prices for other ordinary kinds of seed. Growers, after considering this situation, decided on the formation of a cooperative marketing association, and the organization was formed in 1935 with the assistance of the county agent and representatives of the Extension Service.

The volume of marketing the first year was small, but all of the crop was sold, and at prices approximately 50 percent higher than offers made at harvest time. Newspaper advertising and extensive use of personal and circular letters were employed to further the sales campaign, and this method has been followed over a period of four seasons with increasing success. The association now has an active mailing list of several thousand farmer and dealer buyers in the immediate trade territory and additional thousands covering all the territory of the Northern and Western States.

The association is organized on a nonstock basis under the Oregon Cooperative Law. Management, until recently, has been vested in the board of directors, who have given many hours to the supervision of the selling campaign, but a full-time manager is now employed.

Producers who join the association are required to pay $5 membership fee and to execute a marketing contract which delegates to the association all the responsibility for selling the crop. A marketing charge of 8 percent of the gross sales of seed is deducted by the association before returns are made to the grower. The association also finances the grower in the purchase of sacks, cleaning of seed, insurance at full value, and loans up to 50 percent of the value of the seed, when the grower needs this help.

The effectiveness of this organization was tested this year in the marketing of the large crop of crested wheatgrass previously referred to. Oregon's crop this year was three times that of any previous year, and the product was not one for which an established market existed. The association pool of 321,000 pounds was probably the largest ever assembled anywhere and represented more

**H. H. Huron, president of the Seed Growers' Association, in his field of row-planted crested wheatgrass.**

than 70 percent of the entire Oregon crop. All but approximately 3 tons of the pool has been marketed, principally in Oregon, Washington, and Utah, at what is expected to be a substantially higher price than that prevailing in any other State where a surplus is produced for export.

The association has not only been able to obtain a better price for members but has also developed high standards of quality, and this has been very effective in attracting buyers, both farmers and dealers. Six Oregon counties are now represented in the association, the members of which are engaged in the production of most of the common grasses and legumes. Special attention, however, is being given to production of improved strains.

Of interest to sections where alfalfa wilt prevails is the new wilt-resistant alfalfa, Orestan. This variety has been increased in Oregon from an importation from Turkestan. Experimental tests show that it will maintain continuous stands in wilt-infested districts up to a period of 10 years where all other alfalfas die. Association members have the only large amount of this seed in the world and expect to have around 2,000 acres in seed production this year.

The farmers of the Blue Mountain counties have developed small-seed production by adopting methods which not only resulted in increased yields but in the production of seed of superior quality. Although there was no established market for much of this seed, the growers' association has been able to develop a profitable market and, in so doing, has become in 4 years an organization which will this year market approximately half a million pounds of high-quality seed.

# Good Farming Strengthened in Maine

■ The agricultural conservation program first operated in Maine in 1936, when 6,500 farmers cooperated. Last year 14,800 farmers took part in the program. The total number of actively operated farms in Maine probably does not exceed 23,000 according to A. K. Gardner, State executive officer for the program. During this time, there has been a decided increase in farm practices long known to be profitable and desirable for the individual farm and for agriculture generally with improvement in soil fertility.

Consider the use of lime, for example. The use of lime in quantity on Maine soils dates back to 1923. From that year to 1936 the tonnage used annually varied from 3,000 to 9,000. Less than 6,000 tons were used in 1935. Then, with the beginning of the conservation program, 14,246 tons were used in 1936 on farms in the program. An estimated 3,000 tons were used on farms not participating in the program. In 1937, 38,000 tons were used on farms in the program, and in 1938, another 38,000 tons. The annual need for lime on Maine farms is estimated at about 50,000 tons.

Use of superphosphate (phosphoric acid) has shown an even more phenomenal increase for other than cash crop production. Little superphosphate was used as a supplement to manure and as a top dressing for grassland before 1936. The situation now is well stated by County Agent M. Stetson Smith of Penobscot County who, speaking of a group of farmers at a meeting, said: "Eight out of twelve farmers present now use superphosphate. Before the conservation program, not more than eight in the entire county were using superphosphate." In 1936, the use of superphosphate (20 percent equivalent) on soil-conserving crops increased to 665 tons; in 1937, it was 3,910 tons; and in 1938, 7,325 tons. The use of potash has increased from a small unknown amount prior to 1936 to 60 tons in 1936, 389 tons in 1937, and 340 tons in 1938.

The number of acres seeded to soil-building crops, particularly legumes, decreased sharply during the depression. In 1936, 66,742 acres were seeded in the program and an estimated 20,000 acres outside the program. In 1937, 86,340 acres were seeded in the program and an estimated 5,000 acres outside the program. Last year, total seedings in the program were approximately 101,000 acres, with about 2,000 acres seeded on farms not in the program.

The acreage devoted to green-manure crops has fluctuated considerably during recent years. During the 5-year period, 1931–35, perhaps 15,000 acres of annual and biennial green manures were turned under yearly. In 1936, the total turned under was 15,500 acres; in 1937, 21,300 acres; and in 1938, 24,000 acres.

The acreage devoted to green manures to insure adequate organic material in the soil probably should be in the vicinity of 100,000 acres, 80 percent of which should be used in connection with potato rotations.

Farmers participating in the agricultural conservation program have also undertaken some of the more direct soil-erosion-control practices, as demonstrated by the Soil Conservation Service.

# Teaching Agencies Work Together in Polk County, Wis.

■ A close working relationship with the vocational agriculture teachers of Polk County, Wis., has enabled County Agent W. R. Marquart to extend his teaching influence beyond the physical limitations of one man. In this way, unity of program has been achieved in a county such as Polk where Mr. Marquart has cooperated with 10 Smith-Hughes teachers of agriculture, 5 George Dean women teachers, and 3 Farm Security supervisors. The proposed plans of work of the county agricultural agent are discussed by this group before being presented to the county agricultural committee, and an agreement is reached as to what part each agency is to take in carrying out the projects.

Soon after his coming to the county in November 1936, Mr. Marquart was elected president of the newly organized Polk County Agriculture Teachers and County Agents Association. The organization has been steadily growing into one of the most useful county educational factors ever since. The group meets every 4 to 6 weeks, in the various sections where the teachers live, to discuss the community needs and make recommendations for the county program.

During the past year, the organization has sponsored many projects. At least 800 high-school boys studying agriculture have been reached, and they in turn contact the farmers of their communities. County-wide evening-school programs with farm management as the theme have been held. More than 70 fertilizer test plots were carried on in the county through the assistance of the Smith-Hughes teachers. Farm accounts also entered into the picture. A study is being made this spring of farm records coming in from the dairy herd-improvement associations, farm security clients, and boys enrolled in agriculture, to reflect the conditions on the farms.

County Agent Marquart considers the public-speaking contest of the Future Farmers of America one of the county's outstanding achievements, and well he may, for the county winner also won at both the district and State contests and placed second in the national contest. A county-wide F. F. A. rally was held in the spring with a record attendance of 800 boys.

## Check Your Radio Time

On May 1, the National Farm and Home Program changed to daylight-saving time which is one hour earlier than usual for all places remaining on standard time.

AFTER 25 YEARS OF EXTENSION WORK

# Is There Less Rural Poverty?

J. A. EVANS, Administrative Assistant, Georgia

**When Dr. Seaman A. Knapp began farm demonstration work in Texas in 1904, he appointed four field representatives on the same day. Only one of these, Dr. J. A. Evans, is still active in the Service. He has wholeheartedly devoted his life and his talents to the demonstration idea. As field worker, State agent, regional representative, director of the southern Extension office, and associate chief of the Office of Cooperative Extension Work, he has been closely associated with the development of the National Extension Service. This appraisal of the situation is the first of two articles based on a lecture given at the North Carolina annual extension conference, January 1938. Next month Dr. Evans looks to the future and sees hope for a still more useful Extension Service.**

Sometimes, when I think about the agricultural situation, I get a little bit pessimistic. We know we have done good extension work through the colleges and good research at the experiment stations for the last 25 or 30 years. We have done our best and know that we have achieved results; yet it is a fact that we cannot escape, that as a whole there is probably more poverty in agriculture than there was 25 years ago. Sometimes it seems that the efforts of the extension workers have all been futile, that after all we have not accomplished anything. The questions arise: What more is there that we can do? In what respect have we failed? What is the trouble?

We have increased the efficiency of the farmers. All records show that each farmer today is feeding more nonfarm people than the farmer of 25 years ago could do. Yet, as I said, the poverty of agriculture, as a whole, seems greater today, or at least the distribution of relative prosperity is much more unequal than it was 25 years ago. I was thinking about this matter just the other day when I ran across, in the college library, an old volume containing a talk that I had made at Atlanta in 1911 at the annual convention of the Southern Commercial Congress. That was shortly before Dr. Knapp's death. I was on the program as substitute for him. It was a wonderful meeting, one of the biggest, and the greatest in some respects ever held in the South. President Taft, ex-President Theodore Roosevelt, and a future president, Woodrow Wilson, sat on the platform side by side; and governors from the Southern States, Congressmen, Senators, and business leaders were there. The theme of the program was The South's Physical Recovery. It was an optimistic meeting. All the speeches emphasized the great future of the South in agriculture, in commerce, and in manufacturing.

It seems that agricultural problems then were much the same as they are now. Demonstration work was just getting started in some 11 of the Southern States. Vocational education had not come into the picture; 4–H club work was just beginning. Home demonstration work had not yet started. In the agricultural section, we talked of the need of a diversified agriculture, of the need for soil conservation, and of the landlord-tenant problem. * * * How can we explain the fact that, in spite of all the work done since then by the colleges, the Extension Service, the experiment stations, and other agencies, apparently poverty has increased and is more widespread than it was 25 years ago?

Dr. O. E. Baker, lecturing at Athens, Ga., on The Poverty of Agriculture, said: "Relative to crop yields per acre, the depletion of soil fertility by erosion and removal of the crops and animal products has more than offset all that the agricultural colleges, the experiment stations, the Extension Service, and the agricultural press have been able to accomplish in the last third of a century." This may be true. The Extension Service has done a great deal to minimize the terrific loss of soil fertility caused by erosion, but farmers in general have not until recently been fully aroused to this menace and have not been in most instances able, unaided, to effectively control it.

But I think that in the last 30 years there has been still another powerful cause for the increasing rural poverty. I refer to the impact of technology on agriculture, the effect of the machine age, and of the mass production and mass selling of the innumerable inventions which this age has produced, and especially its effect on the low-income group.

In 1911, the year of Dr. Knapp's death, there were but 210,000 passenger automobiles made and sold in the United States and Canada. In a few years the number had increased to 1 million, then 2 million, then 3 million, made and sold annually. The census of 1930 showed 1,182,819 passenger cars on farms in the 12 Southern States alone. This represents a farm investment of nearly 300 million dollars. As the life of the average car is 9 to 11 years, it is safe to say that approximately 1 to 2 billion dollars have been spent by farmers in the South alone for passenger cars in the last 25 years. I mention particularly the automobile, because it is at once the most alluring and the most costly of all the many products of technology during this time. Where did the money come from for such greatly increased expenditures?

One thing we know. It did not come from an increased earning capacity of farmers. The purchasing power of income of farmers in the South, except during a few years of abnormal prices for cotton and tobacco, is not so high now as it was in 1911. It could then have come only through the exploitation of our soil and other basic resources, from exhausting our capital, mortgaging our farms, and denying our families proper food, clothing, housing, medical service, and educational facilities. Do you see any other source from which the money for this and other expenditures made by farmers for things thought necessary for the so-called higher standard of living could have come?

I do not question the desirability of these things, nor the convenience, comfort, and pleasure their possession may afford. Certainly, farmers of all occupations have more need of them than anyone else and are as much entitled to an income that will justify their possession. But the farmer has not had the income, and the prospects are not encouraging that he will have it in the near future. I only question, as did Dr. Knapp, a generation ago, "the possibility of obtaining the benefits of a high civilization without money to pay the cost and without earning capacity to support it." "No nation can be great without thrift," said Dr. Knapp. Unthrift, ignorance, and poverty, in the order named, were the three great curses of the South, as he saw it. "You must create sentiments of thrift and establish habits of industry," said Dr. Knapp to southern teachers, "or this Nation will drift to wreckage. The greatest opportunity in the history of the world for the molding of a strong people and the establish-

ment of a mighty nation will culminate in disaster if we discard such cornerstones as labor and thrift. Idleness and lack of thrift will waste the fairest heritage that ever fell to the fortunes of men." We have not heeded this warning. Thrift is a forgotton virtue.

Until this trend is checked and rural people adopt and practice a philosophy of life which emphasizes living within incomes, thrift and frugality, building for the future, and the continuity of the family on the land, the future of agriculture is not hopeful.

The best farm dwellings, Dr. Baker says, are not in the Corn Belt or the Cotton Belt where commercial farming and urban ideals of success prevail, but on the stony farms of New England, in southeastern Pennsylvania, and in other areas where there has been "continuity of family proprietorship in farming." "There people have been thrifty and conservative," and there, he says, "wealth has accumulated from generation to generation. The people are proud of their farms, love the land, and keep it free from mortgage. Houses are not built out of soils but out of ideals."

## New Extension Legislation

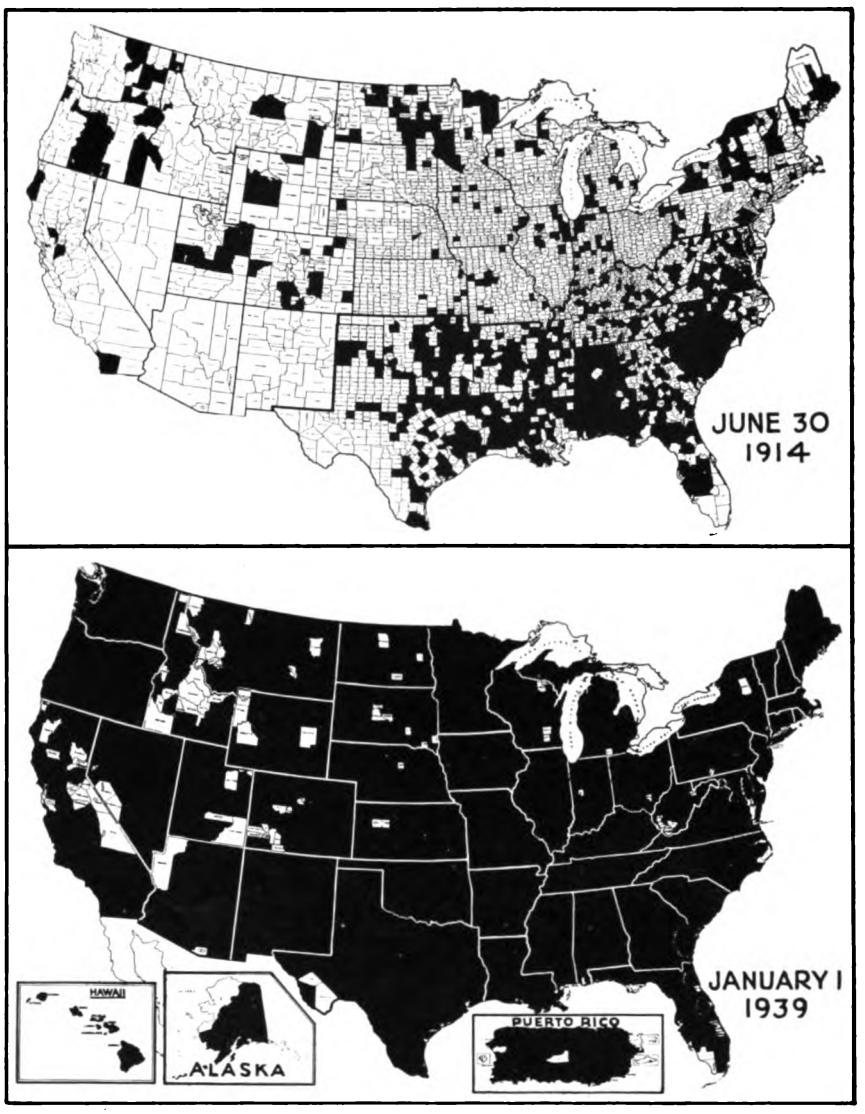
A new act authorizing $300,000 for the further development of extension work has been signed by the President, and steps are being taken to get the item included in the appropriation bill and thus make funds available for the fiscal year 1940.

The act was needed because under the present legislation 21 States would suffer an actual decrease in Federal funds for the coming year. Under the Bankhead-Jones Act of 1935, funds, for the most part, were allocated on the basis of the farm population, whereas under the older acts the basis was rural population. The Bankhead-Jones Act authorized $8,000,000 the first year and an increase of $1,000,000 each year for 4 years, continuing thereafter in the total amount of $12,000,000 per annum.

In consideration of this increase, Congress decided gradually to eliminate two miscellaneous extension items carried previously in the annual appropriation acts for the Department of Agriculture but not specifically authorized by law. In accordance with this policy, these two items have been reduced by 25 percent each year that the Bankhead-Jones appropriation was increased, being entirely eliminated in 1940 when Bankhead-Jones funds reach their maximum. Because of the difference in basis of allocation, the loss of these two items meant an actual loss in total Federal extension funds to 21 States.

Approximately $203,040 of the new monies will be used to make up this decrease, so that no State will receive less Federal money in 1940 than in 1939. The remaining $96,960 will be used to expand extension work on reclamation projects as recommended by the Repayment Commission appointed by the Secretary of the Interior.

# Growth in Extension Personnel 1914-1939




These two maps show the geographical expansion of Extension influence during the last 25 years so that now the Service is available to practically every farm family in the United States, Alaska, Hawaii, and Puerto Rico.

The counties shown in white on the maps are without the service of extension agents. Many of these are in nonagricultural areas.

Under the provisions of the Smith-Lever Act, the Cooperative Extension Service was set up on July 1, 1914, with 1,613 workers. At the beginning of the current year, 1939, there were 8,680 extension workers.

Serving the farmers in the 3,000 counties in the United States and including the agents in Alaska, Hawaii, and Puerto Rico are 4,074 county agricultural agents and their assistants as compared to 881 in 1914.

Working with farm homemakers in these counties is a devoted group of 2,136 home demonstration agents and their assistants, which has developed from the original group of 349 women on the rolls in 1914.

County 4–H club agents were not employed in 1914 but now 278 men and women are located in the counties to devote their entire time to the work of 4–H clubs.

From a nucleus of 50 Negro extension agents working in the field on July 1, 1914, the number has grown to 504 extension agents devoting all their efforts to the benefit of the Negro farm family of the South.

To support the work of the county extension agent and keep the machinery running smoothly, 622 administrators and supervisors are required in 1939 as compared to 162 in 1914. In addition, the services of 1,570 subject-matter specialists are now available as compared to 221 in 1914.

# Farmers' Cooperative Associations Flourish in Mississippi

**J. V. PACE, Extension Economist, Mississippi**

Farmers' cooperative marketing and purchasing associations of 43 Mississippi counties did a 25-million dollar business last year. In this way, the farmers sold $22,969,458.12 worth of farm products such as cotton, dairy products, livestock, poultry and eggs, fruits and vegetables, hay and grain, wool, and home products. Their cooperative purchases, including livestock, feed, farm equipment, fertilizers, seeds, gasoline and oil, home equipment, and various supplies, amounted to $1,304,324.

The present cooperative business activities of Mississippi farmers date back to the extension marketing and purchasing campaigns launched by county agents 20 years ago when there were no such organized farmers' cooperatives except the Crystal Springs Truck Growers' Marketing Association which is still in operation and rendering a splendid service. Following the World War, most of the cooperative business was done by farmers, assisted by the county agents, without any formal association set up under State law.

Today, 63 Mississippi counties have charters for county cooperatives, and 43 counties are actually doing marketing and purchasing in an organized way under these charters. In addition, two counties are serviced by branches of the Mississippi Federated Cooperatives. These branches also act as distribution centers for county cooperatives in their respective territories. Each county cooperative unit is a member of the Mississippi Federated Cooperatives and has a board of directors composed of farmers who meet regularly and direct the policies and operation of their organization.

The management of the Mississippi Federated Cooperatives and members of the Extension Economics Division meet regularly with these county boards of directors, at which time any assistance with reference to business and management policies of the organizations is given. The county cooperatives have given special emphasis to perfecting a system of record keeping. An auditor supplied by the Mississippi Federated Cooperatives checks and audits the county cooperatives' books regularly and, in cooperation with the Extension Economics Division, has set up a similar set of books for each county unit. In addition, he acts, to some extent, as a business analyst and supervisor for the organizations.

Each year, in cooperation with the Extension Service, the Mississippi Federated Cooperative holds a "cooperative school," a 3-day meeting of directors, managers, and county agents, during which each county makes its report and offers its suggestions for improvements in the service. Officials of agricultural service organizations in the State and outstanding men in cooperative endeavor from other States are invited to lecture to the group.

# Read for Facts and Fun

With the motto, "Let's read for facts and for fun," the women of Monroe County, Miss., have become library conscious through the combined efforts of Lucille Peacock, county WPA librarian, and Katie Mae Dear, home demonstration agent, who formed a working alliance 2 years ago.

They took as their special goal last year library corners in the home and community club libraries. January was selected as library month with a special library program including a talk by Miss Peacock, who gave suggestions for a basic home rural library costing $10, discussed the value of books, and reported on the needs of and services offered by community, local WPA, and club libraries.

As a result, all home demonstration clubs in the county last year sponsored branch libraries in their communities. These libraries circulated more than 1,000 books to club and nonclub members. Every woman in six home demonstration clubs read at least one good book. The splendid work done by the women in sponsoring libraries brought forth a gift of $100 for the building of a rural home demonstration club library.

The $100 was so divided that each club received four or five books. Each month these books are collected and four or five other books left, so that each club has an opportunity to read all the books. The recreation leader collects the books, and the home demonstration agent takes them to the next club.

The emphasis this year is being placed on individual reading rather than community libraries. The clubs are studying landscaping this year, so at the January meetings of the clubs Miss Peacock gave book reviews on books which would be of use to the clubs in their study of landscaping and the arrangement of plantings.

Another popular feature on the program is "Between the Book Covers," used to introduce a new book each month. Instructions for putting on this feature are distributed at the monthly council meeting. The new book may be introduced by a poem, playlet, song, or pantomime. For January, the book, Your Carriage, Madam, was introduced with an "Ode to Posture."

The home demonstration library now has 52 books covering a wide variety of subjects and interests, selected with the help of the specialists at the college, the county librarian, and the home demonstration agent. Others are being added. During the month of January, 182 club members read the 52 books.

## Child Development Institutes

At the child-development institutes held in Geauga County, Ohio, during the last 2 years, homemakers have met with extension specialists in all-day sessions of lectures and discussions to receive first-hand information on child care and training. Home demonstration Agent Imogene Dean, working with the clothing and child development specialists, planned the program and exhibits and appointed local committees to assist in carrying out such details as selecting a meeting place and helping with publicity. She mailed special invitations to all parents receiving child-development letters and to all organizations in the county interested in parent education and child development.

The first year's conference stressed the preschool-age child. Behavior, health, nutrition, clothing, play toys, and home furnishings relating to children were discussed.

Last year's institute emphasized the correct clothing for the lower-school-age child. The child development specialist spoke on Growing Up Happily; the clothing specialist talked on Growing Up Well Dressed. The women were divided into four groups by being labeled with tags of different colors as they registered. Each group was asked to eat lunch with the discussion leader wearing its color. Discussion leaders included a former clothing specialist, a former home agent, one active home agent, and a county health nurse.

After lunch the discussion leaders assisted the specialists in explaining the exhibits, seven in all, which gave helpful hints on comfortable clothing for children, care of clothing, arrangement of children's clothes, and budgeting clothing dollars. Mothers were especially interested in the shoe exhibit illustrating the correct type of shoes for children of different ages. The homemakers also found valuable information in the exhibits of pictures by the masters suitable for children, and in the exhibits of reading material for parents.

# New Director In North Dakota

E. J. Haslerud, county agent, dairy specialist, and supervisor of county agent work in North Dakota for the past 10 years, has been appointed director of the Extension Service to succeed George J. Baker.

In addition to his many years of experience in North Dakota, the new extension chief has been connected with extension and other educational programs in two neighboring States, Minnesota and Montana. He holds agricultural science and arts degrees from the University of Minnesota and was dairy instructor there from 1917 to 1919. He was dairy instructor at the State College of Montana, Bozeman, from 1922 to 1925, and then served as extension agent in Sanders County until 1927.

Coming to North Dakota from Montana in 1927, he was extension agent in Ward County until the fall of 1929 when he was appointed to the position of dairy specialist with the Extension Service of the North Dakota Agricultural College. In 1934 Mr. Haslerud became assistant county agent leader and for the past 2 years has been in direct charge of county agent supervision.

# Nation's Farm Youth Confer

A better understanding of Nation-wide agricultural problems and a better knowledge of the programs and policies of the leading farm organizations were two of the immediate benefits reported by delegates to a recent Nation-wide 3-day conference of rural young people held in Washington, D. C., April 24, 25, and 26. The conference was planned and sponsored by the following organizations: The American Farm Bureau Federation, the National Farmers' Union, the American Vocational Association, and the Land-Grant College Association.

Each organization designated two of its staff to act as a steering committee in planning and managing the conference and sent 10 delegates to take part. Five of the delegates were farm youth, mostly out of school, living on a farm, and approximately between the ages of 18 and 25 years. In addition, five adult youth leaders represented each organization.

The conference was primarily a study of the problems of farm youth by the farm young people themselves, and this occupied four-fifths of the discussion time. This was made possible by grouping the young delegates about tables completely occupying the center of the conference room, with a panel of six juniors and four seniors seated on one side of a triangle and the young delegates occupying the other two sides of the triangle. Behind these, on the two sides, were tables for the senior delegates. At the two ends of the room were seats for observers and consultants with an aisle dividing this group from the delegates. This arrangement made the young folks the heart of the conference and facilitated active discussion among them.

The youthful summarization committee in their report brought out the fact that "since all of the cooperating organizations have at least one common goal, that of enhancement of rural life, they should continue to work together, and they should find many areas for cooperative activity." They also expressed the "conviction that all rural youth organizations should cooperate with the organizations of urban youth for the betterment of all concerned." They felt that rural young people need, seek, and should be given responsibility; that the present resources could be used more effectively by striving to eliminate antagonisms and duplication and by developing programs on common problems broad enough to give all youth a chance to take part. They felt that the conference had been of enough value to recommend that similar meetings be held in the counties and States with the added features of ultimately having the participation of both rural and urban organizations.

The talk by Mrs. Roosevelt and her participation in the discussion of the topic, "Finding Our Place in Society," was probably the high point in the conference. As a background for the young people's discussion, a number of outstanding research workers on youth problems reviewed the results of the studies, and the national farm youth leaders described the programs they are finding most effective in their own organizations.

Extension workers taking part in the conference were: Director H. C. Ramsower of Ohio; David E. Lindstrom, extension sociologist, Illinois; Maude Wallace, State home demonstration leader, Virginia; and Barnard Joy and Dr. O. E. Baker of the Washington extension staff. Adult delegates representing the Land-Grant College Association were C. W. Jones, Kentucky; I. D. Lewis, South Carolina; C. P. Lang, Pennsylvania; Cleo Fitzsimmons, Illinois; and L. A. Churchill, Minnesota. Junior delegates were: Dorothy Fouche, Maryland; Edith White, New Hampshire; Joseph Seem, Pennsylvania; Jewel Metcalf, Kansas; and Kenneth Eargle, South Carolina.

## Soil-Improving Crops

Georgia farmers last year seeded the largest acreage in history to soil-improvement and forage crops, and pastures, E. D. Alexander, Georgia Extension Service agronomist, reported.

Figures compiled from the annual reports of county agents revealed that more than 10 million pounds of winter legume seed were used in the State during 1938. This was enough to seed 381,116 acres in vetch, Austrian winter peas, and crimson clover.

Austrian peas proved to be the most popular of the winter legumes, as farmers planted 218,678 acres to this protective winter cover crop. Hairy vetch ranked second with 84,905 acres, and crimson clover was close behind with 77,286 acres. Monantha vetch was sown on 247 acres.

The agronomist said his compilation showed that Georgia farmers during the past year planted 140,811 acres in rye, 48,538 acres in Crotalaria, and 1,544 acres in Alfalfa. They sowed 104,944 acres in lespedeza and left 55,890 more acres to reseed.

Permanent pastures were established on 38,120 acres in the State, and 28,706 additional acres were cleared for pastures preparatory to seeding. The reports also showed that winter legumes were sown in orchards on 59,759 acres.

## Indiana Summer-School Dates

Indiana's summer extension courses, previously announced in the Review as running concurrently in a 3-week session, will be offered at Purdue University, La Fayette, in two different 3-week periods. Dr. E. C. Young of the Purdue farm management department will give his course in Agricultural Prices from June 12 to 30. The course in Extension Organization, Programs, and Projects, administered by Barnard Joy of the Federal Extension Service will run from June 26 to July 15. This work has been planned especially for agricultural and home-economics extension workers, and each course will carry three credits.

# New Film Strips

The 26 film strips listed below have recently been completed or revised in cooperation with the Bureaus of Agricultural Economics, Agricultural Engineering, Animal Industry, Chemistry and Soils, Entomology and Plant Quarantine, Plant Industry, Forest Service, and Soil Conservation Service. They may be purchased at the prices indicated from Photo Lab. Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service.

*New Series*

Series 505. *Improving Home Life of Negro Farm Families.*—Illustrates the purpose of home demonstration work with Negro women and girls and shows some of the fine results being obtained under the guidance of Negro home demonstration agents. 71 frames, 55 cents.

Series 507. *Famous Trees in The United States.*—Shows trees which are presented because of their connection with historical characters or events, their unusual form, and their exceptional size or age. 80 frames, 55 cents.

Series 508. *Tree Planting on the Prairie-Plains.*—By the Prairie States Forestry Project.—Illustrates the reasons for and the benefits of prairie-plains tree planting and the shelterbelt planting work of the United States Forest Service. 64 frames, 50 cents.

Series 512. *Conditioning and Cleaning Seed Cotton.*—Illustrates the value of having cotton in suitable condition and clean of dirt or trash before it is ginned, and shows that proper picking of cotton and the use of cotton driers and cleaners are matters of importance in preserving the natural value of cotton lint at the time it is ginned. 62 frames, 50 cents.

Series 513. *Gins and Ginning.*—Illustrates the processes of ginning cotton and explains the value of properly ginning cotton to preserve the natural value of the lint and seed. 56 frames, 50 cents.

Series 514. *Dust Explosion Hazards in Fire Fighting.*—Illustrates the extent of the damage frequently caused by dust explosions and fires in industrial plants. Calls attention to the hazards to which firemen are exposed while fighting fires in such plants and indicates some protective measures which can be employed to prevent such explosions or reduce the hazard. 48 frames, 45 cents.

Series 518. *Wheat Storage in the Ever-Normal Granary.*—Illustrates methods of providing storage of grain on the farm. 42 frames, 45 cents.

Series 519. *U. S. Meat Grading and Stamping.*—Illustrates certain features of the federal meat grading service. 47 frames, 45 cents.

Series 520. *A Story of Topsoil in the Northeast.*—Illustrates the nature and importance of topsoil and shows how to save it. 48 frames, 45 cents.

Series 522. *Corn Storage in the Ever-Normal Granary.*—Illustrates methods of providing safe storage of corn on the farm. 48 frames, 45 cents.

Series 523. *Erosion—Whose Problem?*—Illustrates the desirability of community approach to the problem of controlling erosion. 33 frames, 45 cents.

Series 524. *Soil and Water Conservation in Arkansas.*—Illustrates some general causes as well as results of erosion and shows recommended preventive and conservation methods, as practiced in Arkansas. 48 frames, 45 cents.

Series 525. *Soil Conservation in Ohio Farming.*—Illustrates erosion problems of east central Ohio. Shows farming practices that have proved effective in protecting land against erosion, and methods found valuable in reclaiming other land already lost to cultivation. 39 frames, 45 cents.

Series 550. *Saving Soil in Indiana.*—Illustrates the various types of erosion common in Indiana, the damage done thereby, and shows how proper land use and soil conservation methods can be used to control this erosion. 39 frames, 45 cents.

Series 556. *Extension Photographs and How to Take Them.*—This series illustrates the principal characteristics of good extension pictures and offers suggestions on how to obtain such photographs. 46 frames, 45 cents.

*Revised Series*

Series 165. *The Nature of Plant Diseases.*—Gives farmers a better knowledge of the nature of plant diseases and the principles which underlie our more common methods for their control. 47 frames, 45 cents.

Series 179. *Lime in Soil Conservation.*—Illustrates the preparation and use of soil-liming materials and the beneficial results of their application to soils. This film strip superseded the series formerly entitled "Lime and Limestone." 57 frames, 50 cents.

Series 194. *Roundworms and Swine Sanitation.*—Illustrates the control of roundworms and filth-borne diseases of young pigs. 34 frames, 45 cents.

Series 239. *Care of the Laying Flock.*—Illustrates the essentials of housing, feeding, and caring for a small laying flock. 25 frames, 45 cents.

Series 259. *The Home Demonstration Agent—Friend to Farm Women.*—Illustrates how home demonstration agents carry on their work among farm women. 39 frames, 45 cents.

Series 271. *The Marketing of Eggs in the United States.*—Supplements Farmers' Bulletin No. 1378, Marketing Eggs; and Circular No. 73, The Cold Storage of Eggs and Poultry. The series shows the various steps in the marketing of eggs in the United States. 53 frames, 50 cents.

Series 295. *Satisfying Farm Homes.*—Illustrates the contribution of home demonstration work in making the farm home efficient and satisfying. 62 frames, 50 cents.

Series 319. *National-Forest Playgrounds.*—Illustrates the recreational value of the national forests. 74 frames, 55 cents.

Series 327. *The Work of the Forest Service.*—Deals with the activities of the Forest Service. 79 frames, 55 cents.

Series 359. *Grasshopper Control by Cooperative Campaigns.*—Illustrates the destructive grasshoppers, the damage done by them, and the methods of making surveys and arranging for control campaigns. 56 frames, 50 cents.

Series 360. *Grasshoppers and Their Control.*—Illustrates the destructive grasshoppers and their life habits and shows examples of grasshopper injury. It also shows natural control and control with poison bait. 41 frames, 45 cents.

## 13-Year Record

During the last 13 years, 4-H club members of Crawford County, Iowa, have fed out 1,152 baby beeves with a total market value of $126,470, and 608 purebred and market litters of pigs valued at $503,080, according to a summary made by County Agent Paul Johnson. The club members have won $15,913 in premiums and have made a total estimated profit of $41,042 on all 4-H club projects.

## ON THE CALENDAR

National 4-H Club Camp, Washington, D. C., June 15–21.

American Home Economics Association Annual Meeting, San Antonio, Tex., June 20–23.

American Dairy Science Association Annual Meeting at State College of Washington, Pullman, and State College of Idaho, Moscow, June 27–30.

Seventy-seventh Annual Convention, National Education Association, San Francisco, Calif., July 2–6.

Annual Meeting, The American Association of Agricultural College Editors, Purdue University, La Fayette, Ind., July 24–27.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28–August 7.

American Dietetics Association, Los Angeles, Calif., August 27–31.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30–September 2.

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17–23.

# Busy Days in Rhode Island

The Extension Service of Rhode Island made the first 2 months of the year significant in its 1939 program by participating in important conferences each month.

In January, a 2-day meeting was held at the college under the chairmanship of Director Paul S. Burgess, at which time a five-point program was developed by both State and Federal representatives of agricultural agencies, in speeches and seminars.

The February activity in which many extension workers assisted was an innovation in Rhode Island agricultural history, when the annual State conference was broadcast instead of being conducted as an open public session.

Every branch of the State's agriculture took part in this first radio conference broadcast over Station WPRO. Programs were heard every day for an entire week, the first session being a "women's program" Monday morning from 9:00 to 9:30. State Home Demonstration Leader Sara E. Coyne, assisted by her agents in the various districts, conducted this opening meeting.

That night, from 6:30 to 7:15, Director Burgess and former Director George E. Adams took part in the ethereal "annual meeting." Other participants were Governor William H. Vanderbilt, Conference President John Johnston, and State Director of Agriculture Burton K. Harris.

County Agent Sumner D. Hollis was elected to the executive committee. A resolution was made which endorsed any "proven method" of eradication of Bang's disease among Rhode Island cattle, and which suggested that the general assembly provide not less than $100,000 to carry out preventive work and pay for reacting cattle.

Another event that drew columns of publicity and pictures was the annual State apple-pie contest, sponsored by the Rhode Island Fruit Growers' Association, of which Dr. E. P. Christopher, extension horticulturist, is secretary. The contest was designed to stimulate the use of Rhode Island apples, and nearly 50 pies were judged, according to a rating card prepared by State Home Demonstration Leader Sara E. Coyne.

## National 4–H Campers Study Leadership

About 165 4–H club members from more than 42 States, representing the more than 1,286,000 boys and girls in 4–H clubs in the country, are camping in Washington from June 15 to 21. Leadership is the theme of the national camp this year, and each morning the campers meet in the Department of Agriculture auditorium, just a short walk from the campground, to hear some of the outstanding leaders in agriculture, government, and youth movements discuss some phase of leadership. After the general assembly the young people discuss their own problems of leadership, what young people want and need, and how 4–H clubs can better meet their needs.

The President of the United States and Mrs. Roosevelt will receive the delegates; Secretary Wallace is acting as their host for the Department of Agriculture; and they will have a chance to meet and to talk to other Government officials.

Coming in the anniversary year of the Extension Service, the camp will hold an anniversary assembly honoring those State club leaders who have served the 4–H club movement for the full 25 years.

As in former years, the delegates are making pilgrimages to Mount Vernon, the Lee Mansion, the Lincoln Memorial, and other shrines of some of the Nation's great leaders; and they will learn more of their Federal Government by visiting the Capitol, Supreme Court, and the Government departments.

## Pioneer Agent Dies

W. J. Tiller was appointed to extension work as county agent in Chesterfield County, S. C., in 1908, and served continuously until his death on February 27, 1939. The total period of service was approximately 31 years.

Perhaps his most outstanding service was in connection with small farmers and their efforts to diversify their crops and make their operations more efficient. He deserved and had the confidence of the farmers of Chesterfield County. He was instrumental in furthering the development of the poultry industry and the commercial production of fruit crops in his county.

Mr. Tiller was one of the oldest county agents from the standpoint of length of service, having served nearly 3 years under Dr. Seaman A. Knapp. He was among the members of the National Association of County Agricultural Agents who visited Washington about a year ago and conferred with Department officials concerning extension work and the agricultural adjustment program. He grew with the years in the confidence of the people among whom he lived.

## A Community Telephone

A community telephone, with the bills paid a year in advance, is one of the results of the work of the Central Home Demonstration Club in 1938, says Wilma McKelvey, assistant home demonstration agent in Miller County, Ark.

As far back as December 1937, the home demonstration women were talking about the need for a telephone in the community to call a doctor in case of an accident or serious illness. In February 1938, they decided to make a club quilt to raise enough funds. Each member donated 10 cents for lining and thread and pieced one block. One member set the quilt together, and another donated the cotton. Chances were sold on the quilt, which was given away at the June home demonstration club meeting, the proceeds amounting to $15.45.

The home demonstration members set up a "country store" during a political rally and made a profit of $13.

The telephone has been installed at the home of Mrs. J. W. Mason who lives near the center of the community.

## Game Management

More than 6,000 farmers in Michigan participated in 1938 in cooperative game-management activities on their farms.

Projects in which the farmers operated were sponsored by the Agricultural Extension Service of Michigan State College and the game division of the Michigan State Department of Conservation.

Cooperatives of farmers were organized under the Williamston plan which has been in operation in the vicinity of that town since 1931.

In the 20 counties in which farmers used the plan last year, there were 450,000 acres of farm lands involved.

Primary reason for organization was to control trespass, but other wildlife aids are being followed by the farmer cooperators.

These aids include curtailing unnecessary burning and draining of lands that offer cover and feed for game, and the protection of natural growth on unused or eroded areas. In exchange for these activities, members of the groups are furnished necessary signs for posting lands, and tickets which may be issued to desirable hunters.

# Who's Who Among the First Agents

**Twenty-five years or more as a State 4–H club leader is the record of these three men**

**A. J. Brundage.**

■ It was in March 1914, antedating the Smith-Lever Act, that Augustus Jackson Brundage took over his duties as State club leader in Connecticut. During the quarter century of his service he has come into contact with more than 100,000 boys and girls in about 20 different project clubs. More than 6,000 of these club members have attended summer conferences at Storrs. Starting in 1919 with 77 youngsters, these short courses now enroll from 600 to 700 boys and girls annually.

During the war period the 4-H clubs converted themselves into the Junior Food Army which enrolled more than 45,000 youngsters in 1918. The record of the Junior Food Army was an amazing example of what enthusiastic youngsters can accomplish under direction.

In 1918, Mr. Brundage organized the first "$1,000 poultry club" in an effort to establish a specific goal of accomplishment for club youngsters. The idea has spread widely. Boys were encouraged to bring their birds to college as a means of financing their way. About 30 former club members have helped to pay their way through Connecticut State College in this manner.

Middlesex County organized in 1924 the first incorporated 4–H club fair association in the country. Five of the eight counties in Connecticut now have such associations. The idea has taken hold in other States.

Club work in Connecticut is now a far-flung organization with some 6,000 club members and about 1,400 town committeemen and adult leaders helping to direct the work. The work is organized in 138 of the State's 169 towns, and 16 other towns have scattered memberships. There are two club agents in each of the eight counties.

From 1923 to 1930 Mr. Brundage was director of the International 4–H Leaders' Training School at the Eastern States Exposition in Springfield. To this school came delegates from most of the States as well as from Canada.

In recent years Mr. Brundage has given much thinking to community and recreational activities with a view to increasing the scope of country life. During farm and home week at Storrs last summer, he directed a song and square-dance festival in which more than 3,000 persons actively participated. Mr. Brundage has long believed that boys and girls move from the country to the city in the hope of finding richer social and cultural opportunities. He is convinced that the country can supply much of its own requirements in all that makes life worth living. Although the economic goals are never lost sight of in club work, he feels that club work should primarily build citizenship.

**E. L. Ingalls.**

■ It has been estimated that more than 30,000 people now living in Vermont have directly benefited from the extension work done by E. L. Ingalls, Vermont State 4–H club leader, with rural boys and girls since he entered the field of club work in the spring of 1914. Under his direction, club work in Vermont has been built up from small beginnings to a well-rounded program, in which about 5,000 boys and girls are enrolled each year.

Lifelong association with rural people, more than 40 years of which have been spent in various fields of education, have characterized Mr. Ingalls' career.

Most impressive testimony to the help that Mr. Ingalls has given to Vermont rural boys and girls has come from the boys and girls themselves and from men and women who were 4–H club members in their youth. In 1934, about 200 4–H club boys, girls, leaders, and agents from all parts of the State celebrated his 20 years of service to 4–H club work and founded a scholarship in his honor. The money had come in pennies and dimes and quarters and one-dollar bills from all sections of Vermont. The scholarship helps former 4–H club members to make their way through the University of Vermont. It is a particularly fitting tribute to a man whose untiring thought and effort have been directed to building up the opportunities available to Vermont rural boys and girls.

**W. J. Jernigan.**

■ It was in 1912 that W. J. Jernigan became State 4–H club agent in Arkansas—1 year and 5 months prior to the passage of the Smith-Lever Act.

From the 4,026 farm boys and girls in cotton, corn, canning, and poultry clubs in 1914, the annual enrollment has grown by more than 70,000. November 30, 1938, brought to a close the most successful club year in Arkansas history, with 74,322 rural youth carrying on 28 different farm and home demonstrations.

4–H club work in the first year of cooperative extension work was done largely through personal home visits, with practically no local clubs or organization. In 1938, there were 1,846 active community 4–H organizations, run largely by the members themselves, assisted by 4,018 farm men and women local leaders.

The establishment 4 years ago of the junior-adult 4–H clubs for older farm boys and girls between the ages of 18 and 25 years, which completes the link between youth and adult rural organizations, is another important development in Arkansas 4–H club work. More than 6,000 older rural youth are availing themselves of the services of this newer 4–H organization.

Perhaps the greatest contribution 4–H club work has made to Arkansas, in the opinion of Mr. Jernigan, is the leadership that has stepped from its ranks to assume responsibilities. Many of the local leaders of today are former club members. Too, Mr. Jernigan points with pride to the former 4–H club members who are now county agents, home demonstration agents, extension specialists, and district agents.



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# IN BRIEF

## Appraising the Service

In Rusk County, Wis., the board of supervisors voted to put the question of the continuation of the county agent's office up to a referendum vote of the people. The district supervisor met with the committee and arranged to place all facts before the voters—what the office cost, who paid for it, the relation between the Federal, State, and county governments, and some of the most significant objectives and accomplishments of the county agent's office. A series of six articles was prepared and published in all county newspapers, and editorial comment was solicited. Many groups and organizations did much to promote a favorable vote. The referendum to retain the county agent's office passed by a wide margin.

## Visual Aid Session

A feature of the Kansas Farm and Home Week in February was a 2-day editorial-and-photographic session during which visual-aid equipment ranging from slide projectors to moving picture cameras was exhibited. Some of the best amateur photographers in the Extension Service and outstanding commercial press photographers were in attendance.

## 207 Mattresses Made

Logan County, Ark., farm families are sleeping more soundly this year, for 207 home-made cotton mattresses were made by home demonstration clubwomen in the county in 1938, according to Marcelle Phillips, home demonstration agent.

Mattress making was carried on in every community in the county; and 10 sets of mattress needles, bought by the county agricultural committee and loaned through the home demonstration agent's office, went the rounds of the clubs.

## Michigan Hot-Lunch Clubs

In Antrim, Charlevoix, Emmet, and Cheboygan Counties, Mich., more than 100 4-H clubs are serving about 2,400 hot dishes daily to school children. Nearly 85 percent of these clubs cook the meal at noon, whereas the other 15 percent use the hot-jar method.

Cooperation has been received from the Emergency Relief Administration in supplying free foods to the clubs. Some of the foods given are: Grapefruit juice, fresh grapefruit, prunes, dried peaches, dried milk, canned peas, flour, beans, corn meal, raisins, and butter. It is estimated that when the project ends about 200,000 pounds of food will have been furnished the clubs. The ERA has also cooperated in supplying a truck to deliver this food at an average cost of $40 per month.

All members of the hot-lunch clubs in this district are required to complete the health project. "After seeing how much the boys and girls enjoy a hot dish at noon, and seeing the amount of good that is being done, there is no question but that this is one of the most justified 4-H projects that can be carried," reports O. F. Walker, district club agent.

## Rural Electrification

Enthusiasm of the women helped to put across the rural-electrification project in Tazewell County, Ill., according to G. H. Iftner, county agent; and L. L. Colvis, agent in Pulaski and Alexander Counties, reported that no project in the past several years has received such sincere and complete endorsement from farmers.

More than 25 Pulaski and Alexander community leaders gave freely of their time and service in contacting prospective members of the local cooperative.

Fulton County signed 877 members for its project, and County Agent John E. Watt believes if the opportunity had been left open another week, they could have reached the 1,000 mark.

## Turn About Is a Vacation

While at the county rest camp for 3 days last summer, 27 mothers of Jackson County, Ark., left their 4-H club daughters to manage the households. Six 4-H girls took charge of the meals at the women's rest camp.

## A Song for Louisiana Women

There is a song in the heart of practically every one of the 17,063 home demonstration clubwomen of Louisiana since singing has been added to the program of study and recreation carried on in all of the 64 parishes by that many home demonstration agents. The song that they are singing this year is another one of Stephen Foster's, entitled "Some Folks Do."

The 671 home demonstration clubs will not only sing at home, but, as in former years, they will sing together during the annual farmers' and homemakers' week to be held at the Louisiana State University this summer.

To carry on the plan of learning American music, a Louisiana folk song, *En Avant Grenadiers* or March on Grenadiers, has also been selected for the club members to learn.

# AMONG OURSELVES

■ Mae Farris, formerly of the Oklahoma Extension Service, has joined the staff at Manhattan, Kans., as home furnishings specialist.

■ NEBRASKA, as well as the entire Extension Service, lost an outstanding leader on April 9 when R. E. Holland, supervisor of programs of the Nebraska Extension Service, died suddenly from a heart attack. He was 51 years of age.

One of the early pioneers in agricultural extension work in Nebraska, Mr. Holland was well known among thousands of farm men and women throughout the State. For years he worked with farm people in formulating agricultural educational programs within the counties.

Mr. Holland was extremely active in program-planning and in group-discussion work. Recently he had supervised radio work for the Nebraska Extension Service.

A graduate of the University of Nebraska, he was one of the earlier county agricultural agents in Nebraska, serving in Kimball County in 1916–17.

Mr. Holland came to the University of Nebraska as assistant county agent leader in 1917 and later was made district extension leader. He served as senior agricultural economist with the United States Department of Agriculture on a leave of absence from Nebraska in 1935. He returned to the University of Nebraska to head up program planning, the position he held until his sudden death.

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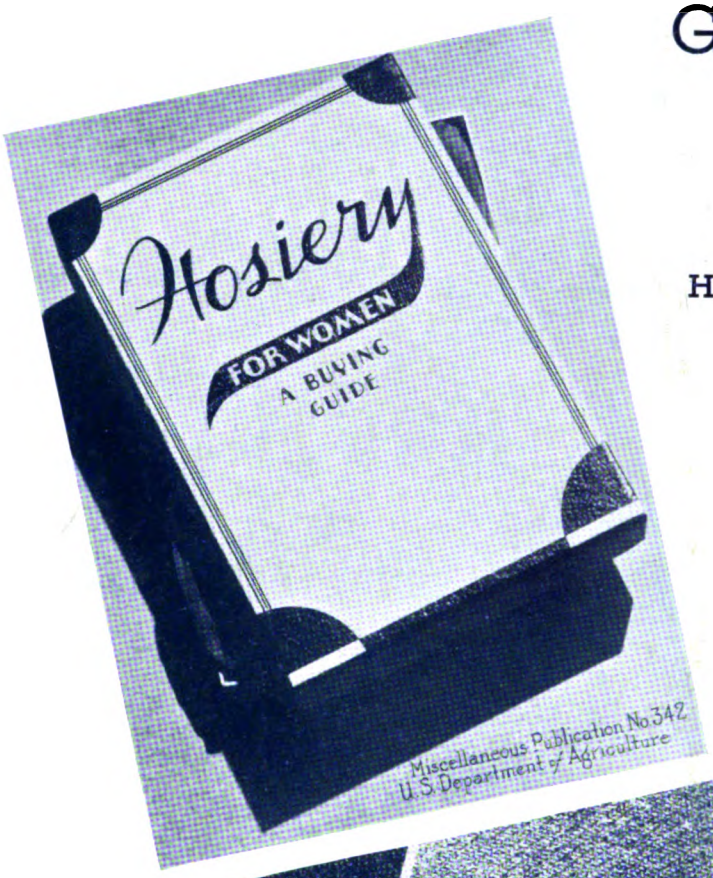
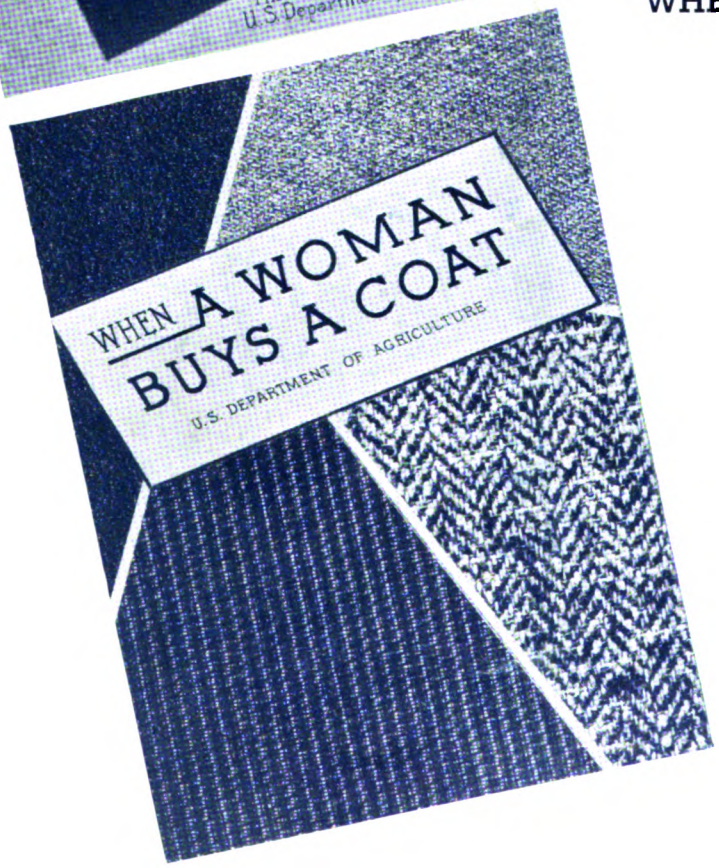



## HOSIERY FOR WOMEN—A Buying Guide

A 24-page "picture book" covering such points as fiber . . . weight . . . elasticity . . . colorfastness . . . the parts of a full-fashioned stocking. Close-ups show typical plain and mesh weaves in cotton, wool, and silk—locate key spots for reinforcements—explain why hose wear out.




## WHEN A WOMAN BUYS A COAT

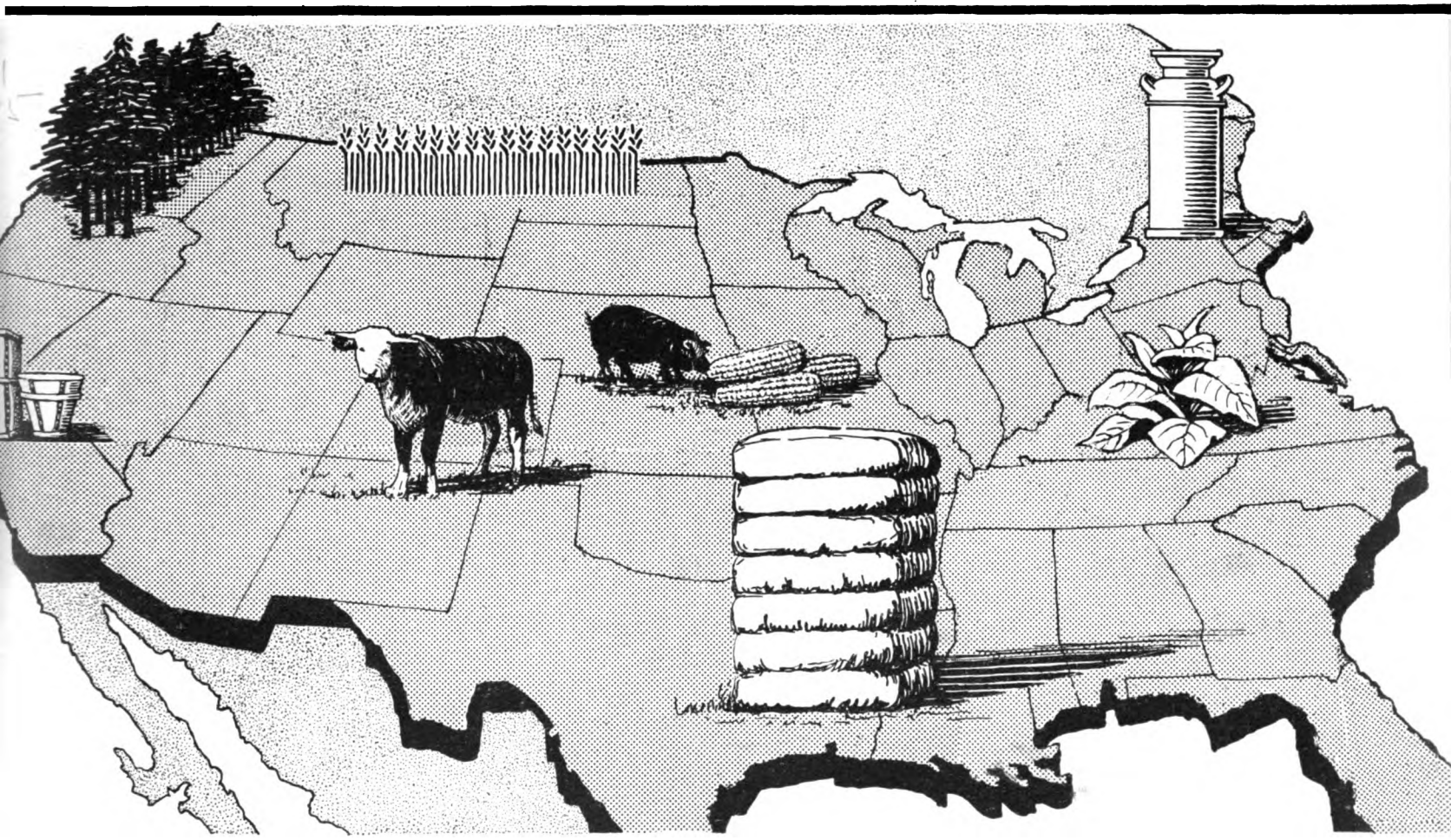
Another 24-page booklet telling by picture and pointed paragraph the story of coat quality from outer cloth to inner lining . . . collar to hem line . . . buttonholes to fur trim. "Look for printed facts" is emphasized by examples of good labels on materials and workmanship.

**For sale only**

Copies, at 10 cents each, may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C.

**BUREAU OF HOME ECONOMICS**
**U. S. Department of Agriculture**

# Extension Service Review



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The agricultural program must do two things at once, consider the advantages of decentralization of Federal power to attain definite objectives, and at the same time consider the broad concept of national unity. To develop a state of mind that holds both concepts simultaneously is a real art indeed; and yet we are all devoted to that art in terms of the hard, difficult, practical problems as they exist.

HENRY A. WALLACE.

# Common Goals Give Unity

AN Editorial

■ "It is a mystery which always fascinates me to see the unity in the midst of diversity which is evident whenever we have a gathering in Washington representing the 48 States and Territories," said Secretary Wallace at a recent meeting of county extension agents.

Is unity of purpose in the midst of the diversity of regional agriculture and varying social backgrounds possible? Can we have the unity which develops strength to solve the fundamental problems of mankind and at the same time have the diversity which gives free play to human talents?

The conditions under which extension agents work are as diverse as possible. The tidy New England village, the far-flung western cattle ranch, the share cropper's cotton patch, the specialized and well-organized orange grove, the isolated fur farm in Alaska, the Japanese-Hawaiian truck farm, the small Puerto Rican barrio—all are served by extension agents who must pursue their work in a way best suited to the needs of their farm people. Yet it is evident in every national conference of extension workers and evident in the articles submitted for publication in the Review that there is a unity of belief and purpose running like a silver thread through all that extension workers say and do.

In a recent Nation-wide conference of representative county agricultural and home demonstration agents, this was evident as the agents discussed some of the things which are a part of the common body of extension beliefs and aims.

"What we need," said a county agent from Nebraska, "is more diversification—the farmers should get dairy cows."

"But what about our farmers who have dairy cows, haul their milk to the depot, and cannot sell it—tell them to grow potatoes to eat?" broke in a home demonstration agent from New York.

"Oh, no," remonstrated an Idaho agent, "we can't sell our potatoes as it is."

These very paradoxes helped to emphasize the common desire of all the agents to encourage a prosperous agriculture and to raise the standard of living in the farm home. Secretary Wallace phrased it this way:

"I am filled with awe at the way such a conference can discuss States' rights and all that can come from decentralization of Federal power to attain certain objectives, even down to the smallest subdivision, and can, at the same time, consider the unification of all the States' problems in terms of a broad concept of national unity. To develop a state of mind that holds both concepts simultaneously is a real art indeed; and yet every one of our national meetings is devoted to that art in terms of the hard, difficult, practical problems as they exist."

Possibly the twenty-fifth anniversary has served to emphasize the beliefs and aims which all extension agents have in common, no matter what their regional or local problems. Dr. J. A. Evans, discussing what the Extension Service of the future needs; Mrs. Barrows, reviewing the work for better homes in Utah; and Director Hutcheson, appraising the achievements of the Extension Service in Virginia, will strike a common note of needs and of ideals to many agents in many parts of the country. Even the discussion of southern problems by Professor Firor will make many a western, northern, or eastern agent nod "Yes, that is our problem too."

Director Warburton, in his anniversary radio talk on May 8, suggested some of the things which he feels extension workers everywhere hold in common. First, he spoke of the heritage of cooperation:

"To me, it is significant that those who wrote the act signed 25 years ago designated the agency they were setting up as the Cooperative Extension Service. It is our earnest hope that in the future, as in the past, the work of the Extension Service will be truly cooperative—a joint effort of Federal, State, and county government and of rural people."

Then, listing some of our common aims for the future, he continued:

"We want the Extension Service ever to be forward-looking, giving aid to rural people in meeting emergencies when they appear, but never losing sight of the major objective—making rural America, America, a better, more satisfying pl to live. Prominent in extension progra in the immediate future, I should exp to see more efficient farming and homem ing; conservation of our soils, our fores and our wildlife; the improvement of o rural homes and their surroundings; mo community enterprise; more attention cultural development in the family a the community through good reading, g music, and the like—in short, a hig standard of living for rural America."

Assistant Director Reuben Brigham su gests a newer phase of extension wo which he feels is being added to the co mon goals and objectives of modern agen He expresses it as "the encouragement farm people to cooperate with each other a with their State and Federal Governme on a State and national basis." Explainin his idea further, he continues: "For o farmers, farm women, and farm boys a girls to understand and feel that somethi can and should be done in regard to Sta national, and international situations no and in the future is imperative."

Reviewing some of the elements whi Secretary Wallace believed were a part should be a part of the body of beli or, as he expressed it, the credo of all wh worked for the benefit of agriculture, h first mentioned the desirability of th family sized farm, a farm which is ope ated by the owner; second, the maintenanc and improvement of the soil which make for stability, continuity of tenure, and th security of those who live on the land third, efficiency of production and market ing which is a well-accepted fact needin no argument; and, fourth, the belief tha the farmer must have a fair share of th national income by methods which stabiliz prices and supplies.

Many agents would add or subtract from these ideas, for the extension credo is flexible and in the process of growing, but they would still acknowledge that there is such a body of belief which runs through extension activities like a silver thread giving strength through a unity of effort towards common goals.

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EXTENSION SERVICE REVIEW

For July 1939 • Lester A. Schlup, Editor

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TENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Southerners List Six Problems of the South

**ILLIAM FIROR, Head of Department of Agricultural Economics and Rural Sociology, University of Georgia**

**Last year, Professor Firor was employed by the United States Department of Agriculture to make a special study of farm problems of the South. He visited practically all the Southern States, always asking the questions: What are the agricultural problems of the South, and what should be done to solve these problems? He summarizes here some of the answers.**

The time has come to give long and serious consideration to the problems of e South. I realize that nothing is to be ıined by merely threshing over our difficul-es unless we do something about them. To scuss our problems and do nothing about ıem is not only a waste of time but often isheartening and depressing.

However, the people of this country today re willing to support programs for improv-ıg farm conditions, and they are interested ı increasing the purchasing power of south-rn farmers. A national farm program is eing developed, and provision is being made or the research and scientific work neces-ary to maintain this program. The Exten-ion Service, with the most effective practical ırm organization that this country has yet een, is carrying the farm program to the ırm people.

Among the practical farm problems told me as I traveled through the South, first lace must be given to lack of farm income. uring the 12-year period from 1925 to 1936, ıe gross farm income per person in the 10 ıajor cotton States has averaged only $190. n 1932 this per-person gross farm income veraged only $98. For Georgia in 1932, it

J. William Firor

was only $70, although in 1934 it had increased to $122 and in 1935 to $139. These figures are not net but gross, and I do not believe it is necessary to discuss them any further in drawing the conclusion that our farm income in the South has been and still is too low to enable us to do the things that we think should be done.

The second farm problem, according to the thinking of the southern agriculturists, is the problem of farm population in relation to our farm resources. During many of the last 100 years the South has been expanding its cotton and tobacco enterprises. These are crops which require a great deal of labor per acre and which, in some years, have brought large income per acre. Consequently, for a long time there has been a need for many people to cultivate and harvest these commercial crops. During the years since the World War we have found it periodically more and more difficult to sell surpluses of these crops, but when we attempt to switch to crops that require much less labor we then have surplus population. We then have unemployment on the farm. Furthermore, families are relatively large in the South, and, if no one moved away from the farms or moved to the farms, within about 25 years the farm population would double. We have a problem of finding employment for an increasing farm population.

We are putting in third place on this list of southern farm problems the lack of modern marketing facilities. The automotive vehicle has changed our habits and has made it necessary to adjust all of our economic activities. Most of all, it has changed the time element in location. The town which used to be a day's distance from a farm is today only half an hour's distance.

Our markets and our marketing facilities must be rebuilt to meet the conditions of transportation today.

There is a job to be done in finding where concentrating and distributing markets for miscellaneous products from small-scale productions should be located, and with this determination there is a big job in building the markets which will facilitate the assembling of many products adapted to our soils and climate.

Fourth on this list, I have put the conservation of our agricultural resources. Fundamentally, this should have come first. "Make the land rich, and it will make you rich" is an old saying among farmers. Because we have open winters and heavy rainfall, as soon as the land is cleared for cultivated crops all except the most level tracts erode.

The United States Soil Conservation and the Agricultural Extension Services of the States are today struggling with this problem. The ultimate objective is to capitalize these natural elements instead of allowing them to

destroy us. To do this, we must find ways to use our land and at the same time have it left in a condition that it will produce more not less. We must find ways to use the summer sunshine and the winter warmth for growing nitrogen and conserving plant food, ways to use the heat and water in producing farm products. We must catch the plant food before it leaches out of the soil, and the way to do this is to have it used by plants which also will return it to the land.

The question of live-at-home farming is placed fifth because it was given much consideration by those with whom I talked. We are confused as to the meaning of live-at-home farming. Some of us are fiery advocates of a live-at-home program without fully realizing that this is 1938, not 1838. In a sense, we have preached live-at-home while the farmers of the South have become more and more specialized and commercialized. Others take the position that in this day and time, when we have mass production, national advertising, increased use of expensive implements on farms, it is not economical to diversify.

This question is complicated by the unemployment of the country as a whole. If farmers become more efficient, it means that we shall need fewer farmers. If surplus farm people go to town, we have more unemployment. Then, to solve the unemployment of towns, someone suggests placing those people on farms, and we are back where we started. This surely is a problem crying for study and careful planning instead of mere preaching "Live at home."

Last on this list of six problems has been placed that of price relationship.

Often people dismiss the question of prices by saying that in the long run supply and demand will always make the price. But prices are influenced by many things. The laws of prices are many. Some prices in a free economy respond quickly to changing supply-and-demand situations, whereas others are slow to change. The price of any commodity is determined by the supply and demand of that commodity and also by the purchasing power of money—the purchasing power of money is not fixed. Some prices are, in this day and time, fixed by monopoly or governmental regulation. Some prices are influenced by the nature of certain businesses.

The prices of cotton and tobacco are greatly influenced by the state of export trade and foreign commerce in general. In the past, one-half of our principal cash crop—cotton—has gone to foreign customers. The South has about one-half of the farm population of this Nation. This means that the regular job of one-fourth of the farmers of the United States has been to work for foreign countries. The pay these workers get will depend upon the goods the foreign people send us. To work for foreign people and then put up barriers that prevent them returning the work does not make sense; yet, this we have been doing. We have been selling our cotton and tobacco at prices made in a world market and buying things made in a protected and monopolistic market.

The problem of farm prices is a national problem. It is something that all of the people must deal with through their government. At the present time, the problem itself is not understood. Many people in the South are opposed to efforts that would increase international trade and yet are asking for better foreign markets for their cotton and tobacco. Some people in the South preach self-sufficiency and demand higher prices for cotton and tobacco.

In conclusion, I should like to call especial attention to a firm conviction. The time has come in the South when many people must give long and serious study to the problems of the South and long and serious efforts to their practical solution, or only luck will prevent us from experiencing more difficult economic situations than we had in 1932.

# Quarter-Century Milepost

**J. C. KENDALL, Director, New Hampshire Extension Service**

Looking back over the last 25 years of extension work, one is impressed principally, I think, by the enlargement of our horizons. Most rural people were still, in 1914, in the "horse-and-buggy" age. Each farm was an individual problem. Farm women were, to a large extent, isolated. Boys and girls were limited in their social life.

We have witnessed important changes. Not only modes of travel but thought patterns have been revolutionized. Farm people are thinking in terms of larger units economically, educationally, socially, and governmentally; and it seems reasonable to believe that this process of a widening circle will continue during the quarter century that lies ahead.

Authorities surveying the subject of adult education report that our cooperative extension system in agriculture and home economics is the most significant and generally successful development in the entire field. If this is true, is it not logical that our system should be expanded to meet the many demands in other departments of knowledge? It so happens that, in New Hampshire, during the past year, we have been delegated with the authority of the university to develop a general extension service, including work in liberal arts and technology in addition to the regular cooperative projects. Funds have, as yet, permitted only a modest start in the new fields; but it seems clear that the arrangement will be an enriching addition to our agricultural work. We can bring to bear on a given farm or community problem a much greater battery of talent. In the face of complex questions involving government, economics, sociology, history, philosophy, psychology, education, biology, it is often difficult to tell where the quest for a solution will lead.

Furthermore, so far as the administration of extension work goes, we are finding many efficiencies in the combination of objectives. Our editorial activities, including radio and visual aids, have been widened to cover the new fields; and a similar process is und way in respect to institutes and short course The same principles hold good, and the circ of interest is greatly widened.

As to what this may mean to our coun programs is not entirely clear; but one thi seems probable: The tendency to a greate self-determination of programs on the pa of local people may be expected to continu We should facilitate the process in every wa possible. It seems to us that the logica method is through the organization of ou own local volunteer leaders into communit councils. We cannot escape the fact tha the major interest of our farmers will a ways be a commodity interest in whatever type of farming they happen to be engaged The chief meaning of extension work to a dairyman, for instance, will lie in dairy ing; to a poultryman, in poultry. Therefore although we must be moderate in our sug gestions, we should capitalize on their known interest and encourage its extension int community, county, and State affairs. It would seem that on a few occasions during the year the local leaders in each extension project might pool their interests in a cou cil meeting. Land-use programs should thu grow from the grass roots. Community con sideration of the problems of the underprivi leged groups should also be a natural out come. And these community councils find a ready access to the public at large through annual achievement nights, in which farmers and farm women, as well as 4-H club members, report the results of the year. In this way we become better prepared for consideration of our common problems. This should mean more sound and more efficient community, county, and State programs.

In the last 25 years life has not remained static. The ground has shifted in many places under our feet, and we must be prepared to keep our own point of view adapted to the changing scene.

# Utah Homes—Then and Now

**EFFIE S. BARROWS, Home Furnishing Specialist, Utah**

In this, Extension's anniversary year, we might cast an appraising eye on developments in the average farm home during the last quarter century. Farm homes in Utah have always been located in communities, with farm lands lying in the open spaces adjacent to the towns. This was the plan of the Mormon pioneers.

In the large houses were many rooms—big, bleak bedrooms; "half-acre" kitchens; steep, winding stairs; and medium-sized living rooms that were made to appear more spacious by an adjoining dining room separated only by a massive dark colonnade or by heavy double sliding doors. Buffets, pass cupboards, and desks were commonly built-in features, and they were as cumbersomely designed as the colonnades. Baseboards and floor and window casings also agreed in scale with all other massive features.

The pantry, which generally lacked light, was often the house workship, equipped, perhaps with a galvanized sink, softwood drain and counter boards, and widely separated shelves which reached to the high ceiling. Where preparation areas were lacking in the pantry, stoves, cupboards, tables, and sinks were placed at widely separated intervals around the four walls of large kitchens, and the simplest food preparation entailed numerous trips to and from the pantry.

Clothes closets, if closets there were, happened to be of the miniature room size where wanted garments were hidden behind numerous other articles or were lost under mounds of clothing that had slipped from peg to floor. Homes without closets were so because "it seemed a shame to cut up good floor space for such useless contraptions as closets when clothes could easily hang on pegs behind the door."

Heating systems were rare, and insulation was little known. Keeping stoves going while insulation was lacking made inroads on both money and time budgets of the family. Windows were often nailed down for winter as an economy measure to prevent the precious heat from flying out.

Some of the more prosperous farm homes were equipped with water systems and enjoyed running hot and cold water and even enameled plumbing fixtures. But most farm homes had to depend for water upon the farm well, pump, or irrigation ditch.

Electrical extensions reached very few isolated farms 25 years ago, but towns of any size were equipped with electricity, at least for lighting. However, the source of light was then a glaring, clear bulb.

Refrigeration of foods was done in various and sundry ways—springhouses, cellars, covered buckets dropped by a rope into the well, jars sunken into the earth, some built-in coolers, window boxes, crudely constructed water-cooled refrigerators, all offered solution to this problem. Some of the more successful farmers put up ice in winter to supply refrigeration for the ice box in summer.

Colors used in room decorations were generally heavy. The excuse for using such cheerless hues was to "keep dirt from showing."

When the Extension Service came on the scene, local leaders, specialists, and agents recognized the importance of providing more sanitary, more comfortable, and more cheerful home surroundings for the average farm home. In 1916, records indicate that three kitchens were remodeled and used as demonstrations. Kitchen-improvement contests became popular, and the influence of these bright, cheery, and efficient rooms just naturally spread to other rooms in the house which the farm women found dreary and uninviting in comparison.

The women were interested and wanted help in better lighting, water systems, and telephones for their homes. They learned to make labor-saving equipment and beautiful things to furnish their homes. To meet the increasing activities, a part-time specialist in housing and furnishings was employed in 1924, and 2 years later she was made a full-time worker.

Regular adult leaders' training schools were begun in the fall of 1926. With this new group of specially trained workers assisting, accomplishments in the betterment of the home grew rapidly. By 1928, home-improvement subprojects were conducted in 22 counties and in 175 communities, with 3,820 homemakers reporting that they had improved some part of the homes to make them more comfortable and cheerful.

The President's White House Conference on Home Building and Home Ownership and the farm housing survey of 1934 accelerated the interest in rural housing. At that time, 84 percent of the homes of the State were owned and only 16 percent were rented.

This survey proved that about 50 percent of the farm families were housed below a sustenance level as specified by sociological standards. The use of hot and cold water in the house, with sink, bathtub, and flush toilet, was among the accepted social standards for adequate and sanitary housing. The survey showed only 50 percent of the homes provided with a sink and running hot and cold water, 33 percent with bathtubs, and 41 percent with indoor flush toilets.

The survey seemed to be a means of stimulating activity, even in the face of dropping incomes. Reports for 1934 and 1935 indicate that housing and furnishing programs were carried in 24 counties and in 229 communities; 18 homemakers were assisted in selecting new house plans; 57 were given help with remodeling plans; 35 homes installed insulation; 98 sewage systems were installed; 301 kitchens were improved; 720 other rooms were given special attention; 720 families reconditioned furniture; and 1,035 families improved home furnishings. Figures then became more sizable for the various improvements made that required less money outlay.

With the increased building agitation of the past few years, numerous new products such as insulation, inexpensive wall boards, and various plastics have been invented, house plans that are models of convenience have been made easily accessible; home building convenience factors have been perfected; indoor lighting has become comparable in comfort to daylight; and household equipment that performs in a manner previously unbelievable has been invented. The tendency has been to get away from nonessentials and things that complicate the job of housekeeping.

Homes today are finished in light, restful colors. They are well ventilated and are easily and economically heated.

The family is rare which has not had opportunity to learn about modern living conditions through radio programs, through the press, and as a result of community programs conducted by the Extension Service.

Only a few years ago older persons considered it absurd to go to school, but now they come en masse to learn of plans for better living as emphasized in our extension programs.

In this, the year 1939, even the poorest family is living in a day of opportunity when the most meager house may become a home through right living within and at a very little cost if the owners follow the "Extension Way."

## Extension History Recorded

To mark the twenty-fifth anniversary of the Smith-Lever Act, the Federal Extension Office has requested that State and county extension workers include in their 1939 annual reports a brief history of the extension work in their respective areas. So as to maintain uniformity in reporting, three different outlines have been prepared for the field workers to follow in writing these extension chronicles—one for the county workers' collaborative account of county extension work and one each for the supervisors and specialists to use in making their historical appraisals.

# Education, Thrift, Cooperation

J. A. EVANS, Administrative Assistant, Georgia

**This is the second of two articles by Dr. Evans, who was one of the first four field representatives appointed by Dr. Seamen A. Knapp in 1904. Having grown up with the Service, he draws from his rich experience as agent and administrator both in the field and in Washington. Last month Dr. Evans looked at the problem of rural poverty in the light of 25 years of Cooperative Extension Work.**

■ Mass education, thrift, organized cooperation! In these things lies our hope for the future of American agriculture!

A promising beginning in rural organization is being made in the South, largely through the efforts of the home demonstration agents, in converting abandoned county schoolhouses and churches into clubhouses that may serve as community centers. The people of rural communities must be encouraged to organize for social, educational, and economic purposes. The institutions of the countryside must be supported and strengthened.

A rural culture, based on thrift, the love of home and the soil; and the ambition to conserve, develop, and beautify our farms as a precious heritage to be passed on to our children, must replace our blind imitation of city life and customs.

Herein lies the supreme challenge to the Extension Service and all other educational agencies serving agriculture. We must, through education, strive to change attitudes, relationships, and outlook, as well as practices.

I am not uneasy about the future. On the contrary, I believe that additional responsibilities and duties, and with them a continued expansion and strengthening of the Extension Service is definitely to be expected. I do not think that Extension will entirely take over any of the other Federal programs, but I do believe that economy and efficiency will demand closer coordination of the actual work in the field than at present and that greater responsibility for its prosecution be placed on the Extension Service. To my mind, the cooperative arrangement now in effect in the TVA territory is about the pattern that will eventually be adopted in regard to the other programs.

The agent, for instance, who does not have and actively carry on a well-planned and organized soil-conservation program is just sleeping on his rights and opportunities. The farmers are becoming actively conscious of the need for soil conservation and will be clamoring for help, and the county agent cannot lie down on the job. He must get all the technical assistance and information possible from the Soil Conservation Service and be sure that what he does will fit in with permanent plans. But he cannot wait for them to get around to doing all the work. In other words, the agent must keep ahead of the crowd. He must take the leadership in his own county in soil conservation, as in other places of a well-rounded extension program.

One of our major problems is that of conserving and restoring the fertility of our soil. It is a "must" program. The alternative is constantly increasing rural poverty and abandonment of the land, but a successful soil-conservation program will be difficult, or impossible, as long as a large percentage of farm operators change farms yearly. Improvement in landlord-tenant relations is, therefore, a related problem. Both owner and operator, under whatever form of tenure, must be educated to appreciate the fact that their common good requires stability of relations and cooperation in efforts to improve the soil and to better the economic conditions and living standards of each.

As never before, it becomes clear that our field is not that of economics alone, but that we must concern ourselves with things of social and cultural value as well. Rural attitudes, philosophy, and outlook may be of even more importance to the farmers and the country than high income. "We may have wealth and social prosperity and home comforts and not be a high-minded, stalwart, courageous people. We must teach that," said Dr. Knapp.

The extension organization of today has back of it a great philosophy, a tradition of service, and a proved educational technique. Better than any other agency in the world it is equipped to grapple with all the problems of agriculture. I am sure that the founder would say to you as he did to the pioneer agents: "I want you to feel today that you have hold of one of the greatest lines of social uplift and development and greatness that exists."

You must carry on the philosophy and the tradition of service which is part of your inheritance as an extension worker. May it be said of you, as it was of Dr. Knapp, that "he implanted the spirit of service" in the breasts of his fellow men. For it is only in this way that you can multiply your work and your results.

The sincere love of your fellow farmers and an earnest desire to help them is essential to your success.

"It is not the man who knows the most who is most successful," said Dr. Knapp, "but the man who imports an implicit belief in his message." That you may all prove worthy disciples of a great leader is my earnest wish.

## Iowa Surveys Youthful Interests

The main reason given by 650 rural young people of 24 Iowa counties for joining a rural young people's group was to learn to know more young people. Other reasons were the desire to participate in social functions and to develop a more adequate rural life.

Despite the seemingly general social interests, these young men and women indicated that not more than 33 percent of their program should be recreational, 41 percent should be educational, and 26 percent should be service activities.

Educational activities most popular were highway safety, current events, study of etiquette and social courtesies, and farm management. Group singing, picnics, and "refreshments" were checked first in the recreational field. Service activities ranked in popularity as follows: Presenting home-talent plays at community meetings, sponsoring leadership in recreation, supplying local leaders for 4-H work, and assisting in 4-H achievement shows.

The young people indicated that they had found the rural youth programs most helpful in widening their acquaintance, providing social enjoyment, and informing them on timely subjects.

# To Increase Consumer Buying Power


A new method for getting farm products to the needy, to help widen domestic markets for farmers, and to increase consumption of price-depressing surpluses, is being tried out on an experimental basis. The surplus food-order stamp plan, directed by the Federal Surplus Commodities Corporation has been operating in Rochester, N. Y., since May 16. Rochester is the first of several cities in which the new program is to be tested.

The food stamp plan makes available to low-income families additional buying power in the form of special blue stamps. These stamps can be exchanged at the corner grocery for designated surplus farm products. To insure that food obtained with the surplus stamps is in addition to, and not in place of, foodstuffs which relief clients are normally buying with part of their regular relief allowance, definite safeguards are established in the plan. These include the use of orange-colored "regular" food-order stamps to provide for continuance of normal purchases. Under the plan, surpluses go from farmer to consumer through regular channels of trade. The plan provides incentives for food handlers to become better salesmen for the farmer.

The need for encouraging broader distribution and increased consumption of farm products has been recognized by American agriculture for a long time. The problem has been attacked from various angles in recent years. One approach has been through the purchase of surplus farm products by the Federal Surplus Commodities Corporation for distribution through State welfare agencies to people on relief. During 1938 more than $35,000,000 was spent for surplus commodities which were made available to a monthly average of 2,300,000 needy families.

The search for more effective methods of getting farm surpluses into the hands of consumers who need them goes forward, but the direct buying and distributing program is being continued everywhere except where the new food stamp plan is actually in operation.

Surplus commodities obtainable with the blue stamps are listed in F. S. C. C. bulletins, after designation by the Secretary of Agriculture. The commodities on the first surplus list are: butter, shell eggs, dry edible beans, dried prunes, oranges, fresh grapefruit, wheat flour and whole-wheat (graham) flour, and corn meal. Other commodities, including fruits and vegetables as they come into surplus later in the season, will very probably be added to the list from time to time.

When the food-stamp program was launched, Secretary Wallace said: "At the same time that many American farmers suffer from producing too much, millions of American families suffer from not having enough to eat * * *. As long as people in this country lack food, the sensible thing to do with farm surpluses is to make them available to undernourished people, so far as that is possible. This will not solve the whole farm problem, of course, any more than it will solve the whole relief problem. But it can go a long way toward helping both farmers and consumers. Farmers need a broader market for their products; low-income consumers need a more adequate diet."

Secretary Wallace pointed out that if the stamp plan succeeds, "it will make three distinct contributions to the public welfare. (1) It will get more surplus farm products into consumption. That will help agriculture. (2) It will provide more and better food for low-income families. That will improve the public health and benefit the future of our people. (3) It will increase the volume of merchandise moving through the normal channels of trade. That will help all business."

Dayton, Ohio, and Seattle, Wash., in addition to Rochester, have already been selected as cities where the stamp plan will be tried out. Distribution of stamps started in Dayton on June 5, and operation of the plan was expected to get under way in Seattle about July 1.

Extension of the stamp plan to other areas, in the continuing fight against the paradox of want in the midst of plenty, will depend on the results of the experiment in the first test cities.

**Butter and more butter, tub on tub, and row on row. Large stocks of butter in storage which depress the price to the farmer.**

# A Forest Program and a Plan of Action

F. A. SILCOX, Chief, Forest Service

**This, the sixth in a series of articles on the work of the Department of Agriculture, explains the plan of action for the Forest Service. As explained by Secretary Wallace in the first of the series, each bureau and office has its part to play in the national program for agriculture. Next month Milton Eisenhower, Director of Information and Land Use Coordinator, will write of the Department's informational program and how it contributes to common objectives.**

A basic function of agriculture is to devise and apply methods and techniques by means of which the soils and waters that the good earth provides and the plant and animal life they yield may be used wisely and well, so that replenishment and upbuilding rather than depletion and destruction may go hand in hand with use.

With respect to forest lands and their resources and services, this, in brief, is the object of the Forest Service: Its major activities and responsibilities are (1) to protect, develop, and administer the publicly owned national forest system in the common interest; (2) to help to plan, correlate, coordinate, and apply broad and local action programs in the public welfare; (3) with the cooperation of the Extension Service, to encourage and to help establish adequate protection and management on State and privately owned forest lands; and (4) to conduct research in problems involving use, management, and renewal of forest and wild lands and their resources.

The Nation-wide forest inventory indicates that in the continental United States exclusive of Alaska there are 630 million acres—an area half again as large as all our crop lands—that, with minor exceptions, are not suitable for plow-land cultivation but are and probably always will be most valuable in forest growth. About 168 millions of these acres help to save fine farms and prosperous cities from damage by floods and erosion, but they are noncommercial and must be crossed off the national ledger insofar as producing lumber, ties, firewood, fence posts, and other forest products are concerned. And although there are 462 million acres of commercial forest land, after 300 years of pioneering and progress—and of forest exploitation—only about 215 million acres of it now bear trees of saw-timber sizes.

Yet with care and forethought there should be no excuse for a timber shortage of national proportions. There are, however, many localities and broad regions that for years have been face to face with progressive forest depletion, many counties within which families and communities are suffering for lack of work which forest restoration might provide. And, although some owners have made progress in forest management, the majority of current operations on privately owned forest land are still geared to quick liquidation.

So there is need for a more adequate forest policy for the Nation. To use our remaining forest resources wisely and well, to create new wealth, and to help underwrite more stable and more prosperous communities, that policy should recognize:

1. That forest lands have values and render services far greater to 130 millions of people than are the value and services they render to the relatively few people who now own most of the best of them.

2. That all 630 million acres of forest land must be adequately protected against damage or destruction by fire, insects, diseases, and quick liquidation; and that its forest and other cover must be restored where necessary, and maintained.

3. That growing stock and productivity must be built up and maintained on the 462 million acres of commercial forest lands.

4. That interests of private owners who comply with the Nation's forest policy must be protected, but so must public interests inherent in all forest lands.

5. That there must be full and continuous use of all products, values, and services that forest lands and their resources can and do render locally, nationally, and through world-wide markets; and that the many products and byproducts of wood must be readily available to consumers generally.

6. That, as integral parts of a unified agricultural pattern, forest-land management and use must contribute fully and continuously to local as well as to national structures, and to social as well as economic ones.

To make this forest policy effective, a plan of action is essential. Based on those human needs without which forest utilization is impossible and forest conservation meaningless, essentials of such a plan include (1) public (State and Federal) cooperation with private owners; (2) public regulation of forest lands; and (3) extension of public ownership and management.

Public cooperation has to do with forest lands in private ownership. Of all commercial forest lands these total the best three-fourths: 341 million acres. To increase the national wealth and contribute to income stability, owners must conform to the Nation's forest policy, but public responsibilities must also be recognized and redeemed. Hence the need for more public cooperation in such things as fire protection, credits adapted to forest industries, reestablishing and maintaining farm woodlands, and research.

Public regulation is needed to safeguard human and property values that transcend those of any one owner or group of owners. To accomplish this, forest productivity must be increased, and drain must be brought into relation with the power of the land to produce continuous forest crops. This will create new jobs and provide new wealth. Legislation already extended to oil, public utilities, banking, and old-age insurance affords precedents for Federal control of privately owned forest lands, but it also indicates needs and opportunities for the States to exercise their initiative, resourcefulness, and sovereignty.

Public ownership and management of forest lands are established policies. They apply to (1) community forests; (2) State forests; and (3) national forests. All these public properties are, in general, managed on a multiple-use basis.

Administered for nearly 40 years by the Forest Service, the national forests provide a living for almost a million people, and recreation for 30 millions each year. They are home and refuge for most of our remaining big game, and include some 70,000 miles of fishing streams, and more than 3,500 developed public campgrounds. They furnish forage for more than 6,800,000 head of livestock each year, help to prevent floods and erosion, and guard domestic water for 6 million city people. And they return to counties, through the States, more than a million dollars each year in lieu of taxes.

On the basis of a long-time program, analyses and checks indicate that in the public welfare approximately 48 million acres might well be acquired for community and State forests and 100 million acres for the national forest system.

# Illinois Farmers Like Farm-Plan Schools

"Plan your work and work your plan" may sound like just another platitude o the average farmer, but to more than 1,000 llinois farmers the expression has been put nto active practice as a step toward more fficient farming and better farm living.

It all came about as a result of a series f farm-planning schools held throughout llinois recently under the direction of J. B. unningham, assistant professor of farm anagement extension, and H. C. M. Case, ead of the department of agricultural eco- omics, College of Agriculture, University of llinois.

"A farm plan is to the farmer what the rchitect's specifications are to the building ontractor," Professor Cunningham main- ains. "It gives direction to the work that s to be done, contributes greatly to the con- enience of the operator, and, when intelli- ently used, results in larger and more stable arm earnings, greater conservation of land nd other resources, a better living for the arm family, a better heritage for future enerations, and a production of farm prod- ucts more closely adjusted to domestic and oreign demand."

*Developing a Long-time Plan*

The purpose of the schools is to assist farmers in working out a long-time plan providing for six essential points. These points are: A cropping system which will give the maximum income and yet allow for fertility maintenance and the control of erosion; a livestock system adapted to the amounts and kinds of feeds produced and to the markets available; efficient use of avail- able labor; power and machinery which will do the work with the least possible cost; an adequate volume of business; and a choice of enterprises which will fit together well to give a proper balance to the business as a whole.

In launching the farm-planning project, the Extension Service of the College of Agricul- ture, University of Illinois, held 68 all-day schools. One of these was with members of the State agricultural conservation commit- tee and district AAA representatives; 3 were with head farmers of State institution farms, and the remaining 64 were county schools.

The county schools were held in 55 coun- ties in conjunction with a soil-conservation and erosion-control project in which the de- partments of agronomy, agricultural eco- nomics, animal husbandry, and dairy hus- bandry are cooperating.

The meeting in De Kalb County, judged on the basis of completed plans, was one of the most successful of the series. Twenty-two young men all under 35 years of age were present. Some of the young men were just starting to farm for themselves.

Ranking close to the De Kalb meeting in interest and results was the school held in McDonough County with 29 leaders present. What made the meeting unique was the fact that all 29 of the men were AAA com- munity committeemen. These men were bet- ter qualified after the school to advise farm- ers relative to plans for complying with the AAA program, taking into consideration physical and economic conditions peculiar to a particular farm.

The district AAA representative was so well pleased with results of the McDonough County school that he requested one for each county in his district for later in the year.

More than 800 complete farm plans are known to have been worked out as a result of the 64 county meetings. Although some of these plans are not so complete as plans made by trained technicians, they are based on the farmer's own knowledge of practices and principles of good farm management and are, therefore, easy for him to follow.

Making out farm plans in many cases cre- ated demands for additional subject-matter information. For example, Irvin Shaw, Knox County, after attending a planning school, made a special trip to the College of Agri- culture to talk with staff members about practices he would need to follow to make his plan most effective. Farm advisers have already scheduled 40 farm-planning schools for next year.

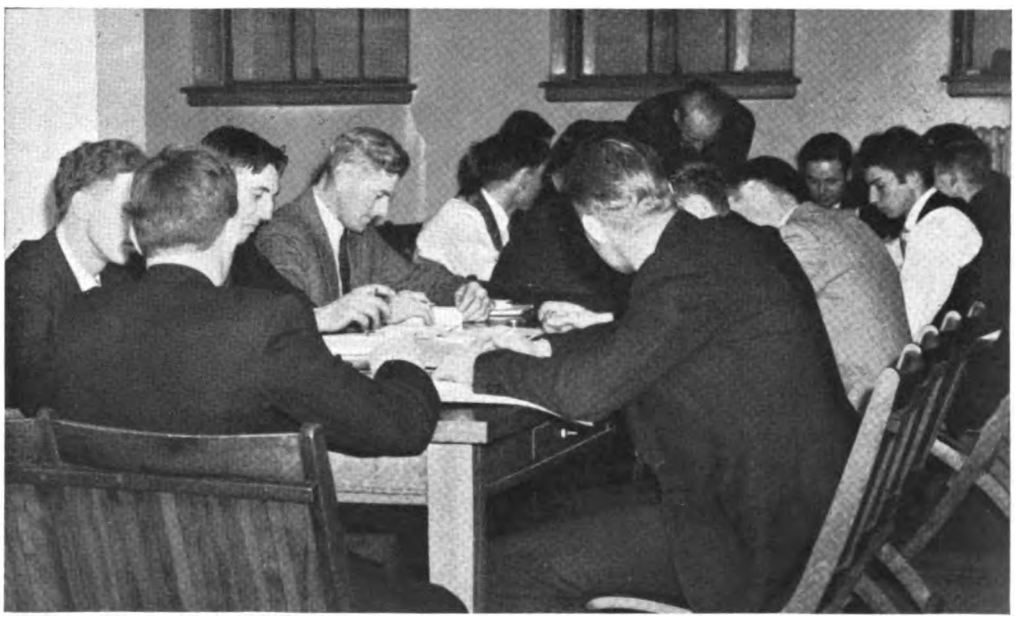
The three schools held for head farmers of institution farms were attended by man- agers of 22 farms comprising about 18,000 acres owned by the State of Illinois. The principal theme for discussion was land use in its relation to the production of food products needed to support the inmates of the institutions.

Each farmer or farm manager attending the 68 schools was provided with a copy of Planning the Farm Business, a mimeographed booklet published during the year by the de- partment of agricultural economics. Con- taining suggestions and forms, the booklet was used to record the individual farm plans, thus making the task of planning much easier and more effective.

In addition to the use of the booklet in planning schools, it has been widely used by teachers of vocational agriculture in high schools throughout the State, by technicians of the Soil Conservation Service, and by other individuals and agencies concerned with making farm plans. Almost 9,000 copies of the booklet have been made available, includ- ing 5,000 copies for members of AAA com- munity committeemen.

When asked just what procedure he fol- lowed at the schools, Cunningham replied that he did not have to do much talking ex- cept to answer questions. The farmers them- selves were so interested in the idea that his greatest contribution was in answering questions as they arose throughout the period while the farmers were considering plans adapted to their own farms.

**Just starting out in farming, this group all under 35 years of age made the De Kalb County Farm Planning School one of the most successful.**



# Five Fundamental Questions Considered

**County extension agents representing 48 States, Hawaii, and Puerto Rico, both men and women, recently gathered in Washington for their first Nation-wide conference. Committees were appointed to prepare a report on five fundamental problems which the whole conference discussed with the help of technical advisers from the Federal Government. These questions, with a brief summary of the answers worked out, are presented here. To give all county agents an opportunity to discuss these problems in the next few numbers of the REVIEW, the page, "My Point of View," will be devoted to letters on these questions. Contributions will be welcomed and used insofar as space will permit.**

■ *What kind of life should be made possible for farm families through efficient agricultural production in America?*

Farmers should still be able to enjoy independence in the sense of being the owners and operators of their farm enterprises. In former years these ambitions were almost always possibilities. In recent years absentee farm owners and farm corporations have interfered. Other things which have interfered are privately financed mortgage loans, low prices, increased operating expenses such as those incurred in combating insects, and the use of motor-driven implements and conveyances which supply no manures to soils.

County agricultural agents and advisers have always advocated soil-building practices and should take advantage of the impetus given to soil building and conservation by the agricultural conservation program to further demonstrate these fundamental practices as a means of maintaining the farmer's independence.

In this connection, further emphasis should be laid on the desirability of farm families producing as much of their home needs as is economically possible, such as food, feed, pasturage, lumber, and fuel.

The democratic way to reduce surpluses is to so inform farmers of the advantages of controlled production that they will advocate such a program and vote for it. If such a program is fairly administered for the advantage of producers as a whole, it can be an aid in solving this problem.

This committee was of the opinion that a vast number of farmers do not understand the underlying reasons for these control measures. It felt that the AAA had not put sufficient effort into informing farmers of the working principles and of the ultimate value which will accrue to them by these plans to amend the law of supply and demand.

*What does the general public want from the farming enterprise in America?*

The nonfarm general public is principally interested in an adequate supply and variety of food and fiber at reasonable prices and the assurance that agriculture will continue to be a buyer of goods and services offered for sale by other groups.

The conservation of natural resources is an obligation owed the public by the farmer. Soils should be so handled that they may be handed to posterity in as good or better condition than they were received by the present generation. The committee felt that conservation of human resources may be of even greater importance than the conservation of natural resources if we are to continue to have a virile, forward-looking people on our land. The farmer does have and should realize his obligation to society in these two important respects. However, if general economic conditions, as they affect the farmer, are in such a state that it is impossible for him to do the things necessary to conserve these resources, then the general public has a reciprocal obligation to assist in making this possible, because of the benefits which will accrue to society as a whole.

Inasmuch as cities do depend on agricultural sections to supply a vital part of their population and leadership, it is desirable that rural youth be provided with educational facilities which will give them a training comparable to that provided for city boys and girls.

*What benefits do farmers and the public expect from research and educational institutions which they have set up in the common interest of agriculture?*

The public schools are expected to meet an expanding demand for specific knowledge, develop skills, give vocational training and guidance, develop leadership, and implant social and ethical ideals designed to develop better citizens in our democracy.

The land-grant colleges are expected to teach the fundamentals of agriculture and home economics in accordance with present economic conditions and problems, to develop leaders to meet the present and future needs of agriculture, and to correlate their teaching efforts with those of other educational and research organizations.

The experiment stations and research institutions are expected to act as fact-finding organizations and to meet present and future problems which change with agricultural development.

The Extension Service is expected to bring the accumulated knowledge to farm families and to help them to interpret and apply it to their situations.

The Smith-Hughes vocational work is expected to teach agriculture and home economics as farm and home vocations and to develop farm leadership in the high schools of the Nation.

All of these activities in the aggregate are intended fundamentally to provide for a better farm life and a better relationship between the farmer and people not on farms.

*What do the farmers and the public through legislative programs hope to accomplish?*

Farmers and the public, through legislative action, hope to accomplish a better balance between production and consumption by an improvement of the present economic system which will give to farm families a fair share of the national income for products produced efficiently, and which will assure the public an adequate food supply at a price reasonable under normal industrial conditions.

The problem of adjustment, however, is an economic problem, and economic problems cannot be completely or wholly solved satisfactorily through political organizations.

Better understanding through education, with financial and educational assistance through legislative action by the Federal Government, can be of assistance; but all groups of people, through education, must eventually recognize the necessity and importance of complete cooperation and must understand and participate in the solution brought about through cooperation.

The elimination of red tape and the multitudinous instructions that no two persons can interpret the same is essential if satisfaction is to be achieved. The varying elements of soil, climate, distances, markets, and nationalities make it imperative that more authority be given the local administrators to meet

ndividual problems and to determine good farm-management actions for areas that have certain unusual problems.

In the formulation of action programs for agriculture, it should be kept in mind that the need for coordination from a national, State, and local standpoint is imperative to prevent duplication of efforts and to bring about a more efficient use of public money.

A study should be made of interstate and international trade barriers with the hope of establishing national and State policies which will serve the best interests of the majority of our people.

*What part can the Extension Service play in serving the best interests of farm people and the general welfare in relation to the foregoing problems?*

This committee recommended that the agricultural extension services of the several States and Territories promote a more aggressive approach to the consideration of the best interests of farm people and the general welfare of the whole country, because the need for a thorough analysis and continued study of these problems by both urban and rural people from a local, State, and national point of view is imperative.

The problems discussed at the conference were classified as, first, the disposal of goods, including relationships between urban and rural people, foreign relationships, stabilizing of prices, corporation and labor monopolies, and interstate relationships. Second, adjustment to conditions, including social and technological relationships, making the best use of the enabling acts, elimination of submarginal farms, and the recognition of differences in problems of large-scale, and family-size farms. Third, the factors which have to do with efficiency, such as conservation of human and natural resources, land use, positive health, best use of the materials at hand in technical advancement, and marketing.

Lastly, the committee set down the advantages of developing a philosophy of farm life, viewing farming as a way of life, increasing farm ownership, maintaining family sized farms, accepting all responsibility of leadership, and developing cultural and recreational facilities.

To bring about the solution of these problems, the committee suggested such means of approach as surveys, discussions, demonstrations, publicity, visual aids and leadership training.

■ The University of Wisconsin has announced a special 3-week summer school for county agricultural agents and teachers of vocational agriculture to be held June 26 to July 15. Courses will be offered in the departments of animal and dairy husbandry, agricultural education, and agronomy.

# Speaking of Population Trends

**O. E. BAKER, Senior Agricultural Economist, Bureau of Agricultural Economics**

■ The great uncertainty in the population prospect for the next decade or two is not the number of people in the Nation but their residence. Will half the rural youth migrate to the cities, as occurred during the decade preceding the economic depression, or will most of them be backed up on farms and in villages, as during the past decade? Will half the national increase in population take place in the South, where the excess of births over deaths during 1930–34 was about equal to that in all the rest of the Nation, or will most of the increase occur in the cities north of the Ohio and Potomac Rivers and east of the Mississippi River, as occurred during 1920–29?

It is clear that economic depressions have a profound effect upon the residence of the people and that the granting of unemployment and other forms of relief tends to perpetuate the geographic distribution of population developed during a depression. Regional planning must, therefore, first of all, assume a future condition of prosperity, or of depression, or of recurring periods of prosperity alternating with depression.

### *Planning for Youth Migration*

If persistent prosperity is assumed, associated with expanding urban employment for rural youth, a resumption of the predepression migration of youth from most States, especially from the South, should be planned for, with a trend toward contraction in agricultural use of land in the areas of hilly surface or poor soils and toward mechanization and larger farms in areas of level land and richer soils. Such migration would properly be associated with a submarginal-land purchase program to accelerate migration, relieve distress, and reduce the cost of providing public services in poor-land areas. Urban housing programs and other provisions for accommodating the youth in the cities should also be planned.

But, as 10 adults in our cities today are rearing only about 7 children, whereas in the farm population 10 adults are rearing about 14 children, and as rural youth who move to the cities soon take on urban ideals and attitudes, it seems almost certain that such migration from the farms would hasten the decline in the national population and in the demand for farm products, assuming a stationary per capita consumption and no material increase in exports. Moreover, because of the cost to the farming people of feeding, clothing and educating these youths who leave the farms, and the accumulation of mortgage debt incident to paying to the heirs who live in the cities their share of the estate, this migration promotes the development of urban vortices of wealth as well as of life.

But, if depressed economic conditions persist and the youth are backed up on farms, especially in the poorer agricultural regions where the birth rate is highest, there will be a rapid increase in farm population, associated presumably with a decreasing production per worker, and, except for the consumption of products produced on the farm, probably a declining "standard of living"—fewer autos and tractors and more horses, less commercial and more indigenous recreation. Should no net migration from farms occur during the next 20 years, the farm population 18 to 64 years of age (productive age) will increase by about 7,500,000, or by 40 percent, assuming that there will be no war, famine, or pestilence. The farmers of the Nation face a dilemma.

If alternating periods of prosperity and depression recur, there should result, if the depressions are severe, alternating directions in rural-urban migration. Fluctuating prices of farm products associated with a more or less stationary mortgage debt will tend toward periods of speculation in farm land, alternating with periods of foreclosure, and a general trend toward loss of land ownership by farm operators. This has been the trend in the United States as a whole for fully 50 years.

One other implication in the population trends should be considered. The Nation is passing from a period of rapid increase of population, a period associated with the agricultural conquest of a virgin continent and the growth of enormous cities—in brief, from an epoch of expansion, exploitation, and speculation into a new epoch which seems likely to be characterized by search for economic security and stability. There will be twice as many old people 25 to 30 years hence and, perhaps, only half as many youth as today. Deaths already exceed births in many cities. Unemployment is extensive and persistent.

All these conditions indicate the need of vision in agricultural planning, also a realization that the family is the foundation of the Nation and that the land is the foundation of the family. Can the family maintain sufficient integrity under urban conditions to reproduce the race, educate the children, and transmit culture from generation to generation; or is the family an institution that flourishes only in an agricultural civilization?

# Building Rural Leadership

JOHN R. HUTCHESON, Director, Virginia

When the Smith-Lever Act was passed in 1914, demonstration work was being carried on with farm men and boys in nearly half of the counties of Virginia and with farm women and girls in approximately a fourth of the hundred counties. At that time, headquarters for the work were moved from Burkeville to the State Agricultural College at Blacksburg; and a director of extension work was appointed. However, the value of the demonstration idea, on which the work had been built, was not lost; and those in charge of extension work have adhered through the years to the philosophy of Dr. Seaman A. Knapp and the other early pioneers who believed that "what a man hears he often forgets, but what he sees and does usually stays with him."

It is exceedingly difficult for anyone to accurately evaluate the contribution of any agency to an educational program, and in mentioning briefly some developments in agriculture in Virginia during the past 25 years I make no claim that the Extension Service is exclusively responsible for such developments. The accomplishments are the results of cooperative action on the part of all institutions and agencies working with farm people.

During the past 25 years the acreage planted to alfalfa has increased from less than 5,000 to more than 75,000, the acreage of lespedeza from less than 1,000 to nearly a quarter of a million, and the total acreage of all hay crops from 840,000 to more than a million. During this same period the use of lime for agricultural purposes has increased from less than 100,000 tons annually to more than 500,000 tons, and the use of superphosphates as top dressing for pastures from less than 1,000 tons to more than 50,000 tons annually.

Crop estimate figures for the 5-year periods, 1909–13 and 1934–38, indicate that average yields per acre for potatoes have increased from 102 to 120 bushels; for tobacco, from 685 to 805 pounds; for cotton, from 259 to 276 pounds; and for peanuts, from 709 to 1,062 pounds. During this same period the number of milk cows in Virginia has increased from 335,000 to 413,000, and the average production per cow has increased from approximately 2,700 pounds to nearly 3,500 pounds per year. The number of chickens on Virginia farms has increased from less than 3 million in 1910 to an average of more than 6 million during the past 5 years, and the total annual value of all poultry products has more than doubled.

It is exceedingly difficult to get accurate statistics regarding improvement in living standards. However, we know that during the past quarter of a century there has been rapid improvement in the farm homes of this State. As an example, when extension work began, less than 10,000 rural homes in Virginia had the advantage of electricity, whereas the best figures obtainable for 1938 indicate that approximately 70,000 rural farm homes are now electrified. Reports of home demonstration club members for the past 5 years indicate that 18,000 farm homes have been adequately screened; 6,000 have installed running water; 12,000 made kitchen improvements, and 68,000 made some other home improvement as the result of the work of extension agents.

Organized educational programs have been carried on with 21,000 farm women, 40,000 4-H Club members, and at least 100,000 adult farmers. It is, of course, immediately apparent that the small force of extension workers employed in this State cannot alone work effectively with such large groups; but, fortunately, extension agents in Virginia have had the active assistance of more than 11,000 voluntary local leaders during recent years. These local leaders not only carry on demonstrations themselves but assist in developing programs, holding meetings, and presenting these programs to other farm people.

It was evident early in the history of extension work that many of the problems could not be met by individual effort, so extension agents began to help farmers to organize for group study and group action. During the last 20 years many cooperative buying and selling associations have been organized. Some of these associations have failed, but during this period the amount of cooperative business done by Virginia farmers has increased more than 300 percent; and most of the associations now in operation are on a sound financial basis and are being operated economically and efficiently.

During this same period, extension agents helped farm men and women in this State to set up a number of other organizations which have contributed materially to the improvement of rural life. The Virginia Crop Improvement Association, the State Poultry Federation, the Virginia State Grange, the Virginia Farm Bureau Federation, the Agricultural Conference Board, and the Federation of Home Demonstration Clubs are examples of organizations which have received effective help from extension agents.

When farm leaders came to realize that, even with efficient production and efficient marketing, agriculture could not sell in a free, uncontrolled market and buy in a closed, controlled market, they demanded that the Government either withdraw special privileges to other groups or give farmers equal privileges. The Agricultural Adjustment Administration was the answer to this demand. Virginia extension agents until recently have borne the brunt not only of explaining the triple-A program to farmers but of administering it in the counties. They have also cooperated actively with the Soil Conservation Service, the Tennessee Valley Authority, the Farm Security Administration, the Rural Electrification Administration, and the Farm Credit Administration in efforts to bring about improved living standards among rural people. Each of these agencies has undoubtedly made mistakes, and extension agents have received considerable criticism on account of such mistakes. However, 20 years' service as director of extension in Virginia has convinced me that Virginia farmers have higher regard for the extension agent who will help them with their programs, even though such programs are not perfect, than for the agent who sits back and says that he will have nothing to do with such programs because they are not 100 percent sound.

## Pest Control

Ranchmen, farmers, and townspeople killed more than 30,000 jack rabbits that otherwise would have eaten valuable pasture grass and crops in Elbert County, Colo., last winter. Forty-nine tons of rabbit meat obtained in the organized campaign were sold to the Rocky Mountain National Fur Growers' Association in Denver as food for foxes. Hunters were paid 5 cents each for the rabbits. Twenty-five thousand skins of rabbits were sold to various fur dealers by the county pest-control committee with the help of County Extension Agent Ben R. Ferguson.

Mr. Ferguson estimates that the eradication of 30,000 rabbits from the county resulted in saving grass and crops worth $1,200 to farmers and stockmen in the county. That many rabbits would have eaten as much grass, he says, as 1,000 head of cattle. The campaign furnished work for three to six men skinning rabbits and bailing hides during the winter months. In addition, the county now has equipment for continuing the pest-control program next winter.

# Farmers Practice What Agents Preach

**ROSALIND A. REDFEARN, Home Demonstration Agent**
**JAMES W. CAMERON, County Agricultural Agent**
**Anson County, N. C.**

Mrs. Rosalind Redfearn.

J. W. Cameron.

**Working together as county agents for more than a quarter of a century, Mr. Cameron and Mrs. Redfearn have spent their entire extension careers in Anson County, N. C. Mr. Cameron started his work in the county in November 1911, and Mrs. Redfearn has been home demonstration agent there since March 1913.**

After working in the same county for more than 25 years, there is real satisfaction in seeing the results of our extension teaching develop into a growing enterprise. A good example is the turkey production of Anson County, which has become a going business. All in all, it has been a profitable undertaking for the farmers, who have been selling from 6,000 to 8,000 turkeys annually for several years. Turkeys have helped to pay for farm buildings, home improvements, taxes, and educational expenditures. We have kept in close touch with the turkey breeders and have tried to assist them in the management and marketing of their flocks.

The present-day methods used in the care and management of large flocks of purebred turkeys have resulted in greater profits than 25 years ago when a few small flocks of various colors and sizes sold for 50 cents to a dollar on a limited local market. During these early extension days, we encouraged the farmers to ship a few live turkeys to outside markets which paid better prices. These higher prices stimulated greater interest in turkey raising, and in a short while we found growers interested in improving their flocks by introducing purebred stock.

Assisted by the extension poultry specialist, we started to hold poultry schools in various sections of the county. Methods in care, feeding, housing, and general management were studied, and our producers soon learned that by changing their system of handling the birds the cost of production would be greatly decreased and that a much larger percentage of the young turkeys would be grown to maturity. In the beginning, it was quite a problem to get our producers to dry-pick their turkeys. We gave demonstrations in killing and dry-picking, and the farmers could see, by comparison, the superiority of a dry-picked bird over a hard, scalded one.

In the early days the eggs were set under the turkey hen, and, when they were hatched, the hen was either confined in a small coop or was allowed to carry the little turkeys over whatever range she could find. This method often resulted in a very low percentage of the young turkeys ever reaching maturity. Paying $3 per dozen for purebred eggs or $5 for a purebred tom was considered by many as both extravagant and unnecessary.

Today, during the laying season, the hens are kept in yards provided with nests, and the eggs are kept at a moderate temperature until ready to set. The majority of turkey eggs are hatched under large chicken hens and in incubators. This allows the turkey hens to lay over a longer period. When the eggs are hatched, the young turkeys are put into well-ventilated brooder houses with wire floors. The houses are heated with brick brooders which burn wood from the farm. A small porch with a wire floor is built on the sunny side where the young birds can exercise in the sunshine. We have always emphasized the importance of sanitation, fresh water, and feedings at regular intervals of well-balanced mash, green feed, and sour milk.

By growing only one variety of turkeys, we have found that a better grade and more uniform quality is assured when turkeys are assembled from so many different growers. Today all our turkeys are of the Mammoth Bronze variety, with which our breeders have been successful. In White Store Township, within a radius of 3 miles, from 2,000 to 3,000 fine birds, all of one breed and type, are raised. We strive to maintain a high standard by selling only nice, fat, well-developed, dry-picked turkeys in good condition, packed and shipped according to the needs of our customers. Orders may consist of one turkey to a private customer by parcel post, or a barrel by express, or a cooperative shipment of 500 to 1,000 birds by truck. Our farmers sell the majority of their turkeys cooperatively, and the shipments are made on a county-wide basis. The birds are brought to a central point where they are graded, weighed, and loaded. On selling days the farmers and their wives come to town where they learn to know the other producers and have a profitable experience in comparing their turkeys with those of the other breeders. The largest orders are filled at Thanksgiving and Christmas; but, with the growing popularity of turkey meat as a food, the season for shipment now extends throughout the year. Last June we shipped hens soon after the breeding season was over. One shipment amounted to nearly $600.

## Change in Agents' Reports

Owing to the growing importance of soil conservation activities as a definite part of the extension program in practically every State, provision has been made in the 1939 combined annual report form of county extension workers to consider soil conservation as a regular extension project rather than as a part of the supplemental material. Essentially in all other respects, the county report form will be identical with that used in 1938.

# Idaho County Praises Hot School-Lunch

■ A hot lunch in most of the schools of Clearwater County, Idaho, was made possible last fall by the cooperative effort of practically every individual and organization in the county. The results have been so spectacular during the first year that teachers, parents, welfare workers, and, above all, the children themselves are strong for its continuation. Clearwater is one of the first counties in the State to maintain a satisfactory hot-lunch and nutrition program in the majority of its schools, and extension agents have taken an active part in this achievement.

For some time Mrs. Vera Rankin, Clearwater County superintendent of schools, had been keenly interested in supplying hot lunches in all schools of the county and working out a broad nutrition program for rural school children. She took her problem to George W. Johnson, county agricultural agent, for suggestions. Mr. Johnson passed it along to Hattie Abbott, north central district home demonstration agent. The next time Miss Abbott visited Clearwater County she conferred with Mrs. Rankin, with teachers, and with the school board.

The proposal met with wide approval. Eleanor Ferguson, county health nurse; Jack Denning, county welfare administrator; home economics clubs; and the parent-teacher organizations rallied to support the movement. Many people volunteered to contribute milk for the noon lunches. Teachers volunteered to supervise the preparation of a hot dish at noon. Mr. Denning made arrangements so that some soups and fruits could come from the county's quota from the Surplus Commodities Corporation. Among adults, teachers, and others there was a united and determined front in behalf of the hot-lunch and nutrition idea propounded by Mrs. Rankin.

All that remained then was to arouse within the minds of the pupils an appreciation of the differences between a balanced and healthful lunch and mere food. Here is where white rats entered the picture.

"It occurred to us that a demonstration using rats would bring before the school children the difference between just plain food and an adequate ration," relates County Agent Johnson. "The cooperation of Dr. Ella Woods, home economist at the university agricultural experiment station, was solicited, and she agreed very heartily to feed one rat on foods that would represent those consumed by most of the people or children in the rural areas and another on an adequate ration to show the beneficial results of a proper diet.

"She started out with two young male rats of the same age, weighing exactly the same.

**Time for hot soup in the District 40 school, one of the 25 Clearwater County schools that have adopted the hot lunch program.**

feeding one on the following food: white flour, 50 percent; potatoes, 20 percent; beans, 20 percent; lard, 6 percent; and lean beef, 4 percent. The other rat received the following: two-thirds of the ration given the first rat, plus one-third of dry whole milk. This amount of milk is equivalent to 1 quart of milk a day in the diet of a child 8 to 10 years old. These rats were fed for 6 weeks and then sent to Clearwater County."

With each rat in a cage, Mrs. Rankin and the county agent started on a school-to-school tour. All the youngsters could see the great difference in the rats. The one getting the proper diet appeared healthy and smooth-haired, whereas the other was shaggy, thin, and nervous. The one getting the deficient diet almost died before the demonstration was over, and it was necessary to give him a few injections to keep him alive. At every showing of the rats an explanation was given of the foods they had been fed. The pupils were quick to ask questions, which gave the speakers an opportunity to stress the importance of milk and fresh fruits and vegetables in the diet. The demonstration was so successful in the schools that the county health nurse showed the rats before various other groups. About 1,200 school children were reached by the exhibit.

The two rats laid the foundation for the hot-lunch and nutrition program. Of the 35 schools in the county, 24 instituted the hot lunch, supplying a hot dish along with the student's regular lunch; and usually, fruit or fruit juices, which are supplied by the Surplus Commodities Corporation are also provided.

Many months have passed since County Agent Johnson and Mrs. Rankin toured the county with the white rats. Here is the county agent's appraisal of the results: "Looking over those youngsters at the rural schools today and comparing their general health with what I saw when we were taking the rats around on the demonstration, gives one the feeling of great satisfaction to know that so much change could be made by such a program. Then, to read the reports of the teachers proves that it has been worth while. I think it is something that is here to stay."

■ As part of its community-beautification program, the Herron-Henderson Home Demonstration Club, Baxter County, Ark., has supplied flower seeds to each of the 4-H Club members in its community with the understanding that the 4-H'ers will plant the seeds to beautify their homes and the highway that runs through the community, according to Neva Hill, home demonstration agent.

In addition, they are requested to transplant one native shrub, such as dogwood or redbud, to their homesteads.

The Herron-Henderson Club is an entry in the 5-year landscaping program. It held its annual flower show in June, at which time outstanding beautification projects were rewarded. A prize was given to the 4-H member with the best arrangement of flowers.

# Southern Negroes Face Their Problems

**J. B. PIERCE, Field Agent, Negro Work**

Something to eat, something to wear, somewhere to stay, and the education of his children are the most outstanding problems of the Negro farmer in the South.

The Extension Service, through its workers, has always emphasized the live-at-home program for the Negro farmer and assisted him in meeting his needs. Work for the whole family, parents and children, is included in this program.

In recent years, many new government agencies have come into the picture to help farm people solve their problems, and the Negro farmer is taking an active part in these agencies. I quote from Assistant Director Reuben Brigham's address, "We Go Forward," which was delivered at two southern regional extension conferences. "I think that, as extension workers, we should consider our situation in a straightforward, realistic manner. The time has arrived when we should seriously and vigorously devote our energies and best thought to building for the longer future. In doing this, our immediate concern is effective coordination. We must have a coordinated program to work toward. A vehicle which insures better coordination and which brings farmer thinking to bear upon local, State, and national problems has been provided in the land use planning activity." Better land use put into practice will go a long way toward making it possible for the Negro farm family to supply its essential needs. The outlook for this attainment in a larger measure in the future is most promising.

*Negroes Conserve Their Soil*

In Tennessee, soil conservation is practiced in some form by most of the 15,000 Negro farmers in the 10 counties having negro extension agents. Lespedeza, rye, summer legumes, liming for clover and alfalfa, terracing, contour cultivation, crop rotation, and reforesting mostly with black locust are the more common practices used by these farmers in their soil-conservation work.

During the past 3 years in Hertford County, N. C., more and better livestock has been emphasized in the extension program, and, as a result, the Negro farmers have added the following animals to their livestock: 16 purebred bulls, 28 purebred cows, 8 purebred heifers, 13 high-grade cows, and 11 high-grade heifers; 42 purebred boars, 61 purebred gilts, and 19 high-grade gilts; and 26,051 purebred day-old chicks. They have built 6 bull pens, 11 hog houses, 28 self-feeders, 32 modern brooder houses, and 57 modern laying houses.

In Arkansas during the 1938 better-homes campaign, the Negro extension workers held county meetings of the community chairmen to give them instructions. At these leader meetings, demonstrations were given in refinishing furniture, making simple furniture, and in kitchen and bedroom improvement. Ten county home demonstration councils devoted one meeting each to discussions and demonstrations in home improvement. House plans were furnished on request by the State Extension Service. Two hundred and ninety-four home demonstration clubs participated in the campaign. Outstanding among the many improvements made, as a result of the campaign, was the building of 104 new houses.

*Negro 4-H Clubs Flourish*

Through 4-H Club work, rural youth have a chance to acquire the fundamental principles of citizenship. The club members, with the assistance of the extension agents and local leaders, study the needs of their families and communities and plan activities that will help to supply some of these needs. Each year there is a steady growth noted in the enrollment of Negro boys and girls in 4-H Clubs, and their completion of work is also kept at a high level. In South Carolina last year, 3,683 4-H Club members were enrolled, and 183 community clubs were organized. Of the 3,762 demonstrations that were carried, 2,622 were completed. The completed demonstrations had a value in farm products of $59,625, and returned a profit of $28,152 to the club members. Eleven tours for 4-H Club members were conducted with an attendance of 205 members, and 9 achievement days were held with 2,602 attending. The State 4-H camp at Columbia was conducted from June 14 through August 25 with club members and leaders coming from every county having a Negro agent. One wildlife-conservation camp was held at the State 4-H camp with 66 club members and 18 leaders attending.

In the 37 counties having Negro extension workers in Virginia, the farmers are organized into community clubs, county advisory boards, and a State advisory board. They conduct every year a community improvement program, awarding prizes for the following achievements by the farm families: Own your farm; join your community club; be self-supporting; paint your home; have a sanitary toilet; and place your boys and girls in 4-H Club work. These farm organizations offer prizes to the 10 communities that make the largest number of improvements annually.

In 1937, 70 communities in 37 Virginia counties entered the improvement program. In these 70 communities, there were 2,682 families. Of this number, 2,002 owned their farms, and 34 of those farms were bought that year. Of these farm families, 1,663 are members of their community clubs, 231 of them having joined that year. Of the 2,682 families, 2,551 were self-supporting, and 92 were taken off relief during the year. Seven hundred and sixty-eight of the homes are painted, 169 having been painted during the year. Homes having sanitary toilets totaled 1,662, and 380 of these sanitary toilets were built during the year. Of the 3,435 boys and girls of 4-H Club age, 2,004 were members of the 4-H Clubs; 1,937 completed their 4-H Club projects; and 3,143 attended school.

A complete record is kept of each family in the 70 organized communities taking part in the improvement work for the year. Such a record aids the community club in planning its program of work to meet the real needs of the farm families. This kind of community improvement work has been carried on by the farmers themselves, under the guidance of the Extension Service, since 1926.

Every organized community in the counties having Negro extension workers is invited to take part in this special community improvement work, and each year the number of communities taking part increases.

The above examples of accomplishments bearing upon the regional problems of the Negro farmer in the South are typical of the extension program that is helping him to solve his problems.

## North Carolina Conveniences

Nearly 2,000 farm homes in North Carolina have water systems today, whereas they were in the "bucket and outdoor pump" brigade a year ago. To be exact, 1,885 home water systems were installed in 78 counties during 1938, reports Ruth Current, State home agent of the Extension Service.

These 1,885 systems ranged from the simplest, a pitcher pump bringing running water to the back porch or kitchen and costing only $15, to the more elaborate systems piping hot and cold water to the home, yard, barn, and orchard at a cost of several hundred dollars.

The Pamlico County extension agents, Sephie Lee Clark and A. T. Jackson, used this phase of agricultural engineering as a joint program for men and women in 1938, holding one leaders' school at which a simple water system was demonstrated. As a result, 14 water systems were installed in that one county, and one bathroom was equipped.

# Who's Who Among the First Agents

**In casual retrospect, we present five agents who have served extension objectives continuously for a quarter century.**

**A. F. MacDougall.**

■ Allister F. MacDougall is the only extension worker in Massachusetts with a continuous 25-year record. Mr. MacDougall began his extension career immediately on graduation from Massachusetts State College in June 1913. His first job was driving a demonstration truck through the rural areas of the State. With the cooperation of the grange and the farmers' clubs and with the ministers of rural churches, he put on demonstrations of apple spraying, grading and packing, pruning, and livestock judging. He also gave talks on feeding livestock in connection with feed exhibits, showed how to test milk for butterfat, provided a lime-testing service, and distributed farm bulletins. He spent his nights in rural farmhouses, and many are the tales he can spin of rural hospitality in those early days.

In 1915 Mr. MacDougall organized the Hampshire County Farm Bureau and acted as its first county agent. Shortly after the work began, he added 4–H Club and home economics extension work and also hired the first girls' club agent in Massachusetts.

Since 1923 Mr. MacDougall has been manager of the Middlesex Couty Extension Service and has the largest staff of county extension workers in the United States. The county has the distinction of having 5 4–H Club agents and an annual enrollment of approximately 5,000 boys and girls. The county backs up the Extension Service to such an extent that nine-tenths of the budget comes directly from the county appropriation. The county also has the honor of constructing its own office building, adapted to its particular needs and located in the geographical center of the county in the rural town of Concord, Mass., where it is readily accessible to the entire county. Middlesex County has nearly a million inhabitants and is right next door to Boston, the home of another million people.

This county is one of the leading areas in the United States in the production of baby chicks and eggs, having started in early to clean up pullorum disease and to build a big business on the basis of disease-free stock.

The fruit section of the county, known as the Nashoba Fruit Belt, has been developed in such a way that the area is one of the best-known fruit sections in the East.

**Mrs. Edna Trigg.**

■ Mrs. Edna W. Trigg, home demonstration agent emeritus, Denton County, Tex., has been in extension work since 1912. From 1912 to 1915, she worked during the summer months as "county collaborator" in her native Milam County. There it was that, in August 1912, she staged the first girls' tomato club exhibit in Texas. Two thousand people attended, including a personal representative of the Governor. The Milam County Commissioners' Court decided to stop the work in 1915, but Mrs. Trigg refused to quit. She organized a farm women's council and conducted her work until late in June when the Childress Chamber of Commerce called her to carry on canning demonstrations in July and August. In 1916 she was given a permanent appointment as county home demonstration agent in Denton County. She served in that capacity until December 31, 1937. As early as 1917 Mrs. Trigg began obtaining college scholarships for her 4–H Club girls. She has helped many to get a college education, and some of them are home demonstration agents now. More than 3,600 girls have been in her clubs. Mrs. Trigg has emphasized the live-at-home program during all her service. She supervised the building of some of the first 4–H pantries. Results of Mrs. Trigg's work can be seen from the highways and byways of Denton County.

As home demonstration agent emeritus, Mrs. Trigg is writing a history of her work as home demonstration agent.

**Elbert Gentry.**

■ Elbert Gentry is county agent in Smith County, Tex. His face and personality have been familiar at many farmers' meetings in his county, in the district, and in other places in Texas for a good many years. His personal appearance almost takes on that of a United States Senator. He is a fluent speaker and ably represents his profession and clientele. His ability to recall from memory a great many facts and figures without even referring to notes is amazing. He is regarded as almost a walking encyclopedia on agricultural information that pertains to Smith County. He is still going strong in one of the largest east-Texas counties of nearly 7,000 farmers with an agriculture that varies from the rose industry to the development of permanent pastures on the hills and in the valleys of east Texas. He is a native Texan and was appointed as county agent in Smith County in 1905. During his long career he has also served in the Georgia Extension Service and in the United States Department of Agriculture.

**R. H. Stewart.**

■ Robert H. Stewart, agricultural agent for Box Elder County, Utah, celebrated his twenty-sixth anniversary in extension service work June 15. Mr. Stewart was on the

grounds when Extension was born, christened, and blessed. He watched the organization grow through early childhood, suffered with it during periods of growing pains in the adolescent stages, and has carried on throughout adulthood.

County Agent Stewart was appointed to serve in Carbon and Emery Counties on June 15, 1913. He was transferred to Box Elder County on December 1, 1916, and has remained there since that time.

"Two of the first real jobs started in Box Elder County were grain-variety and dairy-cattle surveys," relates Mr. Stewart. "I wished to learn of the foundation on which we had to build. Other problems of major importance which we have attacked in our county are: The establishment of 4-H Club work; control of rodents and noxious weeds; landscape gardening of both public and private grounds, and including the first rural recreational reserve in the United States; building up the poultry business from "scratch" to one that returns nearly 1 million dollars a year; establishment of two cooperative grading and marketing plants; and the adoption of improved orchard practices.

"One thing, especially, has had its influence in keeping me in the field of extension: I love the work."

T. A. Bowen.

■ T. A. Bowen, entered extension work as agent in Pickens County, S. C., September 12, 1912. At that time he was known as "farm demonstrator" and traveled over the county via horseback and horse and buggy. He has served as county agent continuously since entering extension work.

He has done outstanding work in 4-H Club work. Experience taught him that the easiest way to reach farmers was through their boys and girls in club work and getting them to follow improved practices in farming. In 1925, Pickens County had the largest enrollment in 4-H Clubs of any county in the State. In 1927, Pickens sent a club boy and girl to the first national club camp in Washington. A 4-H Club camp was built at Rocky Bottom in Pickens County in 1925, and it is now free from debt and fully equipped and furnished as a recreational center.

One hundred percent cooperation is being received from Pickens County people and various organizations, including the county legislative delegation. Work is going forward now on the county agricultural building.

## Honoring a Lover of the Soil

Jacob Goodale Lipman, honored by scientists in all parts of the world for the magnitude and significance of his work in the realm of soils, is mourned by thousands of New Jersey farmers as one of the stanchest friends they have ever known. Dean of the New Jersey College of Agriculture and director of the State agricultural experiment station, his passing on April 19 at the age of 64 brought to an untimely end one of the most brilliant and effective careers in the history of modern agriculture.

From the time he was a small boy, watching heavily laden cargoes wend their way across the Steppes of his native Russia, Jacob Lipman was fascinated by the mysteries and wonder of the soil and all that it brought forth. His quest for knowledge of this soil was the driving urge dominating his research as a student in later years, after he had come to this country; his work as first president of the International Society of Soil Science; his service as a delegate to the International Institute of Agriculture in Rome; his survey of the soils of the United States; and his contributions to the studies of the National Resources Board.

Dr. Lipman's name is synonomous with all that has spelled a quarter of a century of progress in the field of soil science. A student all his life, he never overlooked the importance of education in making that progress possible. He constantly expanded the scope of the institutions of which he was an administrator, and was tireless in his efforts to make the results of their scientific research practical for the great army of farmers whom they serve. He established the Cook-Voorhees Foundation in Soil Science with a $1,250 prize awarded him by the Chilean Nitrate of Soda Educational Bureau for developing systems of soil management here and in foreign lands; and his $5,000 personal library of scientific and technical books he donated to the Rutgers University library in order that other truth-questing students might enlarge their vision as he had enlarged his.

"Agricultural science and education throughout the world suffer a heavy loss in the death of Dean Lipman." Thus Secretary Wallace pays tribute to a great man. He speaks for lovers of the soil the world over.

■ During the past 2 years the Pennsylvania Extension Service has supervised the planning of approximately 200 acres of contour orchards in nine counties to demonstrate the benefits of contour planting.

## Improving Illinois Herds

"Illinois reports a new peak in dairy herd-improvement association work with the organization of the Stephenson County No. 4 Association," says J. G. Cash, Illinois dairy extension specialist.

There are now 74 associations in operation in the State keeping complete feed costs and production records on approximately 1,700 dairy herds as a step in more profitable dairying.

Stephenson County is the second county to have four associattions in operation. That county has 110 herds on test with records being kept on 2,000 dairy cows.

Ranking ahead of Stephenson County in number of associations is McHenry County, which now has five groups functioning. The first county in which an association was organized, McHenry County, holds the record of being the first county in the State to have five groups of dairymen keeping production records.

For more than a quarter of a century, the Extension Service has sponsored dairy herd-improvement association activities in an effort to encourage better management, feeding, breeding, and care of dairy herds as a step toward more efficient and more profitable dairy production.

Forging ahead with dairy herd-improvement associations are cooperative breeding groups, with 50 such associations now organized and functioning in the State. Members of these associations are also members of dairy herd-improvement associations. They own, cooperatively, carefully selected bulls that are moved from one member's farm to that of another member each year. The plan enables members to use the bulls sparingly until proved and to have them still in operation when their breeding value is known.

## ON THE CALENDAR

Annual Meeting, The American Association of Agricultural College Editors, Purdue University, La Fayette, Ind., July 24–27.

Seventh World Poultry Congress, Public Auditorium, Cleveland, Ohio, July 28–August 7.

American Dietetics Association, Los Angeles, Calif., August 27–31.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30–September 2.

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17–23.

National Dairy Show, San Francisco, Calif., October 21–30.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14–16.

Convention of National Grange, Peoria, Ill., November 20–25.

# County Shifts from Timber to Livestock

**HOLLIS PARROTT, Agricultural Agent, Pickett County, Tenn.**

The agricultural conservation program has had a far-reaching effect on the lives of the 5,000 Pickett County inhabitants. They now realize that they can no longer depend on their depleted timber resources for a living but must focus their attention on a better-balanced and more scientific farming program. The farmers have come to know that they must conserve and improve their soil and improve the quality of their livestock.

When the first county agent started working in Pickett County about 10 years ago, little was known of the conservation of soil, liming, terracing, growing alfalfa, raising improved livestock, and many other things that mean a sound and permanent agriculture and the development of rural community life. About all our farmers knew was to put the best land in corn, and many of them still followed the old custom of "stripping" fodder for winter roughage. The growing of anything more than redtop or millet for hay was more of an incident than a practice. As to livestock, the quality was poor. The cattle were mixed, mostly crosses between the home milk cow and an inferior bull. Herefords and Shorthorns were practically unknown. A few farmers had some good Aberdeen Angus cattle.

The main reason for the slow development of beef cattle in Pickett County was owing to the range conditions of this part of Tennessee. Until the last few years, Pickett County and adjoining territory had open range for livestock. Bulls of very inferior quality could be seen running at large; and, as a result, the quality of the offspring was declining rather than improving.

These factors were also applicable to the sheep and swine industries. Dogs were a problem in the county. Flocks of sheep were destroyed in one night by roving mongrels and hounds owned by fox hunters. The result was that many farmers stopped raising sheep, and the 1935 census showed a decline in sheep from 5,000 to 935 head. In the meantime, the State legislature passed a temporary dog law which provided for a tax on dogs, and a no-fence law which aided very much in improving the quality of sheep and beef cattle.

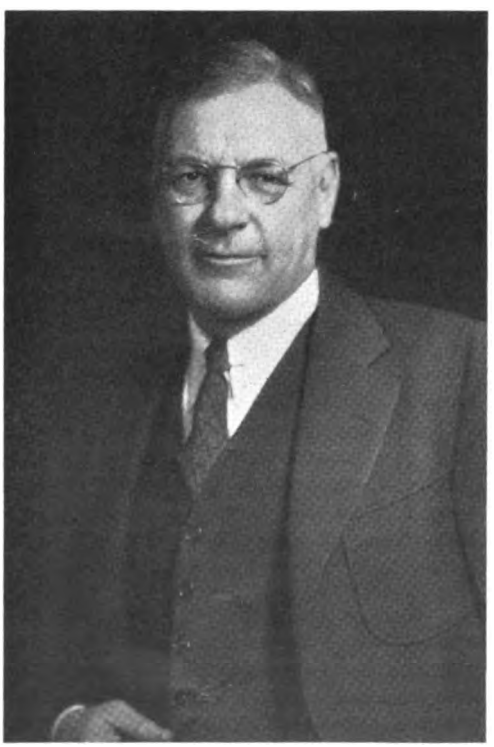
In the spring of 1938 we made a survey of purebred sires in the county and found, to our astonishment, only 2 registered bulls and fewer than 10 registered rams. Something had to be done if we were to make progress, and this was a good time to start. A bull sale was to be held in Knoxville, Tenn., on March 29, so we called a meeting in each community of the county and took up with the farmers the bull situation, discussing the need and what it would mean to the farmers of Pickett County. At each meeting the question of financing the undertaking had to be considered. As a result, we organized three cooperatives; and, in addition, five individual farmers agreed to buy bulls. These farmers and I attended the Knoxville sale and brought back to the county eight registered bulls (four Herefords and 4 Aberdeen Angus) and five registered heifers.

The livestock campaign had only begun. We still had to bring in stock heifers, stocker ewes, and registered rams. Another series of meetings was held at which the farmers discussed the problem of getting these animals. With the financial backing of a Cookeville credit association, we purchased from western sources 403 heifers, 447 stocker ewes, and 17 bulls. Ram sales in Kentucky and Tennessee were attended, and 12 registered Hampshire and Southdown rams were purchased. As a result of this campaign to build up the livestock of the county, we established 45 new beef-production herds with a total of 403 white-faced heifers and 25 good bulls. We established 15 new sheep flocks with a total of 447 ewes and 12 registered rams.

In the next few years we hope to have Pickett County producing stocker and feeder cattle for our own use and to help supply other counties rather than other counties supplying us. We are also anticipating the production of our own stocker ewes as well as supplying the market with fat lambs. We have also interested a few farmers in raising registered rams to supply our local farmers. This county is well adapted to sheep and cattle. At present, the western ewes brought in are lambing 100 percent, and the lambs are growing very satisfactorily. Our western Hereford heifers are calving.

A motion picture will be made of the successful sheep flocks and cattle herds, showing management methods, feeding methods, pastures, sales, and general results. This picture will be carried to the several communities in the county. We feel that the interest stimulated in livestock improvement has increased the farmer's income, improved community life, and made Pickett County a better place in which to live.

## New Jersey Gets New Director



Prof. Laurence A. Bevan, acting head of the New Jersey Extension Service since early January, was, on May 1, named director to succeed the late Herbert Jonathan Baker.

Trained at the State College of his native Massachusetts, Professor Bevan joined the New Jersey extension staff in 1935 as economist in marketing. Prior to that time he had served as director of the Massachusetts State Bureau of Markets, as a county agent in Connecticut and Massachusetts, as a teacher of vocational agriculture in Massachusetts, as a manager of a potato cooperative in Vermont, and as agricultural agent for the Boston (Mass.) Chamber of Commerce.

As New Jersey's extension marketing specialist, Professor Bevan quickly won the respect of farmers for the soundness of his advice on their marketing problems. One of his accomplishments in this direction was the formulation of a plan for the more efficient movement of surplus crops to retail outlets.

The Federal Bureau of Agricultural Economics has also sought and obtained the assistance of Professor Bevan in its fundamental studies of the wholesale produce markets of Philadelphia and the city of New York.



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## Home Agent's Working Creed

"A hundred thousand men coming one after the other could not move a ton weight," said George Washington, "but the united strength of 50 souls transports it with ease." For the last 21 years I have worked for that united strength in Anne Arundel County.

I have striven for cooperation in four ways: First, by aiding groups of women to solve a single problem, whether or not such groups were organized clubs. For instance, after 18 lessons, a nutrition group was eager to learn more about foods; a group of flower-garden lovers gained aid in gardening, and their lawns became a joy to the passer-by.

Second, urging homemakers to see what others are doing, which has stimulated the county council of homemakers' clubs to join with the State council, and conducting tours to beautiful old churches, homes, and fine buildings.

Third, local leadership has been developed by insisting that clubs plan their programs with less help from the agent. More than one-third of the clubs now have local leaders, some very efficient ones who can carry on the work when the agent cannot be with the club. Last year there were 63 volunteer local leaders.

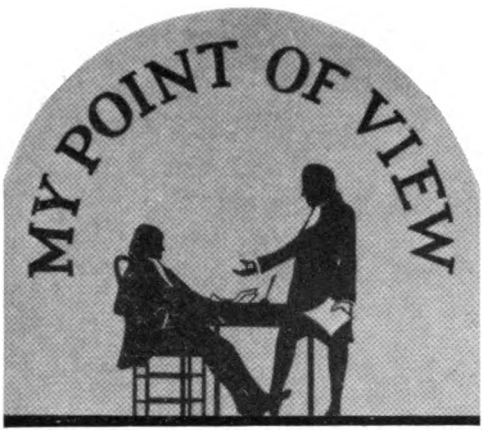
Fourth, homemakers have been encouraged in reading, community singing, and choral activities, as well as in home beautification. In 1930, only 15 homemakers had flower gardens, and last year 207 flower gardens brightened the rural areas. The libraries have reported an increased circulation of books among club members, and treasurers are adding from 5 to 12 dollars to their club funds through the sale and rental of magazines to members. The county glee clubs have attracted the attention of churches in Baltimore and many communities in Anne Arundel and Howard Counties. This awakened interest in music has discovered local talent and given the women a feeling that "all's well with the world."—*Mrs. Georgiana Linthicum, home demonstration agent, Anne Arundel County, Md.*

## Wise Planning Brings Results

What does an extension program mean to a rural community, and how effective is it? This double-barreled question is often asked, and it is often answered; yet it is always timely.

The St. Louis County (Minn.) Club and Farm Bureau Association prides itself on an effective extension program. This effectiveness comes from an understanding of the conditions in the county and an analysis of the most important phases, followed by a program that tends to improve rural conditions.

The 1939 extension program was considered by 50 delegates from the rural areas at a meeting held last fall at the county




**This is a place where agents are invited to express their ideas. In keeping with the anniversary spirit, three county extension agents of long experience write of what seems important to them in an appraisal of the work and achievements in their counties.**

4-H Club building on Lake Esquagama. These people felt that the farming units in St. Louis County were too small to provide larger incomes. They also felt that livestock improvement must make more rapid strides. With these things in mind, the major emphasis was placed on land clearing. Dairy-herd improvement through the use of purebred sires was second in importance, with crop production, through alfalfa expansion and seeding recommended varieties of grains, occupying third place in the program. Poultry and potato improvement, gardening, windbreaks, fertilizer plots, home beautification, marketing, and recreation also had a place in the program.

Taking this program out to the rural communities was the next big step, and this fell to the lot of the county agents. In the north end of the county there are 30 regularly organized community clubs affiliated with the St. Louis County Club and Farm Bureau. The county agent met with these clubs and explained the program of work. Sixty meetings were held during the winter months, and all clubs are now working on a definite extension program.

Programs adopted by these community organizations are typified by that of the Fayal Farmers' Club which included in its program soil testing for acidity, pooling orders for lime, land clearing, increased alfalfa acreage, production of home-grown feed, seed-potato improvement, dairy-feeding discussions, poultry improvement, and local fairs. This is a heavy program, and it is not likely to produce a perfect job of completion, but this group has an unusually good membership list, and the chairman is very active.

The Brown community selected the organizing of a bull ring, land clearing, potato-seed-treating demonstration, and a community exhibit at the county fair. This is a more modest program but one that is apt to see complete fulfillment. In fact, the purebred-sire ring has already been formed, and now it is up to the county agent to find a suitable animal.

With 30 communities active in extension work, the results accomplished will add up to a sizable figure. In fact it is not necessary to wait until the end of the year to do the adding; results are already being produced. Two carloads of lime have been ordered, and eight more will be ordered. At the end of the year a prize-winning story can be told of how a good extension program of work produced results in northern St. Louis County.—*August Neubauer, county agricultural agent, St. Louis County, Minn.*

## Yardsticks in Extension Work

I have both a four- and a three-tray filing cabinet within reach of my desk chair. In them are kept such things as I have to refer to quite often.

In using the cabinets I found how awkward it is to get at the first few folders in the front because they fall back into the end of the tray.

The idea struck me that if a curved piece of wood could be fitted in, it would hold the folders out. Just then I remembered about an article in one of the old issues of the Extension Service Review entitled "Yardsticks in Extension Work."

A pliable yardstick was found in the storeroom, and it was sawed off three-fourths inch longer than the width of the inside front of the tray.

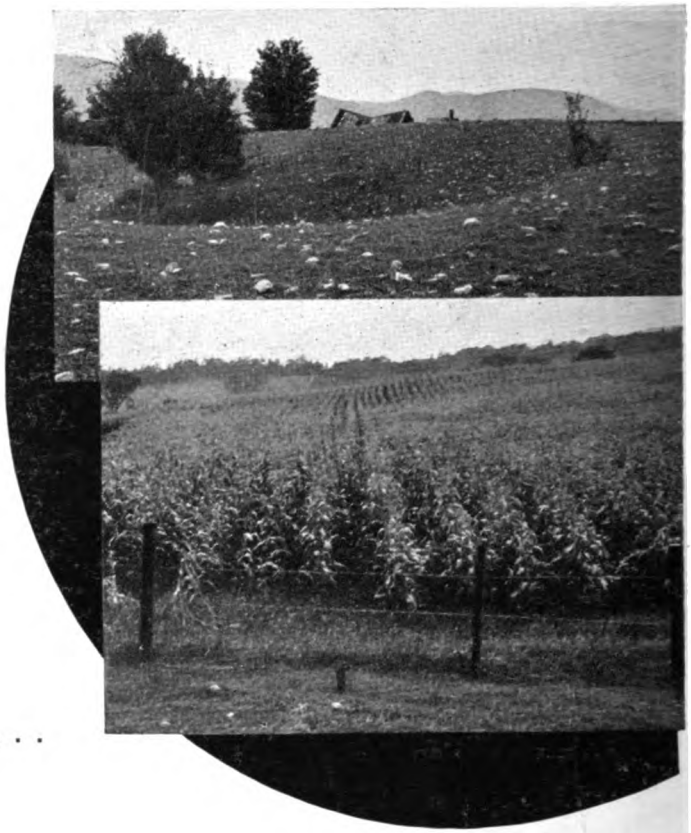
Now we have all nine filing cabinets in the office equipped with yardsticks.

Just another "Yardstick for the Extension Service."—*R. E. Harman, county agricultural agent, Essex County, N. J.*

## CONTENTS

# LAND MAKES A DIFFERENCE

Pictures of one community
all in a 5-mile radius



The type of land
determines largely

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what can be grown . . .

. . . income and living conditions . . .

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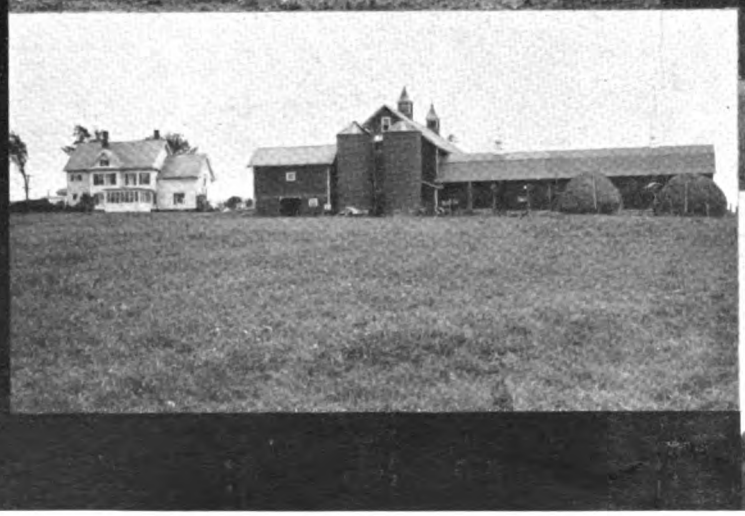

. . . and the services and facilities
that can be supported

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**Land use tours will be conducted this summer all over the United States in connection with the activities of the county land use planning committees. There is no substitute for studying conditions "on the ground."**

# Extension Service REVIEW

AUGUST, 1939
VOL. 10 - - - - - NO. 8

AN Editorial

# Skill in Presentation Brings the Plan to Life

Many is the fine plan which is gathering dust in someone's files or tucked away on the library shelf, waiting for the man who can picturize and dramatize it for the common folks. The history of any important movement always shows a man who could take ideas and vitalize them for people. Often as not, these ideas were carefully worked out by scholars and philosophers who went before him, but the work of these estimable men failed to catch the imagination and were not remembered—let alone put into practice.

This job of painting the picture so that others can catch the vision is particularly the job of the extension agent. Many communities, counties, and States have, during the past few years, formulated fine plans of action for using efficiently all the resources at hand in building prosperous agriculture and abundant living for farm families. The trend of the times is shown by the many articles coming to the **REVIEW** on various phases of over-all planning to meet local needs or State-wide situations. Perhaps the time has come to give more thought to ways of presenting these plans effectively to farm people. C. M. Linsley, extension agronomy specialist in Illinois, draws such a conclusion from a recent study he has been making of educational work in support of the **AAA** program. Illustrating his point from his own experience, he says:

"If the long-time objectives of the agricultural conservation program, Soil Conservation Service and the Extension Service, and other agencies are to be reached in the near future, a much greater emphasis will need to be placed on an educational program designed to instill into our farm people a wholesome respect for the soil. We have devoted a tremendous amount of effort and money through payments of the **AAA** and through the technical and financial assistance of the S.C.S. in an attempt to sell a soil-conservation program. In comparison, very little effort has been devoted to giving farmers an understanding of the fundamental principles underlying the program of these agricultural agencies."

Too often we simply call a meeting and talk. Little thought is given to the objectives of those meetings or how to prepare and present the information so that the real purpose of the meetings is accomplished, and that usually is to present certain information in an understandable and convincing manner. Of course, the pressure of work leaves little time for thoughtful preparation of any phase of the extension program. However, the logical solution to that probably is fewer meetings more effectively conducted.

"I am firmly convinced that many of the meetings that we have held in the past have accomplished very little in the way of effective teaching. I also suspect that the problem of the small attendance at farmers' meetings is partly the fault of the extension worker in that he failed to give sufficient thought to making the meetings interesting and instructive.

"The foregoing observations are made after our experience in leader-training schools during the last 2 years. The extension specialists involved in this program devoted several weeks to the educational procedure and the preparation of chart and film-strip material. About 45 charts were prepared in color for the schools during these 2 years. Charts were reworked time and again in an attempt to make them tell the story effectively. The film strip was prepared with a very definite purpose in mind, and that was to direct the thinking of these leaders toward actually putting the soil-improvement and erosion-control practices into effect on their own farms. We have had more favorable comment on this series of schools than on all the meetings on soil held during the past 10 years.

"Farmers have said that these meetings were the best they had ever attended and have asked when additional meetings would be held. Local leaders have told their neighbors about these meetings, and these neighbors have asked if they might attend future meetings. The carefully prepared charts and film strips made the difference between an effective meeting and just another meeting."

Mr. Linsley is right. We need to place even more emphasis on developing skill in various methods of presentation and on ways of imparting this same knowledge and skill to local leaders. Among other aids which might be most helpful just now in making progress toward the goal are simple, interesting, and convincing material in the form of film strips, charts, circular letters, radio, news items, brief illustrated circulars, and posters.

With this in mind, the **REVIEW** this month and next specializes on articles telling how plans and objectives are being presented effectively to rural people in all parts of the country. There are many, many examples of agents who have excelled in one or more methods of presenting educational material. Some of them have consented to describe their methods and to report on the results they have achieved. In this number the emphasis is on visual aids, and next month other methods will be discussed.

J. M. Moore, whose picture appears on the cover, says that Americans are not becoming immune to meetings, demonstrations, or education, but that it does take new and vigorous ways of using old familiar devices to interest them. He recommends color slides which he has used with much success.

The South Carolina movie truck which brings the pictured story of better farming and living to many people who have never attended an extension meeting, the Texas photograph enlargements which have added pep to make meetings click, the pictures with which County Agent Daly has sold extension work to his Kansas county, and the excellent photographs which County Agent Washburn uses so effectively in his California county, all described in this number, attack the problem of visual presentation from different angles.

A wider knowledge and more skillful use of these and similar devices are essential if we are to make progress in approaching the goals of our agricultural program.

EXTENSION SERVICE REVIEW

For August 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# The Art of Taking and Using Extension Pictures

■ Pictures are an effective way to sell the extension program. That is the opinion of County Agent Walter J. Daly, Cowley County, Kans. In the newspaper, on the screen, and as illustrative sketches with circular letters, they are invaluable in attracting attention and selling new ideas.

With two daily papers and one weekly paper all anxious to use good local pictures, the news photo has been most important in the Cowley County program. During the past year, 98 different pictures have been used in the local county papers. Some of these pictures have been used in two or three papers; usually different pictures are given to each paper. This plan of giving different pictures to each paper suits the editors and makes it possible to further localize the publicity program.

Mr. Daly has his best-organized program with the Arkansas City Daily Traveler. This paper carries a special farm page each Tuesday. This page is devoted largely to pictures and news stories featuring the local extension program. In addition, the Traveler prints timely agricultural news any day during the week. In the Winfield Courier (daily), the agricultural and homemaking news is distributed during the week. The Winfield Record (weekly) devotes a portion of a page to this type of news each week.

The Cowley County agricultural agent believes that local pictures have made his publicity program popular with the editors and the people of the county. He believes their greatest value is in arousing interest, but they are often educational as well as interesting. Townspeople, the same as country people, seem to be interested in farm pictures.

Mr. Daly does his own photographic work. It is a hobby with him, and developing and printing are done during spare time in evenings. As far as photography is concerned, Mr. Daly says he belongs in that class of amateurs known as "bathroom finishers" and adds, to those who might try this venture, that diplomatic relations with the wife are more vital than hypo and developer. The farm bureau pays for most film, paper, and chemicals that are used in making extension pictures. Cost to the farm bureau averages about $2.50 per month, which includes pictures for the annual report as well as for publicity purposes.

**County Agent W. J. Daly, who finds farm folk picture-minded.**

Camera equipment is owned by Mr. Daly, but a projector and a screen for slides have been purchased by the farm bureau. Mr. Daly takes most of his pictures with the 35-millimeter miniature camera. Most prints sent to newspapers are enlarged to 5 by 7 inches. Glossy prints are furnished the press without charge.

During the past year, slides, both color and black and white, have been used extensively in the Cowley County extension program. Mr. Daly selected 100 slides, about half of them in color, and used them in making his annual report at 17 township meetings last winter. This illustrated report also was given to the Arkansas City and the Winfield Chamber of Commerce organizations. These slides proved to be an effective way to make a report interesting. Most of the pictures showed extension activities and results. Slides also have been used at 4-H Club and other meetings.

The Cowley County program has proved that color slides are especially effective. They not only attract more attention than black and white but for many subjects are much more accurate insofar as educational value is concerned. Often, such as is the case with fertility tests, it takes color to tell the complete story. Mr. Daly believes that miniature cameras make color slides inexpensive and practical.

As in most Kansas counties, illustrated circular letters are not neglected in the Cowley County Program. Mr. Daly believes that illustrations help many circular letter but should not be used on all letters. Bold headings made with a lettering guide often are more effective. He also believes that care should be used in the number of circular letters sent—too many are not only an unnecessary cost but, in the eyes of the people, cheapen the service. In the 1938 report year, 279 circular letters were sent out in Cowley County. Most of them used illustrations or large lettered headings. (This number includes agricultural conservation program letters written by Mr. Daly.)

Mr. Daly finds that people are picture conscious, and farm folks are no exception. They much prefer their education in illustrated "doses" rather than printed pages of lectures. Cowley County's experience indicates that pictures are a modern and effective way of putting over an extension program.

# In Sight—In Mind

**HENRY L. WASHBURN, County Agent, Santa Cruz County, Calif.**

■ County agents sometimes ask why I made photography a hobby. It came on gradually. Very poor pictures, soil erosion, and a desire to do some one thing well were responsible.

In 1930, erosion damage was a little worse than usual, or I was more conscious of it. If I could only show my growers this county-wide damage at a glance, I thought, it might also make them more erosion-conscious.

While attending our State conference that year, I saw County Agent Boissevain's little single-frame miniature camera. I bought one, stuck it on a tripod, and added an exposure meter. During the next rainy spell, every time I passed erosion damage, that bit of evidence was added.

At that time, no local photographer would process the film, so I sent it to a miniature specialist at Berkeley for development. Forty frames were selected for a film strip which I showed at evening meetings. These were followed by a series of well-attended field meetings.

During 1933, we had an opportunity to obtain a Federal erosion-control area, provided growers were interested. In 3 days a committee of erosion-conscious farmers got 550 owners to sign a petition for the area. Enlarged prints from the erosion negatives accompanied the petition, and we got the area. I became more interested in pictures, especially in the more facile-working miniature camera used with tripod and exposure meter.

### *Puts Life in Annual Report*

A Federal bulletin interested me in looking over my annual reports. The pictures were mealy, out of focus, and lacked interest, and well deserved their hiding place in the envelope at the rear. Writing annual reports is tedious. Confucius said that a good picture is worth 10,000 words. Perhaps, if my report were attractively illustrated, local folks might look at it while waiting in the office. Now, with 64 pages of home-made pictures, it is out in the open all the time; and many people get a better idea of the wide scope of our service.

Expanding my good idea, I bought a new miniature camera with double frame, 35 millimeter negative, and the county supplied an enlarger which I installed in an 8- by 10-foot dark room walled off with plaster board in a woodshed at home.

Printed instructions resulted in slow progress, so I organized a local extension class. In this way I was able to obtain additional training from one of the University of California instructors. Mystery gave way to laboratory routine. Time and temperature were controlled to make negatives fit enlarging paper. Now, when hurried, I can put through 3 rolls (150 frames) in 45 minutes and make forty 5 by 7 enlargements from 10 to 12 negatives after dinner, cropping out unwanted portions of the original negatives.

My pictures are a big help when used in local papers, mounted to show at field meetings, in exhibits, and on the screen, not to mention local use of the annual report. For screen use, I have switched almost entirely to the 35-millimeter natural-color 2-inch slides.

In photography rules are made to be broken. However, I have found the following to be of great help: Use one kind of film, a lens shade, tripod, exposure meter, and yellow filter where sky is in pictures. Focus carefully, and do not shoot between 10:30 a. m. and 2:00 p. m., eliminate background, always use 45-degree light, i. e., sun from left or right. Take one picture at a time; avoid distant shots unless there is an interesting foreground.

All brands of film have different characteristics. No one can explain them. It is easy to eliminate this variable by sticking to one film until its quality is learned by experience.

A wobbly camera and an out-of-focus lens at first spoiled many of my pictures. Tripods are tedious, but mine gave me a standard of sharpness with which to judge the inevitable hand-held shots. It is an advantage if the camera "stays put" while lining up the composition. Biggest advantage is the opportunity to stop down the lens aperture and use a slow shutter speed. The nearer I can approach f:64 the greater the detail, over-all sharpness, and depth. This applies to still subjects only.

### *Focusing Made Easy*

Focusing is where the little camera shines. More than half the time I use hyperfocal distance. I had my camera more than a year before I knew what this meant or how to set it instantly with the built-in focusing scale. Briefly, at any given lens aperture, there is a set distance from the camera, which, when it is focused, will give sharpness from one-half that distance from the camera to infinity. The smaller the aperture and the shorter the lens, the nearer the hyperfocal distance.

Thus, with the usual folding camera and a 5½-inch lens with aperture at f:16, the hyperfocal distance is 32 feet; and everything from 16 feet to infinity is in focus. A smaller camera with a 2-inch lens at f:16 has a hyperfocal distance of 16 feet, and everything from 8 feet to infinity is sharp.

When "shooting on the wing" with the little camera, f:8 gives a hyperfocal distance of 30 feet, but lets in four times as much light, which permits a shutter speed of one one-hundreth of a second, or four times as fast

**A chance shot of 4-H Club members. A little persuasion was necessary to get arms over shoulders to tie the picture together. I sat on the ground and shot upward to get a clear background, using a medium yellow filter to make the faces stand out against a dark sky. I focused on the boy's hand.**

as the one twenty-fifth of a second necessary for the f:16 of the larger camera.

Experience was necessary to tie up the use of an exposure meter with the brand of film I am using. The same old exposure meter, with my eyes, checks with the electrical instrument; and I carry it for a spare. The electrical meter is faster. I usually expose for the shadows and develop for the high lights. When in doubt, I make three exposures—the one indicated by the meter, the second double, and the third one-half of the metered shot. The little camera makes this process economical.

Composing the picture is the biggest task and calls for the art of seeing. Some agents may be born with it, but to most of us it comes slowly and with hard work. Here again a few rules have been helpful to me.

Have only one center of interest in a picture. Make it impossible to divide the picture into two or more. Never put the center of interest in the middle, but near one of the intersections made by lines dividing the frame into thirds both ways. Prevent the horizon from cutting through the center or dividing the picture into equal spaces. Have subjects look into not out of the picture, i. e., have more space in the direction they are looking or going. Always have something in the foreground, preferably dark, if it is only a shadow. Give the best light to the center of interest. Get close enough so that there is nothing left in the frame except that which will add interest to the subject matter. Get rid of backgrounds by shooting against the sky, dark trees, shrubbery, ground, neutral hillsides, or a canvas.

**This made the front page in a local daily, calling apple growers' attention to spray-notice service. I shot this lying on my back. I used a k1 filter and focused on the farmer's face. The camera was placed so that his arms and the stick would make a triangle and the size of the pan would be related to his hand.**

If all these methods are impossible, a "busy" background can be thrown out of focus by opening the lens diaphragm.

Tour and field-meeting pictures have been simplified by the miniature camera with its greater depth of focus and, therefore, speed. On such occasions my camera is always open and ready to shoot on hyperfocal distance. The cover picture of the Extension Service Review for March 1938 is that kind of picture. My tour stopped at a winter-pea contour demonstration. After making several shots, I noticed, while introducing a speaker, that there was a slight rise in the field behind the crowd. I walked far enough back to get in most of the crowd, but, more important, I was high enough to get the erosion-control contours over the heads of the crowd. One of the most difficult things about meeting pictures is to get with the crowd an understandable view of what they are watching.

I seldom use my fast Summar lens wide open. Ninety percent of my pictures are shot with an aperture smaller than f:6.3, perhaps 5 percent at f:4.5, another 3 percent at f:3.5, and not more than 2 percent wide open, f:2. Speed is all right to have in reserve.

The small camera is a necessity for economical color. However, before discarding the larger outfit, one should make sure that if he doesn't want to bother with processing, there is someone close by who is making a specialty of this type of work. Miniature negatives cannot be forgotten in the "soup" with larger negatives while a customer is being waited on out front. Their development is simple, but precise. I know of one big metropolitan daily where the small cameras are on shelves gathering dust. "Life's" photographers, on the other hand, make large use of the miniature outfit. Success depends upon the operator.

# Telling Consumers About Eggs

■ No, Americans are not becoming immune to meetings, demonstrations, or education. But it does take new methods, one of which, developed by J. M. Moore, extension poultryman at Michigan State College, shown on this month's cover requires not much more than an amateur photographer's standing and the experience that years of extension work brings.

Fifteen colored slides made up of 35-millimeter color film between 2-inch by 2-inch glass slides tell the essence of the story of egg quality. These slides have been viewed by more than 10,000 persons in Michigan within the last 12 months. About 8,000 of these saw the slides and absorbed the oral information that went with them while they attended State and county fairs. The other 2,000 have been consumers, distributors, and producers of eggs attending educational meetings.

The first of the slides were made under difficulties. Mr. Moore had a miniature camera that he purchased for $10. By removing the back, he found his close-up focus and field at 13½ inches from the broken-out eggs that he wished to photograph in color.

To take pictures vertically downward, Mr. Moore fashioned a base with a piece of pipe on which he could clamp the camera. He found that a piece of plate glass was more suitable than breaking out eggs into a Petri dish. Underneath the glass he smoothed a piece of felt. Experiments with different-colored felts seemed to prove that a light grayish blue worked out best.

Film costs $2.50 for 18 exposures, less any possible discount. Some exposures usually are not perfect, so the average cost of a slide has been about 25 cents. But 15 of these slides can tell the story of egg quality.

One slide can show the egg within the shell. Mr. Moore uses this to draw a parallel between an egg and a bottle of milk. The shell of the egg no more protects an egg from spoiling when carelessly handled than does the glass bottle.

Subsequent slides show eggs properly handled with a firm and upstanding clear white. Eggs which have not been handled carefully and refrigerated show broken-down whites, and the scale in slide pictures goes on to eggs unfit for food. Even these, Moore explains to consumers and producers, have come out of regular trade channels.

In exhibiting the slides, an inexpensive projector equipped with a 100-watt tubelike bulb is used. The screen is of the "daylight" type which is of beaded glass. This, however, must be viewed almost straight on so that audiences avoid distortion of the view.

About 1½ minutes to a slide is the average time allotted. In lectures, a range of 12 to 30 slides is commonly used, depending upon time permitted and the type of audience. In State and county fair work a type of amphitheater was used, darkened by the use of asphalt paper on walls and ceilings. In a space of about 15 by 30 feet groups of 15 to 20 persons were shown selected slides. While the slides were being projected, Mr. Moore presented his arguments on what consumers should know about eggs.

# An Appraisal and a Prophecy

**MILDRED HORTON, Vice Director and State Home Demonstration Agent, Texas**

A backward glance and a forward look to see the effect home demonstration work has had and will have on the lives of rural people of Texas is timely this twenty-fifth anniversary of the Extension Service under the Smith-Lever Act. Whatever our individual glances and looks may reveal, they will doubtlessly be expressed in terms of what each of us has the ability or the vision to see.

As home demonstration work began with the health side—that of growing and canning tomatoes—our first appraisal might be in terms of better health for rural people. From the growing of tomatoes to the growing of the whole home food supply is a big step. The home food supply demonstration as now being conducted in Texas challenges the best thinking, planning, and doing of all specialists who are concerned with the production and the use of healthful food, as well as the best efforts of every member of the rural family. As is well known, there yet remains much to be done in Texas toward establishing a diet adequate for developing a strong people—strong to resist disease, strong for the work to be done, and strong for the joys of living.

Better health is also resulting from improved housing, from better water supplies, and from other sanitary measures. Better health is resulting from more conveniences and from better rest on fresh, fluffy mattresses made from home-grown cotton. Improved health is also evident as a result of more social life through the clubs and of contacts with neighbors and friends. Again the job is not finished, but improvements are under way.

Another fact quite evident in this backward glance is the improved appearance and increased pride of rural people. Better health, better posture, better dress have resulted in more poise and pride, which have a decided effect on the abilities and the feeling of the individual. Of course, much satisfaction accompanies this feeling, as expressed by one woman when she said: "Probably without the encouragement from home demonstration work I should still be hanging my clothes on a nail behind the door instead of in my closet." A convenient and clean kitchen recently visited had a great influence on the pride of the family and on the mother's willingness to have company in the home. The improvement of this one room meant more social life and contentedness.

A backward glance of about 20 years reveals that rural people have become more articulate because of their own accomplishments, their demonstrations, their clubs, their broadened interest, and their widened circle of friends and neighbors. Their expressions are no longer limited to their own local community interests and problems but are in line with their larger vision and understanding of their county, State, and national life. Thus rural people have, through their own accomplishments, become leaders and teachers.

The picture of organizations of rural people has changed considerably in the past 25 years. The extension agent worked first with individuals, then with community groups. As the groups became community-conscious and ready for broader fields, county organizations were formed. After some time State organizations were effected. As a tree grows from the roots to the top with young branches from the inside to the outside, home demonstration organizations have grown step by step.

Farm people, through attacking one problem and conquering it, have developed a courage and ability for attacking other problems. They have developed resourcefulness in carrying ideas learned in one field over to the problems of another field. A Texas 4-H Club girl recently told of having started to keep accounts of her clothing. Upon learning that she had spent $39 for the year, other members of her family became interested in keeping their accounts. Grocery accounts followed, with the knowledge that if the family bought their groceries once a month, they saved money. It helped them to an appreciation of the value of home-grown products. The keeping of all accounts is the result for this family; and, with careful study, leaks have been found and money spent more wisely.

### *An Appreciation of the Land*

Rural people have a greater appreciation for the land and what it means to life. They are realizing more and more, as Mrs. Maggie W. Barry, specialist in rural organization of the Texas Extension Service, has said, "that the foundation of any permanent civilization must rest on the partnership of man and the land; that the degree of happiness, health, and content that this partnership would bring would depend upon the intelligence, consideration and fairness that man would exercise in his use and treatment of the land."

Each of the effects given, and the many not given, have been a step-by-step growth for many rural people which has brought about the feeling of belief in themselves; of their ability to do their jobs well; of a sense of dignity, and of the worth-whileness of their efforts. It is realized, of course, that other agencies and organizations have shared with the Extension Service in helping to bring about these effects. It is also true that as yet only a small portion of the rural people enjoy them. The great need now is for an expansion of these influences into the many other rural homes.

In prophesying future effects, it should be understood that some of the effects that will culminate in the years to come are already quite evident. Other effects I may see because I so want to see them, and because I believe so strongly that extension workers can possess the attitude that will largely determine whether or not these effects come to pass. For that reason, my prophecy will concern the vision that I think extension workers must have if we are to see the finest effects in rural people—or, in other words, if we are to have the finest rural people in the world.

### *The Goal is Better Living*

If we serve rural people as we should serve them, there will be a continuation of the good effects of the past 25 years. More and more extension workers will realize the ultimate goal of better family living. For many years we have known that the needs and the interests of rural people from the social and cultural standpoint must be met; that we as extension workers must help them to satisfy this hunger of the mind and soul.

In the past 2 or 3 years the Extension Service has made rapid strides in correlating its activities. One of the first big steps taken in Texas in this direction is in the whole-farm or whole-ranch demonstration. Though it has been the long-time goal of extension work, its real effects and values will be felt in the future, as it is so lately undertaken. The whole-farm demonstration has a place for every member of the family, the county agricultural and home demonstration agents, the extension specialists and supervisors, as well as representatives of cooperating agencies. To meet its twofold purpose of increasing the family income and improving the family living, the demonstration family makes step-by-step plans for the improvement of the land and the home and for the advancement and improvement of each family member. In other words, the whole farm or ranch demonstration includes all activities and interests—the land, the home, and the family.

More and more in the future extension workers will recognize the rural family as a social and economic unit and will so plan and give their assistance. Family solidarity and better family relationships will naturally result. The effectiveness of extension service work will be measured in terms of what the demonstration means to the family, to the home, and to the community. For example, the true value of a girl's club work will be measured not by how attractive and comfortable and well kept her bedroom is but how attractive and comfortable and well kept the family bedrooms are.

Agricultural land use planning is another example of the family trend and the recognition of the ability of farm and ranch families, with the aid of various agencies, to analyze their problems, to make recommendations, and to find the solutions. Agricultural land use planning, if to be successful, must come from the people on the farms and ranches; and the needs revealed and the recommendations made must form the basis for the agricultural program of our country.

If Extension is to serve best, its plans must continue to be built on the needs, the interests, and the abilities of the people it serves. Extension workers must recognize the contribution which rural people can and must make to the plans and to the work which so vitally concerns them, if the best effects are to be obtained.

The producer and consumer cooperative movement, to which I believe extension workers must give more attention, is having and will have a great effect on the lives of rural people. This movement not only means greater economic security but also growth and development, satisfaction, and pride on the part of the rural people who own and manage their business.

*Recognize Former 4-H Members*

More recognition of former 4-H Club boys and girls—giving them such positions of confidence and trust as their individual ability and personality warrant—will help to bridge the gap between the time they leave 4-H Club work and find positions. We cannot afford to overlook them, nor can they afford to be overlooked in the great educational work ahead.

The effect of extension work on rural people in the future will be determined largely by our ability, as extension workers, to know and to feel the bigness and the fineness of the opportunity which is ours; to accept willingly, courageously, and intelligently the challenge which is ours, and to believe as Dr. Seaman A. Knapp, the founder of the demonstration, said: "The power which transformed the humble fishermen of Galilee into mighty apostles of truth is ever present and can be used as effectively today in any good cause as when the Son of God turned His footsteps from Judea's capital and spoke to the wayside children of poverty."

# Why I Use Color Slides

**I. G. KINGHORN, Extension Editor, Colorado**

■ If your public is like our public—and we believe it is—it learns much more readily from pictures than from the spoken or written word. Thus we put visual education right near the top as a method in education.

Here are some of the reasons why we have taken and used several hundred colored slides in the past few years and are planning to expand this service as rapidly as possible:

They offer great flexibility in use. You may select a few for a short talk, or you may use a larger number for a more lengthy talk—depending upon the time available. And, further, as soon as one picture becomes obsolete, you may replace it with an up-to-date slide.

The great range of color contrasts which you are able to get with the new films on the market enables you to tell stories you never could tell with black-and-white film.

To say that colored slides have an extra attraction for the public is putting it mildly. Our county agents and specialists report that they have been able to increase crowds from three to eight times when using colored slides.

With twice the projection area, colored slides give you a much higher quality of screen projection than the old black-and-white film strip.

Numerous other points could be given in favor of colored slides, but there is one big objection to them—the expense. The extra cost may be several times that of plain film strips; but, over a period of a few months, the extra efficiency and results gained by the use of colored slides will greatly outweigh that greater initial cost.

A good camera may be purchased for $25 to $50, but for exceptional detailed work, a more expensive camera will probably be needed. The actual cost of the film, including developing and mounting, will average about 20 cents per picture.

From my experience, I should advise the beginner, or even the more advanced color fans, to get a good 35-millimeter camera with at least an f:3.5 lens and learn to use it. As you gain in experience, get the different filters for use under different conditions, and also a flash gun so that you can take interior shots.

A good exposure meter with a photoelectric cell for sensitiveness is absolutely necessary if you are going to conserve your film and get good pictures. It is often possible to do fairly good work without a meter, but we have found that the saving in film soon pays for the meter.

After you get your equipment you should try out the different colored films available, making special effort to test both films and equipment under your most extreme light conditions. Select a film which seems to give you the best results and stick to it.

Arrange a filing outline extensive enough to take care of everything you anticipate getting. Number your slides according to that filing outline, and keep them properly filed. Simple filing cases are available for smaller libraries, but if you have several hundred to file, it would be advisable to get one of the regular sections of filing frames where your slides may be thrown against a lighted screen so that you may select from the pictures rather than by the numbers.

Right along with your filing system, prepare a card index of legends for all your slides, each card numbered the same as the slide it represents. You will find that to write down all information while it is fresh in your mind will greatly relieve the strain a few months later when you try to remember the location and circumstances surrounding a slide.

Needless to say, a good projector and screen are important items of equipment—just as important as are the camera and exposure meter.

Use your slides while they are "hot." There is no limit to the good you can do with colored slides if you will keep them circulating.

## Free Mailing Is a Privilege

Cooperative county extension agents holding appointments from the United States Department of Agriculture as Federal employees have the authority for mailing official matter postage free, which is a privilege much appreciated by the Extension Service. Abuses which sometimes occur because of ignorance or carelessness put the Service in a bad light and are considered detrimental to the public welfare in many ways. Because of this, Secretary Wallace has announced that, in the future, Department appointments of extension agents who definitely abuse the penalty mailing privilege will be terminated with prejudice. In addition, all violations of the postal regulations will be reported to the postal authorities for their action. It is, therefore, very important that all extension employees thoroughly know the regulations and comply with them. An ounce of prevention is worth a pound of cure, at least in this case.

■ Washington 4-H Club members received 15,000 pheasant eggs from the State game department during the past year. They raised 3,178 mature birds and sold them back to the State for $2,789.

# Informed Farmers Mean Sound Agriculture

**MILTON EISENHOWER, Director of Information and Land-Use Coordinator**

**This is the seventh of the series of articles describing significant phases of the program of the Department of Agriculture. It discusses the importance of informational work in a progressive agriculture which must necessarily depend upon an intelligent local understanding of facts as a basis for sound judgment and action. Next month the series will be continued with a report on the objectives and plans of operation in seeking new uses for farm products, by Dr. H. G. Knight, Chief, Bureau of Agricultural Chemistry and Engineering, and a brief statement on objectives of research in relation to the total program by Dr. J. T. Jardine, Director of Research.**

■ In a period of transition, when "old truths" are under question and "new truths" are earning public acceptance, the responsibility of those whose job it is to dig out and report facts and interpret their meaning grows greater. When in addition we undertake, as we have in agriculture, to employ every means at the disposal of government to carry on public farm programs in a thoroughly democratic way, the need for careful reconsideration of our information program becomes imperative.

In trying to administer public farm programs through this period of transition in such a way that they will contribute most to achievement of a sounder agriculture, the Department is determined to be guided by the judgments of farm people. Farm people and the Extension Services are in thorough accord in this. The Mt. Weather agreement stands as a monument to this fundamental concept. The planning procedure set up by this agreement challenges those whose function it is to inform. If their judgments are to be sound, rural people must have the facts—all the facts.

Probably everyone in agriculture knows that the Department was charged in its organic act of 1862 to "acquire and diffuse" information pertaining to agriculture. Our responsibility now, however, is greater. Congress has passed a score of laws calling for action in aid of agriculture, in response to the problems raised by the new relation of agriculture to national and world affairs. It has charged the Department to administer the programs authorized by these laws. This action of the Congress has made the Department into a different kind of public institution, and because of this change the information job must be looked upon in an altogether different light.

Under original authorities we could afford to be reasonably well satisfied with our efforts if we made the findings of research available in as understandable a form as possible. As information people we had no particular responsibility for seeing that the findings were used. Of course, we hoped that they would be, and they were. Now, however, we are charged by Congress not only to acquire and diffuse information but to get certain specific jobs done. The Congress has set up certain objectives. Among them are (1) stability of farm prices, farm income, and rural-urban relationships; (2) the conservation of soil, water, forests, grass, and wildlife; (3) security of tenure for farmers, with an increase in the percentage of owner farmers and better conditions for tenants; (4) efficient production and distribution, and consumption at levels which will assure national health; and (5) higher standards of rural living and stability of rural communities through integrated crop adjustment and better land use.

If objectives as broad as these are to be achieved, farmers obviously must act in concert. Concerted action may be attained in one of two ways. Perhaps it would be possible to induce it temporarily by employing the arts and devices of the mountebank, making emotional appeals through ballyhoo methods. But any success in obtaining mass participation in programs by such methods would be founded on sand. Persons who act affirmatively because their emotions are stirred can easily be made to act negatively by more skillful emotion-stirrers. So, if there is to be, year after year, the mass participation upon which depends the success of such action programs as the AAA, then the millions of farmers eligible to take part must have a chance to get the facts and the interpretations that will make it possible for them to make up their minds intelligently and not on the basis of hunch or prejudice.

Furthermore, the information work in connection with action programs fails of its purpose if eligible persons do not take part in the programs. Hence the information materials presented to further the action programs must carry appeals for participation of those eligible. The general types of information now issued to help in effectuating the directions of Congress to this Department include, then, (1) the dissemination of facts; (2) the interpretation of facts; and (3) appeals for participation in the action programs. In the issuance of the third type of information matter we do not, I repeat, appeal to the emotions but to the reason. We put forward the reasons why, in their individual interest and in the public interest, those eligible should take part in the programs. We should be remiss in our duty if we failed to do so.

Some people call information matter of this kind propaganda. I do not, so long as our information is factual, honestly interpretative in character, adheres to interpretation of the policies and objectives established by acts of the Congress, and appeals to reason, not to emotion.

Having grown up side by side, our information and research techniques are very much alike. The technique of research is to break a problem into its parts, to isolate each part and study it thoroughly. It follows that, from the beginning, the results of research have been reported piecemeal. Piecemeal reporting has carried over into information work. Were you to examine the 15,000 publications issued by the Department through the years, you would find that the contents, by and large, fit into compartments the boundaries of which are determined by the administrative set-up for research. This statement holds as true for popular publications as for technical reports. We have left it to the farmer to work our information into his operating program bit by bit.

In our new situation we must not only report research, we must help to synthesize research findings. We are dealing with information designed to help groups to solve whole bundles of problems affecting not only the individual farmer, but the whole of the national economy. We must give farm families simultaneously synthesized reports on research findings, interpretations of the findings, an understanding of the purposes of Congress in authorizing the action programs, the provisions of the programs, and the way two or more programs may be brought to bear at the same time on a single problem as it exists on the land.

I do not by this mean that the old type of information effort must not continue—in-

formation about insect and disease control, breeding, feeding, marketing, and a myriad of other timely topics. Such work remains essential. So long as men grow apples, a report on the expected emergence of the second brood of codling moths and suggestions on what to do about it are essential to a complete information program.

We are learning how to do the type of information job needed for action programs. We must learn how to do it if the needs of the people expressed in the outrush of new laws directing action on a national scale are to be fulfilled. As I have indicated, the type of subject matter that we issue in any one bulletin or movie or film strip or exhibit or radio program or press release or speech designed to inform the people about the action programs is much broader than it was in the 1920's and earlier. Likewise, the ways of diffusing information have multiplied. They must multiply if the judgments as to application of the broad powers granted by Congress in aid of agriculture are to be exercised democratically and intelligently. We must have such new instruments for the use of the people as discussion groups and the pamphlets put out by the Department for use of these groups and the radio programs put on the air by the Department to give examples of their functioning. We must have also documentary films such as the magnificent "Plow That Broke the Plains" and "The River" and "The Tree of Life." Only by making use of the modern tools and techniques of spreading knowledge and understanding can we fulfill our duty of making it possible for the public to register informed individual judgments so essential to continued progress toward a sounder agriculture.

# Enlargements Fill Front Rows

**LOUIS FRANKE, Extension Editor, Texas**

■ Texas extension workers are going the enlargement route in visual education.

This came about through a combination of circumstances. Texas missed out on the film strip, is largely passing up the silent motion picture, and is marking time before the adoption of the sound motion picture.

Subject matter specialists, especially, find that enlargements fill the gap. George P. McCarthy, poultry husbandman, has a series of 14- by 20-inch enlargements dealing with culling and selection of a breeding flock. He says he would not trade the series for any film strip or silent motion picture he has ever seen.

Here is his argument: Farm people are pretty well familiar with the cinema as a means of entertainment. When the light goes out and the lecturer begins with his film strip, there is a tendency to relax in anticipation of entertainment, rather than to follow the comments closely. And any habitual movie goer knows the letdown that follows the showing of a silent rather than a sound picture. Another criticism of the silent motion picture, of course, is that most projectors do not allow the operator to hold the picture at any given point.

"The enlargement method of illustrating talks has all the advantages of the film strip plus some advantages all its own," McCarthy says. When he begins his talk, a goodly share of his audience sits in the back of the room * * * but by the time he holds up a few pictures and begins to pass them out among the crowd, the front rows are full and the back ones empty. He needs no "juice" for a projector. Nothing can go wrong with the machinery, because there is no machinery.

**Enlargements arouse the interest and put over the message.**

Among other staff members who use the enlargements to advantage are Jennie Camp, specialist in home-production planning; Lida Cooper, district agent; Nora Ellen Elliott, specialist in food preparation; and Sadie Hatfield, specialist in landscape gardening.

The Texas Extension Service used a series of 64 photographic murals as its exhibit at the 1938 State fair.

County agricultural and home demonstration agents use enlargements, although usually not large or elaborate ones, to get over the message of "here's how Bill Jones up on Schmidt Creek built his poultry house."

The heaviest contributors to the enlargement series have been George W. Ackerman, of the United States Department of Agriculture Extension Service, Frank S. Knoblock, formerly of the Department of Agriculture, and Howard Berry, of the Texas Agricultural and Mechanical College Experiment Station. It is a cheering fact that pictures taken by staff members and field agents are showing improvement in technique and interest and that these are breaking into the select enlargement field with increasing frequency.

Disadvantages? The initial cost * * * and the fact that it is impossible to furnish a specialist with as many enlargements within a series or as many series as he might like to have. Still, Texas is a pretty large State, and it takes a goodly time to get a series before every farm and ranch family.

At any rate, while Texas looks longingly at the sound motion-picture field, it holds the fort with enlargements.

## Photographic Exhibit

A special exhibit of cameras, photographic accessories, and pictures was made by the editorial office of the College of Agriculture of the University of Arkansas for the annual conference of its extension workers.

The exhibit consisted of the focusing and fixed focus types of camera, as well as various accessories, such as flash-equipment, camera cases, various kinds of film, tripods, and the like. The picture section of the exhibit was divided into two sections, good and poor extension pictures, with criticisms under each photo.

## Protecting the 4–H Emblem

A law prohibiting unauthorized use of the 4–H Club name or emblem was signed by the President on June 5. The language and intent of the new law is clear. It is unlawful for any person "falsely and with intent to defraud" to pretend that he is a representative of the 4–H Clubs or to wear or display the 4–H emblem to induce the belief that he is a member of the 4–H Clubs. The emblem is described as "a green four-leaf clover with stem and the letter 'H' in white or gold on each leaflet, or any sign, insignia, or symbol in colorable imitation thereof, or the words '4–H Club' or 4–H Clubs,' or any combination of these or other words or characters in colorable imitation thereof."

# Women Establish Demonstration Forests

**FREDERICK J. SHULLEY, Extension Forestor, Arkansas**

■ Approximately 16 percent of the total 57,000 home demonstration clubwomen in the State of Arkansas enthusiastically participated in initiating a brand new project in their program this past spring. These farm women, representatives of 9 county home demonstration councils, established 9 demonstration forests by planting forest seedlings on 9 idle farm acres on which the councils hold leases for a period of years sufficient for the seedlings to grow to sawlog trees or fence posts.

By their action, these home demonstration clubwomen have added great impetus to the land use policy of the State, which means that every farm acre should contribute its share toward the farm-family welfare. Or, in other words, these women, recognizing that timber is a crop, are in the timber business. They have leased their respective acre of land, bought their 1,000 forest seedlings for $2.50, planted the 1,000 seedlings on the acre, and are looking for a crop of fence posts in 10 years or a crop of sawlogs in 40 years, the money from these timber crops to enrich their respective council treasuries.

The two points of popular appeal in this project are: First, the pride of ownership in a very commendable, educational, and financial enterprise; second, the personal participation of each club member in planting her own seedling.

Plans for this project were developed and discussed last summer. Through the interest and encouragement of Connie J. Bonslagel, State home demonstration agent, a formal discussion of the plan for a county home demonstration council forest was presented to the State camp of home demonstration clubs held at Little Rock last September. At that time two forests were being planned. The fact that nine forests were actually established this spring indicates the favorable reaction to this project.

The first step in the procedure for establishing the forest was for the home demonstration agent to assist the county home demonstration council in obtaining a lease to a small acreage of land, not less than 1 acre, preferably located along a main highway. This step requires diligent search and diplomacy as indicated in the annual report of Flora A. Ferrill, home demonstration agent of Pulaski County, which reads: "Following the interest at the county council meeting, I spent half a day cruising along the highways searching for a suitable location and found it 12 miles from Little Rock on the Hot Springs Highway. But how could we get this acre? Well, I finally found the owner; and, after a detailed discussion of our plan, he agreed to give us (gratis) a long-time lease (40 years) on the acre."

After the lease was obtained, forest seedlings for the planting were ordered through the extension forester. These seedlings cost $2.50 per thousand, which was paid from the council treasury. Then the council officers and the home demonstration agent set the date for the planting ceremony.

Previous to the planting date, the acre was marked off in rows 6½ feet apart, both ways, that is, checked like corn rows. A plow was used to do this, the plow being run just deep enough to mark the ground. The first row was marked the "official row," and the succeeding rows were marked for the individual clubs in the county council, using a small tag on a stake. The aid of about 25 able-bodied 4–H Club boys was indispensable. Equipment necessary for planting included 20 mattocks or grub hoes, 8 buckets, and 25 wooden tampers (to tamp the soil tight against the roots as the seedling was planted).

On the day of the planting, each member present planted her seedling; and the location was recorded on the map of the forest acre, showing each tree planted.

The first seedling in the official row was planted by the extension forester as a demonstration of the proper technique of digging the hole and planting the seedling. Following the extension forester in the official row came the home demonstration agent, the person who leased the land, county home demonstration council officers and chairmen, district agents, and other Government officials and organization officers, planting their seedlings in turn.

After the official row was planted, the individual club rows were started together. One 4–H Club boy dug holes with a mattock in each row, followed by that row's club members planting the seedlings and using a tamper. Extra 4–H Club boys distributed seedlings, carrying them in buckets half filled with water to keep the roots wet and dropping them in the holes in front of the planters. As the planting progressed, some club member in each row kept the names of the club members in the proper order of their planting. The planting order in each row was president, vice president, secretary, chairmen, and members.

When everyone present had planted a seedling, the balance of the 1,000 seedlings were planted for absent club members.

With the establishment of these nine forests, the clubwomen are looking to their development with great interest. "My seedling is doing fine" is often heard at the club meetings. As these forests grow, they will in time furnish a nature schoolroom for forestry discussions and demonstrations. As these forests grow, thinnings will be necessary in keeping with proper timber practices. These thinnings will produce products for sale which will return some income to the council. When the forest is mature and is cut, the sale of forest products will bring increased income to the council treasury.

The first county home demonstration council forest was established in Pulaski County by Flora A. Ferrill, home demonstration agent. Shortleaf-pine seedlings were planted. Then forests were established as follows: Nevada County, Mary Dixon, home demonstration agent, black-locust seedlings; Cross County, Ida M. Clement, home demonstration agent, yellow-poplar seedlings; Union County, Mrs. Myrtle Watson, home demonstration agent, black-locust seedlings; Greene County, Mrs. Geraldine Orrell, home demonstration agent, shortleaf-pine seedlings; Jackson County, Ehrline Rowden, home demonstration agent, shortleaf-pine seedlings; Yell County, Lenore Abboud, home demonstration agent, shortleaf-pine seedlings; Boone County, Helen Thompson, home demonstration agent, shortleaf-pine seedlings; and Grant County, Mrs. Maurce Nance, home demonstration agent, shortleaf-pine seedlings.

## Party-Table Revue

Foods and health 4–H Clubs in Pennsylvania competed for the first time in a party-table revue during the 1938 State Club Week. The revue, a new feature on the program, attracted 14 counties.

Competition was limited to one club from each county, but any 4–H food club within the county was eligible for selection.

An exhibit consisted of a table set with one cover to include linen, silver, centerpiece, table decorations or favors, and a menu for a mother-daughter meal or party occasion.

First merit awards went to the Prosperity 4–H Foods Club in Washington County and to the Mount Bethel 4–H Foods Club in Northampton County.

Each exhibit was scored and judged on the basis of a nutritious, economical, palatable, and attractive menu; table setting; and the attractiveness of the table as to choice of linen and dishes, choice and arrangement of centerpiece, and appropriateness of favors and decorations.

# 4-H Photo-History Contest

Back in 1935, H. M. Jones, South Dakota 4–H Club leader, knowing the interest club members had in picture taking, requested Earl Bales, visual education specialist, to lecture on photography at the State Club Week held at the college each fall. Mr. Bales spoke to 3 groups of about 25 members each.

The boys and girls were interested in the photography lectures, and the next fall the presentation was enlarged and room made for more members to attend. No formal project in photography was inaugurated at that time, but the members were requested to turn their pictures over to their county extension agent for his records.

However, interest grew by leaps and bounds, with many members photographing every changing mood of their livestock and each stage of progress of their projects. A camera seemed to be standard equipment for each club member. 4–H'ers were marching into show rings, leading their baby beeves with one hand and carrying their trusty cameras with the other.

Thrifty soul that he is, Mr. Jones hated to see all of this enthusiasm and energy, to say nothing of the cost of all those pictures, go to waste. At the beginning of 1938 he announced a formal project in "Project Photo History," to be sponsored by the State club office. Prizes offered by the staff were a photo album for one boy and one girl in each county and new cameras, guaranteed "to make the best better," for the State-winning boy and girl.

The project was introduced to local leaders of clubs at a series of meetings held during the winter before the club season actively got under way. A circular giving rules and conditions of the contest, some brief and to-the-point tips on better picture-taking, and suggestions of topics which might be photographed, was distributed to club leaders to be handed out to junior knights and ladies of the lens.

Members were encouraged to take pictures at intervals during the development of the project. These pictures, to consist of not less than 6 and not more than 12, were to be pasted in an album for consideration. Mr. Bales was absent during the summer of 1938, and Jack Towers, assistant visual education specialist, prepared the suggestions and assisted in judging the albums. Throughout the year, at club camps, fairs, achievement days, and whenever the opportunity presented, Mr. Towers and Mr. Bales gave aid to members in their picture-taking.

The opening paragraphs of the "4–H Photo Stories" circular outlined the picture-history project as follows:

"Any boy or girl enrolled in a standard 4–H project is encouraged to make a picture record of the project. If a member will take pictures beginning with the start of the project and diligently take them every week or two, the complete story of the work will be told in pictures. A logical sequence may be given the photo histories if the member will plan the pictures to be taken at the beginning of the project.

"The rules limit the maximum number of pictures in the album to 12, but more than 12 may be taken and only the better ones used. Not even 12 would need to be used, because 6 good pictures of a project will make a better history than 12 that include many poor ones."

What did these pictures show? Luella Larson of Kingsbury County won a camera in the State contest for her series of pictures showing how she fixed up her room in a home-life project. The first picture of Miss Larson's series shows an old-fashioned stand which she intended to use for the room. The series shows Luella at work painting and polishing the stand. It also shows the curtains she made for the windows; a cozy corner in the room; the finished room; and, finally, Luella's father loading her desk, chair, and book rack into the family auto for the trip that ended in a blue ribbon at the State fair—a complete record of a story of work and achievement told in pictures.

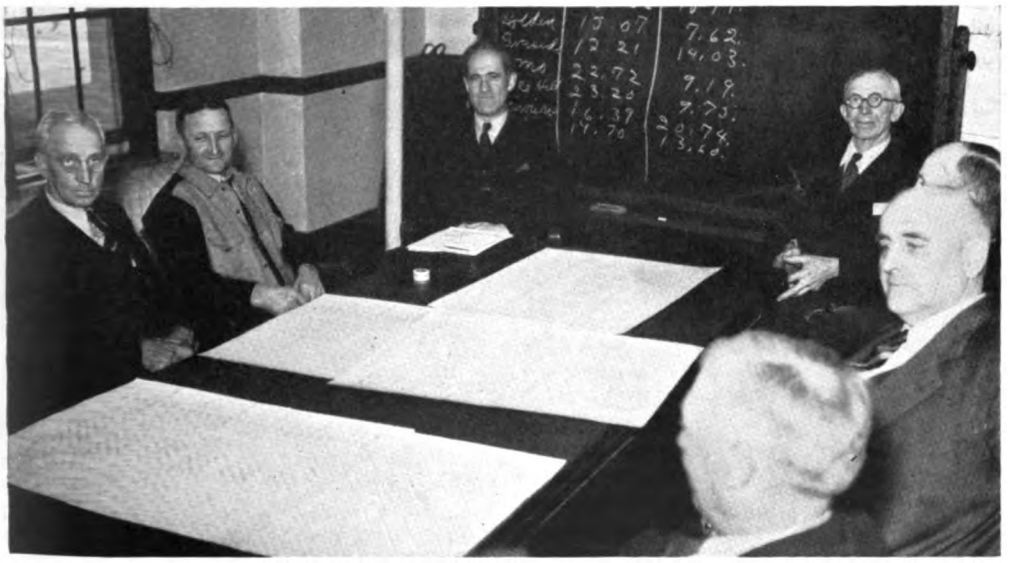
LaVerne Crance, Dewey County, was the boy State winner. His series, which was pictured on the cover page of the March–April National 4–H Club News, started on March 10, with LaVerne and his two ewes, "Lucy and Lambie," with whom he opened his 4–H lamb project.

By May 6, the family of sheep, to which Lambie had contributed triplets, had grown to six, which fact was duly photographed. On June 15, we see the flock being sheared; July 16, losing their ticks in a dipping tank; and July 20, one of the triplets drinking from a bottle.

On August 14, LaVerne got a picture of his second-prize lambs at the county achievement day; and on September 19, Lucy and Lambie, at the close of the project, stand proudly with their four children, six adult sheep in all.

Mr. Bales and Mr. Towers enthusiastically unite in saying that the project, which is being run again in 1939, is well worth while for the remarkable improvement in photography among 4–H'ers which has resulted. Mr. Jones believes that it arouses more enthusiasm for project work and encourages members to carry their work through to a logical conclusion. "And it makes use of a waste, too," he adds thriftily.

# Governor Takes Part in Planning



Gov. Harlan J. Bushfield of South Dakota, met with members of the Hand County Planning Committee as they began their land use and classification work. This is the South Dakota county which is undertaking unified program planning this year. "A group of farmers sitting down together can evolve more common-sense planning than a whole series of conferences in far-away Washington," says Governor Bushfield, who sits at the left of the blackboard. Farmer Web L. Davis, chairman of the committee and a farmer in the county for 50 years, sits at the Governor's left.

# With North Carolina 4-H Clubs

L. R. HARRILL, 4-H Club Leader, North Carolina

"Better conditions in agriculture will be brought about as you boys study and apply yourselves to present-day problems. The yield of corn in North Carolina is approximately 15 bushels per acre. If you boys would like to do something about it, the Extension Service will help you to organize a corn club and attempt to teach you how to increase the yield of corn," said I. O. Schaub, State club agent, in May 1909, in an organization speech to a group of Hertford County boys.

It is a long way from that club of 15 members, growing corn as a project, to the present-day 4-H organization with a membership of 33,249 white club members and 12,791 Negro members, or a total of 46,040 members in some 1,516 organized clubs with project activities embracing nearly all phases of homemaking and agriculture.

Progress was naturally slow, but just as that seed of corn germinated and grew into a plant with leaves, tassels, silks, and grain, and eventually multiplied hundreds of times, so did the 4-H idea grow. The first addition was the tomato club, and with it was added to the personnel Mrs. Jane S. McKimmon. Things began to hum—a short course for tomato club girls at Peace College; one for corn club boys at the Agricultural and Mechanical College. The World War brought a shortage of food supplies. Again youth began to lead the way. Pig-club work, poultry, and gardening were added. With these demonstrations successfully promoted, other activities were added, such as the sewing club and the canning club. The first dairy-calf club in the South was organized in Catawba County. About this time 4-H camps were started—separate groups to be sure. In 1922, the first baby-beef club in the State was organized in Buncombe County. "Daddy" Millsaps and Doug Weaver's corn club show had grown into an achievement day with 500 Buncombe County club members in attendance and with exhibits of dairy calves, baby beeves, corn, poultry, and Irish potatoes, from about 250 members. 4-H camps with boys and girls began to appear.

In 1926 the name was changed to the 4-H Club, organized on a community basis with both boys and girls making up the community club. Project activities were expanded to include forestry, home beautification, room improvement, foods and nutrition, and food conservation. Four hundred boys and girls attended the first short course conducted for both boys and girls at the North Carolina State College of Agriculture and Engineering. Thirty-five counties held encampments with an attendance of 2,500 boys and girls, and 54 counties reported club work. In 1927, the national 4-H Club camp at Washington put the movement definitely on a national basis. In 1928, organized recreation was added as a part of the 4-H activities. In 1929, Boyce Brooks, of Duplin County, and Ruth Coleman, of Alamance County, were selected as North Carolina's first king and queen of health in the first year that health work was added as another phase of the 4-H program.

Five years of the organized club work brought the enrollment to 26,638, with 981 clubs in 83 counties in 1930. Community projects were featured. In 1931 the enrollment jumped to 29,921, and achievement days increased to 52 with an attendance of 18,209; 62 camps were held with 6,544 members attending. Two permanent camps were established—one at Swannanoa and another at White Lake. State fair activities were increased.

Much could be said of 1932 and 1933. Enrollment slumped to a new low, but, through it all, a few counties weathered the storm of depression and adjustment and came through with creditable results; and, in all instances, these were counties with the community plan of organization, clearly demonstrating that the community plan was the most successful.

In 1935, there came new interest and a rapid expansion. Enrollment reached 31,500 with 1,030 organized clubs in 97 counties. Home beautification was conducted as a State-wide project; handicraft, rural electrification, and practically all other phases of agriculture and homemaking activities were added to the program. An older-youth organization, designed to give training to that group of older boys and girls and women and young men, was organized; and the first older-youth conference was conducted at the North Carolina State College, with an attendance of more than 100 young people, representing 20 counties.

The report for 1938 shows an enrollment of 46,040 members and 1,516 organized clubs in 99 of the 100 counties of the State. There were 163 achievement days held, with an attendance of 20,370; and 5,918 members attended the camps. One thousand members and leaders represented 95 counties at the annual short course held at the State College, and 1,687 volunteer adult leaders devoted 4,802 days of time to the promotion of the program started a quarter of a century ago. The average yield of corn for 4-H Club members in 1938 was 44 bushels per acre, or more than twice the average yield for adult farmers in the State; and the total value of the crop and livestock products produced by 4-H Club members amounted to $1,125,402.

It would be very difficult to estimate the number of people who have been reached and directly helped by the 4-H program during this 25-year period. Since 1926, 429,270 boys and girls have been enrolled in the 4-H Club program. Preceding that period, it would be safe to say that another quarter of a million were reached, bringing the total number to three-fourths of a million persons who have been directly benefited by the 4-H program since its beginning in North Carolina.

## A Drama Program

"The play's the thing" in Monroe County, Ark., this year, says Rose V. White, home demonstration agent.

Two county drama tournaments, a play circuit, and a play-writing contest will be conducted during 1939 by home demonstration clubs, 4-H Clubs, and junior-adult 4-H Clubs.

A drama tournament for home demonstration clubs will be participated in by all of the 16 home demonstration clubs in the county, and members of the casts and the directors of the plays will be active home demonstration club members.

4-H Clubs are now enrolling in the 4-H play tournament. Plays must be one-act plays, and all members of the casts must be active 4-H Club members. The casts are allowed to enlist the aid of any adult in their community to direct the play.

In addition to their drama tournament, the 4-H Clubs will also have a one-act play-writing contest. The winner in this contest will be allowed to go to the State 4-H Club camp at Fayetteville in August.

In communities with both a home demonstration club and a 4-H Club, the two groups will produce their plays on the same program so that both plays may be judged the same evening.

The two junior-adult 4-H Clubs in the county will produce two three-act plays. Each play will be presented twice, once in the home community and once in the community of the other junior-adult 4-H Club. Part of the proceeds from these plays will be used to pay the expenses of one delegate from each club to the State 4-H Club camp.

# Extension Up to the Minute

**WALLACE S. MORELAND, Extension Editor, New Jersey**

None of us know where it will take us, but the New Jersey Extension Service has plunged into facsimile broadcasting. Facsimile broadcasting is not television. It is an entirely distinct radio innovation; it operates on different principles.

For facsimile put pictures and print into the home by wireless. It "prints" in the home almost anything that can be reproduced in black and white.

The extent to which this new radio art may be utilized effectively by extension workers in the days to come can at this time be nothing more than a matter of speculation. The radio industry is not yet ready to predict the future of facsimile. But, mindful of the tremendous growth of radio since the early 1920's, the industry is pushing research in facsimile.

New Jersey's excursion into the realm of facsimile was made possible by WOR, owned and operated by the Bamberger Broadcasting Service of Newark, N. J. With this station the Extension Service has maintained a close working relationship for more than 8 years. It was perhaps natural, then, that John R. Poppele, WOR's chief engineer and secretary, should invite the Extension Service to provide printed matter and pictures shortly after the station began facsimile broadcasting on an experimental basis.

Thus it came about that on February 28 last the New Jersey Extension Service broke into facsimile broadcasting for the first time. The subject presented by means of the RCA system of transmission was a soilless window box invented by Dr. Victor A. Tiedjens of the State College of Agriculture and Experiment Station. Three photographs of the box and its inventor, with appropriate captions, were facsimiled, as was a pen-and-ink sketch of the device.

With only about 1,000 receivers in operation within range of the WOR transmitter, it is obvious that broadcasts of this type today are not being made available to a large number of persons. Yet the experience, from an extension standpoint, is valuable; and it will be found helpful at a later day when facsimile receivers are in more general use.

Following its initial broadcast, the New Jersey Extension Service has had a wide range of subjects carried into homes by facsimile. Various field days at the college of agriculture and the experiment station have been covered in picture and print as have many extension news releases and pictures.

More recently, extension material has been carried by W2XUP, which WOR operates with the Finch system of facsimile. Receivers for this system are now being sold to the public, and W2XUP is on the air 7 days a week from 4 to 6 p. m. WOR's broadcasts by the RCA system, on the other hand, go on the air only thrice weekly for 2 hours, beginning at 1:40 a. m.

Facsimile receivers are no more complicated than the ordinary radio set; their cost is but slightly more. The day is certainly coming, according to some leaders in the radio industry, when these receivers will be found in homes throughout the country. When that day comes, extension people will have at hand a new and valuable medium for furthering their educational work. That, at least, is this writer's guess.

**The facsimile scanner at WOR's transmitter at Carteret, N. J. WOR Engineer J. R. Poppele explains the operation to Dean Ackerman of the Columbia School of Journalism.**

## New and Revised Film Strips Ready

Two new film strips as listed below have been completed by the Extension Service in cooperation with the Bureaus of Dairy Industry and Entomology and Plant Quarantine, and the Wisconsin Agricultural Experiment Station. They may be purchased at the prices indicated from Photo Laboratory, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Division of Cooperative Extension.

*New Series*

Series 521. *The Pea Aphid—Its Importance, Habits, Enemies, and Control.*—Illustrates the appearance, life history, and habits of the pea aphid as well as the damage done by it and the methods of control. 45 frames, 50 cents.

Series 554. *The Dairy Herd-Improvement Association—Identification and Permanent-Record Program.*—Illustrates the method of eartagging all grade and nonregistered animals in dairy herd-improvement associations to establish their identity, and also the method of reporting their identification and production records to the Bureau for permanent recording. 38 frames, 50 cents.

*Revised Series*

Series 142. *Selecting and Judging Breeding Hogs.*—Illustrates the fundamental principles to be considered in judging hogs. 31 frames, 50 cents.

Series 269. *Opportunity Comes to The Rural Girl.*—Illustrates phases of 4–H homemaking club work. 63 frames, 55 cents.

Series 286. *The 4–H Club Girl's Home.*—Illustrates various phases of the 4–H homemaking program. 62 frames, 55 cents.

Series 369. *The Dutch Elm Disease in the United States and Methods of Eradication.*—Illustrates the life history of the Dutch elm disease, how it is spread by insects, its destructiveness, and the methods employed to eradicate it. 49 frames, 50 cents.

# Wings for Words

**AUGUST NEUBAUER, County Agent, St. Louis County, Minn.**

■ It is not safe to say that 98 percent of the rural people of north St. Louis County, Minn., listen in to the agricultural extension programs just because that percentage has radios. It is safe to say, however, that the extension program is known by more rural people than ever before because of the radio.

The Extension Service in north St. Louis County has pioneered in radios and now in broadcasting. The St. Louis County Club and Farm Bureau bought a portable radio 13 years ago, long before many of these machines found their way into rural homes. When the Hibbing broadcasting station was established about 4 years ago, the extension program was one of the first to go over the air, and it has been presented regularly ever since. Rural people listen in and make use of the information. One lady in Vermilion Lake township says she uses the dinner bell when it is time to call the men in from the field for the Saturday morning county agent's chat.

There are 4,000 farms in north St. Louis County. Many of these farmers formerly found it difficult to get in touch with the extension program, but now they know what is going on. Interest has been created first by using only news of local interest. If the county agent feels that the national viewpoint should be given on any agricultural situation, then a local application is made, using a farm visit or a field interview as the reason for discussing such a subject. In the second place, only up-to-the-minute news and information is given, again making it apply locally. In the third place, a great many personal items of interest gathered as the county agent travels about the county are used.

Just recently, a statement concerning the spring land-clearing program was made in one of the weekly broadcasts, and the following letter was received: "There are quite a few fellows who would like to know about this. If you could let us know by way of your radio talk, I know it would be greatly appreciated." Another letter from a man in the north end of the county, about 65 miles from here, states that he heard that I had a truckload of land-clearing explosives on hand now for distribution, and he would like to get two boxes.

One day last fall a very lengthy letter was received at this office concerning a neighbor's hog that had gone down in the hindquarters. The writer of the letter stated that a few days later his own hog went down in a similar fashion. He thought his own hog had caught the disease from his neighbor's. He wrote to the county agent and specifically stated to reply by radio. The Saturday following the receipt of the letter a statement was made over the radio to the effect that lack of minerals caused this condition, because they were table-fed hogs; and that feeding a mineral mixture or putting them out on green pasture would rectify the condition. Nothing more was heard, but in visiting another farm in an entirely different community, the owner said: "As soon as I heard what you said about hogs, I opened the gate and turned my hogs out."

People like to have their names mentioned over the air, and this human quality is made use of very frequently; but there is danger of overdoing it. The weekly chats cover the extension activities during the current week; farm visits made, communities visited, meetings attended, and people spoken to. These activities give the county agent a fruitful source of very valuable and interesting information. Never, however, does a week go by that the broadcast does not cover fully one or more extension projects; and the projects, no doubt, were discussed at a meeting or on a farm, and so they have the local application and personal appeal.

The broadcast made on May 13 is typical. This gave an account of a visit to the Swandale community. Stopping at the Joe Bozich farm to arrange for trial grain plots, this was a good time to explain the value of conducting these plots each year in different communities. On the same trip a stop was made at the Jest Mobraten farm. The brooder houses were visited, and the type of oil brooder was examined very carefully. Oil brooders have caused a lot of trouble, and so I make a special study of them whenever I see them. The plum orchard was also visited, and a return visit will be made to do a little pruning; and then the occasion will be used to explain more about pruning and also about disease control.

One more stop was made that day—just an extension call at the Dave Williams farm. It happened that Mrs. Williams had received some baby chicks and had some losses. It sounded like pullorum, and so this was a good excuse to tell more about pullorum and why chicks should be bought from blood-tested flocks.

The broadcast referred to above also covered the initial announcement regarding 'hopper control. This was not made bluntly, however. Eric Lampi called at the office and asked for 'hopper poison. This was the required introduction, and then followed a warning on what might be expected this year.

When these radio talks began, more than 3 years ago, "The County Agent's Mail Bag" was used for necessary material. This worked very well, but it lacked the personal touch. It is still used at times when other material is lacking; but, rather than use it, a special point is made to go out in the field and make a few visits. When he tells about them over the radio, they have double value.

The topic now used for the extension radio chats is "Trips Afield," and it is a very good medium for the promotion of sound extension work. About 2 months ago a poultry flock was visited. This flock was doing very well on a home-mix ration. This was mentioned over the air, and the owner was complimented on his well-managed flock; but this occasion was used to say to others whose flocks were not doing so well to consider using the ration now recommended by the university. At least six requests have come in by mail for a copy of this ration, and all came from people who were not regularly identified with regular farm clubs or farm bureau units.

Farmers do not write fan letters. They write when occasion demands. The correspondence received at the county agent's office is convincing that these radio broadcasts fill a need and that the rural people are taking advantage of them. Two weeks ago an announcement was made regarding a seed-treating demonstration to be held on a farm in Linden Grove township. A day or two later a card was received by mail from a farmer, asking the county agent to drop in at the farm on his way up to the demonstration and show his boys how to trim lambs. This card would never have been written unless the farmer knew that the county agent was going to be in the neighborhood, and this he found out from the radio.

Frequently in winding up the week's broadcast, announcement is made regarding the following week's schedule. This is very good if the schedule can be followed out as announced, but this is not always possible. Once an appointment was made with a farmer over the air. A trip was to be made to look up purebred sires, but the agent had to delay the trip 1 day. When he did arrive, the farmer said to him, "I waited for you all day yesterday, as you told me over the radio."

The radio station that is now used for these broadcasts is WHLB at Virginia. This is hooked up with WMFG at Hibbing. Both of these are in northern St. Louis County, which is the area in which the county agent works. These stations are not powerful, but they more than cover the territory. They are glad to carry the broadcasts, because it is believed that in this way they make their best rural connections. In a recent shift of programs caused by the inauguration of eastern daylight-saving time, the extension program was not changed and is the only daylight program that was not changed.

It takes a great deal of time and work to prepare these programs, but they are worth it.

# Missouri Reports on Color Slides

**H. M. DAIL, Assistant Extension Editor, Missouri**

At various extension meetings during the past winter, many hundreds of Missourians sitting in darkened school and courthouse rooms rubbed their eyes in amazement as they saw projected on a screen some color photographs of Neighbor Smith's red and white Hereford cattle grazing on green lespedeza pasture. If it was not Neighbor Smith's herd, it certainly resembled the one he owned. And look! There was a field of red clover, showing up as clearly as it would on a sunny July day. It certainly did appear natural.

In an effort to give color slides a thorough trial, the State office of the Missouri Agricultural Extension Service decided to sponsor the making of two series of color photographs last summer. One dealt with soil-conservation activities, and the other portrayed home beautification work.

In charge of taking most of the photographs was a member of the editorial staff who had tried color film previously. In his work he used a miniature 35-millimeter camera and a photo-electric cell exposure meter. The photographs intentionally were made in different sections of the State. That the completed color slides were popular was indicated by the insistent demand for their use by county extension agents during the winter months.

Here are some of the comments by the men and women who used the color slides during the year: "It's easier to get out a crowd if you announce that color pictures are to be shown. They are almost as good as a demonstration meeting and have one advantage in that they can be taken during the busy growing season and shown during the winter and fall months. The slides can be arranged differently for talks stressing different subjects or phases of the program."

It was in showing to extension agents and specialists the possibilities of color slides that the two series accomplished most. These workers evidently believe that such slides have value, because some 20 county agents and 10 specialists now have color series under way.

To those agents not already at least partially equipped, the cost of the photographing and projecting equipment has been somewhat of a barrier. Complete reliable equipment including camera, exposure meter, tripod, portable glass beaded screen, and projector can now be bought by extension workers in Missouri for approximately $100. In Missouri, the cameras suggested for this work fall into the medium-priced class. They have shutters recognized as standard and lens with apertures of f : 4.5 or larger. A photo-electric cell exposure meter made by some reliable manufacturer is recommended to anyone expecting to take natural-color photographs.

With fair success, the cost of the completed slides should not be more than 25 cents. If the camera user is expert, the cost can be reduced to 20 cents or less. Extension workers have found that 100 color slides will supply ammunition for a number of talks and meetings; and, of course, these can be added to from time to time.

A disadvantage of color films has been that no duplication method was available for one of the best color films. However, such service is now provided at approximately the same cost as the original film. Although it is possible to show color transparencies without mounting in glass covers, the extra protection to the film provided by the glass warrants the additional expenditure for most pictures.

# Keeping the Wolf from College

"4–H Club girls with slim finances and college ambitions need not feel that attainment is hopeless," says Mabel Smith, assistant State 4–H Club leader, Kansas State College Extension Service, Manhattan.

During the past 9 years former 4–H Club girls attending Kansas State College have been able to do so on minimum money resources. The girls living together as a cooperative group participate in athletic, scholastic, social, and cultural activities of the college, thereby including all the advantages formerly enjoyed only by those students with large money allowances. Miss Smith tells this story of Clovia:

"With the Wall Street crash of 1929 echoing in the Middle West, six 4–H Club girls, along with the other economists, tried to solve their individual problems. The problem for the girls was to obtain tuition money and requisites for bread and butter while attending college. Little help could be expected from home. Cooperative living was the answer. It was worked out to enable girls whose limited finances would not permit them to attend college unless they could live on $17 a month to enter school the fall of 1931.

"The idea seemed fantastic even to them, but in such a situation almost anything was worth trying. A five-room house was rented that fall. In their creed for cooperative living, the girls embodied economic and social goals, friendship, and an appreciation of the finer and cultural things of life.

"In the fall of 1933, they had outgrown the small house. The economy and practicability of the venture had attracted many 4–H girls, and the group was steadily growing. At the opening of school in the fall of 1938, a home accommodating 30 girls was purchased. The girls still do all their own work—cooking, serving, and cleaning—cooperatively. At the present time only 4 hours a week must be devoted to work at the house. One-third of the group members are employed in offices on the campus or elsewhere and are earning all or a goodly part of their low living expenses.

"Actual budgets of college women students at Kansas State College show the yearly average to be $850. The lowest total for a working girl is $375, and one Clovia girl found that $320 a year covered her expenses—house bills, books, fees, clothes, club dues, railway fare to and from home, and miscellaneous items. Clovia girls cut expenses and have a happy time doing it."

Clovia was established as a national organization, Sunday, May 7, with the installation of Beta chapter at the University of Minnesota. The Minnesota cooperative group had been organized for 2 years under the name of *Sigma Phi Eta*. They have 16 actives, 5 pledges, and 3 alumnae. The Kansas State chapter has 67 alumnae, 24 actives, and 8 pledges.

Those who represented the Kansas State chapter in the installation ceremonies at St. Paul, Minn., were: Mrs. Ruby Corr Truax, of Kansas City, Mo., alumna and former president; Leona Ochsner, former president; Gwen Romine, president; and Betty Brown, vice president.

National officers elected are: President, Audrey Fox, University of Minnesota; vice president, Leona Ochsner, Kansas State; secretary, Barbara Nelson, University of Minnesota; treasurer, Mrs. Ruby Corr Truax, Kansas State; historian, Peggy Lind, University of Minnesota; and chaplain, Mrs. Mary Jordan Regnier, Kansas State.

## 4–H Boys Plant Kudzu

Jefferson County, Ala., 4–H boys are covering barren hillsides with kudzu to halt erosion and build up the land. At least one boy from each club agreed to start a kudzu project early in the spring. G. J. Fowler, assistant county agent, estimates that from 75,000 to 100,000 kudzu crowns have been set in Jefferson County this year, most of them by 4–H Club boys.

# Who's Who Among the First Agents

**Blazing a new trail in education, these five directors have profoundly influenced the lives of thousands of rural people during 25 or more years of continuous service.**

J. E. Carrigan.

J. C. Taylor.

H. H. Williamson.

R. J. Baldwin.

A. E. Bowman.

■ Brought up on a Vermont hill farm and active in extension work in Vermont since the spring of 1914, J. E. Carrigan, director of the Vermont Agricultural Extension Service, has a warm and intimate understanding of the problems, difficulties, and goals of farm families.

Upon graduation from the College of Agriculture of the University of Vermont, in June 1914, he joined the staff of the Vermont Extension Service as extension agriculturist. In that capacity he conducted demonstrations of improved farming practices in counties which had no county agent and, in the winter, conducted extension schools in various parts of the State. From 1915 to 1917 he served as county agent in Addison County, and from then until 1931 was assistant State county agent leader. He has been extension director for the past 8 years. Under his leadership the Vermont Extension Service has been making a fresh approach to the study of how farm families can best be aided in solving their problems and how the Extension Service can best help them.

■ For 25 years J. C. Taylor has been a member of the Montana Extension Service of which he is now the director. His intense belief in the agricultural future of the State is shown by the systematic efforts directed toward developing a permanent type of agriculture which will withstand the hazards of the State's rigorous climate and provide an adequate standard of living.

His ideal of a happy farm population, with farmsteads in attractive settings protected by shelterbelts enclosing gardens, is included in every report from the time Director Taylor became an extension agent.

His conviction that local leaders are the key people through whom to rapidly build loyal, satisfied Montana citizens is also characteristic.

To bring these ideal rural homes into being, Director Taylor encouraged farm youth to become a part of the building process as members of 4-H Clubs.

The work done by Director Taylor toward accomplishment of his objectives is planning in the broader sense, started long before it became an official duty. This planning work started when he became county agent in an area much larger than some States of the United States. Incorporated into it was study of the future to anticipate problems and to correct them, so that security, a necessary forerunner of home development, would be assured.

When appointed head of the Montana Extension Service, Director Taylor maintained the ideals but enlarged the scale. Striving for security, he put encouragement and leadership behind such practical means as providing feed reserves, planting shelterbelts, flood irrigation, and the development of better crops and livestock, not forgetting conservation of natural resources and people. These are the same measures regarded as so vital today.

■ H. H. Williamson, director of the Texas Extension Service, has devoted his life to extension work in his native State and has had much to do with its development. In March 1912, he was made assistant agent in boys' and girls' club work for west Texas and in October was made club agent for the State. In that capacity he made many contributions to 4-H Club work. He became interested in national judging contests and helped to formulate the rules governing them. His Texas team won the national cattle-judging contest, and he went with the boys to Europe, where they won in the first international contest.

In 1920, he became State agent and in that capacity was responsible for expansion of the extension personnel and the high standard of work maintained by the county agricultural agents. In 1928, he was promoted to vice director and in 1935 to director of extension work. Director Williamson is chairman of the committee on extension organization and policy of the Land-Grant College Association and occupies a position of leadership in the association standing for a sound development close to the rural population. Under Director Williamson's leadership, Texas has been active in developing the whole-farm and home demonstration which is felt to be a long step in the direction of correlating extension work and making it more effective for the farm family. He has been successful in obtaining the active cooperation and support of civic organizations to the extension program.

Director Williamson is a native of Texas, born on a farm in Grimes County and a graduate of A. & M. College.

■ In the 30-year period during which Director Baldwin has been associated with the agricultural extension system in Michigan the staff has grown from 1 to 187 members and every county is now being served. The program has become inclusive of the varied interests of the farm, the home, the family, and the community.

This period saw the origin and growth of the cow-testing association and the purebred-sire association; the development and wide dissemination of improved varieties of grains and forage crops; the increase of alfalfa from a small acreage to more than 1,250,000 acres within the State; the development of the commodity marketing exchanges; the organiza-

tion of the farm bureau; the spread of the Michigan plan of farm electrification; the control of hog cholera; and the completion (as the first State) of the bovine tubercular test.

During these years, 4–H Club work grew from a few members to a 50,000 enrollment in 5,000 clubs, with every county participating in the program.

Home-economics leaders in these years developed the plan of local leader training schools, making possible the wide influence of the program. The achievement day was conceived and developed into an effective method of promoting the home program.

Director Baldwin first came to Michigan State College as a student in 1900. At that time farmers seldom came to the campus, and faculty members made very few trips from the college except to farmers' institutes in the winter season. He returned to the college as assistant to the dean of agriculture in 1909. In that year, the first full-time extension worker was employed. After serving for a period as coordinator of extension projects, Mr. Baldwin was appointed as superintendent of college extension in 1913, and the following year became the director of extension work under the terms of the "Memorandum of Understanding" with the Department of Agriculture.

■ January 1, 1913, Albert E. Bowman was appointed assistant State leader in farm management in Wyoming. At that time the only other employee of the new extension division was an acting State leader. Traveling on horseback, by buckboard, sometimes on foot, he went about among the farm people making a study of practices they were following, getting acquainted, giving advice and assistance when asked, and explaining how the College of Agriculture could help farm people; thereby paving the way for the extension specialist and county agent who were soon to follow.

May 20, 1914, Mr. Bowman, following the passage of the Smith-Lever Act, was appointed State leader and a few months later, September 1, was promoted to director of extension.

And so, from a one-man department in 1913, the Wyoming Extension Service, under Mr. Bowman's leadership, has gone steadily forward, increasing its personnel as money was available, expanding its service as demands increased, planning with caution, executing conservatively, varying programs to meet changing conditions until today it is recognized by the people of Wyoming as a strong and indispensable department of the College of Agriculture to serve rural people.

Director Bowman was born and reared on a farm in Utah, graduating from Utah Agricultural College in 1911. Following graduation, he was appointed assistant agronomist at his home college, where he served until he came to Wyoming, January 1, 1913.

# Movies Reach the People

**THOMAS W. MORGAN, Assistant to Director, South Carolina**

■ The showing of educational motion pictures on agricultural and homemaking subjects, as a part of the visual-instruction program of the Clemson College Extension Service, meets an enthusiastic response from the farm people of South Carolina. In 1938 a total of 62,914 farmers, farm women, and 4–H Club boys and girls attended 429 meetings arranged by county and home demonstration agents, at which time these pictures were shown.

Visual instruction, chiefly through the use of educational motion pictures, was started as an experiment by the Extension Service in 1936 in an effort to improve the efficiency of methods of teaching farm people new and improved methods of farming and homemaking. Educational films suitable for showing to South Carolina audiences of farm people were purchased from the United States Department of Agriculture and from other sources. Subjects covered by these films include livestock, crops, dairying, insects and diseases, forestry, 4–H Club work, poultry, foods, clothing, health, rodent control, and scenic and inspirational subjects.

Two trucks were each furnished with projection equipment, motor-driven generator to produce electric current in rural sections having no electricity, and copies of all available films. These trucks are in charge of trained operators and are scheduled through county agricultural and home demonstration agents for showings before audiences of farm people. Since the project was started in July 1936, showings have been made before 886 audiences made up of 131,389 farm people.

In 1937, the Extension Service, in cooperation with the United States Department of Agriculture, produced "Sam Farmer's Cotton," a sound picture showing recommended methods of cotton production in South Carolina. This film was made in Anderson County, has been shown to cotton growers throughout the State, and is available from the Department of Agriculture for loan throughout the United States. In addition, the Extension Service has produced motion pictures of demonstrations in hog production, sweetpotato production, turkeys, and beekeeping, and others on 4–H Club work, the use of milk in the home, pastures and forage crops, and purebred sires.

The Extension Service teaches improved methods of farming and homemaking through demonstrations of such practices conducted by farmers and homemakers with the help and under the supervision of extension workers. It is evidently impossible for all farm people to see these demonstrations; but, through the medium of educational motion pictures, the Extension Service is able to carry the demonstrations to large numbers of farm people.

Odd as it may seem, these motion pictures have been seen by hundreds of rural people who had never before seen a motion picture. A recent night showing in a lower State community was attended by a farmer who had never before seen a motion picture and who had not been away from home at night in 40 years.

County agricultural and home demonstration agents make full use of these films in connection with meetings of farmers, farm women, and 4–H Club boys and girls. They find that the use of educational films gives them one of the most effective methods of teaching and enables them to reach a much larger number of farm people with their educational programs.

## R for Weak Voices

The value of using modern equipment in carrying on extension work was strikingly demonstrated during an irrigation field tour conducted last year by Art King, the extension soil specialist at Oregon State College. The tour extended over 2 days, with an attendance ranging from 100 to 200 persons each day.

Naturally, not all the specialists taking part in the tour possessed the kind of booming voice necessary for most effective outdoor use. As a result, the first day the farmers had to crowd around the speaker in a tight mass. Even so, the discussion was heard imperfectly at best by the growers on the outer part of the circle.

The second day, arrangements were made with an electric utility company to supply a sound truck, which was used at every stop. The truck was spotted as close as possible to the place where the speaking was to be held and a portable microphone run out as far as necessary from it. Those in the crowd sat around comfortably and were able to hear every word without difficulty. If not interested in any particular item being discussed, they could carry on private conversations with other specialists without disturbing the main meeting.

■ 4–H baby-beef clubs are expanding in Pennsylvania where 429 boys have enrolled in 19 counties as compared to 295 enrolled last year.

# A Farm Woman Appraises Extension

**Mrs. J. L. Sheldon, a farm woman member of the Fair-Play Home Demonstration Club, Oconee County, S. C., for the past 22 years, reviews the services of extension agents in her county as a part of the Nation-wide twenty-fifth anniversary celebration.**

In summing up the results of this 25 years of extension work, the greatest good cannot be estimated, for our greatest benefits have been the intangible things—happiness, comradeship, courage, friendship, and faith.

"Without a vision the people perish." We need to dream dreams, and we are glad that our agents came to share with us their dreams of a better social and economic life. They came to us advising labor and thrift. "Work," they said, "work wisely and save, if you would realize your dream of a lovely home."

The fact that we organized clubs and pledged ourselves to work to improve our condition was but an outward sign of a great awakening. In union there is strength, so our extension workers taught us to tackle our problems cooperatively.

First, we began to discuss that ever-paramount need of every rural home—the need for more money. We were asked to try the live-at-home program, and for years now the extension agents have insisted that we truly carry out that program. They have endeavored to help us to get better hogs, cows, and poultry. Many lessons and demonstrations have been given on how to properly grow, cure, and can meats. Then we have studied the dairy business and the poultry business from "A through Z," and to a large extent these lessons have been sown on fertile soil. A glance at the yearly reports of G. H. Griffin, county agricultural agent, and Mary C. Haynie, county home demonstration agent, will show how Oconee County now sells poultry by the carloads, while a few years ago a coop would have glutted the market. By opening up new markets for our poultry products, the agents revolutionized the poultry business for us. Selling butter and cream at club markets several years ago was the means of a number of people keeping their regular customers. The cream route was a means of cash at one time but could not be continued because we did not have enough cows. A glance at the well-filled pantry shelves will reveal how home demonstration club members have learned how to conserve their surplus fruits, vegetables, and meats; and how they have learned to grow these things in order to have a surplus for canning and for sale. The canning of meats, using the steam-pressure cooker, has been a great boon in the life of many busy housekeepers. The use of tin cans for vegetables and meats has increased greatly during this period. Health through proper diet and sanitation has been instilled into every home demonstration club member.

For years one of the great aims of the Extension Service has been for the State to work in a mighty campaign to beautify her homes, churches, schools, and other public places and roadsides by planting flowers, ornamental shrubs, and trees. "Rome wasn't built in a day," and Oconee County has begun a big campaign to do her bit to make the South a lovely place. We are rich in natural resources, and we predict that the next generation will be proud of the scenic beauty in our county. Already we have lanes of crepe myrtle and roses that give us hints of the glory that can be.

All these achievements are inspiring, but we feel that we shall not be contradicted when we say that the outstanding accomplishment of the years has been the organization and work of the 4–H Clubs, for "he who helps a child helps humanity with a distinctiveness that nothing else can give." I am sure that Oconee County girls and boys are today making better homes and better citizens because of their training in 4–H work and because they pledged their hearts, hands, heads, and health to God and their country.

We have, this year for the first time, established a Marie Cromer scholarship loan fund which is being used and will be used for educational purposes from year to year by worthy Oconee County girls.

Girls' and women's work in Oconee County began in 1917. Ruth Berry was our first agent. She was with us from 1917 to 1919 and was assisted by Nell Hines and Tabitha Stribling. These agents did the pioneer work, which is ever difficult, but they laid a good foundation. Miss Stribling carried on the work in 1919 and had as her assistant Nanalyn Brown. They were especially interested in problems of nutrition and in improving the earning capacity of the farm people.

Ethel Counts came to us in 1920 and was with us for 4 busy, eventful years. Miss Counts made a special effort to get the poorest of the poor, uneducated tenant women into the clubs and to teach them better homemaking. She enlarged the number of clubs in the county, organized the 4–H Clubs, did much work in community fairs, organized the county council, and did a good piece of work in club marketing.

Elizabeth Herbert was with us during 1925 and 1926. Miss Herbert once said to me: "The home eventually controls the viewpoint of a man; I'm trying to improve each home." I think that was the key to her service.

Mary C. Haynie came to us in 1927 and since that time has conducted the various phases of extension work in our county. Miss Haynie will be remembered for her work in training local leaders in Oconee County, both in 4–H and home demonstration work. She has greatly enlarged the scope of the agent's work, and she has been particularly active in the campaign to beautify home, school, and church grounds.

Mr. Griffin has, of course, for the past few years been loaded down with AAA duties, which in itself has been a full-time job for any man; and nobly and well have he and his helpers carried on this work. I expect that the work he and W. H. McGee and other workers have done to build up and improve the soil will be put down in history as their greatest contribution, but we should not overlook the marketing of poultry, which is done cooperatively by Miss Haynie and Mr. Griffin, and the work which Mr. Griffin is doing in building up the apple industry and the mule-raising project.

It is required of stewards that they be faithful. We congratulate our agents for being faithful, capable, and loyal to Oconee County and its best interests. Could there be any higher praise? We are glad that you work with us and trust that we shall have many busy, happy, useful years of service together.

## ON THE CALENDAR

American Dietetics Association, Los Angeles, Calif., August 27–31.

American Country Life Association Conference at Pennsylvania State College, State College, Pa., August 30–September 2.

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17–23.

National Dairy Show, San Francisco, Calif., October 21–30.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14–16.

Convention of National Grange, Peoria, Ill., November 20–25.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22–24.



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# IN BRIEF

## Enterprise

As a method of raising funds for their 4-H Club, three Pawnee County, Kans., boys, aided by their local leaders, obtained paint, brushes, and lettering guides so that they might brighten up the mail boxes of the community. The boys set out on their bicycles and at each farm home asked if they might paint the mail box, the box holders paying what they felt the job was worth.

## Wildlife Restoration

Forty-seven States have indicated that they wish to participate in the new Federal-State cooperative plan for wildlife restoration. Under the Pittman-Robertson Act, approved in 1937, the Congress appropriated $1,000,000 to inaugurate the program in the year begun July 1, 1938. The funds are available for conducting studies in wildlife management, developing and improving publicly owned or leased areas, and purchasing other lands desirable for wildlife restoration.

## Film-Strip Library

County vocational agriculture departments have organized a film-strip library in cooperation with the Vigo County, Ind., extension office. More than 100 different film strips are being obtained from the United States Department of Agriculture, and other sources, on agricultural subjects. All 10 of the cooperating vocational departments may use the film strips for all-day vocational classes, part-time, and evening classes. The extension office will use the films in farm bureau, 4-H Club, and other educational meetings. Each department represented in the cooperative library bought a minimum of $5 worth of film strips, reports C. L. Brown, assistant county agent.

## Anniversary Celebration

Celebrating 25 years of extension work in Smith County, Tex., between 1,500 and 2,000 people gathered to pay tribute to the extension workers who had served them and to testify to the value of their work. The county claims that W. C. Stallings, who was appointed in 1906, was the first full-time agent. Mr. Stallings in those days preached what is today a fundamental part of the Government's recommended farm practice—planting a row of peas between two rows of corn to build up the soil.

The present county agent, Elbert Gentry, has grown up with the Extension Service, having worked with Dr. Seaman A. Knapp as a special agent of the Department of Agriculture before the passage of the Smith-Lever Act. He recalled how Smith County's cotton crops had grown from 16,000 bales to its greatest yield in 1925 of 53,693 bales and how blackberry bushes had increased from a few hundred to 5,000 and rose bushes to millions.

Plans were made for writing down the agricultural history of this county which has been a pioneer in the extension service and which has been associated with many of the early leaders.

## Repay Loans

Members of the production credit system repaid more than 210 million dollars to the 535 production credit associations in the year 1938, according to a statement released by S. M. Garwood, production credit commissioner of the Farm Credit Administration.

## Special Delivery

The postmasters and rural carriers of Franklin County, Ala., handle all the mail that is sent out from the county extension office. Last summer they themselves received some of the mail—circular letters inviting them to a chicken barbecue with the agricultural and home demonstration agents as hosts.

The invitation read in part: "When we think of the days, rain or shine, that you have delivered thousands of letters to worried farmers, eager women, and expectant children, we know that without you extension work could not function at all. We should like to show our appreciation for this service, and we want to know our post office friends and carriers."

## CONTENTS



# AMONG OURSELVES

■ DR. W. H. MARTIN, director of research, New Jersey State Agricultural Experiment Station since 1935, has been appointed director of the station and dean of the College of Agriculture, Rutgers University, to succeed the late Jacob Goodale Lipman.

Associated with the institution since 1915, when he graduated from the University of Maine, Dr. Martin began his career as teacher and investigator in plant pathology. In addition to directing a comprehensive program of research and education on plant-disease problems, he has led New Jersey potato growers in their attack on marketing problems. He has published numerous scientific papers and is a member of many scientific societies. During the World War he served in the United States Army Air Service as second lieutenant.

■ H. H. WARNER, director of extension in the Territory of Hawaii, has returned from a month's cruise among the South Sea Islands. Traveling on the Coast Guard cutter *Roger B. Taney*, he visited Canton Island, an atoll where a mid-Pacific base is being established by a commercial air line and where tomatoes and watermelons are being grown in soil shipped from Honolulu. They took more seeds and soil for increasing the production of the "garden," which is in a wire-screened house to protect the plants from birds, rats, and hermit crabs. This "farm" provides the only source of fresh vegetables for the workers constructing the air base. Director Warner also visited Howland, Baker, Jarvis, and Enderberry Islands. An interesting feature of his trip was achievement day for the two 4-H Clubs of Pago Pago in American Samoa, which were organized more than a year and a half ago and reported in the October 1938 number of the REVIEW.

■ W. J. FORBESS, after 21 years serving Hamilton County, Tenn., first as assistant county agent, then as county agent, died June 1. The Tennessee Extension Review says of him: "It is doubtful if there is an extension worker in the State as universally loved and respected by those whom he served as Agent Forbess."

The Tennessee Extension Service has also recently lost a veteran Negro agent, William R. Davis, assistant county agent in Negro work, Fayette County, who was appointed December 16, 1919, and died May 6, 1939.

■ DOLORES MORALES DIAZ, supervisor of home demonstration work in Puerto Rico, has been spending 6 months in Venezuela instructing 20 young women in home demonstration work so that similar work may be established in that republic.

# FILM STRIP PRICES

## FOR FISCAL YEAR ENDING JUNE 30, 1940

The contract for the current fiscal year was again awarded to Photo-Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C. This is the only firm authorized to make and sell official film strips of the United States Department of Agriculture until July 1, 1940.

Film strips sell for 50 cents to 70 cents each when single copies are purchased. When quantities are ordered from the same negative, prices are lower.

The same low prices for the making of film strips for State and county workers will prevail again this year, the price being 10 cents per frame. This price includes the negative and one positive film strip print ready for use.

Write for additional information regarding costs for printing of legends and subtitles, catalog of film strips, and suggestions on how to organize your own series from your photographs.

EXTENSION SERVICE - U. S. DEPARTMENT OF AGRICULTURE - WASHINGTON, D. C.

# Extension Service REVIEW

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AN Editorial

# We Must Reach More People

**P. O. DAVIS, Director, Alabama Extension Service**

We who are engaged in extension work in Alabama have concluded that our No. 1 job is to make our work more effective for more people. To accomplish this objective, we must do a bigger and better job of teaching and inspiring more people into action. Instead of being satisfied with individuals here and there who are extension disciples, we are planning and projecting our extension program to influence the majority of people in each community of each county in Alabama to adopt improved practices.

We believe that through the development of rural leadership we can reach all the rural people in the State. However, we know that to accomplish this goal commands the very best teaching methods at our disposal and the employment of the very best extension workers. We believe that as teachers we have not only to teach but that we have to inspire people, young and old, into intelligent action.

We have surveyed the field and found that in far too many instances we have influenced improvement upon too small a percentage of the people. We have concluded that we have been either somewhat deficient in presenting facts or, to an extent, unimpressive as teachers. Regardless of what the exact deficiency may be, we know that results have not been adequate for our satisfaction and for the needs of the people.

As the initial step, we have set ourselves to the task of making an extension program which means most in value to the farm people of Alabama, keeping in mind that it must be explicit and that it must approach the farm, the home, and the family as a unit. This program is not complete, but it is well on the way on a county basis. Obviously, it, too, must be changed and improved as experience reveals its deficiencies.

Upon this program we are coordinating all of the agencies engaged in educational or related work among rural people. In this way all are working together on the same job and for the same objectives.

We have equipped each county office with an addressing machine and stencils so that both big and little mailing lists can be maintained and used for effective contact through the mails. The average county has 8,000 of these stencils.

A more recent addition to each county office is that of a combination film-strip and stereopticon machine so that each county worker may combine vision with sound in presenting facts at meetings.

For greater mass attack, we are arranging and presenting, either in person or by syndicate or by transcription, special broadcasts 6 days of each week over most of the radio stations in Alabama.

We have excellent working relations with the daily and weekly press of the State and with farm and home magazines. They are liberal in carrying our messages.

A new feature is a monthly magazine insert for weekly newspapers under the name of This Month in Rural Alabama. It is an 8-page tabloid publication which is made a part of the 97 weekly newspapers now carrying it. With well over 100,000 circulation, it is the most widely circulated publication in Alabama.

Another publication with a circulation of 60,000 goes monthly to the 4-H Club boys and girls. We also make rather extensive use of bulletins.

We have just prepared and printed for all agricultural workers in Alabama a handbook of agricultural information. It is their agricultural bible; and it is to be revised annually to keep it up to date.

We are placing much more emphasis upon community or group action than upon individual action. Instead of having only a few individuals in each community influenced by extension teaching we are determined to have a majority in each community of each county in the State.

To do this, each county worker must have trained volunteer leaders in each community. Through these leaders extension agents are expected to reach effectively the entire county.

A big job is ahead of us, of course. In fact, it is enormous. When we divide the number of rural people in Alabama by the total number of extension workers in the State, we get a figure of approximately 5,000. A college or university with an enrollment of 5,000 would have 200 to 300 teachers plus a number of clerical and laboratory assistants.

And all of these college students must meet their teachers in groups. But one extension worker is expected first to make contact with and then teach and influence this large number. His range of instruction is not narrow, as is frequently true in classrooms. Instead, he must cover most of the subjects and problems with which rural people are confronted in their homes, on their farms, and in their markets. In fact, the extension worker must be an authority in many fields of knowledge and an able organizer as well, radiating inspiration that causes information to become application.

Human beings, we are reminded by historians, have improved as they gained and applied knowledge. Bit by bit, information has accumulated through experience, by research, and otherwise. As it spread and was applied, it enriched human thinking and human living. This, of course, is the basic principle underlying extension work in agriculture and home economics.

The commission received by early extension workers provided, in the main, that they select men and women to conduct demonstrations in improved practices of different kinds for the purpose of informing and influencing their neighbors and others.

This procedure, of course, was wise, and its objectives were sound. Experience has proved the wisdom of the demonstration method in extension teaching; but it has also revealed the deficiencies of extension workers in spreading demonstration information to others, and in inspiring them to apply it.

Extension workers need to lead farm people into a study of all phases of all problems bearing on rural welfare. It is not enough that we teach only material things which influence rural life. The job of the extension teacher is to bring to the attention, through rural leadership, all problems of rural life and their solutions.

To accomplish the needed and that which is expected, each extension worker must think and act in terms of doing a big job in an effective way, which means that he or she must devote more time to group work and less time to individual work. It is upon this job that the extension worker of the future will rise or fall.

EXTENSION SERVICE REVIEW

For September 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE WASHINGTON, D C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Helping Farm Families to Better Health

Rural health problems are an old story to extension workers. These pioneer health crusaders have been working away on the problems from many fronts, through better sanitation, better food, and better-informed people. The philosophy of better living for the farm family through a well-planned food supply has taken root. In a recent study made by the Bureau of Home Economics, farm families as a whole appear to be the best-fed population group in the country. The diet of 60 percent of the farm families studied met or exceeded average minimum requirements in every nutrient, whereas only 40 percent of the village families and in some sections of the country only 10 percent of the city families fared as well. Last year, some 219,000 families reported that they had planned, produced, and preserved their home food supply according to health needs. More than 407,000 families reported that they are serving better-balanced meals as a result of the extension program.

With the expansion of the national program for maternal and child welfare made possible by social security funds, State extension and health department staffs have worked together in getting over the idea of the importance of health and have urged the prevention of disease rather than the cure. The intensive nutrition-health campaign put on in Kent County, Del., by the Delaware Department of Health and Education and the Extension Service to combat a very high maternity and tuberculosis death rate in the county is a fine example of this work.

The preschool clinics in Maine are closely related to the extension nutrition program, Happy, Healthy, Growing Children, as a result of which 105 clinics were held last year with 2,300 children examined and 1,531 mothers interviewed. The cooperation of the Social Security Board has made possible the services of a physician and nurse at these clinics which the nutrition specialist or home demonstration agent attends to advise mothers regarding nutritional needs of children.

It took Nevada 15 years to realize its goal of having 75 percent of its children in good nutritional condition and less than 10 percent in poor nutritional condition through "keep-growing" demonstrations in nutrition and health for school children. In addition to concentrated effort on the part of home demonstration workers, local leaders, health nurse, teachers, parents, and the children themselves, cooperators in this project included physicians, dentists, and organizations concerned with public welfare. From 800 children in 8 communities, when the demonstration was initiated in 1923, the project grew to include more than 2,800 children in 73 communities in 1937. The demonstration has been reorganized and will be continued, for, as Mary S. Buol, home demonstration leader, says: "Keep-growing demonstrations have carried over into the homes and have become a part of family living habits. As a result, young children are entering school today in much better condition than did their older brothers and sisters some 10 to 12 years ago.

So far-reaching has been Arkansas' live-at-home program that, according to a public health survey, pellagra has decreased in 3 years from 362 to 75 cases. In Lee County, where pellagra was most prevalent, this diet-deficiency disease has become completely eradicated due to this nutrition program. Last year, some 7,000 individuals reported following recommendations for corrective feeding advocated in the extension program.

Likewise, in Tennessee, the tuberculosis toll which has been unsually high, simply because of the ignorance of food values, has been reduced considerably by the programs on better-balanced diets.

As work with health agencies has increased, home demonstration club members have been an influential factor in persuading parents to take advantage of the service of the clinics and have provided transportation for mothers and children as well as assisting doctors and nurses in caring for clients.

Home demonstration clubs have taken a great deal of responsibility in promoting clinics for adults and children in Missouri where such excellent cooperation among extension agents, club members, school authorities, the State board of health, and local health agencies exists. Last year some 20,000 individuals, most of them school children, were immunized and vaccinated against typhoid, diphtheria, and smallpox at a minimum cost. More than 600 clubs cooperated in health programs sponsored by the Social Security Board by having a nurse or physician talk on venereal diseases. Some 1,300 local leaders conducted 1,405 meetings and sponsored 389 clinics at which 12,519 children were examined. There were clinics at which children's eyes, teeth, and tonsils were examined; feeding clinics for preschool children; and clinics for crippled children.

When the New York Health Department launched a pneumonia-control campaign, they sought the assistance of the home bureau forces in 14 counties. Local leaders were trained by doctors and nurses to relay to rural communities a program which included: What pneumonia is and why it is a public health problem, the bedside care of pneumonia cases, and responsibility of the individual and the community toward pneumonia control.

At least 700 mothers in Vigo County, Ind., have a better understanding of tuberculosis after hearing the cause, prevention, and cure of the disease explained at home demonstration club meetings. The discussions were led by local doctors assisting in the county-wide drive against tuberculosis. Home demonstration clubs have pledged their help in eradicating this disease which has taken such a heavy toll in the county.

A cooperative dental clinic organized in Weber County, Utah, is open to rural families at a minimum cost. Following farm bureau meetings with public health authorities relative to the much-needed medical care of farm families, Home Demonstration Agent Hazel Bingham made a survey of rural sentiment on the subject, with the resulting organization of the Weber District Health Association which has successfully operated the dental clinic for more than a year.

These are just a few of the ways that home demonstration agents and the farm women cooperating with them are helping all farm families to better health opportunities.

# Heads-Up Letters

**FRANCIS A. RAYMALEY, County Agent, Cumberland County, N. J.**

It was only another piece of paper, 8½ by 11 inches. It was but one of several hundred such sheets whipped through the mimeograph machine, to come forth with slightly moist lettering which added up to an announcement that again the county agent's office was equipped with a teletypewriter for the speedy receipt of prices that the New York market was paying for fruits and vegetables.

Yes, it was another circular letter—nothing more, nothing less. One of those things that have been discussed in annual extension conferences in 48 States—and cursed, I dare say, in county extension offices throughout the land. But * * *

"That letter on the teletypewriter was worth exactly $1,700 to me, young man," said one of my farmers, smiling broadly, during the course of a courthouse visit a few days later.

Perhaps it was the extra cash return; but, anyway, he went on to say that he read our circular letters as closely as direct mail and his favorite newspaper.

"I'm a busy farmer," he said, "but I read very carefully every one of those letters you send me. They're concise and interesting—fully as good as the form material that comes from advertisers."

Many another farmer has reported that he follows our circular letters carefully. I have had such reports from poultrymen, vegetable growers, dairymen, fruit growers, and other producers in this, one of New Jersey's largest agricultural counties. All of which has convinced me that circular letters offer a real opportunity to the county agent who wants to reach the maximum number of farmers with a minimum of effort. Some extension workers believe that most circular letters hit the wastebasket unread, but I do not believe it.

After 3 years of serious effort on circular letters, I am convinced of their value as a method of extension teaching. I have found that farmers can be taught to depend on them, to respond to their use. In fact, I should go so far as to claim that, hour for hour, time put on the preparation of effective circular letters can be made as useful, as a part of the county agent's teaching technique, as the farm demonstration meeting, the farm visit, or the employment of other visual means or direct teaching.

The extension agent in a big or busy agricultural county who has not developed circular letters to advantage, or who still regards them as waste effort is overlooking a valuable means of saving time. If the response to circular letters in any other county indicates that my opinion is not well founded, it might pay the extension agent to scrutinize his circular letters or to consider whether he has really explored the full possibilities of circular letters.

There is one philosophy of action that teaches the wisdom of imitation, on our part, of the techniques successfully employed by our competitors. The farmer is receiving form or circular letters from his dealer, from his cooperatives, and from commercial firms. Can we learn anything from such circular letters that reach our desk as might the farmer from such sources outside the field of extension? It is obvious that of the incoming mail, other than direct correspondence, that which gets our attention week in and week out is the well-prepared form material. That is because it attracts our attention by one device or another and then presents a forceful message. If the methods employed in such circular letters attract our attention, we, as extension agents, might well consider the use of those methods ourselves.

Effective use of circular letters can only result in improved service in any extension office. We have pursued this course, and it is obvious that distinct advantages have accrued as a result.

In the first place, effective circular letters keep the extension service program of the county before all farmers at all times. In these days of partial introduction of facts and frequently the misuse of fundamental subject material, the obligation of bringing results of research to the farmer through extension letters cannot be overlooked. The provisions of the agricultural conservation program, the appearance of new insect pests, new methods of plant-pest control, and countless other subjects illustrate the ways and means that this circular-letter work has proved helpful in Cumberland County.

Circular letters, in the long run, save time in the extension office. This may appear to be something of a paradox, but it is true. On checking our office records covering a period when serious insect outbreaks occurred, we found that when well-timed letters were used, the telephone load was slight. In direct contrast were other occasions when no circular letter was used. Then the telephone was ringing constantly, and it was necessary to have someone on hand just to take care of these calls. Many farmers tell me how they save a telephone call or visit to the extension office by the arrival of a well-timed circular letter.

In 1938 fruit growers faced a serious battle with the codling moth. Through the close

**Hour for hour, the time spent on the preparation of effective circular letters can be as useful a part of the county agent's teaching technique as the farm demonstration meeting or the farm visit.**

cooperation of our fruit specialist and the entomology department of the experiment station, we kept fruit growers so adequately posted on codling-moth control that our telephone calls on spray-schedule service dropped to a negligible figure in contrast to previous years under less-trying circumstances. Further evidence of this circular-letter service is demonstrated this year by the fact that the percentage of clean, marketable fruit was high in spite of the heavy codling-moth infestation.

The same situation was true in 1937 during a severe tomato-hornworm outbreak. In early May of this year, the asparagus beetle arrived a little ahead of anticipated schedule. Within a day our scouting and close observation noted its widespread appearance. After the issuance of a circular letter on the third day the calls on the asparagus beetle dropped to zero.

Our illustrated circular letter also helps the extension program by building up farmer response through surveys on such extension programs as tomato growing, poultry, and the like. We frequently check farmers' observation of our extension work through return cards. The number of cards returned furnish a check on the attention farmers give

our letters. We have trebled during the last 2 or 3 years the response received on such circular letters. On checking our records, I find that in 1935 the average response from farmers on our circular-letter surveys was approximately 15 percent. Since we have improved our circular-letter set-up, the response has greatly increased. We had one poultry letter that returned 60 percent, and the general average is about 40 percent.

Circular letters are frequently valuable as a source of reference material, concise and condensed, to be handed to farmers in an interview instead of using a bulletin. We have found this true in such items as sweetpotato-disease work, canhouse-tomato problems, poultry feeding and management, and pasture improvement.

A central theme can be utilized in the body of each circular letter. If this is carried through in all circular letters, farmers will continue to look for this feature. The continued use gets their attention. We utilize various sources of illustrative material in preparing our letters. Good standard equipment in some cases may be helpful but is never necessary. The element of time is the biggest factor in the use of good equipment. Precut stencil letterheads, the mimeograph in good working form, care and precision in cutting the stencils, and general attention to neatness seem to be the important factors in our circular-letter work. From a subject-matter standpoint, one of the biggest factors in the wise use of circular letters, I believe, is keeping them brief and to the point.

# Thirty Years a Cooperator

**This month's cover shows the two principals of this story. On the left is Clarence Burch, county agent, Cleveland County, Okla., who writes the article, and on the right is J. J. Brown who has cooperated with the Extension Service for the past 30 years and who is well qualified to say something about it.**

■ J. J. Brown, 84-year-old farmer of Cleveland County, Okla., who is more active than most men at 65, has spent his life on the farm and has been an Extension Service cooperator for 30 years.

This white-bearded farmer came to the Indian Territory from Alabama with only $500 in cash in November 1894. Today he has 10 tenant farms covering approximately 2,000 acres, and he says it has not all been a bed of roses.

Mr. Brown was one of the first in the Territory and State to follow conservation practices. He built the first terraces in this part of Oklahoma in 1901 and has continued to supervise soil conservation on all his farms.

"In 1905, the Government sent some man named Bentley from Texas, known as the representative of the Department of Agriculture," he said, "to assist farmers with their various problems. Later some good farmer within the district who could assist others with farm problems was appointed and paid a salary not to exceed 2 days per week.

"We had several pretty hard years and some good ones. However, people seemed to be getting along pretty well, with more persons moving in and establishing farm homes.

"In 1914, Congress passed the Smith-Lever Act, creating the Extension Service which gave us county and home demonstration agents to assist with farm problems.

"My own experience and mistakes that could have been prevented by the assistance and advice of the county agents lead me to believe that this act was the best thing ever done for farmers. I am also highly in favor of the Agricultural Adjustment Administration programs.

"There is only 1 out of 10 farmers who can properly manage his own farm without the assistance in various farm problems now given by the county agent and the Oklahoma A. & M. College. Each year from 1907 to 1914, I took short courses at the college at Stillwater, paying my own expense; and I don't begrudge a cent of the money I spent.

"Now we have county agents and extension specialists from the college to bring that information to our farms, and I am thankful for the privilege of using the Extension Service; it has given me information, satisfaction, and pleasure and has made me dollars and cents."

Mr. Brown is highly in favor of farm committees that work on various projects. In fact, he has served as president of the Cleveland County Agricultural Council for a number of years, and as chairman of numerous other committees. He is now serving as chairman of the landlord-tenant committee, to which he has given much time and thought. His neighbors say that he has missed only a very few agricultural committee meetings and county agricultural council meetings in the past 25 years.

Mr. Brown said: "I have always tried to serve all worth-while agricultural extension activities, as the Extension Service and county agents are not always trying to promote some scheme or device—they are only interested in agricultural progress and in assisting rural families in all phases of agriculture and home life.

"Too much credit cannot be given the home demonstration agent for the part she has taken in home problems.

"4–H Club work for rural boys and girls alone is worth the effort of the Extension Service, for the instruction they get as club members will certainly make these boys and girls better cooperators and rural citizens in the future."

Mr. Brown has made this statement many times: "No farmer ever lived who can get ahead with just work. You must use your head and work from sun to sun where there is work to do. To any tenant who comes on my farm and works as I do and follows the information that is now available through the Extension Service and the Oklahoma A. & M. College and doesn't make enough in 5 years to make a down payment on a good farm, I will give him the one he is farming.

"I am convinced that farmers can make money by hiring a qualified man in agricultural experience and education, such as a county agent, to supervise the farm management and farm problems on not more than 100 farms. That is why I have always advocated an increase in the personnel of the county agent's office in order that more personal contacts with the farmers may be made."

## 4–H Asks to Hear the President

The 4–H club delegates attending this year's National 4–H club camp, after a thrilling visit to the White House where they met the President of the United States, felt that they would like to share their inspiration with the million and a quarter fellow club members back home. They all signed in their own handwriting a petition to the President asking him to speak on their annual radio achievement program, November 4, assuring him that all their members, their local leaders, and those who used to be club members would be listening.

■ Alaska now has 10 active homemakers' clubs with 196 members, in addition to eighteen 4–H clubs with 26 leaders and some 200 members, according to recent figures received from J. Hazel Zimmerman, district home demonstration agent. Work is organized in Matanuska Valley, Anchorage, Seward, Kodiak, Seldovia, and Homer.

■ Kansas 4–H club members produced products valued at $783,794 in their 1938 project work.

# Adding Color to Extension Teaching

**GEORGE F. JOHNSON, Specialist in Visual Instruction, Pennsylvania**

Miniature, 2- by 2-inch, lantern slides and 16-millimeter silent motion-picture film in natural color are rapidly replacing black-and-white slides and films in teaching most agricultural and home economics extension subjects in Pennsylvania. Since dependable color film became available about 3 years ago, more than 5,000 still pictures on 35-millimeter color film for mounting as miniature slides, and at least 15,000 feet of 16-millimeter motion-picture color film have been photographed and used almost daily in extension teaching in this State.

The production of color slides and motion pictures is not limited to the equipment and personnel of the central office of the Extension Service. Forty county extension workers and 15 subject-matter specialists are equipped to take natural-color and still pictures with miniature cameras ranging in cost from $15 to $150, and 8 county offices and several specialists have motion-picture cameras. In every instance, successful color photography has been accomplished, and in many cases this has been done without using the photoelectric exposure meter. Many county agents have from 25 to 150 color lantern slides, photographed locally and made into slides at relatively small expense. Several counties have from 1 to 3 reels of color motion pictures showing local demonstrations and other extension activities. This local material is proving itself the best possible foundation for effective visual instruction in extension work. The material is used from 25 to 75 times during the year at meetings of rural groups and business clubs, for exhibits, reports, and publicity, and in personal interviews. In addition to local material, more than 100 reels of silent movies and thousands of color slides are made available through the central visual instruction office. In order to make the best use of this material, 51 of the 66 counties doing organized extension work have motion-picture projectors, 41 have facilities for projecting miniature slides, and 62 have beaded screens. Sufficient equipment is available from the central office so that all counties can provide programs with visual instruction material.

The cost of color photography is not prohibitive. In fact, several county workers in Pennsylvania have reported the cost of their own production of color miniature slides as less than their former method of exposing relatively large black-and-white negatives, obtaining paper prints, and then, perhaps, getting large lantern slides. The average natural color miniature slide in which the 35-millimeter film is used, will cost less than 20 cents, or half the cost of the standard black-and-white slide. We regard the new cardboard, factory mounting of color transparencies as only a temporary mounting and recommend the use of cover glasses and binding tape to make the slides permanent.

**Natural-color pictures, producing as they do more convincing and lasting impressions, are rapidly becoming one of the indispensables in effective extension teaching.**

A projector that will take the miniature slide is necessary. This equipment will cost from $15 to $75. Most types of lanterns for standard-size slides can be adapted by purchasing a carrier for the small slides and by obtaining a 5½-inch or 6-inch focal-length lens. The total cost should not exceed $15. At least a dozen Pennsylvania counties have adapted large projectors in this way; the others have purchased special projectors at an average cost of approximately $35.

A very essential item in the successful use of color transparencies is the screen. A screen of the beaded type is found best. The cost of such a screen ranges from $12 upward, the average expenditure in Pennsylvania being $18.50. Experience in Pennsylvania indicates that the minimum cost per county for color still-picture photography and projection is about $75 the first year and from $10 to $15 per year thereafter, unless the cost of a better camera is included. If, to this program, the county should wish to add silent motion-picture production and projection, the foregoing minimum-cost items must be trebled.

Is visual instruction in color form worth while? The overwhelming sweep to this form of material in 60 percent of the counties and in practically all subject-matter departments of the Extension Service in Pennsylvania gives some indication of the answer. Reasons for the popularity of color pictures are very well stated in Mr. Dail's article in the August REVIEW and will not be repeated here. Color pictures have increased the effectiveness of extension teaching several fold. They tend to increase attendance at meetings, and they leave more convincing and lasting impressions which lead to direct action in adopting improved practices and adding conveniences in the home. Farm groups requesting extension meetings in Pennsylvania frequently ask that natural-color pictures be used if possible to illustrate talks and discussions.

The disadvantages in photographing and projecting color slides are: (1) Black-and-white paper prints suitable for clear reproduction are difficult to make from most 35-millimeter natural-color still pictures. (2) For best results, color pictures require darker rooms for projection in daytime than well-made black-and-white transparencies. (3) Satisfactory color pictures are difficult to get under unfavorable conditions, such as early in the morning or late in the afternoon, on dark, cloudy days; and in most interiors unless floodlights are used.

We overcome the first difficulty by photographing many outstanding subjects on 5- by 7-inch negative film for cuts or enlargements, with most of this work being done with a view camera, wide-angle lens, and other special equipment of the central

office. Having scenes in large black-and-white negatives, as well as color film, has this advantage: Enlargements for exhibits can be made from these negatives and hand tinted, using the projected color transparency as a guide. With proper lighting and reasonably good exposure, the color film shows details far better than most black-and-white film.

The need for darkening rooms sufficiently to project good color pictures in daytime has been less easily solved. Blankets, building paper, black sateen cloth, burlap, and many other darkening media have been tacked or hung over shadeless windows to darken rooms. This is sometimes made the responsibility of the local program committee, but more often the county worker plans to arrive at the meeting a half hour early to prepare the room for good visual instruction.

Some of the county agents and subject-matter specialists are overcoming the third handicap by using a second inexpensive camera loaded with fast black-and-white film. This type of film can be used successfully under practically all conditions where color film may fail.

Regardless of handicaps it appears that natural-color pictures are rapidly proving themselves one of the indispensables in effective extension teaching. Their universal appeal to rural groups and their great potential educating power make them well worth the serious consideration of every extension worker in agriculture and home economics.

# Eastern Tennessee Tunes In

**SAM CARSON, Assistant Extension Editor, Tennessee**

Cooperative broadcasting, covering every phase of extension work done in the upper east Tennessee Valley, has been demonstrated very effectively by county agricultural, home demonstration, and assistant agents of Washington, Carter, Johnson, and Greene Counties. Station WJHL at Johnson City was used as the radio medium.

WJHL is a young station. It is about a year old. Johnson City is located in Washington County, the center of a rich farming area, and adjacent to such towns as Kingsport and Elizabethton, both of which are industrial centers. This region was settled prior to the Revolutionary War and was the assembly place for soldiers who later marched over the Smokies to the battle of King's Mountain which was fought a few miles from Johnson City.

When the individuals seeking a permit to broadcast organized, they approached the director of extension and offered facilities for daily programs pointed at serving the farm population of upper east Tennessee. Extension Editor A. J. Sims arranged with County Agent Raymond Rosson, whose headquarters are in Jonesboro, a few miles from Johnson City, to interest agents of adjoining counties.

So much interest was created at these first meetings that a plan was worked out to have county agents or other Extension representatives take over programs on specific week days. Within a short time after the first programs, consisting of 15-minute talks, were put on, it was decided to spread the subjects. The Farm Security workers, experiment station people in Greene County, extension specialists with important demonstrations in that particular area, all needed radio time to aid the general farm program for the region. So it was decided to hold regular conferences in County Agent Rosson's office and thresh out all broadcasting problems.

On April 26, the regular bimonthly conference was held at Jonesboro. County agents and assistant agents of Greene, Carter, Johnson, and Washington Counties were present. The program schedule for May and June was taken up, week by week. For instance, four timely subjects were chosen for early May broadcasts. These were corn cultivators, dairy-herd improvement, and orchard- and garden-pest control. The procedure was agreed upon, and the agents decided that one subject—dairy herd improvement—should be covered by a field man of the Dairy-herd Improvement Association.

Each agent was empowered by the home demonstration agent of his county to assign her time, the subject to be of her own choosing. Thus, time was allotted at the conference, and later these home agents sent their scripts to Assistant Agent V. W. Sims, Washington County, the sole conference officer and secretary.

To vary the program, interviews were spotted throughout the month. As a rule, cooperating farmers were employed and transported to Johnson City by the agents. During the 2-month period, the schedule provided for interviews from farmers in each county taking part in the program.

At this same meeting, plans for taking part in the twenty-fifth anniversary of extension work were made. Instead of devoting one program on May 8, it was decided to use the entire week of May 8 for the celebration program. County Agent Rosson led off May 8 by interviewing cooperating farmers and a pioneer 4-H Club member. A transcript by Director C. E. Brehm was also used in a 5-minute talk outlining extension work and its objectives.

Successive days of the week were utilized by county agents, assistant agents, and home demonstration agents of Johnson, Greene, and Washington Counties. Most of these interviews were entirely *ad libitum* affairs, running for 10 minutes.

As in May, farming activities in June were considered closely, and the schedule ending June 30 fitted to needs as well as could be foreseen. At all times, any of the participants have the right to change their subject matter to meet emergencies or unexpected problems that may arise.

Plans were made at the April meeting to inaugurate a series of quarterly "radio round-ups" starting in the late summer or fall. All persons participating in the broadcasts, with either the district agent or director, will appear on the regular 15-minute schedule; and it is from these round-ups that comment from listeners is expected.

Another four-county program already accepted, and soon to be presented, is the 4-H club section of the schedule, when representatives of the several counties will hold State forums over WJHL.

The reaction from listeners is greater than any other station in the State. The cooperative agents report meeting farm families almost daily who mention the WJHL programs.

Introduction of a theme song was begun in May. As a trial, the Plowing Song was used and probably will continue to open and close the programs. All talks are prepared well in advance, and interviews are outlined. A similar procedure has been put into practice by other stations in Tennessee. This method is in reality a guide in the form of a single sheet of paper, double spaced, upon which a number of leading questions are written to guide the interviewer and interviewee. On the quarterly round-up programs as much extemporaneous talking as is possible will be used, but cue sheets will be prepared for all participants. Incidentally, these cue sheets have been found extremely valuable in smoothing out dialog.

WJHL owners tell me that the county agent program has been an asset from the day the station went on the air. The station, so far, has given every help possible and regards the broadcasting plan as highly beneficial. There has been under consideration the allotment of 2 to 3 minutes to announcements of farm meetings, weather, and matters of like interest, broadcast in a sort of "Town Crier" manner.

It might be explained here that Johnson City is located on the margin of central and eastern time zones. Greene County, just inside the central time belt, is given time from 1:15 to 1:30 p. m., E. S. T., while all other counties are represented at 12:15 to 12:30, E.S.T. So, despite this problem of time change, the conference method of working out problems achieved satisfactory results.

# Out of the Old House into the New Home

**T. M. CAMPBELL, Negro Field Agent, Tuskegee Institute, Alabama**

Bad housing in the rural South is still a limiting factor in the general welfare of its people. Although many studies have been made of housing conditions in the South, and remedies proposed, seldom have they provided for our vast rural population, the majority of whom have a very low annual net income per family. Preliminary studies that have grown out of our experience in the Extension Service reveal the significant fact that all the dismal housing conditions are not entirely due to economic causes, but many of them can be attributed to a lack of necessary information and of the knowledge of detailed plans to bring about improvement.

The old house and the new home. The new house was built at a cost of $690.50 as a demonstration in better housing. It was visited by the agents who attended summer school at Tuskegee Institute.

The case of Willis and Julia Thurman, Negro small landowners in Elmore County, Ala., is a typical example of possibilities in bringing about the desired changes in rural housing.

Julia Thurman came from an ambitious family. Her father bought his 326-acre farm soon after the Civil War. The family visited the Tuskegee Institute farmers' conferences and heard Booker T. Washington urge Negro farmers from all over the South to own a home and live better. The four children in the family took full advantage of the meager school facilities offered.

When Julia, the only daughter, married Willis Thurman, a plantation hand, her father built a one-room house with a lean-to kitchen and gave it to her for a wedding present. As his sons married, he gave each of them a similar present, making it clear that if they wanted any more room, they would have to build it themselves.

Thus the farm was left in the hands of the children, each working separate farm units, although assuming their business transactions and obligations jointly. With this arrangement, they have been fairly successful and have managed to hold on to what their parents left; but none of them ever seemed to get to the point of enlarging these one-room houses.

F. G. Manley, county agricultural agent, and I. V. Bledsoe, home demonstration agent, on the alert for prospective farmers who could and would carry out repeatable demonstrations for their own benefit and that of the surrounding communities, in 1933 invited the movable school to come into the community and give a demonstration at the home of Willis Thurman. The program consisted of the renovation of this simple one-room house and a demonstration in cooking for the women; and terracing, seed selection, and the construction of a sanitary toilet with the men and boys. A nurse gave demonstrations in simple health practices as they relate to protection against contagious disease and the preparation of food for the sick. The holding of this school at the Thurman home brought in the neighbors, and the Thurmans had made extra effort to clean up for this occasion.

The school was held, demonstrations were given, and the movable school left; but one demonstration lasted. It was the erection of a sanitary toilet in a community where very few of any type existed. This became an example for other farmers to copy; it also created a desire for other home improvements on the part of the Thurman family, a desire which they had never experienced before.

The county extension agents followed up this movable-school visit from time to time and urged other improvements as funds became available. In 1938 the demonstrator in rural housing visited the Thurman's farm to discuss remodeling the old house or building a new home.

### *Plans Are Made*

Mrs. Thurman said: "After the county agent brought the housing demonstrator out to see us, we asked him to give us a plan showing how a new house would look and an estimate of the cost of building a new one. When we found that it was much cheaper than we thought, I had a talk with my three brothers and my husband about putting up the home, as we all work together when any notes have to be signed. I told them that I just had to have a better home, because I didn't want to go to my grave before making improvement on the house my father gave me. I had $100 cash, and we had to borrow about $450 more, so we all went on the note and we got the money at 8 percent with 4 years to pay it back. I certainly felt proud when they commenced working on our new home. The children went out every day after school and did some work around the place. The neighbors stopped by. Some said they didn't know what it was but thought somebody was building a barn or a church. They all wanted to know the cost.

"The mail carrier came by, praised us, and gave us some shrubbery to go in the yard. When our children get married we want to build homes for them so that when we are too old to work they can continue to develop the land left by my mother and father."

The home was completed for $690.50 and given a public opening attended by Dr. F. D. Patterson, president of Tuskegee Institute, and many other people, both white and Negro, who were interested in every feature of the planning and building of the five-room house and the cost of each operation. They also were interested in the account of the 23 similar projects we have under way.

I firmly believe that such a combination of intelligent planning, the use of native and local materials, and the farmers' own labor will make possible many more homes for small landowners and tenants in the rural South. This can be done within a very low price range if a way is found to provide simple builder's plans and obtain local builders.

# School for In-Service Negro Agents

**LAURA R. DALY, Negro Home Demonstration Agent, Macon County, Ala.**

The third annual summer course offerings for in-service extension agents were made by Tuskegee Institute May 29 to June 17, 1939.

Judging from the enthusiasm of the group of men and women who attended this school, interest in professional improvement has not yet begun to wane. These 106 farm and home agents came from the States of Alabama, Florida, Georgia, Louisiana, and Mississippi.

The courses of 3 weeks' duration were open to both men and women and covered certain phases of agriculture, home economics, and some related subjects. The program, with added improvements, followed closely the work of the 2 previous years, and extension workers were given opportunities to study with resident faculty members, representatives of the Federal and State Extension Services, and outstanding personalities from other educational fields.

Soil conservation, animal husbandry, and harness-making were exclusively for men. The women were given an opportunity to strengthen their home economics background by studying low-income housing and its relation to family living, nutrition and protective health problems, mattress making, and handicraft arts. Both men and women enjoyed classes in agricultural economics, extension problems, gardening, and poultry raising.

The class in soil conservation studied methods of erosion control, building up the soil, and proper land use. Six farms in different sections of Macon County owned by colored farmers were used as laboratories for practical work. Maps of each farm were made, showing topography, soil types, and present land use. Recommendations were made for a revision of the cropping systems with the families' needs considered. Problems of planting leguminous and perennial crops, water disposal, forestry, and wildlife were included.

The road from "hide to harness" was rough and rugged, but the men exhibited with pride the bridles, reins, and halters which they "worked" through all of the stages from rawhide to the finished product. The transitions through which the various skins passed before becoming rugs, pocketbooks, and belts were fascinating. This class was taught by J. H. Williams, district agent, Negro work, Texas.

The housing group made a tour of some recently constructed houses on a Federal land use area in Macon County. They visited and appraised Tuskegee Institute's new practice house and a two-room house that had been fitted up with improvised clothes closets, box furniture, double-decker beds, and such other home-made conveniences that would lend a degree of comfort and privacy to a family of seven.

This was the third consecutive year for an extension summer school to be held at Tuskegee Institute and one of three regional schools where workers in this particular field may have an opportunity to further their studies. The other two were held at Hampton Institute, Va., and Prairie View, Tex.

## New Arkansas Directors

Dr. W. R. Horlacher, head of the department of animal industry and prominent in livestock circles of the country, became dean of the college and director of the experiment station and the extension service of the University of Arkansas College of Agriculture, July 1.

W. R. Horlacher.

Dr. Horlacher was appointed head of the department of animal industry at Arkansas on February 1, 1936, going to the State from Texas Agricultural and Mechanical College where he was professor of genetics. It is in this field that he has contributed much, not only to livestock breeding but to plant breeding as well.

He received his bachelor's degree from Kansas State College, Manhattan, and held a fellowship in the animal husbandry department of that institution while working on his master's degree which he received in 1922. The following year he became associate professor in the newly created department of genetics at Texas Agricultural and Mechanical College. While associated with that institution he worked toward his doctorate, receiving the degree from the University of Wisconsin in 1929. He is a native of Indiana and was reared on a farm in that State.

July 1 also ushered in a new assistant extension director of Arkansas, Horace E. Thompson, who after 20 months' absence returns to the University of Arkansas College of Agriculture's Extension Service from the Farm Security Administration, where he was State director.

Mr. Thompson is a native of Hot Spring County, Ark., and a former 4-H club boy. He was graduated from the University of Arkansas in 1927 and was appointed vocational agriculture instructor at Moro, Ark. In 1928, he was appointed county agent of Prairie County, which position he held until 1934, when he became State compliance supervisor of the Agricultural Adjustment Administration. Mr. Thompson was appointed district agent of southeastern Arkansas in January 1935, resigning October 1937 to become associated with the F. S. A.

Mr. Thompson will be immediately in charge of extension work in Arkansas, with headquarters at Little Rock.

## Delaware Gets New Director

Delaware joined the group of States in which extension directors have been changed on June 30, when Director Charles Andrew McCue retired because of ill health and Professor and Acting Director George L. Schuster was named director of agricultural extension work, director of the agricultural experiment station, and dean of the school of agriculture at the University of Delaware.

Director McCue came to the University of Delaware as professor of horticulture from Michigan State College in 1907. He was named dean and director in 1920. Under his direction the work of the Agricultural Extension Service in Delaware grew rapidly and became a unified organization which was closely coordinated with the agricultural experiment station and the school of agriculture.

After several years of ill health he retired on June 30. Up to the time of his retirement in spite of ill health Director McCue took an active interest in the direction of the activities of the Extension Service, the agricultural experiment station, and the school of agriculture.

Director Schuster came to Delaware in 1920 as head of the agronomy department. In 1937 he was made assistant dean of the school of agriculture, and on December 10, 1938, he was made acting dean and director.

Dean Schuster received his bachelor's degree from Ohio State University in 1916 and his master's in 1918 from the same institution.

# Research Supports a National Farm Program

**Each bureau and office in the Department of Agriculture has a definite place in the national program for agriculture. These two articles discussing the contribution of the research agencies to the general farm program are a part of a series of articles on the work of the Department of Agriculture.**

## Action Programs Need Facts

**JAMES T. JARDINE, Director of Research; Chief, Office of Experiment Stations**

The planning and action phases of the national agricultural program have created a strong demand for the services of research workers, not only for the analysis and synthesis of existing data but also for the prompt accumulation and interpretation of nonexistent knowledge on which to base the considered judgments needed to formulate and conduct such programs. In consequence, the volume of research work in various phases of agricultural economics, farm management, soil conservation, human nutrition, home management, and rural sociology, including the problems of tenancy, has been greatly expanded in recent years. Accompanying the greater volume of work, there has been a broadening of horizons and objectives to encompass regional and national perspectives. Social implications have received special emphasis.

At the same time, there has been no lessening in need and demand for facts aimed at the solution of problems related to efficiency in the production and utilization of farm commodities. Under the new farm policies the older types of agricultural research work, having objectives such as the efficient use of soil resources, the improvement of varieties and breeds, the abatement of production hazards, or the economical and efficient distribution and utilization of plant and animal products, are taking on new meaning. They are finding an important place in planning and action programs.

Planning for a permanent and stable agriculture requires that the element of chance be reduced or eliminated as far as possible. Research is one of the major elements in effective planning. For example, accumulated facts which reflect the responses of crop plants and animals to given conditions of climate and soil permit greater exactness of estimates of yields. The control of crop pests and diseases tends to reduce another element of uncertainty. Efficient methods of preserving and storing give assurance that reserves of food products adequate in quality and quantity can be maintained.

Planning to promote the highest possible standard of living for the people of the United States should be designed to reduce to a minimum waste in all forms, including the waste of human labor in the farming of nonprofitable acres. It should maintain and conserve the productivity of our lands and insure high standards of health through the development and use of foods rich in minerals and vitamins.

We must look to experimentation and research for the facts on which to design current undertakings and for the development of improved practices and new information on which future progress may be built.

To a considerable degree, the success that is attained in effecting long-time, permanent adjustments in American agriculture will be dependent on how well the research agencies measure up to their part of the job. Adjustments in agricultural science are also needed. Teamwork should amplify individual effort. The findings of separate research fields should be synthesized and integrated. Regional and national concepts of problems should supplement local viewpoints, and research projects should be so designed that results may have broad as well as specific application.

As it is no longer true that farmers as individuals can make successful application of new research information without regard to the economic and social problems involved, it becomes the duty of research workers and research institutions to look further into the application of their results than was necessary heretofore.

That considerable progress is being made in the redirection and coordination of research in agriculture so as to better serve the new national policies will be quite evident from a comparison of the current project work of the Department and that of the State experiment stations with the programs of a few years ago.

## Seeking Industrial Outlets for Farm Products

**H. G. KNIGHT, Chief, Bureau of Agricultural Chemistry and Engineering**

The function of the Bureau of Agricultural Chemistry and Engineering is to promote agriculture by acquiring and disseminating knowledge of agricultural chemistry and engineering as they bear upon the production and use of farm crops, particularly the processing of crops and their utilization in industry; on the production and application of fertilizer materials; on improvement of farmhouses and structures; mechanical equipment; farm operating efficiency; rural electrification; and the prevention of farm fires and dust explosions. The newest parts in the make-up of this bureau are the four regional farm products research laboratories which are now under construction. The work of these laboratories will be directed largely toward development of new and wider industrial uses for farm products.

On the basis of work already done and plans for work in the new laboratories, I can say that much of this bureau's work will be carried on in cooperation with other branches of the Department, State agricultural experiment stations, industrial concerns, associations and societies.

The difficulties that have beset agriculture in recent times emphasize the importance and promise of the kind of work laid out for chemists, engineers, and other technicians in this bureau. In the past the farmer has been producing almost entirely to supply food and clothing needs of the people in this country and in countries where we had markets. But with foreign markets withering away or walled off, and with increased production per agricultural worker, it is an easy matter now to keep our domestic markets supplied and a hard job to keep from producing burdensome surpluses which beat down prices.

The hope that permeates our research group is that discoveries will be made that will help to keep farm people prosperous

by helping them to get a larger return from their products. But experiments and experience in recent years have indicated that something more than the food and clothing market may be developed to help provide a profitable demand for what the farmer produces.

One of the principal aims of the Bureau of Agricultural Chemistry and Engineering is to develop facts that will help to bring about new uses of farm products in industry or expansion of old uses. Its work is almost entirely in the field of research. In addition to the four regional laboratories, the work of the bureau covers research on food, fertilizer, carbohydrates, proteins, naval stores, industrial farm products, allergens, chemical engineering, rural electrification, and various other applications of chemistry and engineering to agriculture.

*Crops for Food and Clothing*

Much attention has been given to the study of crops for food and clothing. But so far, probably because of large supplies of cheap mineral materials from mines and oil wells, not so much attention has been given by research institutions and industries to the use of farm products in mills and factories making the thousand and one things people need after their backs have been covered and their stomachs filled. The human stomach is of limited capacity, but the maw of industry is practically insatiable under normal conditions of employment. So the bureau will increase its efforts to find ways and means of economically using products from the farm in making materials that can be used in all sorts of manufacturing processes. There have been enough results in recent years to indicate great possibilities, but so far they have had almost no effect on the farmers' market because, for example, cellulose and other raw materials are produced in such great quantities in waste products as well as in surpluses of the commercial parts of crops that consumption in industry must be on a vast scale in order to affect the crop market materially. A new chemical process making it possible to produce a much-needed industrial material from a farm crop is not necessarily a contribution to farm prosperity. It is not only necessary to provide the raw materials of the farm in such form that industry can use them easily, but it is necessary to provide them at a reasonable cost to the manufacturer as well as at a reasonable profit to the producer. Together the engineers and chemists should help to solve these problems by working out new ways of processing farm products, cheaper equipment and methods of production, more efficient storage, and more effective preparatory processing on the farm.

In the field of industrial utilization, the bureau will give much attention to crops of which there have been frequent surpluses in recent years. This is particularly true of the four regional research laboratories. I emphasize the work of the regional research laboratories because they represent something entirely new rather than merely a shifting of research divisions. The investigators for the research laboratory of the eastern area will devote their efforts first to the industrial utilization of potatoes, dairy products, apples, tobacco, and vegetables; for the southern area, cotton, sweetpotatoes, and peanuts; for the northern area, corn, wheat, and agricultural wastes; and for the western area, fruits, vegetables, Irish potatoes, wheat, and alfalfa.

Illustrations of what may be possible as a result of this kind of investigation are to be found in some of the results of research carried on in recent years. For example, our work on sweetpotato starch has made considerable progress, and the new starch is going into various commercial uses. Methods were worked out that make it possible to turn out a high-grade white starch that is satisfactory to a number of industries that have been importing starches for use in the manufacture of adhesives, sizing cloth, laundry work, and paper coating. A cheap raw material is necessary if the starch is to be made at a low enough cost to stay in the market. To obtain sweetpotatoes cheap enough for a successful starch industry, it is necessary to have large yields of high-starch-content potatoes which can be harvested and handled economically. The engineers of the bureau are making progress in the development of both harvesting methods and machinery. Efforts are also being made to find ways of processing that will permit holding the raw materials over long periods so that starch factories may operate the year round rather than for only a few weeks during the harvesting season.

I could give other examples in addition to the sweetpotato to illustrate efforts to stimulate industrial utilization of farm crops, but my space is limited. A few lines of work that have been productive of improvements are cotton ginning, work on soybean meal and soybean oil, and on citrus and other fruits to produce valuable byproducts.

*Research Needs Agents' Help*

The Extension Service has been very successful in helping investigators to realize good results from their efforts. Not only have extension workers stimulated adoption of new farming and household methods and equipment by farmers and farmers' wives, but they have been instrumental in obtaining the adoption of improvements in industries of direct importance to agriculture. Examples are to be found in the rapid spread of improved equipment and methods in cotton ginning, new practices in the production of turpentine and rosin, and better utilization of cull fruits. Improvements in fertilizer placement methods and distribution of machinery have taken hold much more rapidly because of the interest of extension workers.

The Bureau of Agricultural Chemistry and Engineering expects to help agriculture by putting some of its investigators to work on new problems not directly of the farm, and it looks upon the Extension Service as a strong and helpful arm that will assist in bringing these new things to the attention of industry. We know, too, that extension workers will be doing all they can to help farmers gain the utmost advantage from the development of industrial outlets for farm products.

## "4–H Stamp" Spells Quality

Georgia housewives are learning that they do not have to worry about the quality of store-bought eggs with the 4–H stamp. Club members have adopted improved methods of marketing eggs as a result of their participation in the State-wide egg marketing-leadership contest conducted by the Georgia Extension Service. In marketing their eggs, the 4–H contestants follow the latest methods of candling, grading, and packing. They keep daily records on their home flocks of hens. They keep an account of the daily egg production, sales receipts, and the number and grades of eggs processed.

In Butts County, all the eggs are candled, graded, and packed in cartons at home and later stamped with a special 4–H inscription. They are marketed through the local store of a grocery chain which is sponsoring the contest. Some of the club members have organized "egg circles," that is, they have worked out a plan by which they market eggs for neighbors and relatives in the community.

The Early County youngsters have worked out a plan whereby they assemble at the county agent's office on Thursdays, Fridays, and Saturdays for the purpose of candling, grading, weighing, and packing eggs that are brought to the office by farmers. Whenever a producer brings his eggs to the office, the members count the eggs and issue to the farmer a receipt and a check for the eggs at the local market price on the date of delivery. Arrangements have been made at the local bank to handle the checks.

Throughout the State, the 4–H contestants give demonstrations on candling, grading, and packing high-quality eggs for market. These programs are being given to groups of farmers and homemakers at extension meetings as well as at their own 4–H club meetings. The Butts County contestants have put on an egg exhibit in a local grocery store, showing high-quality eggs in contrast with those of inferior grade.

"This egg-marketing contest should do much to educate the people in marketing and buying eggs," pointed out Myrtie Lee McGoogan, Butts County home agent. "All the store managers in Jackson have agreed on the need and have offered their cooperation." This activity is filling a need in the rural communities of Georgia.

# Community Wins What It Wants

**GORDON C. WINN, County Agent, Moffat County, Colo.**

With no outside help, to assemble a library of 1,500 volumes with a paid librarian in charge is indeed an accomplishment for a small community. But this is what I found while exploring and becoming acquainted with my new territory—that of Moffat County in northwestern Colorado.

The place was the little village of Maybell which, with the homes in the surrounding county, includes a population of considerably less than 500. In these days of various agencies extending their activities into far places and establishing all sorts of clubs and cooperative movements, the women of Maybell can certainly show any would-be organizers what can be done by a small group who make up their minds to "pull together" for a common cause—the improvement of their little community.

Because of the distance from larger centers, these women could not ask for advice or suggestions for carrying out their plans; so, in September 1916, a small group got together and organized a club which took as its first project the starting of a library.

One of the club members offered the use of a room in her home, and shelves were built to hold the books. When this room was outgrown, another room especially for the purpose was built onto the house. The library continued in these quarters until 1934 when it was evident that larger and more permanent accommodations must be provided.

The club finally decided to take over the tax title to a building in town which is now the clubhouse and community center. As it stood, the building did not offer adequate facilities, so the club built a large addition which included room for the library, a kitchen, and a stage. The original portion of the building was converted into a large recreation room suitable for dancing, card parties, and similar entertainments.

At first thought, one wonders about the cost of all these improvements and how such expenditures were managed. The cash expenditure totaled about $1,000, mostly for materials and fixtures, as all the labor was donated by the men of the community. The husband of one of the club members gave his services as contractor and supervisor of the undertaking.

Another community venture of the club, started in 1918, was that of transforming 4 acres of sagebrush almost in the center of the town into an attractive park. The land was first cleared of brush, plowed, leveled, and seeded to alfalfa to enrich the soil. It was then enclosed with woven-wire fencing. One hundred trees were planted; and now, after 20 years, these trees have grown large enough to provide considerable shade.

The money for both the community house and the park was raised by giving dances, serving suppers at dances and at other public entertainments, and by holding box socials. Many of the townspeople too were glad to respond with gifts of money when requests for donations were made.

With the enthusiasm of club members still strong, the project on which they have embarked for 1939 is that of installing playground equipment for their children, with a goal in the offing of ice- and roller-skating rinks. As the present dance hall is proving too small, there is even talk of building a larger one when funds permit.

On hearing of all these accomplishments and further plans, the question immediately arises: What is the size of this remarkable club? It includes about 20 members, 15 of whom are always active in club affairs. The others are away a great deal or, for other reasons, are unable to take an active part.

The library is still one of the major activities of the club and community. It has at least 1,500 books on its shelves, and new books are frequently added.

In a small community, it is usually necessary and customary for the entire community to unite in supporting a church, and in Maybell the club contributes something each month to the support of a minister who holds services twice monthly. The fund also helps to maintain a Sunday school.

The women who were pioneers in these undertakings are now eager for some of the younger women in the community to take over and carry on the work they have started. The foundations have been laid, and, with new minds to see fresh opportunities and to take advantage of the help that is available from the Extension Service of Colorado State College of Agriculture, I believe that Maybell's little club will go far.

# Off to a Good Start

**L. A. CHURCHILL, State Leader of County Agents, Minnesota**

Getting started in farming and homemaking has been the theme of nine 3-day short courses held in Minnesota during the past 2 years. The courses were planned especially for rural young men and young women who have just started or plan to start farming and homemaking. Attended by an average of 70 young people, these short courses have proved to be one of the most popular types of program for rural young people, as well as the most effective method of assisting young people with their problems.

The local rural-youth groups obtain the advance enrollment, make local arrangements, and make plans for a banquet; local business groups cooperate on general arrangements and on the banquet; and local extension agents assist with arrangements and participate in and supervise the programs. The State extension division provides the speakers, and the Farm Credit Administration assists with credit problems.

Classes start at 9 in the morning and continue until about 4 in the afternoon. Each day is devoted to one of the three most important problems of these young people. The first day is spent in discussion of farm credit, how to obtain it, how to use it, and how much is necessary. The second day deals with problems having to do with types of farming and the organization of the farm business. The third day is devoted to methods of obtaining a farm, including rental agreements, ownership versus rentals, and legal phases of farm ownership and renting.

As the farm business is largely a family business, the young women have been as much interested in credit and arrangements for obtaining the farm as have the men, but on the second day of each short course they have had an opportunity to discuss the particular problems of the farm home, including home management, buymanship, equipping the home, and arrangements in it.

For years, Extension has felt the necessity for assisting young men and women just getting started, but it has not had the contact with this group that it needed in order to do so. Although the short course does not solve their problems, it does offer them sound advice; and it has put the county extension service into much closer touch with these young people. In the words of one county agent, "I have learned to know a number of young people with whom I had not had the opportunity to work, and I have come to know others whom I had not met previously." Many of these young people welcome the opportunity to work with Extension, and Extension is aware of its responsibility to them.

The county agent takes an active part in leading discussion on county problems and types of farming as well as following up later with offers of assistance.

# Virginia Apple Growers Are on the Job

**M. G. LEWIS, County Agent, Roanoke County, Va.**

A committee of about a dozen leading southwestern apple growers has been a potent force in planning a program for the fruit-growing industry in the area and in using all the available means for making it effective. They have worked very closely with A. H. Teske, extension horticulturist, and the county agent, to the advantage of both.

During the 7 years' work of the committee only two members have been dropped because of lack of interest. Membership on the committee is valued very highly, and attendance as a whole is very regular. All meetings begin at 2 p. m. and adjourn promptly at 4 p. m.

One of the most important factors in the success and effectiveness of the committee is freedom of speech at all meetings. Visitors called in to lead discussions are informed in advance that the meetings are conducted in round-table fashion, and all members of the group are expected to ask questions or offer comments at any time during the discussion. Prominent visitors frequently speak for 15 or 20 minutes, after which the meeting is open for general discussion. Another very important factor is that the chairman of the group holds strictly to the rules as to time of opening and adjournment and encourages this freedom of discussion on the part of all members.

Result demonstrations are planned and arranged at the beginning of each year to be visited during the fruit growers' tour held in August every year since the committee was organized. These demonstrations include mainly fertilization and spray programs. Comparisons of many of the new spray materials offered have been made in these demonstrations, with results important to growers. Fertilizer demonstrations have been carried on mainly with nitrates, comparing the various forms, time of application, and amount.

The annual fruit growers' tour is an important event in southwestern Virginia. It usually is attended by 100 or more growers from many counties in the section. As many as 200 growers have joined in this tour. In 1937 the local tour was replaced with a tour to northern Virginia, Maryland, and Pennsylvania. Another tour included the most important fruit-growing sections of the valley and Piedmont Virginia.

It is the opinion of the majority of growers that the most valuable tours have been those covering only 1 day and including demonstrations planned by the committee. In addition to result demonstrations visited during the tour, the committee arranges each year for several method demonstrations which include pruning, packing and grading, and thinning.

During several months in 1935 a very careful study was made by all members of the committee of the history of the apple industry in the Roanoke area. Old records were searched for methods used and considerable historical information assembled. This has been frequently referred to in the discussions held by members of the committee in considering future development and preparing plans for the future.

The committee has taken the lead in several projects of importance and benefit to the apple industry of the entire Appalachian area. Improvement of the AAA conservation program as it applies to established orchards was due largely to recommendations made by this group after careful study of the program. The agricultural conservation program of 1936 made very little provision for practical soil conservation practices in orchards. The committee went into the problem carefully with the assistance of the county agent, the extension horticulturist, and the State committee, and made recommendations through the Virginia Horticultural Society. These were generally approved by the AAA.

In 1937 a careful study was made of the spray residue problems and the restrictions placed on fruit growers by the Federal Food and Drug Administration. Recommendations, with insistent follow-up by the State society, undoubtedly had an important part in bringing about favorable revision, which increased the lead arsenate tolerance on apples. The committee also succeeded in locating a Federal-State spray residue testing laboratory in the area, thus eliminating the delay of submitting samples to the State laboratory in Richmond.

During the last few years the committee has given valuable aid to the advertising program conducted by Appalachian Apples. During the 1937–38 marketing season the committee served as the allotment agency for the Federal Surplus Commodities Corporation in making allotments of sales for all growers in the area to the F.S.C.C. The committee was remarkably successful in making satisfactory allotments.

Along with this work the committee has gained a very full and accurate conception of the apple supply and demand situation from the national as well as the world market standpoint.

# 4-H Rallies—Then and Now

Climaxing 25 years of 4-H Club work since the passage of the Smith-Lever Act in 1914 was the Logan County Club rally at Guthrie, Okla.

In contrast to the first rally held there 25 years ago and attended by approximately 50 club members and leaders, the 1939 rally brought more than 500 farm boys and girls to the county seat for their annual 4-H Club achievement program.

A review of the growth of club work shows that in Logan County alone the organization has grown from a group of some 50 boys and girls enrolled in corn growing and tomato clubs in 1914 to an organization of 19 community 4-H Clubs, with more than 76 volunteer sponsors and a membership in excess of 500 farm youth 10 to 21 years of age, along with 3,500 former club members.

In addition to growing corn and canning tomatoes, these boys and girls may enroll in 20 different projects including livestock, crops, agricultural engineering, pastures, forestry, marketing, dairy, poultry, horticulture, bees, insect control, farm accounts, wildlife conservation, handicraft, rural electrification, home membership, food preservation, food preparation, clothing, and health.

Not only is the work designed to promote efficiency in farming and homemaking, but the physical, educational, and spiritual development of the child is emphasized through special activities such as leadership training, health and appropriate-dress contests, team demonstrations, timely topics and recreational-training and judging schools. Good citizenship is stressed daily. Every 4-H Club meeting opens with the pledge of allegiance to the flag.

According to B. A. Pratt, State club agent, Logan County is a typical example of the rapid growth 4-H Club work is making in each of the 77 Oklahoma counties. Oklahoma now enjoys a membership of 64,000 farm boys and girls engaged in more than 121,000 4-H Club projects.

The State anniversary program was staged on the campus of the Oklahoma A. & M. College, Stillwater, June 1, climaxing the 1939 4-H Club round-up. The 10 high-scoring boys and 10 high-scoring girls from each county participated in the program.

## A 4–H Community House . . .

was the result of an unusual but very practical plan worked out in St. Louis County, Mo., whereby a club was formed of all mothers in extension clubs whose 4–H Club daughters planned to enter the State university. A committee of mothers visited the university and looked up a home which was large and comfortable enough to accommodate their group. By placing all these girls in one house at Columbia, on a basis of cooperative housekeeping, and by furnishing certain foods from home, the mothers have been able to reduce living expenses for each girl to $10 rent per month and $7.50 additional for food supplies and incidentals.

## In Oklahoma . . .

much emphasis has been placed on the home demonstration clubs providing some means for the care of small children during the club meetings. Jewel Graham, Logan County home demonstration agent, tells how this need is met in her county:

"While the problem of caring for small children during the home demonstration meeting is not directly in line with the adolescent studies, it nevertheless is an existing problem in many clubs. Beginning some years ago, Navina and Wynamit Clubs organized day nurseries and made provisions for club members to take turns keeping the nursery. Toys and games were provided, and, following the meeting, special refreshments were provided for the children. For example, if the adults were served doughnuts and coffee, the children were given ice cream and cookies or cocoa and cookies. Other clubs have followed the examples of the Navina and Wynamit Clubs."

## A New Basis for Judging . . .

is working out very well at the Nevada 4–H fair, writes Florence S. Davis, district extension agent, Clark County, Nev. This fair is held during the early part of October and is the only one held in Clark County. Only 4–H Club exhibits are entered in the fair.

Judging in girls' 4–H work had always been done on individual articles, such as first prize for informal dress or laundry bag, until last year when the leaders' council decided to try the plan of La Salle County, Ill., as reported by V. D. Evans, county farm adviser in the June 1938 REVIEW, and judge the work of each boy and girl on his or her individual project. Each was to be judged on excellent, good, or fair basis, with a small cash award.

The boy had to have his pig or calf project and his record book to be eligible for a ribbon. Each girl had to have four articles

# ONE WAY TO DO IT!
## Methods tried and found good

and her record book at the fair and was judged on the quality of all articles rather than on one or two. Her rating was excellent, good, or fair.

The judges commented very favorably on the system, and time for judging was cut in half. Each girl and boy received a ribbon and one girl said, "Next year I bet I work hard and get a blue ribbon." Club youngsters and leaders alike were in favor of continuing this system.

This year we hope to continue the ribbons for the best club or group exhibit and judge the same way, for each group tries a little harder to have an attractive exhibit when competing with a rival.

## The "Dear Ann" Letters . . .

with their timely hints on health and homemaking, which Rural Health Specialist Lisbeth Macdonald sends to Connecticut homemakers each month, have an ever-widening "request" circulation. Judging from the enthusiastic responses of the women receiving them, these letters fill a definite need. The rapidly expanding mailing lists (an increase of 400 names in 1 year) indicate a contagious interest in the basic themes which are largely a cross section of the interests and problems of the average homemaker.

Miss Macdonald projects her philosophy of healthful living in a simple, direct, interesting style that makes it vividly possible to accompany her through her early experiences and her numerous travels. One can understand more readily how to meet family situations and, best of all, how to keep well and happy. Bits of verse and philosophy from the world's best literature—sometimes a favorite poem—bring comfort and appreciation to many people who yearn for this cultural phase. Last year, through these letters, "Lisbeth" gave "Ann" suggestions for adding to the comfort of the convalescent. Ingenious ideas they were too—such as how to make an ice cap out of a discarded tire, an improvised Kelly pad, bed table, and back rest. In other letters she touches upon health topics such as the importance of the early diagnosis of cancer, prevention of the common cold, immunization clinics to ward off contagious diseases and dental clinics.

## Local Hay Samples . . .

were used effectively as demonstration material in a dairy and forage school in Clallam County, Wash., by County Agent F. D. Yeager. About 35 individual samples were mounted in paper cartons easy to study as to appearance and quality. These samples were all taken from local farms. Alfalfa, clover mixed with grasses, oats, and peas, and some samples of wild hay taken at the time the hay was put into the mow or stack represented accurately the material as it came from the field.

A trained hay grader graded them according to U. S. standards which, in part at least, indicated their feeding value. In addition, some samples were sent to the experiment station at Puyallup to determine the exact percentage of digestible protein in the feed. Although it was not possible to have all of them analyzed, type samples make it relatively easy to compare other samples with them.

Leonard Hegnauer, extension agronomist, Washington, reports this interesting exhibit which he felt offered fine local material for use in forage and dairy schools.

## A Stump Pusher . . .

powered by a Diesel engine is owned by the Bayfield County, Wis., agricultural committee to be used solely for clearing land, reports County Agent R. J. Holvenstot.

When work is done on private land, a charge of $3.75 an hour is made. The remainder of the time the stump puller is used on land owned by the county.

To make use of the county tractor, residents of communities are required to contract for sufficient work to warrant moving the tractor. It is not moved into a community unless at least 100 hours of work are promised by the farmers concerned.

The cost of operating the stumping machine varies. For land covered with poplar and small green hardwood stumps, the cost may run as high as $16 an acre. Bayfield County farmers are finding that the pusher will do the same work as dynamite at about one-seventh the cost.

As the tractor is equipped with a bulldozer, in addition to pushing out stumps the machine is used for removing large rocks, ditching, filling pot holes, and making roads between fields.

Enough work has already been contracted in Bayfield County to keep the machine busy for 2 or 3 years.

With 70 percent of the farms in the county inefficient because of the limited amount of land cropped, this cheap method of clearing land, it is thought, means much in increasing the cultivated land of these farms to a size which will more easily support a family.

# Indiana Extension Grows Up

**H. E. YOUNG, State Leader of Farmers' Institutes, Indiana**

Nearly a half century ago, local farmers' institute chairmen in Indiana were astonished by the request of a young livestock instructor at Purdue University to supply a steer, pig, colt, horse, or sheep for public inspection and demonstration at institute sessions where he was scheduled to make a "speech." If the meeting place would not accommodate exhibition of animals, the instructor suggested that other nearby quarters be obtained. Oftentimes the local blacksmith shop provided the required space, and the lecture session was adjourned so that the folks might discover for themselves what "crazy" antics this youthful "professor" named Skinner might have up his sleeve.

Wherever this strange request was taken seriously, and animals and blacksmith shops were available, farmers soon found out that this young college instructor actually did know his livestock. His "speech" became an interesting and instructive demonstration of livestock characteristics and quality, with practical and useful suggestions about feeding, breeding, and care of farm animals. Thus, Instructor Skinner began "extension" work and came to be known as the "livestock expert" at Purdue, many years before the term "extension specialist" became generally used, much less understood and appreciated.

Since those initial livestock-judging demonstrations in connection with the pioneer farmers' institute work 40 years ago, Dr. Skinner's interest and intimate participation in agricultural extension education in Indiana has been continuous. His constructive influence on the early beginnings of extension activities in both agriculture and home economics and their subsequent growth and development down through the years has been of profound and permanent value.

Enrolled as a short-course student in agriculture at Purdue University during the winter of 1893, John Harrison Skinner, a typical Indiana farm boy, began the foundation of a noted and distinguished career of devoted service to Purdue University and, most conspicuous of all, to the permanent improvement of agriculture and rural home life throughout the State and Nation.

In September of that same year, he entered the 4-year agricultural course, graduating with honors in June 1897. For the next 2½ years he was associated with his father in the active management of the home farm 12 miles from the university, in Tippecanoe County. In 1899, he was appointed assistant agriculturist at Purdue, a position from which he resigned in 1901 to accept an instructorship in animal husbandry at the University of Illinois. He was recalled to Purdue in 1902 as associate professor of animal husbandry and head of the animal husbandry department. Five years later, in 1907, he was appointed the first dean of the school of agriculture at Purdue University.

In 1928, the three agricultural departments of Purdue University—the school of agriculture, the experiment station, and the department of agricultural extension—were united under one administration; and Dean Skinner

J. H. Skinner.

was chosen as the administrative head of all the agricultural activities at the university. Since that date he continued to serve in this important capacity of dean and director until his retirement from university work July 1, 1939.

During his life work at Purdue, Dr. Skinner became widely known as a livestock authority. He was instrumental in the organization of the Indiana Livestock Breeders' Association, the Cattle Feeders' Association, and the Draft Horse Association; he was largely responsible for the enactment of the Indiana feed law and the Indiana stallion-enrollment law, and was active in helping to obtain adequate State legislation establishing and maintaining State agricultural extension work as provided under the Maish Act and the Clore law. The degree of doctor of agriculture was conferred upon him by the Michigan State College in 1935.

Under Dean Skinner, the Purdue School of Agriculture has grown from infancy into mature and unsurpassed ranking of academic standing and efficiency among the leading agricultural colleges of the world. From very limited farm-land acreage, a few old buildings, and a few head of ordinary livestock, the university farms, experimental fields, and purebred herds and flocks have developed into a vast educational plant of State and national distinction. In student instruction, scientific research, and all lines of agricultural experiment station work, Purdue's facilities and records have been equally efficient and extensive under Director Skinner's administration.

Extension activities and achievements in Indiana have likewise greatly increased during the last decade. County agents are now employed in each of the 92 counties of the State. There are 20 assistant county agents, 45 home demonstration agents, 40 part-time 4-H club agents who serve during the summer months in all counties that do not have assistant county agents or home demonstration agents, and a department staff of 63 extension specialists.

Throughout his 37 years of continuous service at Purdue University, Dean and Director Skinner has contributed much to the advancement and progress of agriculture through his work as a teacher, an investigator, and as an extension executive and administrator. His thorough preparedness, wide experience in practical and scientific agriculture, sympathetic interest in and understanding of rural conditions and people and their problems, and his devotion and loyalty to purpose enabled him to formulate and successfully execute his very definite fundamental ideas as to the aims and functions of Purdue University in the establishment and permanent development of agricultural teaching, experimental research, and extension education.

In his voluntary retirement from active university duties, Dr. Skinner completes a life's work dedicated to the betterment of Indiana agriculture.

## Post Office Department Commends

The account of how J. D. Wood, county agent, Franklin County, Ala., entertained the postmaster and rural carriers of his county, which appeared in the August issue of the REVIEW interested J. W. Cole, Acting Second Assistant Postmaster General in charge of rural mails. He wrote to Director Warburton: "It would seem that the holding of such a meeting should result in better cooperation between county extension agents and employees of the Postal Service and be productive of much good."

# Who's Who Among the First Agents

## Brief Sketches of Quarter-Century Pioneers

M. O. Pence.

W. E. Morris.

Virginia P. Moore.

J. C. Hogenson.

Roy Jones.

■ On March 1, 1939, M. O. Pence, associate in agronomy, department of agricultural extension, Indiana, completed 26 years of service in agricultural extension work.

He was born and reared on a farm near Converse, Ind., and graduated from the local high school. After spending 3 years on the farm, he attended Purdue University. He was graduated in 1911, having specialized in agronomy. He did graduate work at Cornell University and obtained his M. S. degree from the University of Delaware in 1925. During the World War he was appointed chairman of the Delaware Farm Labor Board by the Governor of Delaware.

In September 1911, Mr. Pence was appointed to do extension work at Delaware College, following the passage of a special act of the State legislature providing for extension work in agronomy and horticulture.

Following the passage of the Smith-Lever Act, he was appointed county agent in Kent County Del., September 1914. As Kent County agent the first alfalfa tour in the State was held in 1915, and the first corn club and canning club were organized the same year. Demonstrations of the value of nitrogen in rejuvenating old peach orchards and in top-dressing wheat were conducted in 1915.

In 1917, he was appointed assistant county agent leader and county agent of New Castle County, and later county agent leader and farm management demonstrator.

With the assistance of county agents, Mr. Pence conducted farm-management surveys in the various type-of-farming areas. These surveys were used in developing sound systems of community and county programs of work. Mr. Pence promoted the growing of soybeans and obtained the Wilson variety from the college farm. Seed of this variety was sent out in small lots and multiplied on a number of farms. Soon Delaware became the leading soybean seed-producing State in the East, and Sussex County became the most intensive soybean-producing county in the United States. He introduced certified seed potatoes into Delaware, which greatly increased yields and reduced losses from disease which occurred from the use of home-grown seed. He also demonstrated the use of lespedeza and introduced Korean lespedeza which since has become a valuable legume on the thinner soils that are too acid to grow other legumes.

In January 1925, Mr. Pence was appointed extension agronomist at Purdue University, which position he still holds. During the time spent at Purdue he has been active in the promotion of increased production of legumes, particularly alfalfa. He has served as chairman of the Five-acre Corn Club which is known throughout the country for the outstanding achievements of Indiana growers who hold the world records in corn yields. He has been active in the promotion of variety tests of oats, wheat, and legumes in order to introduce more rapidly new crop varieties to farmers of the State.

■ On August 13, 1913, W. E. Morris, extension animal husbandman in Minnesota, began county agent work in Renville County, Minn., after teaching for 2 years in the La Crosse County, Wis., school of agriculture and working in the dairy department of the University of Wisconsin.

As county agent, he placed major emphasis on livestock and its related problems. Renville County is today proud of the 10 cooperative livestock-shipping associations which he organized there. He organized and supervised hog cholera control demonstrations, and in 1914, Renville County was designated by the United States Department of Agriculture as a special demonstration county. A staff of Federal veterinarians was located there. Out in the county extension service, Mr. Morris laid the foundation for a local understanding that has proved helpful to him in later work as an extension specialist in animal husbandry. He has served in that capacity from 1918 until the present time.

Not content to confine himself to his required duties, Mr. Morris was granted the master's degree in animal husbandry by the University of Minnesota in 1931. In 1927, he was secretary of the extension section of the American Society of Animal Production, and in 1938 he was chairman of that section. His expert ability as a livestock judge in Minnesota has gained him many of the thousands of friends that are his throughout the entire State.

■ Extension work, particularly with girls and women, has come a long way in 25 years. Awkward, gawky, poorly dressed girls and boys constituted the popular conception of rural sections 25 years ago. Now the girls from the country wear as modern, neat, and attractive—sometimes more sensible—clothing as their urban cousins. The avidity for learning of the rural boy and girl of 25 years ago has turned them into well-mannered, well-grounded, intelligent citizens who are a credit to any community.

Of the country myself, I had the rare privilege of sitting at the feet of the great in the early part of this century, of being a part in the development of educational programs, and assisting in obtaining educational facilities for the vast group of rural young people. It was my good fortune to be associated with P. P. Claxton, later United States Commissioner of Education. I also came in contact with Dr. Seaman A. Knapp who was then

bringing to life his dreams of an agency to aid rural people by demonstrating to them, with Senator Hoke Smith, who was to sponsor the Smith-Lever Act; and with many other leading figures of that and a later day.

In the early demonstrations I gave in canning, I often had more men than women present. Women were not in the habit of getting out. They were a resigned, hard-working class, with a dull, hopeless look and a certain pride in feeling "porely" most of the time. But this new work, with a vitalized program of abundant life, has given farm women better health, more leisure, more income, more knowledge, and more enjoyment.—*Virginia P. Moore, home improvement specialist, Florida.*

■ J. C. Hogenson, extension agronomist at the Utah State Agricultural College, began his extension career in 1911 when the work was organized as a separate department of the college. In 1913, he became State leader of boys' and girls' 4–H club work for Utah and was instrumental in pioneering this work so that it was organized on a firm, practical basis.

In 1919, he was put in charge of farmers' institutes; and in 1921, when extension specialists were first employed in the State, he was named extension agronomist, which position he still holds.

During his 28 years of extension work he has used many means of transportation from horseback to the automobile. He has changed his methods of teaching, to keep up with the times, from individual contest to organized group participation. He has been able to standardize many of the cereal and leguminous crops of the State so that now only those best adapted are grown. He has been instrumental in sponsoring the organization of a State crop improvement association which is now functioning in practically all counties in the State.

Weed control work, one of the big agronomic problems in Utah, is well organized, and a large majority of the farmers have been made weed-conscious through his efforts.

During his period of extension activity, Professor Hogenson has had the privilege of working in every community in the State and has the reputation of knowing every turn in every road. He is a lover of nature and the great out-of-doors, and probably knows the State, and its soils and crops problems better than any other man.

■ Roy Jones grew up on a small farm in New Hampshire. He majored in poultry at the University of Maine, going to the Storrs Agricultural Experiment Station in Connecticut in 1912. A part of his first work had to do with the then pressing problems of control of pullorum disease. In addition to his work with the experiment station, he did itinerant work among poultrymen of the State. He was appointed as the State's first poultry extension specialist in the spring of 1914.

At the time Mr. Jones started his long career as poultry extension specialist, poultry keeping in Connecticut was largely a side line for men and a pin-money enterprise for women. The annual value of poultry products was about 2½ million dollars. There were not more than 2 farms keeping 1,000 birds or more in 1914. In 1919, there were only 10 farms with 1,000 birds. Today there are more than 400 farms with more than 1,000 birds, several with more than 10,000, and, in addition, many broiler and turkey farms.

The hatchery business also has been a development of the past 25 years. The value of poultry products in Connecticut since 1914 has more than tripled, so that poultry as an important agricultural enterprise in Connecticut today stands second only to dairying.

All through the years Mr. Jones has worked hand in glove with the experiment station forces in helping to carry current findings in poultry-disease work to the poultrymen of the State and in helping to work out practical methods of making experiment station findings usable in a commercial way.

Mr. Jones has been more responsible for the development of the poultry industry in Connecticut than has any other one individual. To most poultrymen in Connecticut his words are like Bible truths. He has written many bulletins and written much for the press. The demands for his services today to speak, to write, or for counsel, within Connecticut and in other States, are greater than ever before.

■ On March 10, 1911, Dora Dee Walker took the oath of office as a collaborator for tomato club work in Barnwell County, S. C. Her club enrollment was 127 girls. Each girl planted one-tenth acre of tomatoes, and cultivated and pruned them. Their new work culminated in July and August of that year with thousands of cans of tomatoes. In 1912 and 1913 the work kept expanding; the growing of all vegetables was added. Fruits and vegetables were canned, and sweets and condiments were prepared. Bread clubs were organized, and poultry clubs were added in 1913. During those years her work was supported by the General Board of Education through the United States Department of Agriculture.

In November 1914 she was promoted to assistant State agent and production and conservation specialist under the Smith-Lever Act.

In 1915, Mrs. Walker was sent out over the State to organize women's clubs in every county.

It was through her that there were created in the rural districts of the State thousands of beautiful home, church, and school grounds; community centers; parks; and boulevards, which, as she phrases it, "help rural people to live on a higher plane and to see life through a different lens."

## 4–H Fire Fighters in New Hampshire

Nearly 1,000 of New Hampshire's rural youths stand ready today to aid in the prevention of forest fires in the State's hurricane-battered woodlands. With bicycle patrols making their rounds of critical points, with youths on guard at newly made lookout towers, and with others conducting a safety campaign among tourists and campers, these boys are doing their bit to save the Granite State from a disaster far worse than last September's hurricane.

The 1,000 youths, all members of the 4–H Forest Rangers, are organized into patrols which work with town fire wardens, district fire chiefs, and 4–H club agents.

The State forestry department has furnished the rangers with attractive green-and-white arm bands and patrol leader badges to wear while on duty. Patrols of forest rangers have been formed in every county of the State. One Hillsboro County fire warden tells of a bush fire that was reported by 10 different 4–H forest rangers. Fire lookout towers have been erected in areas where there are no regular Forest Service towers. From these lookouts, ranger patrols will watch for fires. On special week-ends patrols will be on duty at the towers.

Although the younger members of the 4–H Forest Rangers will do no actual fire fighting, rangers over 16 may join special patrols and aid in fire fighting, under the direction of the district fire chief.

Membership in the 4–H Forest Rangers is not limited to 4–H members but is open to every rural youth over 12 years of age. Club leaders in all counties have reported an enthusiastic reception of the plan by the young people in their district.

The 4–H Forest Rangers' program in each county was started with a conference of the 4–H Club agent and district fire chief to discuss the plan of action and to designate the towns and communities where there is the greatest danger from fire and need for a prevention program.

The 4–H agent then found a group leader for each of the groups in his county. In many cases the local fire warden or deputy fire warden has accepted the position as leader or chief of the local ranger group.

At the first mobilization meeting of a local forest ranger group, the boys and their leaders discuss the local situation and need of fire protection, using a map to spot the most hazardous areas. Plans are also made for a system of lookouts, bicycle patrols, locating and reporting fires, and a plan for warning tourists and campers by handing out flyers.

Future meetings of the ranger groups will consist of practice patrol work in order that they may be prepared when an actual need arises. Hillsboro County with 15 groups and more than 250 members leads all counties in membership.

# County Progress Exhibits Win Praise at State Fair

The twentieth century march of progress in agriculture, education, and industry was displayed graphically by county progress exhibits made for the first time in North Carolina at the State fair at Raleigh last fall. The booths were arranged by groups from Davidson, Cleveland, Caldwell and Edgecombe Counties.

The close interrelation and balance of these three fields of endeavor and how each helps to stimulate the growth in the others was the keynote of the exhibits, said Frank H. Jeter, extension editor, who had charge of the county progress department.

Cooperating in preparing the booths were agricultural extension workers, vocational agriculture and home economics teachers, representatives of industry, the public schools, and the grange.

First prize of $750 cash went to Davidson County which featured the balance of industry and the diversification of agriculture in a well-planned booth with models of farmsteads, school buildings, factories, and business houses in a town. Rural electrification was delineated by miniature power lines connecting the different models in the exhibit.

Among the miniature buildings constructed according to an accurate scale were furniture factories, cotton mills, a bank, a creamery, a grange house, and a consolidated rural school. Small dolls and tiny dresses, hardware articles, bolts of cloth, and other less than "pint-size" goods filled the show windows in the model stores.

Attention was called to the fact that in Davidson County are 3,641 farms supporting 20,000 of the county's total of 45,000 people. On these farms, 6,200 acres have been terraced to check erosion; 945,329 trees have been planted; 428 acres of pasture have been seeded; 8,530 acres have been placed under improved crop rotations; 1,224 acres are being strip-cropped, and 5,316 acres are being tilled on the contour to check erosion of the soil during heavy rains.

The small power lines illustrated the 225 miles of rural electric lines that carry electricity to 2,250 farm homes of the county.

Models of furniture, shirts, overalls, and other industrial products were displayed along with agricultural products such as tobacco, cotton, corn, dairy products, poultry products, wheat, sweetpotatoes, rye, oats, hays, feeds, Irish potatoes, and pork. Also shown were dresses and foods prepared by home economics students in the consolidated schools.

The Davidson County exhibit was prepared by H. G. Early, of the Thomasville Orphanage and master of the local Pomona Grange; A. N. Harrell, assistant farm agent, and Mrs. Harrell. These people had the cooperation of county vocational and home economic teachers.

Second prize of $500 was awarded to Cleveland County for its booth featuring agriculture, industry, schools, and churches, with model buildings and displays of agricultural and industrial products. The balance between agriculture and industry was shown by a comparison of the annual industrial pay roll of $4,500,000 with the annual farm income of $4,000,000. In the county are 5,180 farms, and on industrial pay rolls are 6,500 workers.

The exhibit was designed to appeal to the ear as well as to the eye. A phonograph record and an amplifier were used to call attention to the advantages of Cleveland County located in the upper piedmont section of the State and the largest cotton-producing county in North Carolina.

A moving belt at times appeared as a highway down which miniature cars traveled. At other times it was a railway track on which a train rolled by farms, factories, and towns. On the cars of the train, signs pointed out that Cleveland County is noted for its famous citizens, good roads, good government, schools, and churches, and its income from farming and manufacturing.

The Cleveland County exhibit was arranged by John S. Wilkins, farm agent; Hilda Sutton, home agent; and Henry P. Russell, scenery designer, with the cooperation of local industrial and school leaders.

Caldwell County won the $300 third-place award with a display featuring "The Brightest Spot in Dixie," as the county has been termed in recognition of its outstanding achievements in rural electrification.

Of every 100 homes in the county 82 have been provided with electric lights and power by the Caldwell Mutual Corporation with the aid of the Rural Electrification Administration. In taking power to the 3,000 homes now served, transformers were sometimes "snaked" over mountain passes by oxen when homes had to be reached in places where wagons could not go.

Models of school buildings and displays of agricultural and industrial products were also displayed prominently, special attention being called to the 15 modern consolidated schools in the county today as compared with the former one-teacher schools of 30 years ago.

The 13 home-demonstration clubs of the county with 285 farm-women members, and the 22 girls' 4-H clubs with 580 members, and the county library with 24 book stations scattered over the rural districts were also emphasized along with furniture, glass, cordage, and other industrial and agricultural products. The exhibit was arranged by O. R. Carrithers, farm agent, and G. C. Courtney Jr., secretary of the Lenoir Board of Trade assisted by Atha Culberson, home agent.

"The Best-Balanced County in a Balanced State" was the theme of the Edgecomb County exhibit which won fourth prize money of $200. Twenty-five years of progress were illustrated, equal weight being given to agriculture and industry balanced across the full crum of education.

Various agricultural and industrial products were shown, and comparisons drawn between the yields and quality of farm products 25 years ago and those of today. Models of schools, factories, and a farmstead added a note of reality to the booth. A miniature power plant was set up with wires running to other parts of the booth to light up the different displays.

A picture showed the Tarboro milk plant the only municipally owned milk plant in America; and figures were given to point out the progress in public health work. Twenty-five years ago there were no public clinics. Last year 45 clinics were held; 7,362 patients were treated, and 7,203 others were examined.

The exhibit was arranged by H. E. Alphin, assistant farm agent, assisted by 4-H club boys and Mrs. Eugenia Van Landingham, home agent.

## Community Improvement

The Ideal Home Builders, home demonstration clubwomen of Pawnee County, Kans., made cement grave markers and placed them at all unmarked graves in the Ash Valley Cemetery. The women and their husbands met on two different days at the home of one of the club members and made 41 lettered markers at a total cost of 45 cents each. The cemetery board financed the work. In the early spring the group met again and placed the markers in the cemetery.

## ON THE CALENDAR

Twenty-third Annual Eastern States Exposition, Springfield, Mass., September 17–23.

National Dairy Show, San Francisco, Calif., October 21–30.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14–16.

Convention of National Grange, Peoria, Ill., November 20–25.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22–24.

National 4-H Club Congress, Chicago, Ill., December 2–9.



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## Publicity

There is spirited competition in the publicity of the 16 home demonstration clubs of Daviess County, Ky. For the last few years the clubs have competed in a publicity contest. Each club secretary acts as publicity chairman for her club, and it is her duty to write up each activity and keep a scrapbook of the clippings to present at the annual meeting when the news items are measured in inches.

Last year the county publicity chairman gave her annual publicity report in a most novel manner. It was given in the form of a streamline train, drawn large enough for the audience to see from the stage. The engine had the home agent's phone number to represent the number of the engine. Each club had a coach in the train with the year's number of publicity inches marked on it. The 16 clubs had a total of 353 inches. A number of the clubs had at least one piece of publicity each month. The last coach represented a special car with all publicity pertaining to the program marked with the total number of inches of publicity and pictures of State specialists, leaders, and speakers pasted in the windows.—*Venice Lovelady, county home demonstration agent, Daviess County, Ky.*

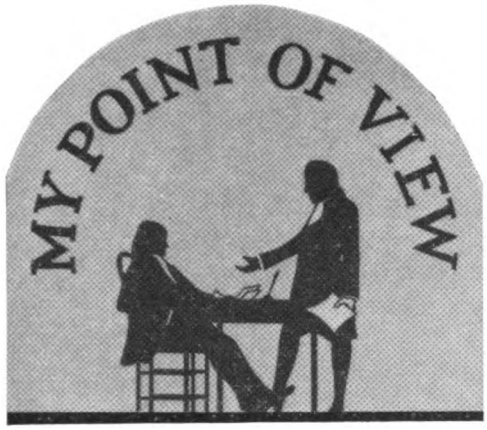
## To See Is to Remember

Any success obtained in landscape extension work in the last 12 years has resulted largely from the use of illustrative and demonstrational material through the use of my so-called "built-up" lectures and colored slides.

I have made three different "built-up" lectures during this time. They are made on a frame 4 by 5 feet in size which can be folded up to make a carrying case. An area 2½ by 2½ feet is covered with a stretched cotton flannel painted to represent the lawn and distant background, and a green band of stronger material about this resembles a frame. The house, other farm buildings, shrubs, flowers, and trees are painted on separate pieces that can be placed on the background in their proper places to form a farm home before and after it has been landscaped.

This makes a spectacular lecture, intensely interesting, and provides an ideal way to teach my subject for, as the Chinese say, "A person absorbs 7 times as much by the eye as by the ear." I have given at least 150 lectures each year and have never talked to a group more than 15 minutes without using illustrative material.

In the last few years I have been using colored slides to illustrate my lectures, having taken more than 1,000 pictures in the last 2 years with my camera, from which I have made 650 slides. These slides form the basis for at least 5 different lectures. I could not get along without the colored slides, and for my purpose they are much better than motion pictures.—*O. I. Gregg, landscape extension specialist, Michigan.*




**This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents. Letters should be kept short—about 200 words.**

## For the Welfare of the People

Rural sociology in practical application is frequently interpreted so broadly that it includes all functions of the Extension Service, the church, the school, and the whole Government as well. On the other hand, rural sociology is often the name given to work of only superficial nature such as music contests, dramatic tournaments, and other social activities, which are superficial and of uncertain value when promoted as activities relatively disassociated from their real significance in the lives of people.

The time has come for all extension workers, including those whose subject matter is group management, to build a program stimulating and helpful to individuals and groups for themselves and also for the general welfare of all. The newer aim is not music for the sake of a State contest, but music for what it does to the people of a State over a period of time, during which they develop a habitual indulgence in fine music. We should grow alfalfa not for a State quota of acres, or, for that matter, for what it does to cows, but for what it does for the living standards of people whose incomes are a little better because of what it does to cows.

Here, also, not incomes for their intrinsic value but incomes for what they enable people to have of health, education, and leisure when that leisure enriches life rather than confuses it.

Thus 20 loads of manure to the acre, superphosphate in the gutter, foundation garments that fit, community sings, water carnivals, and community cooperation of many kinds have one common end—the welfare of people.—*P. F. Ayer, extension specialist in rural organization and recreation, New Hampshire.*

## Defines Land Use Planning

To better meet new and greatly expanded problems, much intelligent work has been done and much has been accomplished in extension-program planning; but, unfortunately, too often we have been dealing only with a means to an end rather than an ultimate end itself. The next and vastly more important step will be agricultural or land use planning, an activity which presents the greatest challenge and with it the greatest opportunity to be of permanent good to agriculture since the inception of extension work. It is an activity so broad in its concept, so inclusive in its scope, that to specifically define it is difficult. In fact, many extension workers have felt that an inclusive definition might not be possible, but for the sake of a start may we not attempt a definition as follows? *Planning for an economical and permanent land use is the process of taking an inventory of what the land, human, and natural resources were, now are, and what they will or should be, including a thorough analysis of how and by what means they might be influenced by human activity.*

If successful, it will not be an overhead activity handed down from Washington or the State but will be born, if not conceived, out in the county and in the rural community. It will be understood, planned, and executed by the American farmer and homemaker, guided and aided by the county extension agent and others in position to furnish information or otherwise help.—*R. E. Bodley, county agent leader, Montana.*

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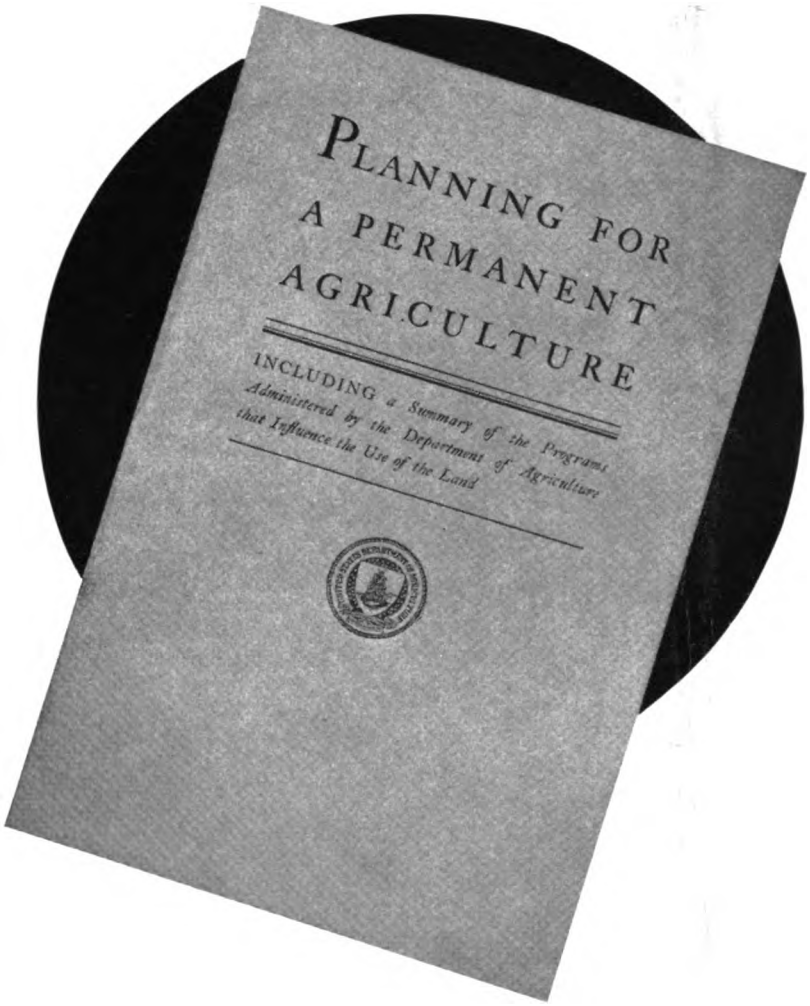



HERE is a publication designed to give community and county planning committeemen needed information about land use programs authorized by the Congress.

WHAT ARE THE OBJECTIVES OF THE LAND USE PROGRAMS?

WHY DID THE CONGRESS PROVIDE FOR THESE PROGRAMS?

HOW ARE THE PROGRAMS ADMINISTERED?

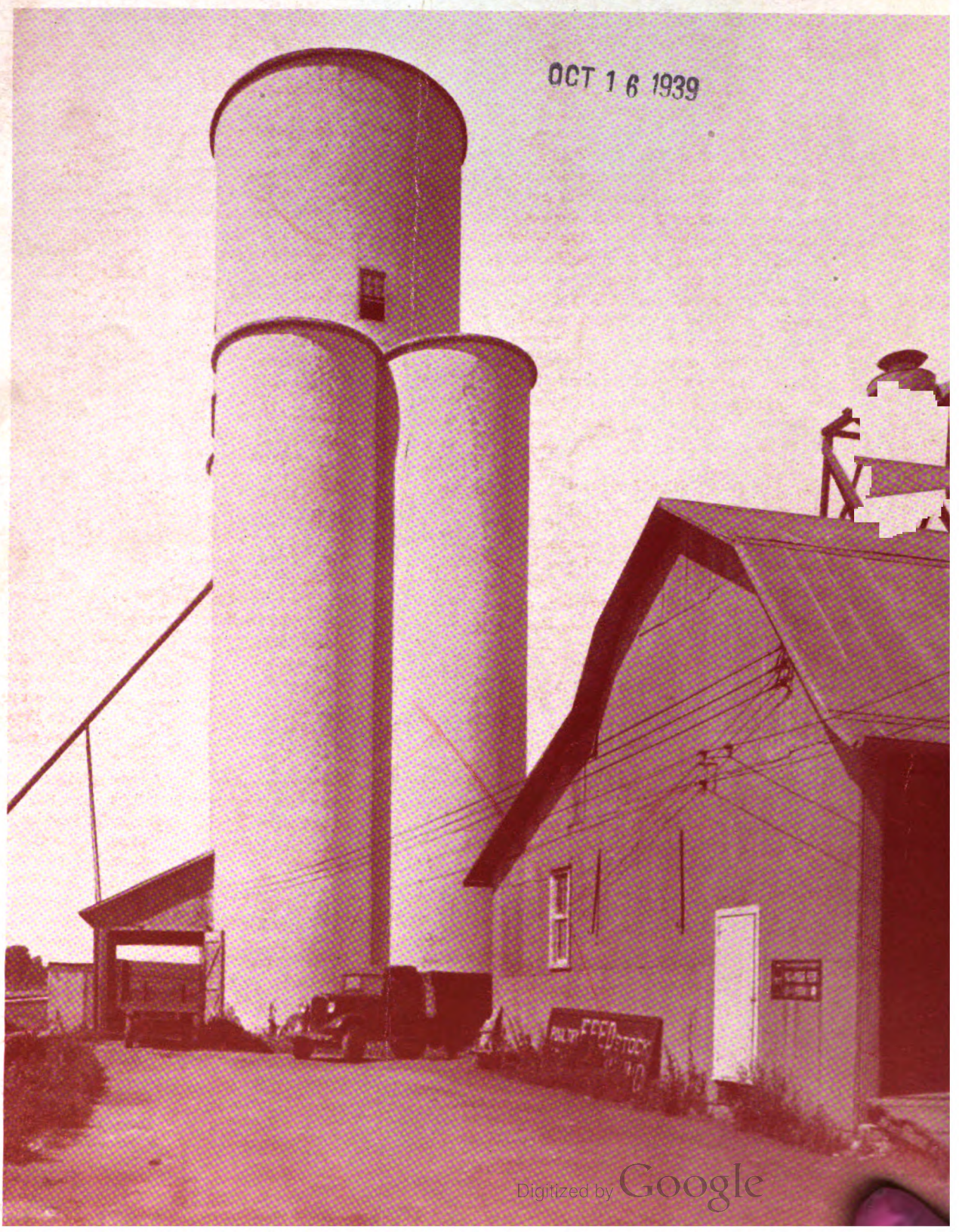
HOW DO THE AUTHORITIES SUPPLEMENT EACH OTHER?

HOW DO THE NEW PLANNING PROCEDURES HELP TO MAKE NATIONAL PUBLIC PROGRAMS AND COMMUNITY PROGRAMS MEET ON COMMON GROUNDS?

The Department has endeavored to answer some of these questions in Planning for a Permanent Agriculture, Miscellaneous Publication 351. Supplies of this publication may be obtained through your State extension director.

EXTENSION SERVICE • U. S. DEPARTMENT OF AGRICULTURE

# Extension Service REVIEW





With surplus and distribution problems growing more and more complex, extension work in marketing has doubled in the last 10 years. The farmers assisted last year handled, individually or through cooperatives, $640,000,000 worth of farm commodities and included one-fifth of the farmers in the country.

**OCTOBER**
**1939**
**Vol. 10 • No. 10**

AN Editorial

# Emphasis on Marketing

"There is a growing interest in efficiency in marketing," said the Secretary of Agriculture recently in talking to a group of county agents. The importance of Secretary Wallace's statement is apparent to many county agents and farmers. Distribution seems to be the key to the paradox of poverty in the midst of plenty—malnutrition and food surpluses side by side. The pressure increases for more facts, for more study of economic laws which govern the market place and of the regulations necessary to maintain order and balance in distribution, and for more help in perfecting market organizations.

### *Cost of Distribution Increases*

From the agents' standpoint, reducing the margin between the producer and consumer is perhaps one of the major issues. Local surveys of distribution costs as well as discussions of these costs in farmers' meetings are features of the work in many States. For a number of years the spread between prices paid by consumers for food and prices received by producers has been widening. The cost of distributing 58 selected foods has been gradually increasing since before the World War, according to the Bureau of Agricultural Economics. The percentage of the consumer's food dollar which was paid for transportation, processing, and all other marketing costs increased from an average of 45 percent for the 8-year period 1913–20 to 54 percent for the decade 1921–30 and to 59 percent for the years 1931–38.

### *Causes of Increase*

These increased costs have been brought about largely through duplication in marketing methods, facilities, and services; a lag in the change of fixed costs to conform to a falling price level which has prevailed during most of the period; legal barriers to interstate trade; increased costs and services in packaging, processing, and advertising; as well as a certain amount of inefficiency, speculation, and excessive waste in distribution.

Many of the increased costs in marketing have arisen from the performance of new services for consumers. These new services plus other marketing functions caused the percentage of workers gainfully employed in the field of distribution to increase nearly 600 percent between 1870 and 1930. This may be compared to an increase of approximately 275 percent for all occupations during the same period.

In many instances the costs of marketing add more to the cost of farm products than all the expenses incurred in production. The farmer is concerned with getting his marketing services performed at the lowest cost. With rapidly changing economic conditions, shifts in demand, and changes in transportation, resulting in necessary changes in the methods of marketing, farmers feel the need for more information.

The farmer needs to know these and other facts which pertain to his problem. He needs to study the latest information available, to talk it over, and to cope with his problems in the light of facts.

### *Department Reorganizes*

To better meet these needs, the Department of Agriculture has reorganized its forces. All of the marketing and regulatory activities are being coordinated in order that they may receive the same concentrated attention as the problems of conservation and production. This coordination is directed by the Office of Marketing and Regulatory Work. In an article in this issue of the REVIEW, Director A. G. Black tells extension workers something of the organization and objectives of this Office.

The Extension Service also is giving marketing problems a larger place in the program. Speaking recently to representatives of the State bureaus of markets, Director Warburton said that the extension agents and specialists are now doing twice as much work in the field of marketing as they were 10 years ago.

The volume of work done has steadily increased from year to year until last year about 1,200,000 farmers in 18,500 communities were helped with their marketing problems either as individuals or as members of cooperative marketing and purchasing groups. This is about 1 in every 5 farmers in the United States. These farmers handled through cooperative organizations products valued at more than $640,000,000. To assist agents in this big undertaking, 125 State marketing specialists are spending all or part of their time in marketing work; and 4 Federal extension economists spend most of their time on marketing problems.

### *Presenting the Facts*

Agents and specialists are using many ways to present effectively marketing facts to farmers. The county cooperative councils in Minnesota, an outgrowth of discussion groups, are doing an effective educational job in talking over the reasons for cooperative marketing and the problems which these associations are up against. Mr. Dvoracek, whose excellent job in organizing discussion groups has been reported in a previous issue of the REVIEW, tells on the opposite page how this method is working in the field of marketing.

Some other methods of dealing with special marketing problems are described on the following pages. The one-variety cotton movement in Oklahoma, the quality egg campaign in Connecticut, the marketing tours in Indiana, and the realistic handling of the problem of distance from markets in Oregon have all been effective on some phase of the marketing problem.

In the consolidation and coordination of the marketing services of the Department of Agriculture, it is clear that greater emphasis has been placed on efficient marketing and its importance in the solution of agricultural problems.

EXTENSION SERVICE REVIEW

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Teaching Cooperation Through County Cooperative Councils

D. C. DVORACEK, Extension Marketing Specialist, Minnesota

From a general discussion of the problems of cooperatives in farmer group discussion meetings in Minnesota, the idea of a county council of cooperatives developed. The general plan of county councils is to get directors of all types of cooperatives, creameries, elevators, oil associations, and others to discuss the problems of cooperation, thereby giving board members training in the management of cooperatives. Informing and training directors is the first step towards educating members. Discussion results in acquaintance which in turn breeds confidence. Ability of a group to sit around the table and discuss their common problems cannot fail to be productive of valuable results.

In setting up a county cooperative council, much depends on the interest of the county agent in the project and the time he has available to devote to it. A good way of arousing interest is to present the council idea to board members at regular or specially called meetings. If special meetings of boards cannot be arranged or attended, a general meeting of all board members of the county can be arranged with a special invitation to each individual member.

Once the council is organized, a program attacking specific problems must be mapped out. Plans must be made to adapt the council program to recognized problems, discussing first of all the principles and the philosophy of cooperation, market practices and services, and the specific problems of operating commodity cooperatives. The council presents an opportunity for organizing study groups at which various topics of interest to cooperatives may be studied.

A campaign to "know your own cooperatives" has been found worth while in Minnesota from the standpoint of arousing interest. The preparation of dot maps, showing the location of members of the various cooperatives as a means of defining the areas served by given cooperatives, has been found interesting and worth while. Individual dot membership maps can be assembled, by commodities, into a county map showing the degree or extent of overlapping of territories of the neighboring cooperatives. Such maps tend to visualize the cooperative organization of the county. A historical study of the annual reports of cooperatives, going back as many years as possible, and selecting significant items such as volume of business, number of patrons, and total indebtedness, can be made and the charts prepared, showing the progress of the various items through the years. These historical charts can be used to advantage at annual meetings in informing the membership of the business operation of their organization.

The expansion of the cooperative council idea has not been pushed here, but an attempt was made to establish a few active councils as demonstrations of their possibilities. Interest has developed in 18 counties to date, and additional counties are requesting that work be started. No revolutionary results were expected, but the sustained interest in the council idea and work being done in these counties is promising indeed. Some counties have taken a more active lead in this project and naturally are achieving more positive results.

One county has demonstrated its ability to conduct meetings without outside help. This county early elected a board of directors and adopted articles of association, appointed a program committee, and worked out a tentative program. In the fall of the first year a cooperative exhibit was prepared for the county fair. The same year a cooperative institute and regular quarterly supper meetings were held. These "feed" nights have done much to develop a closer acquaintance, greater confidence, and interest in the council. This council sponsored a county-wide cooperative picnic this summer, discussed clover-seed marketing, and is now in the process of forming a county marketing cooperative.

Two councils have probed the possibility that cooperative creameries in the county might eliminate unfair pricing methods. They have not been entirely successful in bringing this about but have, made distinct progress in that direction. This is going a long way toward developing a definite feeling of cooperation among the creameries. County councils have aided and encouraged the organization of an REA project. They have suggested the possibility of hiring a cooperative fieldman to work among all the cooperatives in the county.

Other county councils have become interested in the study of a cooperative health service. All the counties have considered new fields for planned cooperation. A notable example is the building of a county-wide processing plant to service local cold-storage locker units as a means of saving cost. Other counties are studying a district set-up to market livestock.

Without question, the county cooperative council has possibilities as a tool for more effective educational work among all cooperatives. Where it has been given a fair trial in Minnesota it has resulted in developing confidence among board members; in making the discussion of common marketing problems possible; in emphasizing the need of educating members; in bringing the cooperatives closer together and making joint projects possible; in starting a plan of farm marketing on a broader, more efficient basis; and in developing a new, active leadership in marketing. Time spent with councils is considered time well spent.

# The Rural Urban Idea Takes Root

Six months ago Secretary Wallace called a group of 50 women to Washington to counsel with him on the agricultural policy and to discuss whether or not an abundance in American homes of today is possible. These women caught a vision of what cooperation among farmers, industry, and labor might mean in solving some of the problems which face America, and they went home to instill some of the leaven of this three-way cooperation in their own communities.

As a sample, take Mrs. Robertson, a farm woman from Wyoming, who writes: "I must admit the time spent at home has been limited since I returned—one report after another. The last one, yesterday afternoon, is so fresh in my mind because there was an audience of between five hundred and six-hundred people. My next report will be tomorrow afternoon about 45 miles from here. Last week I spoke to the Mt. View Grange at Cody, and so it goes." Or from Mrs. Piper, a farm woman from Oklahoma, who writes: "I am sending you a copy of some of the reports I wrote as soon as I returned from Washington. The papers asked for the material. One paper put it all in one issue, but the other ran it for several days. So many seem to have read the reports. Farm people and business and professional people still talk to me about my trip and tell me that they read the articles I wrote."

Everywhere small groups are discussing the question which Secretary Wallace challenged the American women, both rural and urban, to think about and to talk about. In Indiana a discussion group made up of about equal numbers of rural and urban women representing labor, agriculture, and industry, as well as consumer and producer organizations, discussed the Secretary's questions in Indianapolis in July. Other meetings are planned for the near future. Mrs. Alice Belester, a delegate to the Washington meeting representing the Consumers Service Council, arranged a conference in Chicago which resulted in a series of meetings later. Mrs. Kathryn Van Aken Burns, home demonstration leader in Illinois, arranged for a similar conference for the whole State.

In Texas, Mrs. W. G. Kennedy, a farm woman and vice president of the Texas Home Demonstration Association, gave a fine report of the Secretary's conference to the women of Texas attending Farm and Home Week. Following this, the Extension Service took the initiative in arranging for a conference held early in the fall. Mrs. W. C. Pou, farmwoman delegate from North Carolina, also reported to the farm women of her State at Farm and Home Week.

Mrs. Elbert Piper, head of home demonstration groups in Oklahoma, also reported to the women of Oklahoma at Farm and Home Week, concluding with this stirring challenge:

"Of course, there is a dark side to the condition of many farm and city homes; yet, as Americans we have the best opportunities of any people on the face of the earth. We can change the dark picture, and we will when people realize we must work for the advancement of all groups and not of one particular group. We are all Americans. We must teach, act, and live Americanism. Then there will be no place for totalitarianism, communism, or any other 'ism.' The power of government is in the hands of the people. We do not realize sufficiently our responsibility as citizens of a democracy. We have a duty and responsibility toward every child in this land."

The determination to do something like this was often expressed in the conference as Mrs. Parkinson, an urban woman from Mississippi, phrased it. "Something like this must be undertaken all over the country in order that we may create good will. I think there is in the American people the ability to overcome any difficulty if they first realize what the difficulty is and then cooperate. * * * We must get together. I personally feel that we have got to get a little religion into it. It has to be more than just how much a man can eat."

Another rural woman expressed her convictions in this way: "It seems to me that it has been proved that when the farm income is down we have a lot of unemployment because we are not able to buy tractors, furniture, paint, lumber, and things that are the products of industry. I think also that we must have, as has been spoken of many times today, a better understanding between rural and urban people. I do not know of any better way than when we leave this conference today I will spot an urban woman and an urban woman will spot a rural woman, and say, 'Will you come to our group and talk to us about your problems?'"

An urban woman, Mrs. Dorothy J. Bellanca, vice president of the Amalgamated Clothing Workers of America, New York City, threw down the gauntlet to the Department of Agriculture, saying:

"Is the Department of Agriculture doing enough to create greater abundance for the American home? You are planning a big job for the Department of Agriculture. I can't see how the Department of Agriculture can do it by itself. I think you need to have the cooperation of the Department of Commerce; that takes in industry. You need to have the cooperation of the Labor Department; that takes in labor. I don't think that one individual Department can secure the abundance for the American homes that need it, because the problem involves an interchange between farmers, labor, and industry; ar we have to work together to bring th about. * * * You may have the most ela orate program or very intelligent program, program that is very useful to the farmer ar one that will eventually react on the worke the laborer, but if you are not supported b industry, if industry's wheels are idle, wel your program will not work."

And so the 50 women delegates have go out into the highways and byways of the home communities, city and country, repor ing what women representing other group and other sections of the country think c the agricultural program and of the need fo more understanding of the facts as seen b other groups of people, if abundance i American homes is to be a reality.

The idea struck deeply into the hearts an lives of the women. Dr. Anna Spiesma Starr, an urban woman from New Jersey brought it home in the closing remarks of th conference when she said:

"When we go home our children at hom are going to say 'Mother, what have you bee doing all this time?' and I am going to try ver hard to give them a broader glimpse of wha it means to be a responsible citizen. I thin we are wrong if we have felt it is our job jus to keep house instead of making our boys an girls realize that making homes is the greates and most challenging job in the whole world out of which comes abundance of living; the realization of duty well done; and a vision toward a future which more nearly realizes the best any of us can do. I call that abundance. I think just numerical statistics will not do it, but I think it has to be a gleam in the eye, a push and an urge, and a faith in ourselves and in our neighbors and people far beyond that point which is 'sensible.'"

## Reed Is New Director in Indiana

Harry J. Reed, the new director of Extension in Indiana, was born on an Illinois farm. After graduating from Purdue University he operated a farm in Harrison County, Ind., for 3 years. In 1913 he became one of the first county agents in the State, and after serving as county agent in Parke County for 3 years, he returned to Purdue University, first as associate in horticulture and later as assistant director of the agricultural experiment station. In 1918 he was named farm director in charge of the outlying experimental farms which are owned and operated by the experiment station. In that capacity he has done much in the development of these experimental farms.

# Cooperation Brings Cotton Out of Chaos

**The one-variety cotton-improvement plan in Oklahoma is bringing cotton out of chaos. The idea has spread rapidly; 9 community associations produced 2,600 bales of cotton on 9,623 acres in 1937; 88 communities and county-wide associations in various stages of organization in 30 Oklahoma counties planted 400,000 acres of cotton with pure seed of standard variety in 1939. Jackson, Harmon, Greer, Caddo, and Blaine Counties have county-wide associations with more than 90 percent of the cotton acreage in the same standard variety. Agents from two of these counties here explain how the plan works.**

## Four Thousand Producers Cooperate

**L. I. BENNETT**
**County Agent**

In the spring of 1934, cotton-improvement k was started in the Lookeba community Caddo County through the Farmers' Union perative Gin and Louis Clay, a good cot- producer of that ginning community. W. Osborn, extension agronomist, fur- ied Mr. Clay 75 pounds of Acala Shafter tonseed for demonstrational purposes. at year, Mr. Clay seeded the 75 pounds cotton on 12 acres of land and produced nd a fraction bales of cotton. This cot- had a lint percentage of 41 and a staple 1⅛ inches. From this modest beginning, la cotton has spread over the county un- in the 1938 crop season more than 80 cent of the cotton produced was of that iety.

The Lookeba One-Variety Community was anized in 1935, and in 1938, it had more n 5,000 acres of registered Acala cotton ng produced by its membership of 171 wers. In 1938, cotton produced by this mmunity was accepted by the Government export, and more than 1,000 bales of cot- was exported last year. Since 1935, this mmunity has been a member of the Okla- ma Crop Improvement Association and is oducing and marketing cotton under the s of the State association. During the 38 and 1939 seed-marketing season, more an 15,000 bushels of seed was sold to pro- cers in this section of the State.

From the success of the venture in the okeba community, the idea of a one-variety tton has spread over the county. Last ring all the cotton communities in Caddo unty were organized into one-variety cot- n-improvement associations. The county w has 20 one-variety cotton-improvement sociations producing strictly Acala cotton, th a membership of more than 4,000 pro- ducers and an acreage estimated at 95,000 acres.

Eight thousand pounds of registered (yellow label) Acala Shafter cottonseed was distributed to these 20 communities for increase purposes. In addition to this, more than four carloads of California-grown (blue label) Acala cottonseed were needed to supplement the certified seed produced in the county by the Lookeba one-variety cotton-improvement association.

Most of the communities in the county have made application for marketing and classing service through the Smith-Doxey Act, and will be in line for an export marketing program this year.

A large measure of success of the one-variety work in the county must be given to Sid Ingram, gin manager of the Lookeba Farmers' Union Gin, who has worked untiringly with the assistance of Louis Clay and other producers.

## One Variety Proves Merit

**FLOYD D. DOWELL**
**County Agent**

■ Cotton from one-variety communities in Blaine County has been even enough and attractive enough to make certain foreign purchasers ask for cotton from these communities. Farmers have not been slow in seeing the advantage of cotton of even grade and staple in attracting buyers, and this year 964 farmers have shown their faith in the plan by planting 22,304 acres to Acala cotton from quality seed of a known source. The only 2 farmers who are not producing Acala cotton this year had already purchased seed for 151 acres of Mebane before they knew the county organization was to be formed. Every bale of cotton ginned in the county in 1939 carries a card which identifies the bale wherever it goes as being produced by the Blaine County Acala Cotton-Improvement Association.

One-variety cotton community work started in Blaine County in 1932 with 92 farmers agreeing to grow only Acala 5 cotton on 1,865 acres and to cooperate with a local gin in Watonga to maintain purity in the seed. A great deal of credit for the development of the movement is due the ginners and gin organizations. A ginner during the early formative period of one-variety community work really had to believe in the program to tell one of his old gin customers, who he knew was not cooperating in the program, that he could not gin his cotton, and that he would have to take it to some other gin.

The variety of cotton used by the cooperating communities changed from Acala 5 to Acala Shafter in 1934, because it was found to have a longer staple, to give a better gin turn-out, and to be more storm resistant. This variety has been very satisfactory. It is not uncommon to have 35 percent to 38 percent gin turn-out with 1 inch to 1⅛ inch staple. Each year our one-variety cotton communities have obtained the best foundation planting seed they possibly could for increase to furnish growers the following year. Most of this foundation seed has come from the California cotton-breeding stations.

The Farmers' Cooperative Gin Community of Greenfield has been one of the most successfully operated one-variety communities. This farmer-owned cooperative gin is free of all indebtedness and is paying good dividends each year. The community organization was approved and received the Smith-Doxey grading and classing service in 1938. It was also one of the two gin communities in Oklahoma to be chosen to participate in the one-variety cotton export program. The program was so effective that producers from all the other gin communities of the county, as well as ginners, asked for assistance in perfecting an organization which would make all communities eligible for the service. To meet this demand, the Blaine County Acala Cotton-Improvement Association was organized.

The classing and grading service now being offered to cotton-improvement groups was the final push that was needed to put Blaine County into a one-variety cotton-improvement association. As all producers wanted the service and all gins wanted to be able to offer the service, it was easier to organize a one-variety county association to give all producers and all communities equal service and recognition for their progress in an improvement program than to organize separate community organizations.

The Extension Service not only put a cotton program into effect in this county, but the cotton program deserves a lot of credit for strengthening extension work.

# Quality Overcomes Distance

**ROBERT G. FOWLER, Jr., Special Extension Assistant in Oreg**

The pioneers who shook the Mississippi Valley soil from their heels in the 1840's and 1850's and struck out westward to the new frontier, the Oregon country, were a hardy lot. Gold lured many of these early adventurers; new homes in the verdant wilderness drew others. The homemakers became subsistence farmers, dependent upon their own farms for a living. They gave little heed to the 3,000 miles that separated them from the more highly populated sections of the East.

Oregon grew to statehood. Modern civilization displaced the old subsistence standard. The foot-loose moved on to other frontiers. Through natural productivity of soil and climate, Oregon agriculture took firm root, and the State soon loomed on the horizon as an exporter of agricultural goods.

A brief glance over the past 25 years of extension in Oregon in this, the silver anniversary of the passage of the Smith-Lever Act, shows a steadily mounting interest in the field of marketing. Farmers look more and more toward out-of-State markets to sell their products. All eyes are centered upon the deficiency-producing areas of the East. With this outside marketing activity came a problem which originated unwittingly with the pioneer movement to this Oregon country nearly 100 years ago. Distance! Extension leaders have been aware of the great distance obstacle, and over the past quarter century have striven to turn Oregon export production into channels where a comparative advantage is enjoyed and to eliminate those commodities not bringing favorable returns when the freight bill is paid.

Apples have become the classic example of the latter. Shortly after the turn of the century, promoters flooded the East with photographs and propaganda extolling the life of a gentleman farmer and lured their clients to this "apple utopia" with the slogan, "Sit on the porch and watch 'em grow." Clerks, school teachers, and farmers stampeded to the apple paradise. Soon Oregon had 70,000 acres of apples, many, many more than the local market could use. In normal years, 40 other States produce apples; and such States as Michigan and New York, on the market doorstep, began to invade the fancy, high-quality trade needed for Oregon apples. Losses were staggering. The apple acreage, through a long-time extension campaign, has been gradually reduced to 20,000 acres, a reasonable figure.

The apple catastrophe taught Oregon exporters a lesson. Then, what does Oregon produce for export in which it has a market advantage? The question is easily answered—those commodities which have a small-bulk, high-unit value. A small seed industry, through work on the part of the experiment station, has grown and quadrupled since 1930. In 1938 this industry was valued at $4,500,000 to Oregon farmers. Legume seed, making up a large part of the industry, finds a place in southern cotton rotations. Bentgrass seed, $350,000 worth annually, is used in most lawn-grass mixtures. Alfalfa seed is growing in popularity in cut-hay regions. These markets are expanding.

Frozen-pack foods are opening a new field in small-fruit and vegetable growing in the truck-garden sections. The canning industry has doubled and redoubled itself many times in the past 20 years.

Cooperative marketing organizations have been helped along by the extension staff as a means of eliminating unnecessary middlemen and to facilitate large-group marketing and bargaining economies. These cooperative agencies handle sizable amounts of produce annually, and some gross into the millions of dollars each year.

The Interstate Creameries, Portland, a federation of 11 local units with a membership of more than 6,000 dairymen, was organized in 1930 to stabilize and improve butter-marketing conditions in the State. The extension specialist in marketing served as chairman of the original organization committee, and the entire extension staff aided in the development of the local units. In 1937, this age did a gross business of $5,729,354. As a rect result of this and other improvem work, butter grades in Oregon have been terially raised. Nine years ago, 20 percen the creameries in the State produced bu that scored below 90 percent. Now, onl percent do. The extension staff has b down the enthusiasm for country cross-r cheese factories and condenseries and turned the dairyman's interest to butter m ufacturing for the nearby California mar

County agents do not serve as active ministrative officers of these cooperative ganizations but in many places are secretar H. G. Avery, county agent in Union Cou was the active influence in organizing Blue Mountain Seed Growers' Association 1935, which last year was the largest hand of crested wheat-grass seed and one of largest handlers of Ladak alfalfa seed in Nation. The membership has extended to counties and is now actively pushing the n alfalfa wilt-resistant variety, Orestan, wh is a development of the Oregon Experim Station. All told, this selling group hand a half-million pounds of high-quality s last year.

G. D. Best, county agent in nearby Wallo County, gave assistance to the Wallo County Livestock Shipping Association wh handled 26,163 head of hogs, 2,921 cattle, a

**Young creamery operators attending an Oregon short course see the first machine broug to the United States which pasteurizes cream in a partial vacuum, eliminating certa undesirable odors and flavors.**

56 sheep last year. The Baker County restock shipping group shipped 108 cars of restock during 1937 for a gross return to rmers of $201,000. The county agent, P. T. rtner, organized the group.

The importance of marketing in the Oregon tension picture is not new. Oregon was e first State in the Union to employ a full-me extension specialist in marketing. He is the late G. Lansing Hurd. Someone has en assigned to this work since 1915.

Within a short span of 20 years, Oregon s developed a large-scale poultry industry. late as 1918, eggs were imported into the ate to satisfy local demand. Last year, me 500 carloads of eggs went to eastern arkets. Through the Pacific Cooperative ultry Producers, an organization with 1,552 mbers within the State, a $2,500,000 gross siness was done in 1938. This organization a direct outgrowth of 10 cooperative egg cles organized in 1915 and 1916 by the tension staff.

The Pacific Wool Growers' Association, ich markets wool and mohair for 1,700 to 00 members annually, was organized by e Extension Service in 1921. This firm has former Oregon county agent, R. A. Ward, its head.

Another former county agent, J. C. Leedy, rmerly of Douglas County, heads the Ore-n affiliate of the Northwest Turkey owers' Association which was organized in 2 to stabilize turkey prices, improve qual-, and bring orderly marketing methods. egon exports nearly 700,000 turkeys an-ally to eastern markets.

A "wanted and for sale" service is a fea-re carried on in connection with the regu-office duties of the Grant County agent, E. Brooke, for the convenience of nearby rmers and ranchers. R. M. Knox, Curry unty agent, held two meetings of the wool owers in his county to formulate plans for sposing of the 1938 wool clip. Through the sulting agreement, a single buyer was found the entire clip. The buyer enjoyed a ring by this large-scale purchase, and the ice given to the growers was extremely tisfactory.

The standardization of wheat, a crop which pplies 15 percent of Oregon's agricultural come, has been a long-time extension pro-t. Twenty years ago, there were close to commercial varieties of wheat grown in egon. Now, there are fewer than 12. andardization and improvement have put estimated $300,000 into the pockets of egon wheat ranchers annually since this duction. Prior to the time the college nt to work on this project, 33 percent of e wheat entering the Portland market was aded mixed, resulting in price dockage. 1937, only 5 percent came within this ade.

Oregon county agricultural agents, either rectly or indirectly, aid marketing. These en are instructed to aid selling organiza-ons and always boost quality production.

# Developing a Marketing Agreement Which Commands Popular Support

**WILLIAM M. CASE, Extension Horticulturist, Colorado**

■ Colorado's Federal marketing agreement governing interstate shipments of cauliflower and peas from the State's fertile San Luis Valley has increased the incomes of the growers materially each year since it was put into effect in 1934.

This agreement, providing for orderly shipment of cauliflower and peas and regulation by grades and sizes, is still in effect. Prices of cauliflower have never fallen below 30 cents a crate to the growers since the agreement was established, whereas previously the price had dropped to as low as 10 cents a crate at times. Such a price resulted in a substantial loss because it did not even cover the cost of harvesting. Under the agreement the marketing of high grades of peas has made it possible for growers to recapture markets that had been lost through the shipment of the poorer grades.

However, the greatest benefit derived from the marketing agreement has been the experience gained by the farmers in the actual marketing of their own produce. This experience has made it possible for them to discuss markets and marketing as intelligently as the shippers. When the control board which administers the agreement meets, growers and shippers work together harmoniously in meeting their common problems.

Before the marketing agreement became effective, from 1931 to 1933, prices for peas and cauliflower were so unsatisfactory that growers felt something must be done. Enactment of the Federal marketing agreement law in 1933 seemed to provide the machinery for a workable plan.

County agents called meetings of growers to explain the marketing act. In addition mass meetings were held at which all the information available was presented and discussed. The simple question, What should be done and what can be done to improve the incomes of the growers? furnished the theme. Out of these meetings of growers and shippers came suggestions which were incorporated into a proposed marketing agreement that was submitted to the Secretary of Agriculture. It was agreed that regulation of shipments by grades and sizes would probably prove most beneficial.

The first few meetings of the control committee, after the agreement became effective, showed the lack of faith and confidence between the growers and the shippers. Into this breach stepped the Extension Service and the AAA marketing section to supply unbiased facts and information that were used as a basis in the deliberations of the control board.

This experience with marketing agreements indicates that the following steps are essential in the development of plans for improved marketing conditions: First, compile complete, accurate information on the relative position nationally, on the production and on the marketing of a crop. Present this information to farmers and shippers with no suggestion of what should be done. Then ask the questions, Do you believe this situation will take care of itself? If not, what can and should be done? How can the program suggested by the industry be made to work?

The possibilities and limitations of Federal marketing agreements should then be clearly explained. If provisions of this Federal marketing law seem necessary to meet the situation, a committee should be appointed to draft and present a proposed marketing agreement to the Secretary of Agriculture.

Once the program is outlined, the Extension Service has the responsibility of seeing that the suggested plan is thoroughly understood by all shippers and growers, so they may vote intelligently on the proposal.

To be successful, a marketing agreement must be so sound economically, so practical, and so necessary insofar as its compulsory provisions are concerned, that it will receive popular support and willing cooperation from a large majority of the growers and shippers. If the program has to depend too much on the threat of law it will not work, because it is either basically unsound, or the people are not ready for it.

Experience shows the judgment of the farmer is sound if he is given complete information on which to base his judgment.

Based on their experience with Federal marketing agreements, Colorado farmers and shippers this year have sponsored legislation which was enacted to regulate interstate movement of many of their crops.

■ Farmers of the West Ottawa soil-conservation district in Michigan launched their battle against wind erosion this spring by compiling an amazing tree-planting record. According to Frank W. Trull, district leader for the Soil Conservation Service, approximately 750,000 trees were set out by farmers of the district, who are determined to stabilize the blowing sands of the area. The West Ottawa farmers have lined out approximately 100,000 trees to be set in the field.

# Coordinated Services and Programs for Agricultural Marketing

**Dr. A. G. BLACK, Director of Marketing and Regulatory Work**

**Marketing activities assume greater importance in the long-time farm program and Dr. Black tells how the Department has reorganized to meet the need. Government reorganization has brought to the Department the Rural Electrification Administration whose contribution to the general goals will be discussed next month in the eleventh of the series on the Department of Agriculture.**

For many years the research and educational activities of the Department of Agriculture and the land-grant colleges were confined largely to various phases of agricultural production. This was perhaps as it should be. The emphasis reflected accurately the primary needs of the times.

Better strains of livestock, improved crop varieties, efficient soil fertilization, effective disease and insect pest control—all contributed to more efficient production and usually to increased production. The farmer faced no serious difficulty in selling his crops.

Agricultural marketing problems, however have become increasingly important in recent years. The distributive system became more and more complex as modern transportation facilities broadened the individual farmer's home market to include the entire country. Difficulties increased after the World War. Rapidly changing conditions in other nations, a shift in status from a debtor to a creditor nation without a relative increase in imports, and a United States farm plant still geared to the level of war demand, added to the problem. The agricultural producer found that his crop, no matter how efficiently produced, too often failed to find a profitable or regular market.

The Department and the colleges naturally took steps to help the farmer meet these new marketing problems. Producers were aided in forming cooperative marketing associations. Many special services were developed for assisting individual farmers in their marketing operations. In more recent years, the concept of the Department's responsibilities has changed considerably. A clearer understanding of farmers' modern-day problems has led to an extension of our interest in farm commodities to the consumer. This has resulted in action programs of different types designed to broaden markets and to stabilize marketing. Much of the work, however, was planned and administered in widely separated units of the Department. Valuable as the separate activities were, they lacked the effectiveness of positive coordination and centralized development of policy.

To meet this need for central coordination, Secretary Wallace, as part of his Department reorganization last October, provided for consolidation of marketing activities through an Office of Marketing and Regulatory Work. Marketing work formerly in seven separate bureaus was brought together in this alignment.

Four bureaus or agencies now have direct supervision of these related activities. They are: The Agricultural Marketing Service, a new bureau; the Division of Marketing and Marketing Agreements and the Federal Surplus Commodities Corporation, under single supervision; The Commodity Exchange Administration; and the Sugar Division. The Commodity Credit Corporation, transferred to the Department of Agriculture on July 1, 1939, makes possible deferred marketing by extending loans to producers who have agricultural products in storage as security. In years of big crops, commodities are stored and held off the market; in small-crop years they are released to cover shortages. Thus the commodity loans are of primary importance in rounding out the ever-normal granary program. The work is coordinated with other marketing and regulatory programs.

Grouping of these related activities, in their respective administrative units, offers the possibility of coordinated programs not easily possible heretofore.

Functionally, marketing activities of the Department fall within three major groups:

(1) Marketing research and service activities. This work, formerly handled by the Bureau of Agricultural Economics, is now largely concentrated in the Agricultural Marketing Service. Administrative divisions of this agency deal with dairy and poultry products; cotton and cottonseed; fruits and vegetables; grain; livestock, meats and wool; hay, feed, and seed; tobacco; and warehousing. The Nation-wide market news system and the crop and livestock reporting service make important and regular contributions to the job of providing United States farmers vital information upon which to plan th production and marketing operations. Fa products standardization and inspection se ices also are rendered by this agency.

(2) Definite "action" programs. These clude marketing agreements through wh producers can stabilize their marketing; version and new-use programs; and progra to remove price-depressing surpluses from markets. The food-order stamp pl through which surpluses are distributed low-income families through regular ch nels of trade, is the newest of the domes surplus-removal programs. The plan atta the twin problems of price-depressing s pluses on the farm and inadequate di wherever they are found. Exportation certain commodities is encouraged whene export programs will assist United Sta producers to hold or regain their fair sh of the world's markets. The Division Marketing and Marketing Agreements, Federal Surplus Commodities Corporati and the Sugar Division administer defin activities in one or more of these progr fields.

(3) Regulatory work. This service has do with the administration of various acts Congress which set up "rules of fair pla in the merchandizing of farm commoditi The acts are designed to promote fair tra practices, to facilitate marketing process and to prevent and correct market irregula ties and abuses through necessary supervisi or control of operations associated with co mercial marketing. The Commodity Excha Administration and the Agricultural Mark ing Service direct this type of administrati

Correlation of these varied but closely all activities is the responsibility of the Of of Marketing and Regulatory Work. It w also be its duty to lead in the developme of unified and constructive policy in marketi work—policy which will not only guide t Department but should also be of aid to t land-grant colleges as they carry out th State-marketing service.

In commenting upon the reorganization l fall, Secretary Wallace said: "We need to in grate these types of activity so that we m devote the same concentrated attention to ma keting that we now devote to production a conservation * * * and so that citizens w deal with our marketing agencies may ha a central point of contact."

The Secretary's statement aptly summariz the basic aims of the Department's revitaliz marketing and regulatory work.

# Going to Market to Learn

**M. PAUL MITCHELL, Extension Economist in Marketing, Indiana**

In ordinary circles it is usually considered that when farmers go to market they go for their checks and then leave as quickly as possible after having tucked the check safely inside the wallet. Indiana farmers have found in recent years that a check is not all that may be had at the market. In fact, a market need not always be a place to hurry away from but may become a place of interest and even a place to learn ways of increasing the returns from the farm business.

Back in 1932 an extension project was organized at Purdue in which provision was made for conducting groups of farmers through their central livestock market. In those early days little provision was made for anything other than "seeing" the market. The old adage, "To see is to understand," did not quite hold true, for it was soon learned by those in charge of the tours that as far as farmers were concerned on these tours, "To see is to ask questions." From the many questions which arose from time to time, the present rather complete livestock market tour has evolved.

Indiana is admirably equipped for this type of project, for with Indianapolis rather centrally located in the State and other large markets flanked along its borders, a market tour is easily within reach of most counties. Indianapolis, Cincinnati, Louisville, Evansville, and Chicago provide the facilities for marketing a large portion of Indiana's livestock, and all have been used rather regularly in recent years for the tour program.

Market tours are organized within a county by the county agent. Sometimes advance registration by mail is employed as a means of building up the tour group, whereas on other occasions dependence is placed on local meetings for enrolling the interested farmers. The size of the groups has ranged all the way from 3 to 175, with an average of about 40 per tour. A group of 40 to 50 is about ideal as to size, for it can easily be conducted through the yards and packing plant, so that all may see and hear most of what goes on.

Using the Indianapolis tour as a typical one, groups arrive as near 8:00 a. m. as possible. Upon arrival, all are assembled in one of the large rooms in the exchange building where an hour's discussion or explanation of the organization and operation of the market is given in considerable detail. This includes statistics about the market, size, ranking with other markets, volume of livestock handled, special reputation or characteristics of the market, agencies on the market, and service performed by each. The various types of buyers and interests of each are explained for the groups, as well as some of the fundamental supply-and-demand factors which meet at the central market in the competitive trading by skilled buyers and salesmen.

The supervision given the market by government agencies is also explained in some detail. This includes the supervision of trading methods, bonding of buyers, salesmen, and weighmasters, and the settlement of complaints by the Federal market supervisor; the health regulations imposed on and around the market by both State and Federal agencies; and, finally, the place of the Market News Service of the Federal Government, which collects and disseminates market data on that and competing markets.

After an opportunity is given to raise questions on these topics which have been explained, the group is conducted through the different divisions of the market. Methods of receiving, inspecting, and handling the large volume of stock with a minimum of mix-ups prove to be of interest.

In the sheep department, a stop is made for a grading demonstration. Usually, four or more grades of lambs are used in the demonstration, and prices are given for the different grades. Methods of handling the lambs as used by both salesmen and buyers to determine degree of finish and grade are likewise demonstrated. The preferred market types, weight, and condition of lambs are set forth, as well as some approved methods of producing top-market lambs.

In the veal-calf division, a similar demonstration is given with price comparisons and other pertinent facts about the market. The importance of marking calves and lambs sent by truck in mixed loads is likewise explained.

The cattle department provides the next stop, where the many grades of cattle and prevailing prices for same are pointed out by tour leaders and salesmen. If conditions permit, short interviews with buyers and salesmen help to give an insight into market conditions. The reliability with which buyers can estimate the dressing percentage of different grades of cattle is of more than passing interest to the group. For the first time, many of the farmers appreciate the degree to which the trade demands cattle of different type, weight, and finish.

A carefully selected pen of hogs of different grades and types provides the material for the last demonstration on market animals. Here, extremes in type, quality, and finish are exhibited with criticisms of each from the market point of view. Methods of handling market hogs are briefly discussed from the standpoint of fill, time of arrival at market, and feeds insofar as quality may be affected.

An inspection of the construction and operation of the scales in the yards emphasizes the importance of accurate weighing at the time of completing sales transactions. A previous guessing contest on the demonstration hogs has already clearly revealed the inability of farmers to estimate weights.

In the afternoon, a packing company is visited, where, in 2 hours' time, the farmers observe modern methods of slaughtering and processing meat animals. In the beef, lamb, veal, calf, and pork coolers, demonstrations of grade and price and the factors affecting them are given and numerous questions answered. In the pork cooler, the demonstration consists of a number of carcasses similar in type and finish to those used in the market in the morning. With one-half of each carcass hanging on the rail and the other half reduced to wholesale cuts, it becomes quite easy for farmers to understand some of the factors which affect the prices of the live hogs on the market. Quite frequently farmers are overheard to declare that they intended changing the type of market hog they produced on their farms after seeing this demonstration.

Among the points of most interest in the packing plant to the groups should be mentioned the slaughtering of both cattle and hogs, the resin-dip method of cleaning hogs, the pork-cutting floor, the federal meat inspection service, the sausage department, and the shipping dock where cars and trucks are being loaded with various grades of meat. The sanitary condition of the plant always arouses comment as well as the precision of the labor and equipment in the whole plant.

In the last 3 years, more than 6,800 Indiana farm people, including many vocational agriculture students, have been conducted through the Indianapolis market alone. Those attending the other markets mentioned would bring the total to approximately 10,000. At these other markets the program varies but slightly from that of Indianapolis, dependent on local conditions.

Early spring, late summer, and autumn are the most popular times for the tours, as at these times there is less conflict with farm work.

Thus, going to market has taken on a new meaning for many Indiana farmers, who find that more attention needs to be given to some of their marketing problems.

## For Rural Readers

A system for rural libraries has been worked out by Glenn C. Smith, farm adviser of Pope and Hardin Counties, Ill., through cooperation with the State extension library at Springfield and the NYA. The latter will furnish the librarians and some books. The extension library will furnish additional books, and the local communities will raise a fund to buy some.

# The Family Angle

**Every year for the last 5 years a committee appointed by the Extension Service Department of the American Home Economics Association has studied the possibilities of using the family as a unit in extension teaching. The committee this year presented some interesting material at the annual meeting in San Antonio, Tex., among which was the following report of the family approach to the nutrition program in Vermont by Lydia Tarrant, extension nutritionist and a member of the committee.**

■ Better Living From the Farm has received special emphasis in the Vermont home demonstration program for the last 5 years. Vermont farm incomes are not high, so it is necessary to produce some food if the family is to be well fed and healthy. Five years ago about 150 farm women in the State became interested in finding out how well they were feeding their families and if they could feed them at less cost. First, the women estimated the amount of food they would need in each of the various food groups, according to recommendations made by nutritionists. Some of the women made plans for a minimum cost adequate diet; and others felt that farm families should be able to reach the moderate cost adequate diet. The men were a little suspicious of these plans when they learned how much the food would cost if all of it were purchased. However, the first few months of account keeping revealed much. As one woman remarked, "We have more respect for our farm since we realize how much food is obtained from it."

An important part of this project has been the study by homemakers of their own records. Practically all of them found that fresh fruits and vegetables were not consumed in recommended amounts, and that sugar was used to excess. These women seemed to feel that other homemakers would find similar results, and so projects were planned so that all the women enrolled in home demonstration groups might benefit from the findings of this group. A project, Fruits the Year Round, was included to show the value of fruit and to suggest ways of providing more fruit, as fruit seemed expensive to purchase, and few families produced their own supply. In a recent questionnaire answered by 1,000 homemakers, two-thirds reported they were using more fruit than they did 5 years ago. Another project, Growing Small Fruits for Home Use, was supervised by the extension horticulturist.

Women began noticing an improvement in the health of their families (fewer colds, less constipation, and better general health) when more of these protective foods were used. A garden project in which 50 men and women demonstrators are enrolled is being carried on in Franklin County this year, with the 3 county agents, the extension horticulturist, and the extension nutritionist cooperating in its supervision. The project, Let's Have Fewer Colds, has been planned as a result of the findings of the women keeping food accounts.

Canning budgets have a new significance for the women when they realize the difference in meals which results when the storage supply has disappeared and gardens have not begun to produce.

The cooperators found that their methods of purchasing food might be improved, and so they are learning how to be intelligent food buyers through a project now being carried on. The women have been studying how to buy flours and cereals, as a larger percentage of the food money went for the purchase of this food group. The women in the State now are asking for similar help in buying other foods. In many homes the men bring home the groceries when they return with the milk truck so they, too, have become interested in what constitutes a good buy. Women are keeping records of the number of loaves of bread that can be made from different brands of flour in order to learn for themselves which is the most economical buy.

With some families this work has resulted in changing food habits, and this has required the cooperation of all members of the family. Women are learning to cook foods the right way or in new ways in order to appeal to appetites.

Women in Vermont are interested in raising the standards of health in the State. They are seeing the possibilities of obtaining a better living from the farm, and the need for establishing public-health nursing units and for providing better school lunches for those children who carry their lunches to school. Those families who have benefited from the nutrition program are the best advertisement to others to adopt similar practices and methods.

# 1940 AAA Program Is Announced

■ The 1940 AAA program recently announced by the Secretary strengthens the Ever-Normal Granary features of the program to meet any emergency which may arise because of the European situation and gives special consideration to the small farm.

The national wheat-acreage allotment of 62 million acres is an increase of 7 million acres over the 1939 allotment. With domestic wheat supplies of nearly a billion bushels and world supplies the largest on record, this 1940 allotment should supply any prospective demand.

The 1939 marketing-quota level for corn is 3 billion 30 million bushels, a figure established by the Secretary under the provisions of the Agricultural Adjustment Act of 1938 and in view of the present emergency. As the estimated corn supply for 1939 is 2 billion 993 million bushels, no referendum vote on the corn-marketing quota will be taken this year.

The sugar-marketing quotas have been suspended by proclamation of the President. Secretary Wallace announces the 1940 cotton-marketing quota which under normal conditions should result in a cotton crop of 12 million bales. A referendum vote will be taken on December 9. Referenda on Burley and flue-cured tobacco are now being held.

The new 1940 AAA program encourages further conservation measures on small farms by providing that at least as much as $20 may be earned on every farm participating which more adequately meets the needs for soil-conservation with soil-building practices. The program also encourages wildlife conservation and provides payments for growing home gardens in designated areas where food for the farm family is generally inadequate.

In 1940 provision is made for payments of as much as $30 per farm for planting forest trees in addition to the regular soil-building allowance computed for each farm. Non-allotment farms in the commercial corn area are now allowed 10 acres of corn instead of the former 8 acres.

To meet certain specific needs more adequately, the commercial peanut area and the commercial vegetable areas have been expanded.

"The aim of the program," states Secretary Wallace, "is to maintain a production of agricultural commodities in this country that will balance with the demand, whatever that demand may prove to be, and to maintain and improve the fertility of our farm land."

The final date for accepting applications for payment in any area under the 1940 program is March 31, 1941.

# Kit Carson County Takes an Inventory

**Kit Carson County, Colo., has problems, but it knows what they are and what to do about them. On the front line of counties working for better agriculture and better living through county planning organization, Kit Carson County's planning activities will be featured in the county planning series of radio talks on the Farm and Home Hour, heard over 101 stations associated with the National Broadcasting Company. The REVIEW is glad to record some of the accomplishments of these wide-awake farmers and their county agent, Richard O. Woodfin.**

"We have worked hard to build our home, to educate our children; we have endured hardships that went with the pioneer life, experiences that were lessons for the future, broadening and mellowing our lives. But in all my experiences I do not remember anything as tragic or far reaching as the past few years have been for everyone. It has been hard on the young folks just starting out; it has been doubly hard on some of us who thought that the greater worries had gone with the experiences of the early days."

Thus one of the earliest settlers in Kit Carson County, Colo., commented after he had recalled the colorful days when buffalo roamed the plains; when Indian scares were not unusual; and when Kit Carson was a prairie town consisting of a store, a saloon, a livery barn, and a few shacks.

Grass was the great resource of the county in those days but the beginnings of its depletion were already apparent. Great herds of cattle grazed the unfenced range. Before the nineties one-fourth of the grass was destroyed by prairie fires each year. Then, too, the homestead laws encouraged settlers to take up small claims of 160 acres which led to the relatively small farms that are one cause of the land problem in Kit Carson County today.

Kit Carson County is in a region of light rainfall. Several successive years of drought are not uncommon. Weather records taken for the county during a 46-year period show an annual precipitation of 17 inches, but this figure is somewhat misleading. During the entire 46-year period only 8 times was the precipitation even close to 17 inches a year. The greatest amount of moisture is usually received in the months of May, June, July, and August. Often two, three, or even four inches of rain may fall within a few hours, and the run-off is extremely rapid. Not only is there a heavy loss of needed precipitation but water erosion is speeded.

Today the county is essentially a wheat and corn area, although stock-raising is important. Present ownership is about as follows: Nonresident, 47.2 percent; resident, 38.6 percent; public agencies, 9.3 percent; and corporations, 4.9 percent. There are 611,727 acres of plowed land, representing 44.3 percent of the total; the remainder is in pasture, 341,000 acres of which is uncontrolled or open. About 40 percent of all land in the county is "wild," with serious exposure of the land to erosion.

About 40 percent of all operators depend on cash crops as their major source of income, although it is agreed that speculative risks are too high in the area for any operator to place major dependence on cash crop farming. Of the 1,137 farms, 803 or 70.7 percent are 720 acres or less—too small for the average farmer to receive a desirable income; only 264 of the 1,137 operators are owners, although 364 own part and rent part of their land; nearly one-half of the operators have been on their present farms 6 years or less. There are 580 abandoned farmhouses in the county and only 100 occupied farmhouses.

Under the leadership of County Extension Agent Richard O. Woodfin, county and community planning committees have been working since 1935 to adjust farm practices so that people now living in the county will be able to stay there without public support. On the basis of their calculations, the average farm family could receive an annual farm income of $2,500 as follows: (1) Start the farming year with 1,760 acres of land under control, whereas nearly three-fifths of the farms in the county are now composed of 720 acres or less: (2) have 3 acres of grass and pasture land for each acre of cultivated crops; (3) have 2 acres of cash crops such as corn, wheat, barley and oats for each acre of sorghum feed crops; (4) have in March one range cow (2 years or older) for each 25 acres of grass or pasture; (5) maintain 6 milk cows the year round; (6) have one sow farrow in March for each 10 head of cows; (7) have 200 laying hens in October; and (8) take an inventory on January 1, and keep a record of all receipts and expenses in the farming unit.

A campaign toward these goals for the farming units was started in January 1938, as a result of which the 176 farmers enrolled made adjustments pursuant to each of the eight recommendations made by the committee. A shift of 25 percent of the normal corn acreage to adapted grain sorghums was recommended, but the farmers made a 33⅓ percent shift. The campaign was renewed in 1939, with only slight changes in the list of recommendations. New enrollments are being obtained, and those who enrolled last year will continue to be assisted.

County Agent Woodfin reports that the Extension Service has cooperated with the farmers in the organization of 14 community planning committees of farm men and women. The Farm Security Administration has cooperated in the planning by making available loans to farmers requiring funds to reorganize their holdings on the basis of the committee's recommendations. The Soil Conservation Service has cooperated in technical assistance and equipment, furnished on demonstration farms in two soil erosion districts. The Bureau of Agricultural Economics has completed surveys, compiled information, and made it available to community and county planning committees.

In addition, a county coordinating committee meets two hours each month to discuss problems of each county, State, and Federal agency represented in the county. The committee includes the county extension agent as chairman; the farmer member of the county commissioners; a representative of the Farm Security Administration, Soil Conservation Service, Farm Credit Administration, and the County Agricultural Conservation Committee; presidents of two soil erosion districts; the superintendent of schools; and the chairman of the county planning committee. The function of this committee is to acquaint the representatives of each agency with the functions of other agencies in order to avoid duplication of effort.

The county planning committee now has a subcommittee working on land use problems. Each president of the 14 organized communities appointed a community land use committee of 9 men with 3 subcommittees of 3 men each. One committee deals with the lay of the land; a second, with types of farming systems; and a third, with the problems that have caused maladjustments in the community.

## Changing Times

How to get the farm women out to Farm and Home Week was one of the major problems of 25 years ago in Missouri, reports R. R. Thomasson, assistant director, who has been doing some research in the old records. Last year there were more women than men attending Farm and Home Week, and this year those in charge are greatly concerned with trying to get the women to bring their husbands. The home demonstration clubs are on the job there and always send their representatives to Farm and Home Week.

# Florida and Indiana Agents Study on 4-H Fellowships

Lillian A. Murphy.

■ Two extension agents, Lillian Ann Murphy, home demonstration agent of Vigo County, Ind., and Wilmer W. Bassett, Jr., assistant county agent of Lake County, Fla., take up new duties in October, having won the 1939 National 4–H Fellowship awards of $1,000 each for 9 months' study in Washington, D. C. These fellowships, which have been awarded annually for the last 8 years to outstanding 4–H club members by the Payne Fund of New York City, are being sponsored this year by the National Committee on Boys' and Girls' Club Work of Chicago, Ill.

The winners were selected from 30 applicants—14 young women and 16 young men registering from 21 widely scattered States—by a committee composed of Florence L. Hall, F. P. Frutchey, and Z. L. Galloway, all staff members of the Federal Extension Service.

As in former years, the fellows are under the supervision of M. C. Wilson, in charge of the section of surveys and reports of the Federal Extension Service. Both of the successful candidates have previously visited Washington as delegates to the National 4–H Club Camp.

Miss Murphy enjoys being a home demonstration agent in Vigo County where she is working with 850 homemakers and 784 4–H club girls.

She attended the extension summer school at Purdue University, and it was there that she received the notification of her award. "I thoroughly enjoy working with boys and girls of 4–H club age," said Miss Murphy. "In my estimation, their enthusiasm for the work they do far surpasses that of any other age group. At present I am satisfied with my life career as a home demonstration agent, but I am anxious to widen my experience, and for that reason I applied for this scholarship."

Wilmer Bassett, who is in charge of the Lake County 4–H Club program, is very proud of his 4–H poultry-judging team which won the State championship in March and which will represent Florida in the National poultry-judging contest in Chicago this fall. "4–H Club work has been my main interest for the past 12 years," he said. "In college, all my elective courses were selected on the basis that 4–H Club work would be my life career. I am very anxious in some way to continue my work with 4–H Club boys or with young people."

Mr. Bassett hails from Monticello, Jefferson County, Fla. His home is on the edge of a small town, 2 miles from the 900-acre farm where he did part of his project work. The rest of his 4–H activities were carried out on the 6 acres adjoining his home where he grew up with four brothers. He graduated from the Monticello High School in 1933 and received a B. S. degree in agriculture from the University of Florida in 1937. During his 6 years of active 4–H membership he was a delegate to the 1931 National 4–H Club Congress in Chicago and to the 1933 National 4–H Club Camp in Washington, D. C.; he acted as president of his club for 3 years and leader for 1 year, and attended 4 State short courses and 3 summer camps. While at college, he took an active part in glee-club and debating activities, was associate editor and later editor of the college paper, was freshman swimming coach for 2 years, dramatics coach for 1 year, and master of ceremonies at several college entertainments.

Lillian Murphy was reared on a farm in St. Joseph County, Ind., in a family of 5 girls and 2 boys. She graduated from Madison Township High School in 1932 and received a B. S. degree in home economics from Purdue University in 1938. At the age of 11 years she started her 4–H career. During 11 years of active club work she was a member of 15 different clubs and held the offices of president, vice president, secretary, song leader, and news reporter. She was a local leader of 4–H Clubs in her county for 2 years. In addition to being a delegate to the 1936 National

Wilmer W. Bassett, Jr.

4–H Club Camp, she won the trip to the Na tional 4–H Club Congress in Chicago in 193 where, as the national achievement winner she was awarded the President's trophy Other achievements included 12 prizes fo county exhibits (8 firsts) and 8 State exhibi prizes (3 firsts).

During college she was active in debating dramatics, radio work, and athletics.

The 1938 4–H fellows have resumed exten sion work in their home States. Blanche Br beil has returned to Iowa, where she is no assistant State leader in girls' club work Max Culp is back in his native North Carolin as special county agent in club work wit headquarters in Caldwell County. While i Washington, Miss Brobeil worked out planned recreation program for 4–H clubs fo her major fellowship thesis, and Mr. Cul studied the trends and factors in the develo ment of dairy extension work in the Southeas

■ The rural electrification project of Picken County, S. C., is taking much larger propo tions than was expected at the beginning, a cording to County Agent T. A. Bowen. Su veys have been completed on 174 miles wit 600 proposed customers signed up. Whe these lines are constructed, electricity will b available to every rural community in th county.

# Around the Conference Table

## WISCONSIN STAFF REVIEW PROJECTS AND DISCUSS THE ELEMENTS OF AGRICULTURAL PLANNING

**W. A. ROWLANDS, District Extension Leader, Wisconsin**

■ Coincident with the efforts of the United States Department of Agriculture to develop a rational system and procedure for land use planning, Wisconsin extension specialists have just completed a review of all extension projects as one of the first steps in a realistic reappraisal of agricultural service to farmers. This series of discussions was held under the auspices of the Wisconsin Extension Luncheon Club, a voluntary organization which meets once a month throughout the academic year.

Back and beyond this special series of discussions was the conviction on the part of many extension people that:

1. There is a new and pressing need to coordinate the work of the specialist, the county agent, and the supervisor in the development of county agricultural programs. The specialist, because of his exact knowledge of subject matter, is in a strategic position to play a major part in effective program building.

2. The extension specialist has not yet been given an opportunity to play his full part in the planning and selecting of agricultural projects for county programs of work.

3. The specialist must drop the role of being solely an expert adviser to individual farmers on subject matter and take his rightful place in the larger field of educator and planner. This new role is particularly needed now with the many action agencies operating in the field and with the consequent need for cooperation and coordination in agricultural planning.

Some real progress has already been made in coordination in both the research and extension fields, which may serve as a pattern for the future. Professor F. W. Duffee, chairman of the agricultural engineering department, has pointed out that very seldom does he ever have a research project that is begun and carried to completion within his department alone. The soils, agronomy, animal husbandry, dairy, and agricultural economics staffs are jointly involved in their research work. In agricultural extension, if we follow the problem approach, we shall do likewise. In southwestern Wisconsin, for example, where soil-erosion problems are the most acute, our soils, forestry, engineering, agronomy, and farm management specialists work together in determining and developing procedures for soil-erosion control on Wisconsin farms in cooperation with farmers and farm leaders.

Out of this special series of informal discussions, the following eight constructive suggestions for improving extension work were made.

1. That this series of discussions be continued and extended; that the specialists be informed of the administrative, financial, and budgetary relationships existing between the Federal Department of Agriculture and the State Extension Service; that they be informed of at least some of the most important financial difficulties with which the administration of the State Extension Service and the College is confronted.

2. That, in view of the immediate necessity for curtailment of expenditures because of limited State appropriations, an opportunity be provided for a clear and unbiased discussion of the advantages and disadvantages of a central State booking agent.

3. That a closer relationship be established between the staffs of the experiment station and the Extension Service.

4. That a county agricultural agent, a club agent, and a home demonstration agent be given the opportunity to discuss with the specialist group how, in their judgment, the specialists can be of greater assistance to county extension agents in preparing more bulletins, more articles, and more publicity; in providing more help at meetings, demonstrations, fairs, tours, at planning conferences; or in personal visits to county agents in arranging work.

5. That the presidents or secretaries of the general farm organizations or the president or secretary of the Wisconsin Council of Agriculture be given an opportunity to explain their programs and to suggest how, in their judgment, the extension staff might, in an educational way, be of greater assistance to them in advancing the cause of organized agriculture.

6. That because of the many new federal agencies operating in Wisconsin, such as the FSA, SCS, and AAA, all with a large staff of field personnel, the subject-matter specialists might arrange to advance their work much more rapidly by conducting more "training schools" for the personnel of these agencies.

7. That because of the demands on the various branch experiment stations, field days have already grown beyond the possibility of the research director to carry out with his limited staff, a special committee of extension specialists be appointed to plan and assist the resident director in making the most of his farmer field days.

8. That the new administrative project, county land use planning, be fully presented to the specialists and their counsel and assistance be obtained in the development of this project. As there are five major farming-type regions in the State, all with somewhat different problems, it is suggested that a special land use advisory council made up of specialists, one council for each region, would be of invaluable help to the Bureau of Agricultural Economics representatives, the project leader, and the State committee in planning and carrying out the plans.

It will take much time and effort to put into effect only a few of the suggestions already made at these discussion conferences. Above all else, one point is clear. Before any large-scale, long-time, land use plans can be put into effect, it is vitally important that certain basic facts—out of which the elements of the plan are composed—be obtained; further, it is necessary that there be a common understanding of the objectives ahead if a satisfactory, profitable, and dignified agriculture is to be made real and lasting in this America of ours. This is the fundamental reason why the series of discussions was begun and why it will be continued in Wisconsin in the future.

# First County Land Use Plan Received by the Department

■ Among the counties in the United States designated as unified counties in land use planning, the first one to send its plan in to the Department of Agriculture planning agency, Bureau of Agricultural Economics, is Ross County, Ohio. This county is no novice in planning. County Agent Fred Keeler, in the February number of the REVIEW, recounted some of the planning activities in the county, which laid the ground work for the final unified program. The planning committee has continued to work on the specific suggestion for realigning the farm programs in view of the needs of the county.

The recommendations call for a central clearing house or office to be established through which farm-management plans for Farm Security Administration clients could be correlated with plans for participation in the AAA program in order that management plans would not work at cross purposes, particularly in the acreages of crops and in conservation practices.

The plan also calls for greater emphasis on the conservation phase of the AAA program and for a gradual change of crop allotments conforming to sound farm-management practices in maintaining soil fertility to supplant the crop-history basis of allotments. It suggests that no allotments be made on farms of fewer than 30 crop acres where a 3-year crop rotation is followed, or on farms of fewer than 40 acres where a 4-year crop rotation is followed, these farms to be set wholly on a conservational basis; and that all rotation cropland lying bare in the winter and spring months be classified as soil depleting, in order to encourage growth of winter cover crops.

The FSA, it was stated, should encourage loans to farmers for lime, fertilizer, and seed in order to help them comply with AAA soil-conserving practices on farms not in the standard loan program. It was recommended that the FSA tenant purchase program be set up in the county, with purchase of farms under the program being limited to areas outlined by the committee, and that further rehabilitation loans be made to tenant purchase clients so that they may set up fundamentally sound land-management practices and obtain foundation herds of better-grade livestock.

In looking at the Soil Conservation Service work in the county, the land use planning committee would like to see the SCS help to execute an intensive correlated educational program in severely eroded areas. It recommended that the SCS–CCC camp in the county be maintained until the unified program is developed and carried out; that a portable soil-testing laboratory be set up at the SCS–CCC camp for use of farmers; and that the SCS-CCC camp promote a private forestry program on farms in erosion-damage areas and build small dams to impound water in permanent pasture areas, thus providing water in areas where there is a deficiency during the summer months.

Finally, turning to the Forest Service, the committee recommended that, inasmuch as the Federal Forest Service nursery in the county is not now being operated at capacity, consideration be given to operating it more fully in order to supply seedlings for reforestation. It asked that the Forest Service furnish trees for reforestation on land and that the agricultural conservation program provide payments of $5 per acre for planting the trees.

The Ross county committee now is busy refining its recommendations and is attempting to provide a larger place in its program for local and State agencies. "Such a step will aid in the accomplishment of the committee's objectives of rehabilitating not only the land but also the people that occupy the land," states Dr. Bushrod Allin, leader of the Division of State and Local Planning of the Bureau of Agricultural Economics.

Dr. Allin feels that county agents have a very important place in this type of planning and recommends the following six documents for their better understanding of the way it works:

1. The Mount Weather agreement, a statement of objectives and general procedure for land use planning and for relationships of the land-grant colleges and the Department, agreed upon by representative officials of the land-grant colleges and leaders in the Department of Agriculture at a conference at Mount Weather, Va., a year ago.

2. Work Outline No. 1, which contains specific proposals for a uniform approach in all States to the problems of developing a unified farmer-drawn program. This work outline calls for mapping by State and local farmer committees, with the help of trained personnel, of areas where farmers' problems are similar; for the classification of land according to the type of use for which it is best fitted; and for definite plans and recommendations by the committees for improvement of present conditions.

3. The Secretary's order for reorganization of the Department of Agriculture, dated October 6, 1938, whereby the Bureau of Agricultural Economics is designated the central planning agency of the Department and is given the task of effecting a harmonious relationship among the agencies of the Department that are dealing with the various problems of land use.

4. The memorandum of understanding between the Bureau of Agricultural Economics and the land-grant colleges. This document serves as an over-all agreement between the two units, under which each year a number of cooperative projects will be conducted with the experiment stations and the extension services.

5. A similar memorandum of understanding, to serve as a long-time guide to the Bureau of Agricultural Economics and other departmental bureaus and agencies that deal with land use problems. This gives a basis for translating planning into action and for financing cooperative planning work in the States.

6. Statement of procedure for the unified county program, in which the agencies of the Government have cooperated in outlining a procedure to develop a unified program in at least one county, or area, in each State during the current year. The unified county program proposes to carry the work designed for intensive counties past the point of simple recommendations, and to begin concrete action in these counties in 1940.

## New Film Strip With Sound

A new film strip on the Agricultural Adjustment program entitled "Pioneering a Permanent Country," number 567, has just been completed by the Division of Information, AAA, in cooperation with the Extension Service. This film has 132 frames and can be used either as a silent film strip or accompanied by a sound record which runs 14 minutes and requires use of playback machinery.

This is one of the first sound film strips produced by the Department of Agriculture as an experiment in another method of telling the story of agriculture effectively. The record is 16 inches in diameter, for use with sound slide equipment or other playback machinery set at the rate of 33 revolutions a minute. (It cannot be used on phonographs which revolve 78 times a minute.)

The silent film strip can be bought for 80 cents from Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington, D. C. Lecture notes to accompany the strip will be sent from the Extension Service in Washington with each film strip bought.

If equipment for using the record is available, the combined record and film strip can be purchased for $4.30. All orders should be forwarded direct to Photo Lab, Inc., 3825 Georgia Avenue, NW., Washington, D. C. One print of the film strip and one record have been sent to each State AAA office.

■ One hundred and thirty Georgia county agents, together with the Board of Regents of the University System of Georgia, were entertained recently at Blue Springs, the 20,000-acre farm owned by Cason Callaway, chairman of the agricultural section of the Board of Regents. The meeting was given an anniversary cast by the presence of Marion Smith, son of H. Smith who sponsored the Smith-Lever Act 25 years ago.

# Egg Quality Holds the Market

**E. A. PERREGAUX, Extension Economist, University of Connecticut**

Improved egg quality in Connecticut during recent years has been a result of a united attack on the problem by all the agencies interested in the poultry industry. They include the poultrymen, the poultry cooperatives, the supply houses, the Connecticut Department of Agriculture, and the University of Connecticut Extension Service.

Connecticut poultrymen are located near their markets so that a large proportion of the eggs produced in the State move directly to consumers. A survey made about 10 years ago in Rhode Island indicated that 30 percent of the consumers surveyed bought their eggs from producers or men who they thought were producers. This nearness to market and ease of marketing has made less necessary the many different grades used in shipping areas. The tremendous increase in egg production in the Northeast, together with the competition of high-quality eggs from areas such as the Pacific Coast and the marked improvement in the quality of eggs received from other competitive areas has focused attention on the need for quality improvement.

For example, some time back, the poultry specialist and I visited a poultryman who complained of poor returns from his cooperative association. In going over the plant, it was found that the poultryman was doing an excellent job in every way except that his eggs were stored in the feed room. The day of the visit the temperature in the feed room was well over 80 degrees. This was simply an oversight on his part; and, when corrected, his difficulty was entirely eliminated.

The development of the cooperatives as a result of the increased production of eggs further helped to focus attention of producers on weight and quality. The first two cooperatives, organized in the State after a survey by the Extension Service, operate on a pooling basis. Returns are made to producers according to quality. Producers' checks reflect the difference in the quality, as returns are made on the basis of the price received for the eggs. The pooling cooperatives from the beginning attempted to work with the producers who shipped low-quality eggs so as to improve that quality and thus to improve the prices paid.

Further emphasis was put on quality when the auction-type cooperatives were established. A study made of factors affecting price indicated that, in general, weight was by far the most important factor considered by buyers in their purchases of eggs at the auctions. Had the interior quality not been on a high level, other factors might have loomed more important. In the opinion of one wholesaler, the auctions have done more to improve egg quality than any other factor.

Recognizing that maintenance of new-laid quality was the big problem, the poultry specialist made a survey of the egg-storage practices of poultrymen. He found that many different types of storage places were used to keep eggs on the farm. They varied from a place by the stove in winter to adequate cellar storage where they were kept under optimum conditions. The survey indicated that the average temperature in storage rooms above ground was 68 degrees, in those half under the ground 64 degrees, and in those wholly under ground 63 degrees. The temperature in the 10 best storage rooms below ground averaged 58 degrees.

The State department of agriculture with its inspection system and fresh-egg laws has made it possible for consumers to differentiate between the various qualities of eggs and has stimulated greater attention to quality. This work is carried on by a staff of trained inspectors who combine the enforcement of the fresh-egg law with an educational program. The State department of agriculture has cooperated with the distributors through education in the maintenance of egg quality in the stores. The department distributes considerable educational material including bulletins on methods of keeping eggs and studies indicating the optimum temperature for maintaining quality. The policies of the department have resulted in excellent cooperation by retailers.

Connecticut was one of the first States to pass a fresh-egg law which emphasized interior quality as a basis for the sale of fresh eggs.

As the educational work developed and the fact that eggs did not improve in quality with age became recognized, attention was centered on the need for improvement of the distribution facilities after the eggs left the farm. It was found in a survey that 3 weeks could easily elapse before the eggs were used when passing through the ordinary process of movement to market. An effort was made, therefore, to speed up the movement to market and to improve the holding conditions at the cooperatives and other wholesale agencies as well as to urge the retail units and the consumers to keep their eggs under refrigeration until they were used.

Retailers were urged to buy their eggs in smaller quantities at frequent intervals in order to maintain quality. Three of the five cooperative associations in the State now have refrigeration facilities for keeping eggs cool. Practically all of them receive their eggs from producers twice a week. More frequent deliveries are made to retail stores by these associations during the summer season in order to maintain quality.

Consumers have been educated to recognize quality designations through fliers in the egg cartons and newspaper stories. The New England Fresh Egg Institute has served to publicize the food value of eggs and to stimulate increased consumption of fresh eggs. Oftentimes this improvement in quality has not resulted in any increase in cost but simply a change in practices, achieved as a result of knowledge of the factors which affect quality. Producers in Connecticut as a whole have furnished consumers with better-quality eggs and received better prices as a result of the unified attack on the problem of maintenance of egg quality.

## Director W. B. Mercier

The death of Director Emeritus W. B. Mercier at Baton Rouge, La., July 16, removed from the field of agriculture one of the pioneers in agricultural extension.

Mr. Mercier was graduated from Mississippi A. and M. College in 1892. Immediately after graduation he went to Louisiana as manager of the Louisiana Experiment Station. He remained in this position until 1895 when he purchased a thousand-acre farm near Centerville, Miss. It was the successful operation of this farm that attracted the attention of Dr. Seaman A. Knapp, the founder of extension work.

In 1909, Mr. Mercier went to Washington as assistant to Dr. Knapp, and during the years he assisted in laying the foundation of the organization which now is known as Agricultural Extension.

Due to ill health, Mr. Mercier was forced to leave Washington. He was named assistant Director of Extension in Louisiana in 1923. Upon the retirement of W. R. Perkins in 1928, Mr. Mercier was named director. He held this position until 1932 when he retired from active duty with the title of director emeritus.

Mr. Mercier was coauthor of a book The Knapp Method of Growing Cotton, which had a wide circulation. He was also the author of numerous booklets, bulletins, and circulars.

In 1935 Mr. Mercier was elected to the "House of Pioneers" of Epsilon Sigma Phi, a national agricultural fraternity. He was one of the 11 men in the United States entitled to wear the distinguished service ruby of that organization.

## 4–H in Hawaii

At the annual Agricultural Extension Week held in July, the University of Hawaii in Honolulu entertained 89 4–H Club members, 50 university extension club members, and a number of club leaders. Classes, demonstrations, recreation, sightseeing, and conferences filled the busy days for the young people.

D. F. Eaton.

S. W. Epps.

K. A. Kirkpatrick.

E. P. Josey.

John H. Erickson.

# Who's Who Among the First Agents

■ D. F. Eaton, county agent, Wise County, Tex., was born in Gatesville, Tex. He attended Daniel Baker College at Brownwood, where he received a B. S. degree. He did postgraduate work at Texas University and North Texas Normal at Denton. He was appointed county agricultural agent in Comanche County in 1914, transferred to Runnels County in 1917, and from there went to Lubbock County in 1924. In 1932 he went to Shackelford County and in 1935 to Wise County.

Probably the far-reaching influence that this kindly, fatherly man has had upon rural youth is his greatest contribution to the Extension Service. Former 4–H members who did work under him all greatly respect the many fine ideals that he gave to them. Three Lubbock County 4–H boys who did work under Mr. Eaton have won the trip to National 4–H Camp. One of these boys is now a very successful rancher of Arizona; another is assistant State boys' club agent in Texas, and the third is now in college. One won the Payne Fellowship in 1935–36, and at least two other boys are now very successful county agents in Texas. Several are vocational agriculture teachers in both Texas and New Mexico. Many others are very successful business and professional men, and others are recognized leaders in many farm communities.

■ S. W. Epps, county agent, Dillon, S. C., began work as county agent in Dillon County in 1914. His first work was a study of problems in the county, disclosing two outstanding needs, better seed and better breeding stock.

Cotton was the principal money crop, and at first there was no first-class cottonseed in the county. The first year two farmers bought 10 bushels of high-grade seed for planting. The seed has been gradually improved until now practically all the seed planted in the county is from pedigreed stock. In 1922 one farmer started some cottonseed-breeding work which continued for 5 years, long enough for farmers to realize the value of seed breeding. In 1926 the 5-acre cotton contest started. Since farmers have been studying the results of these contests, all inferior seed has been eliminated.

To improve the breeding stock, Mr. Epps began to bring in each year a number of purebred sires, especially hogs. In 1917, 9 block bull associations were organized, bringing into the county 9 purebred dairy bulls. Registered bulls are now in easy reach of all farmers in the county. The first car of live poultry was shipped in 1923, and now poultry trucks come into the county weekly during late winter and early spring. The first cooperative shipment of hogs was made in 1928, when 329 hogs were shipped with a net return of $5,102.47 to 48 farmers. The Dillon County Livestock Marketing Association was organized in 1937, and during the first 2½ months of 1938, 2,033 hogs were marketed, with a net return of $30,278.75 to the producers.

■ K. A. Kirkpatrick, county agent, Hennepin County, Minn., was born, reared, and educated in Iowa. He began his colorful career as an extension worker on July 1, 1910, when he became extension horticulturist for the newly formed Agricultural Extension Division at the University of Minnesota. He is affectionately termed by Minnesota extension workers "Dean of Minnesota County Agents," and is known to his friends as "Kirk."

Following his Minnesota specialist services, Mr. Kirkpatrick in 1913 became county agricultural agent in Muscatine County, Iowa, where he made a significant contribution to the community by introducing 4–H Club work in the rural schools and organizing a county agricultural extension organization, then known as a county farm bureau.

He returned to Minnesota on October 1, 1914, to become agricultural agent in Hennepin County, with headquarters in Minneapolis. He relinquished his county agent status only long enough to act as district county agent leader in Minnesota during the period October 1917 to April 1920, after which he returned to Hennepin County; and he has served as agent there continuously until the present time.

"Kirk" lists among his major contributions and accomplishments the establishment of the now widely known Twin Cities Milk Producers Association. Together with the agents of Ramsey, Washington, and Dakota Counties, he was responsible for a large part of the preliminary organization work in establishing this great permanent marketing cooperative. With pleasure and interest he watched it grow from a loose association of 2,500 dairy farmers until now it has around 8,000 members and does an annual business of about $8,000,000. In 1916 Mr. Kirkpatrick assisted in the organization of the National Milk Producers Federation.

A résumé of Kirkpatrick's 25 years in Hennepin County bristles with other organization and marketing development projects. Among these are included a Hennepin County Seed Growers' Exchange and a Minneapolis Producers' Public Market.

In 1917 he responded to the call of women's club groups and rural organizations and laid the ground work for the employment of the first full-time county home demonstration agent in Minnesota, Lou Lombard. In 4–H activities, Hennepin County has been leading the State on many occasions and in various respects. Some of the first team and individual 4–H demonstrations ever held at the Minnesota State Fair were given by Hennepin County members. Average 4–H Club enrollment in Hennepin County for the entire period from 1914 to 1939 has been about 400 active individuals.

"Kirk's" twilight dairy tours and meetings were probably the first of their kind in the country and have been carried on almost continuously every summer for 20 years. More recently, the first rural group cooperative hospitalization project for Minnesota was set up in Hennepin County in the spring of 1938, largely as a result of his splendid leadership and thorough planning.

At Chicago in 1918, he helped to draw up the

irst constitution for the national county gents' association, and has served on many f the important committees of this association since that time. In 1934, he was granted certificate of recognition for long and honrable service in his chosen field by Epsilon igma Phi and received similar recognition t the national county agents' association nnual meeting at Chicago in 1938.

E. P. Josey, county agent, Anderson ounty, S. C., entered extension work Janary 1, 1914, as county agent in Scotland ounty, N. C., and was transferred to Nash ounty, N. C., in January 1915. In 1917 he ft the county to serve in the Army for 2½ ars. He was overseas for 18 months with e Fifth Division. Following the war, he rmed in Darlington County, S. C., for 4 ars.

He reentered the Extension Service in nuary 1924 as county agent in Liberty ounty, Ga., and transferred to Bulloch ounty, Ga., November 1925, where he reained 8 years. His outstanding work in lloch County, Ga., was assisting in the delopment of the livestock and poultry inistries in that county. He was active in ganizing swine producers to market hogs operatively, with the result that Bulloch unty became the leading swine-producing unty in Georgia. He also helped to place proximately 100 beef-type bulls in the unty and to set up a cooperative marketg system for surplus farm products, espeally poultry, corn, and sweetpotatoes. He me to Anderson County as agent on Janry 1, 1937.

The career of John H. Erickson, who at is time is assistant county agricultural ent in Marion County, Tex., is significant many ways other than his long service. Uncle John," as he is commonly called, can ways be found working at the job. His timism and sunshiny disposition make m a welcome guest in the homes of the rmers or wherever he is met by farmers in s county. No county agent has ever made greater sacrifice of himself and his family an "Uncle John" has made in giving the blic his time, his strength, and even his ancial support. It is generally known that club boy ever joins the club whom "Uncle hn" does not stand behind to see that he tains the best seed or a good animal to rry out his demonstration. In addition to is, Mr. Erickson is recognized as a very rceful speaker. To this day his list of intations to address meetings extend far bend the boundary lines of his own county. e is loved by the office force, by the emoyees and officers of the county, the minters, and the school teachers as much as the farmers. He is known generally to more popular and better acquainted with tizens of the county than any other one erson.

## A Correction

Helen N. Allen, home demonstration agent, Missoula County, Mont., and chairman of the committee reporting on the subject, "What kind of life should be made possible for farm families through efficient agricultural production in America?" at the conference of county extension agents meeting in Washington May 1 to 13, and other members of the committee call attention to an inaccuracy in the account of this conference in the July number of the REVIEW, page 104. The report given in the REVIEW under the title "Five Fundamental Questions Considered," was that of one member of the committee rather than the report of the whole committee as adopted by the entire conference. The final report is as follows:

Farm families should have security in the sense that by diligent effort they can make reasonable financial progress. Farm families as a whole want independence and freedom from taking orders from someone above them. They want to be their own boss. They want healthful living conditions, including good nutrition and medical attention; comfortable homes in which exist good family relationships and modern conveniences; educational opportunities equivalent to those in communities with progressive school systems; wholesome social satisfactions; leisure sufficient for recreation and the broadening of horizons; hard surfaced roads; automobiles; and adequate protection against loss of life, limb, and property.

The committee recognized that the degree of success farm families may have in attaining these goals through efficient production will be limited by several factors including individual ability and the degree of prosperity in their communities, the Nation, and the world.

The committee recommended that the Extension Service, together with other educational and socializing agencies should use all their efforts to lead farm families to everhigher degrees of efficient production and better living by employing the best methods of extension teaching.

## Have You Read?

**Seven Lean Years,** by T. J. Woofter, Jr., and Ellen Winston, Chapel Hill, The University of North Carolina Press, 1939

What is happening to our rural people? Few people in the United States are aware of the sweeping and revolutionary changes in our agricultural civilization during the last two decades. With discussion of our rural problems now rapidly developing, official workers in agriculture and farmers alike have found it difficult to gain an understanding of the broad national reaches of our major agricultural transitions. Facts have been needed to comprehend what was happening to our rural people.

This volume has been prepared with the belief that "not so much has been written about the human elements involved" in agricultural reconstruction; and that "the human drama of struggle, defeat, disillusion, and hunger is essentially basic and that the humanitarian has a contribution to make equal in importance to that of the chemist, the engineer, the agronomist, or the economist." The authors have accordingly given first emphasis to rural problems in terms of human elements, although these problems are treated in the light of production, prices, and markets.

To the man or woman who represents agriculture, this book will give a dramatic, and often tragic, understanding of rural distress, insecurity, opportunity, perplexity, inequalities, and hopes for those of America's people who live for the land and from the land. A changing fate of a great people is here, and the authors have described it in the light of facts that burn and conditions that sear. Here is the story of families, and the story of villages—above all, here is the story of our Nation as the people who nurtured it now too often begin the search for security all over again.

This book's statistics tell a story, and they lead to inescapable conclusions about our rural life. To achieve a vivid narrative, it is difficult to build on a framework of statistical evidence, but this is what the authors have done. In so doing, they have made available in one volume the finding of the too little-known and highly valuable rural research studies of the Works Progress Administration. To one who reads them so, they are informative and dismaying.

Here is a source book on human problems in agriculture, and it should serve as an indispensable reference for years to come.—*A. Drummond Jones, Agricultural Economist, Division of Program Study and Discussion, Bureau of Agricultural Economics.*

■ T. WEED HARVEY, for the last 6 years in charge of business administration for the Agricultural Adjustment Administration, returned to the Extension Service July 1. Mr. Harvey is a veteran extension worker, having received his first appointment in 1914 as assistant State leader of county agents in Indiana. In 1918, he came to the Federal Extension Service where he served as agriculturist in county agent work, as Assistant to the Chief, and as Assistant Chief of the Office of Cooperative Extension Work, which position he held when transferred as Assistant to the Administrator of the Agricultural Adjustment Administration in 1933. Mr. Harvey will be remembered by many extension workers for his connection with the seed loans, in which work he assisted Director Warburton from 1929 to 1933, and as editor of the Extension Handbook, that convenient reference volume which was sent to all county agents and to many foreign countries.

## Produces Good Will

No county agent work in Chemung County, N. Y., has been more productive of good will than the work with young men on farms. The fact that the county agent takes an interest in these young men when he visits the farm and has a record of their names and of their interests in farm work means just as much to the parents as it does to the young folks. If a county agent thinks that these young folks have no problems in which he can be of assistance to them, then he should prepare a list of 50 young men on farms and get acquainted with them.

Here in Chemung County we not only recognize these young men and discuss their problems with them on farm visits, but we have also made a study of father-and-son partnerships and have sent these young men circular letters dealing with successful father-and-son partnerships. We have prepared a service letter dealing with methods that young men use in getting started in the farm business, and we have developed many other special services which are of interest mainly to these young folks.

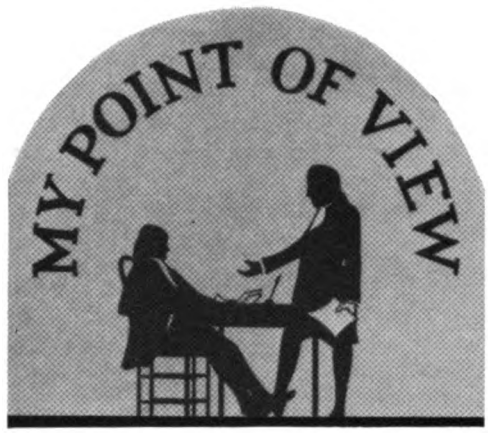
Our present record system calls for a list of these young men on farms along with the permanent record which is kept for each farm. Then, as notes are made about the farm business, references are included regarding the young men, their interest in farming and in other occupations, and their progress from year to year in finding their places in the world. This gives the necessary information about all the folks on the farm whom we should see whenever a farm visit is made.—*L. H. Woodward, county agricultural agent, Chemung County, N. Y.*

## What the Farm Family Wants

Wouldn't you or I, if we were placed on a farm to live the remainder of our lives, like to think of some things that would go to make up an efficient plan so that we might enjoy the fruits of our labors on the good old farm?

People in this southeastern section of Georgia would like to know that the farm is secure enough that by hard and diligent effort they can progress and have some of the conveniences and means of the city. They do not expect to become millionaires from the tobacco crop, but they enjoy being able to buy a new stove or another mule if the farm and home necessitate such purchases for better management and operation of the business of farming and homemaking. People enjoy working on the farm because they have freedom from authority over their efforts to earn a livelihood.

Even if people are on the farm they want to be able to know that their families can receive medical attention that will keep them well fitted for their daily tasks. Healthful living conditions are as important on the farm as in the city.




**This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.**

Good family relationships are wanted in every home as the farm mother is always interested in keeping a happy family. A comfortable home is the aim of every homemaker. This one major thing is constantly kept in mind whether he is a turpentine operator or a tobacco, truck, or cotton farmer.

Educational opportunities for the children are sought constantly by the majority of farm people so that their children may have the same progressive school systems as other children. The schools should provide for social and recreational opportunities so that horizons of not only the children but of the entire family will be broadened. Farm families want leisure time so that they may engage in social and recreational activities.

Farm people want hard-surfaced roads to ride into town on, whether in an automobile, the much used pick-up truck, or the mule and wagon.

Let's help the farm family to be educated, and then problems confronting them now will be possibilities in years to come.—*Edna Sue Stanford, home demonstration agent, Coffee County, Ala.*

## Problems of Our Own

One of the major problems facing the farmer in Hawaii is marketing. In analyzing this situation, there are many factors to be considered, among which are mainland competition, price fluctuations of locally grown produce caused by overproduction or underproduction, failure to grade and pack properly, failure of markets to push local produce, and many other intangible practices which help in one way or another to upset the grower-consumer relationship.

In any effort made to correct or solve these problems, one must consider the racial and language difficulties and lack of schooling countered in our older-generation Japan farmers. This problem will, in time, corr itself as the younger English-speaking gene tion gradually rises to the front rank in I waiian agriculture. Along with this cha will come a better understanding of what Extension Service is attempting to do in proving the grower-market-consumer re tionship.

These young farmers already realize advantages of shipping their produce in sta ard crates instead of in orange boxes a gunny sacks. They are also learning to pa and ship only that portion of their prod which is uniform and which has been fou to compete favorably with mainland impor

It will be necessary to educate the consum to buy Hawaiian-grown produce by breaki down the old prejudice that vegetables gro here do not contain enough minerals. T Extension Service has a large order to f but already its efforts to correct these pro lems are being felt by all concerned.—*Robe C. Eckart, county agent, Kauai, Hawaii.*

## The Greater Truth

"Our supreme allegiance as extension agen is owed to the welfare of the whole gener country and not to agriculture alone" migh well be the theme that agents carried hom from the conference attended by county e tension agents from 48 States, Hawaii, an Puerto Rico. To meet with, mingle and con verse with, and to transact committee repor with agents from Georgia, Virginia, Florid Illinois, California, Minnesota, New Yor Maryland, and Pennsylvania could seem to d nothing less than bring a great diversity o problems and opinions. To an agent fro Montana, fully convinced that no one Stat could have problems as challenging as thos of land use, adequate health services, optimum diet, and farm-to-market roads, it was mos revealing to find agents from nearly every one of these other States talking in terms o solution for those selfsame perplexities.

It is worth while to have been made s clearly aware of the fact that our great task is not mere instruction in planting, food prep aration, food preservation, or sewing, bu that it is the task of considering with farm people what consequences certain choices in volve, and discussing with them the economi and social alternatives.

Secretary Wallace, in speaking to the ex tension conference group on May 8, stated "When we learn greater truth, lesser truth is cast aside." This might well be applied to the idea of the conference as a whole. By an exchange of problems, experiences, and points of view among agents representing each one of our 48 States, our lesser prob lems were molded into the structure of the greater problem of the life and salvation of farm-family living and of agriculture.—*Helen N. Allen, home demonstration agent, Missoula County, Mont.*



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## Course in Cooperatives

To meet the demand for information about cooperatives, the University of Wisconsin Extension Service has prepared a correspondence study course in cooperative marketing in which both consumer and producer aspects of cooperation are considered. Prof. M. A. Schaars who conducts the course explains that its purpose is to interpret for the student the historical background, basic philosophy, fundamental principles, possibilities, and limitations of the cooperative movement.

## Savings on the Food Bill

More than 10,000 farm families of Virginia were helped through the 1938 home demonstration program to plan and carry out a real farm food production program to fill their well-planned budgets, reports Maude E. Wallace, assistant director, in charge of home-demonstration work. This food was conservatively valued at $742,000, or an average of $74 per family, which is almost as much as the cash available for food for the average Virginia farm family. The estimated cost of this canned food was $153,000, or less than one-fifth of its value, which shows a net saving of $625,000 resulting from the planning and canning program.

## 4-H Accounts

Seventy-four McMinn County, Tenn., 4-H Club girls are keeping personal accounts this year, according to Myrtle Webb, home demonstration agent. These girls represent 14 communities. At each meeting, the account books are checked. Helen Bright, president of the Mt. Lebanon Club, has saved enough money to buy a calf.

## ON THE CALENDAR

Annual Meeting of Future Farmers of America, Kansas City, Mo., October 14–21.

National Dairy Show, San Francisco, Calif., October 21–30.

Annual Outlook Conference, Washington, D. C., October 30–November 4.

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14–16.

Convention of National Grange, Peoria, Ill., November 15–23.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22–24.

International Livestock Exposition, Chicago, Ill., December 2–9.

National 4-H Club Congress, Chicago, Ill., December 2–9.

Twentieth Annual Meeting of American Farm Bureau Federation, Chicago, Ill., December 4–8.

AAA Cotton Referendum, December 9.

# IN BRIEF

## Texas County Agents' Meeting

Texas county agents, in the course of their recent annual conference at Texas A. and M. College, completed organization of the Texas County Agricultural Agents Association and became the 46th State to affiliate with the national group.

With 268 members, the Texas association is the largest in the Nation. The purpose of the association as announced by Jack McCullough, Collin County agent and president, is to "promote the professional improvement of its members, to cooperate in every manner appropriate for the welfare of the Extension Service, and to aid in building and maintaining high standards of service to the farm and ranch people of Texas."

## When Bess Carried the Agent

T. A. Bowen, county agent in Pickens County, S. C., used to depend on old Bess to take him around the county, and now more than likely she is the oldest living horse driven by an agent in the early days. Agent Bowen started to drive Bess in 1913, 1 year after he came to Pickens County, where he has served continuously.

Bess was a splendid buggy horse and was also efficient in front of a plow. As a matter of fact, she is still able to pull the plow, but her duties now are light, just plowing the garden on County Agent Bowen's farm.

## A Cow on Every Negro Farm

With this as their slogan, Negro farmers of Hertford County, N. C., are cooperating to improve their livestock. Already community bulls have been placed in the Mill Neck and Mapleton sections, and the Mapleton bull is even grazing in a community pasture.

W. C. Davenport, the Negro farm agent, made a check-up of the situation and discovered that none of the Negro farmers in the county owned a pure-blooded bull. The Mapleton Negro farmers got together and organized their own purebred bull association. They sowed a spring pasture on one of the farms. The grass grew so fast that the bull was unable to keep it grazed, so the Negro farmers brought their milk cows to the field each morning.

Recently the Mill Neck Negroes bought a purebred Guernsey bull said to be the first purebred animal ever owned by a Negro of that section. The female offspring of the bull will be sold to other members of the association, and the males will go to the butcher.

## Lespedeza Increases

Lespedeza in Randolph County, Ark., has risen from a few plantings in 1935 to a place as one of the major crops of the county, according to Jack Carter, county agent.

In 1935, 26 Randolph County farmers seeded 200 acres in small demonstration plantings of lespedeza; and in 3 years this small start has increased to more than 20,000 acres, an acreage as large as that devoted to cotton.

## Book Week

Book Week will be observed from November 12–18 with the theme "Books Around the World." This is the twenty-first anniversary of Book Week. It will be observed throughout the country in schools, libraries, and 4-H clubs interested in books and reading for young people. A Book Week manual, listing projects, plays, and practical aids for observance may be obtained from Book Week Headquarters, 62 West 45th Street, New York City.

## Profitable Wool Gathering

Approximately three-fourths of the medium wools produced in Pennsylvania are marketed cooperatively, according to W. B. Connell, livestock extension specialist. The pools are handling more and better wools this year, he stated, with 32 wool growers' associations handling approximately 750,000 pounds of wool for some 5,000 farmers in 44 Pennsylvania Counties. The first 200,000 pounds of wool marketed by 8 associations returned a net average of slightly more than 29 cents per pound to the growers. Sealed bids are received by the board of directors of each association.

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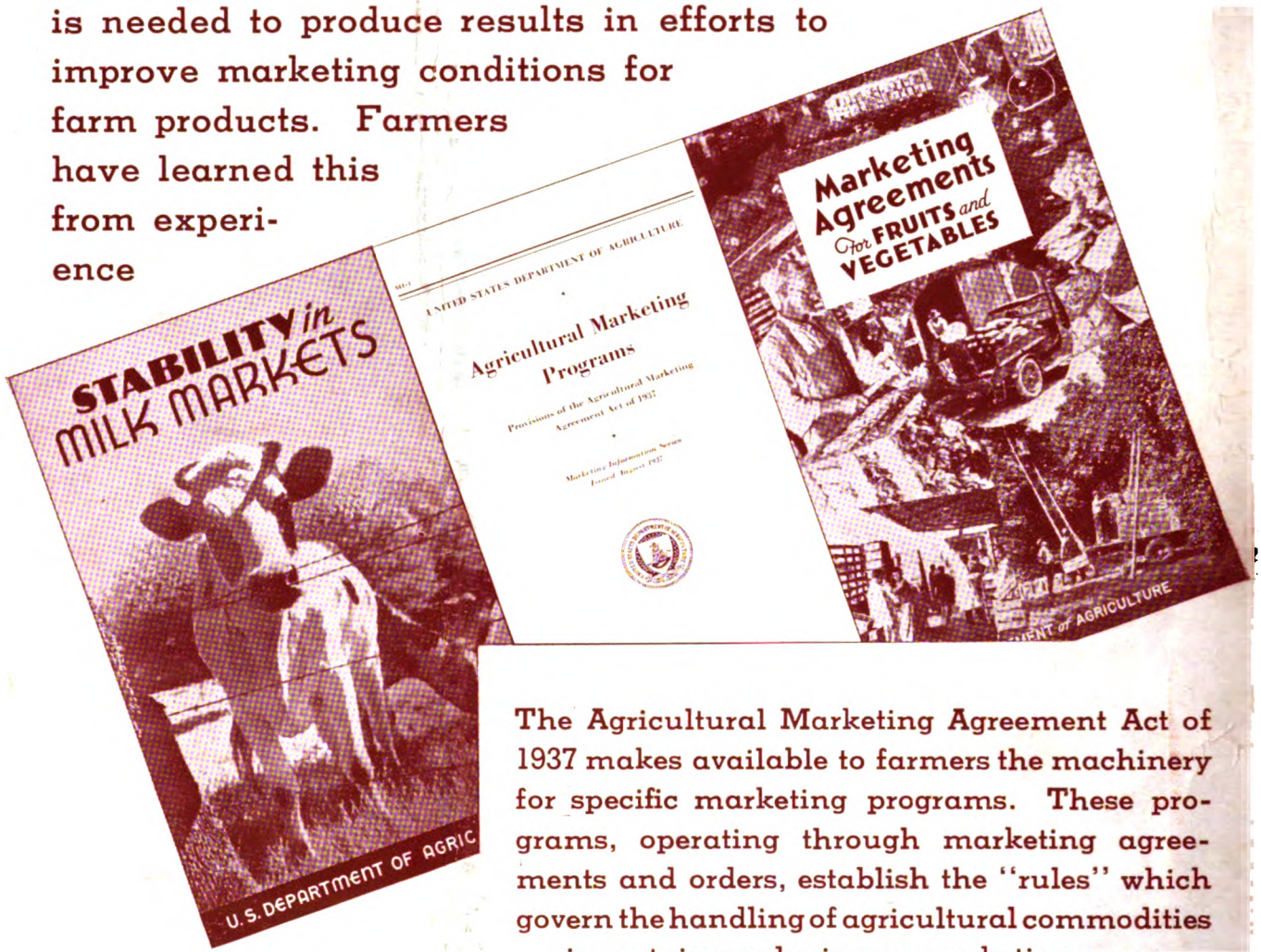
# More Than a "CATCH PHRASE"

is needed to produce results in efforts to improve marketing conditions for farm products. Farmers have learned this from experience




The Agricultural Marketing Agreement Act of 1937 makes available to farmers the machinery for specific marketing programs. These programs, operating through marketing agreements and orders, establish the "rules" which govern the handling of agricultural commodities in certain producing or marketing areas

**Marketing agreement programs are designed to make more effective the organized efforts of farmers to improve selling conditions for their products and to bring greater stability to their markets**

**These three publications explain what marketing agreement programs are and how they work. Write for them.**

**UNITED STATES DEPARTMENT OF AGRICULTURE**

**Division of Marketing and Marketing Agreements**

**Washington, D. C.**

# Extension Service REVIEW

VOL. 10 NOVEMBER 1939 NO. 11

AN Editorial

# The Strength of Our Position

**C. W. WARBURTON, Director of Extension Service**

■ The repercussions of the European situation were quickly felt in this country. Soon after the war started, though far removed from here, food and feed prices began to go up. Housewives' first reaction was to lay in a supply of sugar and other foods. The public seemed to go through a week or two of excitement, then began to calm down with realization that ample food supplies are on hand and that the policy of this country is to stay out of war.

*Food Reserves Ample*

As the Secretary of Agriculture put it in a radio talk to farmers, consumers, and middlemen, "We have reason to rejoice in the strength of our position." The Secretary referred to the plentiful supplies of wheat, corn, and cotton stored in the Ever-Normal Granary and to the effective organization controlled by farmers themselves which conserves, maintains, or augments supplies as needed.

Reserves of essential farm products stored under commodity loans against times of short crops are available now to meet any increased demand resulting from conditions in Europe. During the last year farmers carried under Government loan, or the Government itself held 80 million bushels of wheat, 260 million bushels of corn, 11 million bales of cotton, and smaller quantities of a number of other products.

A reserve of 800,000 short tons of sugar in the domestic sugar beet and sugarcane areas has been established. There are further large reserves in Cuba, Puerto Rico, and other Latin-American countries, assuring a plentiful supply for the next year or two.

An Agricultural Advisory Council, composed of leading producers, processors, and distributors, has been appointed by Secretary Wallace, and at its first meeting in September further reassured the public that ample food supplies were available and that the country is in much better all-round position to meet any emergencies than it was 25 years ago at the outbreak of war in Europe.

Now that the first few weeks of war excitement has passed, farm people and agricultural leaders, including extension workers, need to look at the more long-time effects the war may have in this country.

The Agricultural Advisory Council reported to Secretary Wallace that the war in Europe will strengthen many farm prices, but that consumers need have no fear of food shortage or run-away prices; and that such advances as do occur will tend to restore good balance between farm and city prices and help to bring about normal business and employment.

No doubt a long war in Europe would have its effect in this country on such things as land values, credit, foreign trade, and general business conditions. Though such a war might bring temporary relief for some surplus problems, it is very likely, in the long run, to aggravate farm problems.

It would therefore seem the part of wisdom for farmers to intrench themselves for whatever conditions may come rather than to overinvest in production for uncertain future demand in the face of present ample supplies and prices that are still below parity.

To that end extension workers in every county can do much to advise farm people and to furnish them the facts about the situation which they need in making their decisions. County agents are now at work in all counties of agricultural importance. County home demonstration agents are employed in nearly two-thirds of the counties and many counties have assistant county and home demonstration agents.

*Extension Resources Available*

The men agents have an average of 8 years' experience in extension work and 6 years in the county in which they now work. The women agents have been in extension work an average of 5 years and in their present counties an average of 4 years. These agents have organized and are working with committees of local farm people in practically every county, and they have developed a network of more than a half million voluntary local leaders through whom they can quickly reach farmers in every nook and corner of their counties. Twenty-five years of work in good times and in bad times, in drought, in flood, and through the World War, have provided the Extension Service with a fund of information and experience on which to draw.

These are the resources which the Extension Service brings to its task of giving farm people vital facts which affect the business of farming and the farm home. How we can best use those resources, the present extension machinery, to help farm people meet any new problems that may be brought on by conditions in Europe is something that every extension worker is no doubt seriously thinking about.

*Opportunity in County Planning*

One of the best opportunities extension workers have this fall and winter to put the facts about the present situation and prospects for various commodities before farmers generally will be in connection with the annual outlook report for 1940 and the meetings and personal work with farm people that follows issuances of the national and various State outlook reports.

The organized county planning committees are proving in many counties to be a very effective means of getting information into practical use, and can be a real means for organized effort to maintain balanced farming. The county planning work not only makes excellent use of any information on agricultural outlook, results of experiments, and other research materials; but it is also a good source of local wisdom and local facts.

The AAA referendum on cotton quotas to be held on December 9 will give extension agents another excellent opportunity to make more effective the information available on cotton, such as supplies on hand, marketing prospects, new uses, and any other pertinent facts which might affect the future of the cotton country.

In countless other ways such as educational meetings to explain AAA programs and special activities in farm credit, land utilization, land tenure, and soil conservation, extension agents have a real opportunity to give farmers the facts about the present situation and to help them understand these facts; to help them to maintain balanced farming and conservation gains of recent years; and to help them to avoid mistakes.

I am convinced that extension agents will do their share in all these and other ways by following closely all new developments in the agricultural field and by being untiring in their efforts to make the latest information of practical use to the people in their county.

EXTENSION SERVICE REVIEW

For November 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Putting it Down in Black and White

Complete, accurate, and easily accessible records is a specialty of County Agent I. D. McVean of Kent County, Md., known to farmers of the county simply as Mr. Mac. Starting 10 years ago, when he first came to the county, he began assembling information on the individual farms of his county; and he has found that facts and pictures tell the story better than any amount of preaching.

When AAA records began to come in, showing the production on every field on every farm in the county, he devised a system of keeping this information where it could be easily found by giving each farm a key number on a large map of the county. For instance, 3–11 is farm 11 in the third election district. All information on this farm is filed under the key number, and this number is used whenever the farm is referred to in any of the records. So he has a history of the farm rather than a history of the farmer—a history to which he adds frequently.

### *AAA Records Valuable*

To the AAA records he has added the results of extension demonstrations on the farm. He has been using NYA help also in copying from old courthouse records transfers of property title, assessment valuation, mortgage records, and such facts for each farm during the last 20 years. It is shown that 46 percent of the farms and 56 percent of the land is in tenant farms. Mr. Mac is hoping that a study of the records will bring out some of the facts of land tenure in the county and answer such questions as, Does making the farm support two families, landlord and tenant, result in run-down farms?

Under Mr. Mac's leadership, Kent County was one of the first counties in the East to be aerially mapped, and it has been worth its cost many times over. This was done in 1936 at a cost of about $2,000, which was paid from AAA expense money.

An NYA helper trimmed and fitted together the 120 different pictures into a large wall map which hangs in the county agent's office—an interesting record of the need of soil-erosion prevention and a comprehensive picture of the county with its distinctive situations and problems. Farmers have bought about 400 enlarged prints of sections and about 200 contact prints of the aerial pictures. Blue-line prints are available on 800 different farms, and more than 4,800 blue-line prints have been made and sold.


**Two-thirds of the farmers in the county sometimes come to see County Agent McVean in a single month.**

Farmers have learned to depend on the records in the agent's office. Before answering questions, Mr. Mac gets all the available records on the farm before him, and these clarify many things for the farmer and the agent.

The agent receives all the office calls he can handle. On almost any afternoon, when he is in the office, there is a long line of farmers waiting to talk to him about some of their problems. Often, about two-thirds of the farmers in the county visit his office during the course of a month.

Soil erosion is the big problem of the county. When Mr. Mac said this 10 years ago, nobody believed him, so he began collecting proof. Last year, a soil-conservation district was voted and established because citizens of the county had seen and heard the telling story of decreased yields and lowered valuation figures presented in charts and circular letters. During the years, he collected from time to time some good before-and-after pictures showing soil erosion. A film strip was made and shown at meetings in the county. Contrasting pictures were pasted on posters and exhibited at extension meetings. It was all down in black and white and told a plain story of decreasing fertility and value. Technicians of the soil-conservation district are finding the records and the aerial maps of value in planning their work.

### *Chosen as Unified County*

With the excellent records available, Kent County was chosen as one of the experimental counties in program planning in 1937 under the Agricultural Adjustment program. Under the AAA program of that year the regulations were simplified and adapted to the needs of the county in a way which Mr. Mac felt gave a more effective program than any offered since then. Because they had studied the situation and worked out the program both the committee and the farmers thoroughly understood how and why it worked. The recorded experience with the 1937 program planning pointed the way to the present unified county planning which Kent County is trying out for the State of Maryland.

"A complete and accurate record logically filed where you can find it when you need it is invaluable in arriving at a conclusion and in proving your point," says Mr. Mac.

# Preview of Regional Research Laboratories

**DR. HENRY G. KNIGHT, Chief, Bureau of Agricultural Chemistry and Engineeri**

■ The Department of Agriculture's new emphasis on industrial research is finding expression in the four regional research laboratories provided by Congress to develop more profitable uses for waste and surplus farm products and byproducts. The law provides for four regional research laboratories to cost not more than $1,000,000 each and to have not more than $1,000,000 each annually for operation.

Secretary Wallace first appointed an over-all department committee to decide on how the country should be divided into major farm-producing areas as the law directs and on the commodities each laboratory is to work on; a survey committee to find out what research is now being carried on in those fields by all agencies in this country, public and private, and to outline a program for the laboratories; and a construction committee to make the physical plans for the four laboratories and their equipment.

### *Regionalizing Research*

One of the first of the knotty problems was that of how to divide the country into regions so that the work could be most logical and efficient without duplication.

Of first importance were the natural boundaries determined by the long-established agricultural practices and the principal crops grown. But it was not possible to follow the boundaries of those crop areas because of the overlapping and variations in agricultural conditions. Therefore, we considered various other factors—farm population, value of farm property, cash income from crops and livestock, land in farms, and total land areas. No single one of the four regions has less than 7 percent of the farm population nor more than 34 percent. None has so little of the total value of farm property as to be considered of minor importance, and no area has enough so that it might be considered overwhelmingly dominant. The same can be said of cash income. Crop income is fairly evenly divided as to the southern, eastern, and western areas. The northern area, with 42 percent of the cash income, is not considered too much out of line when we take into account the other criteria, especially when we consider the type of agriculture and the surplus problems found there.

Although the eastern area has only 14 percent of the land in farms, it has 28 percent of the farm population. On the other hand, the western area is the largest geographically, but the smallest in farm population.

After painstaking study of all the selected factors, the final grouping involved less total divergence among the four areas than any other grouping.

The research loads of the four laboratories had to be balanced, as by law the funds are allocated equally among them. That fact explains why you will find a certain crop worked on in one laboratory when it might just as well have been in another. Tobacco, for example, is allotted to the eastern region, but it would not have been out of place in the southern.

Once the geographic areas for the laboratories had been marked off by the committee, definite locations for the buildings had to be selected. I think we considered about 200 localities and visited about 80 of them, out of which we could use only 4. The locations selected are New Orleans, La., Wyndmoor, Pa. (near Philadelphia), Peoria, Ill., and Albany, Calif. (near San Francisco). We kept certain requirements in mind for every one of these locations—the stimulus of proper environment and professional contacts, the need for technologic assistance and services of the various kinds all laboratories need. We considered transportation; the relation of the city or town to producing areas or points of concentration for the farm commodities of the region; the ease of access to related processing industries, particularly those that have been developing new processes and new materials through research; accessibility of the State agricultural experiment stations of the region; and convenience in obtaining supplies, services, and equipment. Also we had to consider the availability of good sites and housing and living conditions.

### *Selecting the Crops*

When it came to the selection of crops to be studied, it was evident that all our important crops are now and then in surplus, and some of those that are not so important. For first work, commodities that seemed most in need of attention because of size of surplus, the number of agricultural workers dependent upon them, or the number of acres used in producing them were selected.

For the southern area, after consultation with all groups concerned, the Secretary's committee decided on cotton, sweetpotatoes, and peanuts; for the eastern area, tobacco, apples, Irish potatoes, milk products, and vegetables; for the northern area, corn, wheat, and agricultural waste products; and for the western area, fruits (other than apples), vegetables, Irish potatoes, wheat, and alfalfa.

By and large, it is fairly clear why the crops were selected. Certainly they are important at first glance. Much starch contained in corn, wheat, and potato These products give great quantities of l products and include the big surplus cro There are plenty of people who will say th all the important crops are not included, b who knows what is big and what is small?

The Department's special survey comm tee made a comprehensive survey of the r search activities now directed toward t industrial utilization of farm commoditi and made recommendations as to the sco of investigations to be undertaken. In ord to avoid duplication of effort insofar as po sible, the committee made a check-up research that is now going on in the vario fields and suggested possible promising ope ings for further research. Out of this in pressive lot of information and suggestio there has been developed a program for beginning in the new laboratories when the are finished and equipped ready for wor

There are thousands of tests or investig tions that might be undertaken, even if th list were limited to problems relating to onl a few commodities. We have tried to pr pare an orderly, limited set of projects a the most hopeful way of insuring useful r sults that might be applied in industry. Th more complete program will naturally gro up as the details for specific projects of th new laboratories are developed during th coming months. Agricultural commoditie are of great variety and, fortunately, fo broadly applicable results of research work many of them have common constituents. A number of them are made up principally o starch, protein, fats and oils, cellulose, an a few constituents not so well known. W shall take advantage of this fact and arrang that much of the experimental work an engineering development deal with these com mon constituents. In studying starch, proj ects might be planned so narrowly as to appl only to corn, but the regional laboratorie will try to approach the starch problem b a study of the fundamental characteristics o all starches as well as the particular char acteristics of those from various groups.

The proposed research program on corn for example, briefly, will include work on motor fuels, starch, glucose, and fer mentation products. Much work has been done in these fields, but not so much when we consider what we need to know Who knows, for example, what may be pos sible as motor fuel in the future—maybe a glucose product, or dry starch, or possibly a

gaseous fuel from vegetable sources? That is one aspect of the starch problem, but there are other possibilities such as the derivatives. Starch today is one of our cheapest organic materials of high purity.

We intend to undertake a comprehensive survey of the technical literature on corn and cotton processing and utilization; to study industrial utilization as affected by composition of the germ, hull, and endosperm with respect to starch, fat, protein, pigments, and enzymes. We plan to work on dry and wet milling of corn: the isolation and characterization of the proteins, gluten byproducts, and fermentation residues; variations in composition and characteristics of corn oil from different types of corn and produced by different processes.

We shall study the deposition, structure, and composition of the starch granule; differences between starch from various sources; properties of organized and disorganized starch granules, and of starch, starch derivatives, and their solutions, such as viscosity and elasticity. Other angles include the conversion of starch derivatives by means of various techniques; modification of the surface of starch molecules by chemical and physical means; conversion of various starches to modified starches, dextrins, and gums, and determination of their colloidal, physical, and chemical properties; and determination of properties of the various crystalline forms of such sugars as glucose, fructose, xylose, and the preparation of their derivatives. Such work as this goes beyond the field of a single commodity.

*Representative Scientists Consulted*

The survey committee presented a skeleton outline of the program for each region to representatives of research groups in that region before the plan was adopted. The meeting for the South was held at Birmingham, that for the West in Salt Lake City, that for the North in Chicago, and the one for the East at Washington. The programs as outlined were accepted at these meetings.

The principal plans and specifications for the four laboratory buildings were worked up by a large staff of architects and engineers last winter, and bids were accepted in time for construction work to begin on all of them in June. The principal parts of these buildings are to be finished by midsummer of next year. The four directors of the laboratories were appointed early last winter, and in the meantime progress has been made in the selection of laymen to head various research projects.

The ready cooperation and understanding that the Department has encountered in developing plans for the work of the new research laboratories is a good augury for the ultimate success of this broad-scale research venture. I hope that the increase in scope of the Department's work in this field will act as a stimulus to all groups that see in this kind of research a means of reducing the stature of some of the country's most vexing problems.

# Land Use Considers Wildlife

**IRA N. GABRIELSON, Chief, Biological Survey**

**For many years the Biological Survey has been administered as a bureau of the Department of Agriculture. Though on July 1 it was transferred to the Department of the Interior, the work of the Biological Survey will continue to be carried on in close cooperation with the plans for a Nation-wide agricultural program. Just how the work of the Survey ties in closely with that of Agriculture is described by Mr. Gabrielson.**

■ Within the past few years the Biological Survey has had its first opportunity to apply a well-balanced program of wildlife restoration and conservation. For many years the Survey has recognized the extreme importance of land improvement as an essential factor in the solution of the problem, but from lack of legislative authorization and funds for land acquisition this part of the program made little growth until 1933. Wildlife is a product of the soil, an organic resource capable of being used and renewed as long as an adequate seed stock is preserved and soil fertility remains to produce food and cover crops for its support. This is the principle underlying the Survey's activities.

Since 1934, upwards of 21 million dollars have gone into the acquisition and development of lands. The Survey now has 254 wildlife areas comprising a total of more than 13½ million acres. One hundred and ninety-eight of these have been established for migratory birds and are so situated that they provide protection for the birds as they move from northern breeding grounds to the wintering areas in the South. Large areas have also been set aside in the western country for the protection of big game—principally those species seriously in need of permanent sanctuaries. Recent executive orders have established game ranges for mountain sheep in Arizona and for antelope in northern Nevada and southern Oregon.

The Federal and State Governments cannot, however, acquire and maintain sufficient lands to meet all the needs of wildlife. Other than for the perpetuation of certain species and to provide a national program for certain forms such as migratory waterfowl, the Federal and State Governments must look to the landowners themselves as the producers of the wild birds and animals.

During the past 6 years, the Government has put forth enormous effort to provide for agriculture a stable income and a balanced relationship with the rest of our economy. In this endeavor the Government has sought to promote the conservation of our basic resources while attempting to adjust some of the other problems of the farm.

These programs all have a bearing on the agricultural picture, but each has an opportunity for service to wildlife if wisely used in the interests of conservation.

Fortunately, it has been recognized that the conservation of wildlife has a definite place in any program of land use, and great strides have been made in coordinating wildlife needs with other sound land-management practices. Wildlife has been given a permanent place in the revitalized program of land use and land development as envisioned by the Department of Agriculture, and as a result farmers and other landowners are being made more conscious of this factor than they have ever been in the history of the country.

The needs of wildlife on the farm have been given definite consideration, and whenever local planning groups gather to make up their program there is opportunity for a wildlife man to be present and sit in at the conference. The Biological Survey, as the chief wildlife agency of the Federal Government, has been requested to take an active part; and we have designated one of our representatives to serve on State land-planning committees in each State. State game departments will also be called into consultation to assist in developing plans and procedures which will be of the most possible benefit.

The increased activities and the growing interest in wildlife conservation shown by the administrators of the various land-use agencies in the Federal Government indicate one of the most encouraging trends that I have witnessed in all my years with the Biological Survey. This sentiment, if properly fostered and encouraged, will result in wildlife needs being made a part of all land-use planning and will mean that our cause will be financed and carried along incidental to the other programs dealing with agriculture.

■ Rural-life Sundays in Wyoming sponsored by the 4-H Clubs during the month of June proved successful. A total of 34 meetings with an attendance of 3,342 people were planned and held under the direction of local committees with the help of ministers and extension agents.

# Electricity Goes to the Farm

**HARRY SLATTERY, Administrator, Rural Electrification Administration**

**Rural Electrification Administration, a newcomer to the Department, has a definite part to play in the national agricultural program, as explained by Secretary Wallace in the first of this series of articles. Next month, M. L. Wilson, Under Secretary of Agriculture, will discuss the problem of translating the plans for an agricultural program into action through the coordination of existing agencies.**

To make farm life worthy of the people who live on the land has long been the guiding principle of the Department of Agriculture in its work with farm people. A new agency has now joined the Department of Agriculture family in the work toward this objective.

The Rural Electrification Administration, which became a part of the Department of Agriculture on July 1, 1939, makes a significant contribution to the efforts toward improvement of farm living and farm operations. The transfer emphasizes the agricultural importance of the rural electrification program and assures closer coordination of its efforts with other programs serving the interests of agriculture.

Years ago farmers discovered that electricity could make rural life more efficient, more profitable, and happier and richer in every way. They saw how, in the cities, electricity for lights and household appliances contributed greatly to the comfort and cleanliness of the home. They saw factories turning to electric power in order to make their operations more economical. But they saw, too, that so far as the electrical age went, they themselves were disinherited. Electricity was first applied to agricultural production about 1900. Yet a whole generation later, at the close of 1934, only about 700,000 American farms—hardly more than 10 percent of the total—were enjoying the advantages.

### *Challenge of Rural Electrification*

Here, then, was a challenge—a challenge to provide for the great farm family of the United States a larger share in those things that make up an American standard of living. To meet this challenge, President Roosevelt, in May 1935, created the Rural Electrification Administration, with authority to finance rural electric distribution systems in areas not already receiving service. Rural electrification, stagnant for years before REA was established, felt a new and dynamic impulse. So promising was the activity of the first year that the Congress, through the Rural Electrification Act of 1936, authorized a 10-year program.

Under the terms of its act, REA makes long-term loans, principally to nonprofit organizations, such as farmers' cooperatives, to cover the entire cost of building self-liquidating rural electrification projects. The interest on these loans is low—at present something less than 3 percent. In addition, REA lends funds to project sponsors, which they in turn may relend to individual farmers, to help finance the wiring of farmstead and outbuildings and the installation of modern plumbing.

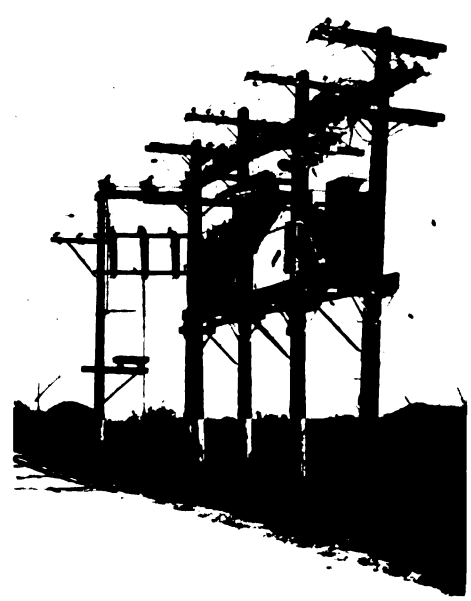
### *Shows Concrete Results*

REA has been functioning for a little more than 4 years. The concrete results of its work may be indicated by a few figures. By September 15, 1939, REA had lent or allotted $249,708,793. Most of this money is to go for building rural distribution lines—approximately 235,000 miles of them, bringing electric service within reach of more than 600,000 farm families. Already 125,000 miles of REA-financed lines are rendering service to 275,000 new users of electricity. When funds currently available have been translated into construction, it is estimated that lines financed by REA will total about a quarter of a million miles, offering low-cost service to something like 700,000 families in all.

So much for what REA has done and is doing through its own construction program. But it may also claim some share in stimulating private utilities to accelerate their work in rural areas. Compared with the 700,000 farms electrified at the end of 1934, we now have, it is estimated, well over 1,500,000 electrified farms in the United States. In attaining this result, REA has provided leadership to the rural electrification movement in several ways. For example, REA insists that whole areas be developed through well-planned, integrated systems. This principle is in sharp contrast with the earlier utility company practice of skimming the cream. It means that all, or nearly all, the farmers in a given area may have electricity on advantageous terms, and it means, too, that uneconomical pockets between cream areas are eliminated. Moreover, by standardizing and simplifying specifications for rural line construction, REA has brought the aver cost of a mile of line—about $1,500 in the days—down to less than $1,000. And th lines are safe and sturdy. They have st up excellently under heavy sleet and wi On one REA-financed project in Texas, storm which wrecked steel transmiss towers left lines of this type practica intact.

Through rural electrification, hundreds thousands of farm people all over the co try are winning a new freedom from inc venience and burdensome toil. Washi machines, irons, vacuum cleaners, refr erators, ranges, running-water systems— powered by electricity—are everywhere he ing to make the thousand and one jobs keeping house and caring for a family easi quicker, and cleaner. In farm operatio too, electricity is proving its capacity make profits for the farmer through doze of applications such as lighting and electr brooding for poultry farms and electric mil ing and cooling for dairy farms. Even t children benefit from rural electrificatic In rural schools, electricity relieves eyestra makes hot lunches possible, cuts down fi hazards, and provides power for new sh equipment.

The picture of accomplishment to date is heartening one. It reveals steady, rapid pro ress toward the Government's objective making low-cost electric power available farmers. But the job ahead is still of hu proportions. About 5,300,000 American farn are still unelectrified. As Secretary Walla said when REA was transferred to the D partment of Agriculture: "Now the great r sources of this Department and all of i bureaus will be thrown behind the REA pr gram, as it becomes possible to take adva tage of them effectively * * * We wi take electric service to all the farms we can.



# Mississippi AAA and Live-at-Home Week

**F. J. HURST, Extension Editor, Mississippi**

The Mississippi AAA and Live-at-Home Week was one of the most intensive and successful informational campaigns ever carried on in the State. This was made possible through the cooperation of the Mississippi Extension Service, State AAA officials, county farm and home demonstration agents, county administrative assistants, county and community AAA committeemen, and home demonstration leaders, assisted by representatives of all other agricultural agencies and farm organizations, together with the united support of the daily and weekly newspapers.

The purpose of the campaign was to give all farmers and farm women full information and practical suggestions on how they could use the 1939 AAA program to adjust farm production, raise family living, earn AAA payments, and build soil fertility.

During the week preceding the campaign, county training meetings for county and community AAA committeemen, vocational teachers, farm security supervisors, home demonstration officers, and other agricultural leaders were held in 77 of the 82 counties of the State in preparation for the community meetings. The following received training for and helped to map plans for the community meetings: 215 county committeemen, 1,359 community committeemen, 105 vocational teachers, 70 farm security supervisors, 127 farm bureau leaders, 40 cooperative cotton association officials, 42 representatives of county cooperatives, 287 members of county councils, 1,286 other leaders, and the Negro county farm and home demonstration agents, making a total attendance of 3,413 leaders.

The agents held 963 community meetings with white farmers with an attendance of 63,883, and 337 community meetings with Negro farmers with an attendance of 36,926, giving a total of 1,300 community meetings and an attendance of 100,809 farm people, all held the week of March 20 to 25.

### *Circular Letters Written*

The white county agents wrote 145 different circular letters, 217,029 copies of which were mailed to farmers. The agents furnished all producers with a copy of an Individual Farm Planning Sheet; Schedule of 1939 Soil-Building Practices for Mississippi; and 335,685 copies of SR Leaflet 301–B, How the 1939 AAA Farm Program Works; and other informational material.

Cooperating by giving the strongest kind of support, the daily and weekly newspapers published a large volume of informational material which the extension editor furnished. Eighteen weekly newspapers published special farm pages; 1 of the largest daily papers published a special farm section; 35 papers published special editorials; and all the newspapers cooperated wholeheartedly.

A Prentiss, Miss., newspaper published two full pages, 1,000 extra copies of which were printed for distribution to farmers who attended community meetings in Jefferson Davis County but who were not subscribers to the paper. Thirty-five local business firms in Prentiss cooperated in the program by posting the double-page lay-out in their windows during the 2 weeks of the campaign. The paper also carried a strong editorial on the front page.

The extension editor prepared Extension Leaflet No. 14, entitled "Mississippi Farmers Can Use the 1939 AAA Program to Adjust Farm Production, Raise Family Living, Earn AAA Payments, Build Soil Fertility," 100,000 copies of which were distributed during the campaign, including copies sent to State and Federal agricultural officials.

In some of the counties the county school authorities furnished school busses that made the regular runs to carry farmers to night meetings.

Although representatives of all agricultural agencies and farm organizations have always cooperated with the Extension Service and AAA officials in informational work, probably never before did these leaders give such enthusiastic support to an informational effort. Commendation must go to the county agents for the able and efficient manner in which they organized the forces of their counties and the enthusiastic and aggressive way in which they took the lead in the campaign.

In Coahoma County, where the farmers were invited to attend a county-wide meeting with the county and community committeemen, County Agent Harris Barnes said: "We had a courthouse overflowing with landlords, tenants, and other interested parties. We held several community meetings with the Negro tenants in various sections of the county and continued to hold these meetings for the next several weeks. This type of meeting was held at the invitation of landlords in the respective communities of the county. We explain to both landlord and tenant the fact that all parties concerned are supposed to take a reduction in cotton acreage and to plant the diverted acreage to feed, food, and soil-improving crops. We find that this type of meeting, where both landlord and tenant are present in the Negro churches and schools, is making for a much better understanding of the program on the part of both landlord and tenant and is making for a much better working relationship between the two groups. Prior to the holding of the meetings reported, we held meetings in every community in the county for both white and Negro farmers at the white consolidated schools of the county."

### *Twice as Many Interested*

In Quitman County, Agent D. L. Edson reported: "Our response and attendance was the best we have ever had. More than twice as many people attended these meetings than attended previous educational meetings. The week of March 20 to 25 was a beautiful week for work, yet the farmers came out to night meetings and practically filled every auditorium where the meetings were held. At some meetings it was necessary for some to stand. Our producers are better satisfied with the administration and provisions of this program than with any in the past.

County Agent O. C. Shipp of Humphreys County began his campaign early in 1939, for he saw that the county AAA program might bog down owing primarily to lack of farmer information. He began to hold regular monthly meetings of all local and county committeemen, at which time he took up some particular phase of the AAA and drilled them on the regulations in regard to that item. For example, at the February meeting, they studied assignments; at the January meeting, payments, and at the March meeting, tenant complaints. The extension work that tied in with the part of the AAA program under discussion was emphasized.

"We use our county committee to direct the policy to be followed by the county agent's office. We use our local committeemen to disseminate information to the communities and in turn to keep us in line with the thinking of the farmers and to keep up with the information needed and requested by the farmers," reports Agent Shipp.

Following the example of Agent Whitaker, of Washington County, he sent out a series of informational letters to farmers, headed "Turnrow Talks." This worked well in Washington County and served a useful purpose in Humphreys County.

Mr. Shipp is using four methods of disseminating information to farmers regularly: The county paper, committeemen, community meetings, and circular letters. These four approaches, he states, reach 75 percent of the farm operators. The other 25 percent get the information indirectly from neighbors.

# Kansas All-State Soil Conservation Day

The second Kansas All-State Soil Conservation Day brought out 1,400 farm leaders from 94 Kansas counties. Farm tours and field meetings were held at 4 Soil Conservation Service project areas, at 6 soil-conservation association gatherings, and at the Soil Conservation Service Experiment Station at Hays, Kans.

The All-State Soil Conservation Day was planned early and included in the 1939 extension program for the State. The State extension committee, at the beginning of the current year, reserved June 2, 1939, for a conservation field day on all county programs. The setting of a definite date gave assurance that no other extension activities would be scheduled to interfere with this program.

The object of this type of program was to explain and demonstrate to farm leaders the type of soil-conservation practices that are being conducted on Kansas farms. Tours were arranged in each of 11 areas. Visits were made to demonstrations of soil and water conservation.

At noon a short program was conducted at which representatives of Kansas State College discussed the value and need of conservation and explained how a cooperative program could be obtained by means of soil-conservation districts, soil-conservation associations, and soil-conservation demonstration farms.

Representatives of the Soil Conservation Service explained how farm plans were developed with cooperators after they were obtained by districts, associations, or demonstration farms.

In advertising the meetings, Director Umberger, of the Kansas Extension Service, first notified all county agents that June 2 was reserved for them to visit some conservation area. An illustrated letter, "Pointing to a Fresh Date," was then prepared by the extension conservationist and mailed to all extension agents, vocational agricultural teachers, key bankers, secretaries of chambers of commerce, and Soil Conservation Service technicians.

District agents notified their county agents that June 2 was reserved for soil conservation and urged that they attend some area. A letter prepared by the extension conservationist and approved by district agents suggested that county agents encourage bankers, business organizations, and others to provide transportation for large groups.

An illustrated letter was sent to 973 leaders in Kansas as a last reminder to them to attend the tours and bring a carload of people with them, and a block-in letter was sent to all county agents for them to copy and send to their leaders.

The publicity department of the State extension service sent news articles to all daily and weekly newspapers on May 15. At the same time, notices were given over 15 commercial radio stations and over the college station, KSAC. A week later, an additional notice with a map showing location of Soil Conservation Service areas was sent to all newspapers, dailies, and weeklies, and to radio stations. Short daily stories were released over all commercial radio stations and over the college station, KSAC, beginning 12 days before the meetings.

# Worth a Dozen Night Meetings

**A. D. CAREW, County Agent, Green Lake County, Wis.**

I have had a feeling for a number of years that more effective teaching and lasting impressions can be made by actually working with objective materials. For example, if I make a farm visit and while there prune a fruit tree, I believe that the farmer will remember the visit much longer and that I will have a closer tie-up with the farm.

Putting this theory into practice about 8 years ago, I had a self-feeder built according to the Wisconsin plan. I bought a sack of tankage and a sack of linseed meal and loaded these materials on a truck, having arranged in advance for four demonstration meetings on farms in the chief hog-growing sections in the county. James J. Lacey, extension meat specialist, was scheduled to appear with me at the meetings. We advertised that farmers could actually see just how the feeder was made and would be furnished plans by which to build additional feeders. The response was very gratifying, and when the truck pulled into a farmyard it was greeted by 30 to 50 swine men. This device enabled us to outline a swine-sanitation program as well as to talk fee ing.

At another series of meetings on farms acquaint farmers with anemia in little pi and how to prevent it, I announced that would carry with me a supply of iron and co per solution to be distributed at cost to tho who attended the meeting and asked them bring containers. We demonstrated how use this material and again had very sati factory attendance. Other types of meetin we held on the swine project were butcheri and meat-cutting demonstrations where we a tually showed the farmers how to perfor those tasks.

A colt-breaking demonstration, a big hitch. colt show, and botting horses for control parasites are other activities practiced in th field with the assistance of Dr. Beach and Pr fessor Fuller, both of the University Wisconsin.

### *Beginning With a Demonstration*

Seven or eight years ago I lined up about 1 flocks of sheep and went out and drenche these flocks 3 times at 5-week intervals fo the control of stomach worms. At that tim no flocks in the county were being drenched, al though many sheep were infected with stomach worms. From this small beginning we ob tained the adoption of this practice universally throughout the county. Docking and castrat ing lambs were other means of actually show ing how to do certain farm tasks. Shearing demonstrations followed, and now we have shown farmers how to dip sheep effectively.

When I first came to Green Lake County, 10 years ago, I arranged with the lumber dealers to build a portable brooder house for poultry and then called meetings and pointed out features of the Wisconsin type brooder house and distributed plans. Poultry culling and pullet selection, and meetings at which we conducted post-mortems on sick birds brought to the meeting are other means used in teaching this phase of farming.

Two grain-seed-treating devices were made and meetings arranged throughout the barley-growing areas of the county. We obtained Ceresan and actually treated wheat, oats, and barley at the meetings. Barley-seed-treating demonstrations have been held in all parts of the county. On other occasions we have called meetings at a dairy farm and had a farmer draw blood samples and showed under the microscope the glutination test for Bang's disease. Orchard pruning, spraying demonstrations, and bridge-grafting demonstrations in farm orchards have been used to acquaint farmers with these practices. Many fertilizer trials with check strips left in the field proved valuable in demonstrating good practices to farmers.

I believe that such meetings held on farms, at which you actually show farmers certain good practices, are worth a dozen night meetings held in a hall.

# Negro Cooperative Sawmill Makes Building Possible

**E. A. RANDOLPH, Negro County Agent, Fayette County, Tex.**

Looking at the sawmill demonstration conducted by C. W. Simmons, extension farm forester, held at the Prairie View farmers' short course in 1937, I saw a great opportunity for a large number of Negro farmers to get much-needed lumber at a very small cost. About 80 percent of our farmers need lumber very badly for repairs on farm buildings and homes, and many need new structures of various kinds; in fact, nearly every farm needs some kind of repairs or remodeling.

I discussed the idea with most of the leading Negro farmers throughout the county; and, after a few meetings with the farmers' council a decision was made to form a cooperative and purchase a portable sawmill similar to the one used by Mr. Simmons in his demonstrations. This cooperative group signed a note at a local bank, borrowing $265 to order the necessary parts from the factory. It was decided that the small profits made in sawing for nonmembers would be used to help pay the notes; and if these were insufficient, the members would make up the difference. Membership fees were used to complete the construction of the mill, which cost $355, including an inserted tooth lumber saw, a shingle saw, an old automobile motor, chassis, and tires, a two-wheel trailer, and all labor and materials required in construction.

Each member may saw for himself any quantity of lumber or shingles at only the cost of operation of the sawmill, which will range from about $4 to $7 per thousand board feet. It may be as low as $2 per thousand when a member learns to operate the mill with his own labor. Nonmembers pay the mill $12 per thousand, and the mill is set up in the woods where the logs are cut down.

To date this little sawmill has cut 132,000 board feet of lumber, all of which was used on the farms for various purposes; and it is evident that only about 5 percent of this lumber would have been bought at retail for the new poultry houses, barns, stock shelters, wagon and implement tongues, doubletrees, and home repairs.

Most of the Negro farmers own their own farms and have fairly good saw timber of such woods as red elm, pin oak, white oak, post oak, ash, cottonwood, and hackberry. A few farmers in the northern section of the county have pine. The mechanical features of the portable sawmill are very simple. The motor from an old 1925 model automobile has been left on its original chassis. The mill is transported with one end on the motor chassis and the other end on a two-wheeled trailer. A variable friction power feed was constructed from old automobile parts for $22.

This cooperative sawmill is making possible the construction of a Negro extension service building in La Grange. This building is 30 by 64 feet and has two office rooms and 1,110 square feet of floor space for farmers' shop work and 450 square feet of floor for a women's department of extension work. All lumber and shingles are being cut by the farmers' cooperative sawmill. The lumber is mostly pine found here in the county and some cottonwood, post oak, pin oak, red elm, and cedar. Shingles are being made from cottonwood, pine, pin oak, and red elm. These sawmill members are donating the use of their mill to cut all lumber and shingles needed for this building. The County Commissioners' Court voluntarily cooperated in buying a lot and all necessary materials other than lumber to construct the building. Through the splendid cooperation of J. C. Yeary, county agricultural agent, and the NYA officials, this building was allotted $900 for 30 NYA boys' labor in constructing the building. Thus, the building is at present about half completed. This building is valued at $3,050. The NYA officials are now axious to draw up another project for us in constructing a large extension exhibit hall and auditorium which may follow our present building.

The 10 members of this cooperative are all very proud of their investment which has returned several times the amount in lumber.

**Negro farmers bring their logs to the sawmill and go home with boards and shingles to repair their buildings.**

## Arkansas Forage Schools

More than 600 farmers, 61 county agents, and 20 assistant agents attended the 4 forage schools held in Arkansas.

At each of the schools emphasis was placed on hay, silage, and pasture. Information presented by the extension specialists showed that the total supply of hay, silage, and pasture should all be greatly increased if the State's present population of farm animals is to be fed on an optimum basis.

The extension officials estimated that hay production is about 60 percent of what it should be, silage only about 25 percent of desired production, and that the productive capacity of pastures could easily be doubled.

Demonstrations conducted at the forage schools showed the quality of different samples of hay, stage for cutting hay, storing and stacking hay, cutting silage with both home-made sled cutter and corn binder, silage-cutter adjustment, and construction and filling of one type of temporary silo.

Pasture tours were held at each school to demonstrate desirable seeding mixtures and methods for getting increased germination and better stands of certain grasses, the use of a mowing machine in pasture management, control of run-off water on pastures, and type of fertilization required for best pasture growth.

■ More than 30,000 farmers visited the fields of their neighbors to observe results of soil-conserving and soil-building practices during the cover-crops campaign recently conducted by Tennessee county agents.

# Tomorrow's Opportunities

**Director L. R. Simons of New York and Director T. B. Symons of Maryland survey some of the opportunities that lie ahead, as seen from the vantage point of 25 years of successful service.**

## Retrospect and Prospect

**T. B. SYMONS,**
**Director of Extension, Maryland**

■ Extension work was born out of the demands of rural people for definite information pertaining to their problems. The more complicated problems in the agricultural industry that have developed in the last 2 decades have demonstrated how fortunate it was that such ground work had been established in earlier years.

In Maryland, decided changes have been noted in the agriculture of communities, and even of counties and regions. Not only has there been improvement in practices and yields, but whole sections have dropped one character of agriculture and undertaken another. Dairying on the Eastern Shore has developed from a very small beginning to a substantial industry; and the fruit industry in certain sections has been practically eliminated, owing to weather, markets, and other factors. There has been a tremendous change in the marketing of farm products by virtue of developments in transportation systems, many phases of which, unfortunately, have been detrimental to farming interests, particularly the trucking industry, in this State.

One practice in drainage and land use that was started in a simple way by county agents has developed into a comprehensive system enabling farmers to take advantage of emergency measures enacted recently, and of the CCC camps.

Curtailment of certain crops, such as wheat, and substitution of barley as a more profitable feed crop, were undertaken even before the Nation-wide crop adjustment programs were launched.

I consider that the constructive work conducted by the United States Department of Agriculture through the Extension Service in cooperation with this State presented an ideal set-up for inauguration of the many emergency programs that have been necessary since 1933. The policy adopted in Maryland during these emergency, or so-called action programs has been to coordinate the work just as closely as possible. For that reason, we have encouraged the county agents to take the lead with their farmers in conducting the various programs in the counties. We recognize that in doing this we have overburdened the agents and undoubtedly have curtailed extension work in many lines that were formerly done by these forces.

Thinking of the present and the immediate future, we face the broad policy of land use and program planning. It is a fine approach to the complex problems that have evolved during the years of extension work, together with the absolute need for maintaining and increasing the income of the rural population. I hope that we may be able to direct efforts in the development of land use programs on four fronts: (1) Continuation of regular extension work; (2) more emphasis on the need for cooperation and other improvements in marketing and distribution; (3) continued emphasis on the importance of soil conservation and a broader attack upon the problems; and (4) an intelligent and careful study of land classification.

I believe that we can obtain the active support of all people on these approaches to proper land use. Obviously, all of them are long-time programs, but the second and third are certainly problems that will not be finally solved in the next 25 years.

Never in our whole history have greater opportunities for constructive educational leadership been presented. We are not so much interested in what has been done as in what will be done in the years ahead.

## Path to the Future

**L. R. SIMONS,**
**Director of Extension, New York**

■ Twenty-five years ago I started extension work as the first county agent in Nassau County, N. Y. In those pioneer days every county agent, like myself, found it necessary to blaze a new trail. There were no well-formulated policies or plans. We all began by demonstrating simple practices—growing better potatoes and apples by spraying, increasing milk yields by feeding balanced rations, improving the soil by plowing under cover crops or by better rotations. Later, with more experience and maturity, we broadened the scope of our activities and helped farmers with their farm-management and marketing problems.

It was evident that little could be accomplished without the cooperation of the people themselves in determining programs and policies, in financing the work locally, and in actively assisting in so expanding the various activities that everyone who would could take advantage of them.

Extension sometimes appears to accomplish so little. Farm incomes are low, in some instances lower than when we came along to help farmers to better their conditions. Many rural homes have few, if any, modern conveniences. Many rural communities have no social, religious, or recreational facilities. Then we may well ask ourselves, "What would conditions be had there been no extension work?" Other factors over which extension workers have no control have retarded agricultural progress. It is very difficult to measure the results of any educational enterprise. The people usually are good judges of success or failure. The fact that public funds are appropriated yearly by the county, State, and the Federal Government in support of Extension and that the paid membership in the county farm and home bureau associations is constantly increasing is a reasonably accurate measure of the success of the Extension Service in New York State.

### *Able Leaders Developed*

We also know that Extension has aided materially in developing rural leadership. This opportunity offered rural people to take part in planning and conducting extension activities has enabled many of them to grow into capable, progressive men and women. This is the outstanding accomplishment of the Extension Service and would more than justify its existence if little else had been done.

This year is the twenty-fifth anniversary of the passage of the Smith-Lever Act. Although Extension was well under way before 1914, that act gave greater permanency to the work and also aided materially in financing it. When this act was before the Congress, Senator Vardaman stated: "Now, the purpose of this bill is to help the tillers of the land to discover the hidden riches of the soil, to devise methods of cultivation which will lessen the burden of farm life by shortening the hours of drudgery, and render more productive the land. Its splendid purpose is to improve the man, enlarge his mental horizon, and give intelligent direction to his efforts. The effect also will be to add comforts to the country home, lighten the burdens of women, afford greater opportunities to the boys and girls upon whose shoulders soon must fall the responsibility of home and the burdens of government."

The Senator handed us a big order. Have we done what he expected we would? I may be prejudiced, but I think we have. However, opportunities for continued service are still great, perhaps greater than ever before, and we have much to do in helping to make farming more profitable and country life reasonably satisfying.

# Reaching More People Through Home Demonstration Work

A committee of the Extension Service Department of the American Home Economics Association appointed to study the subject "How to enlarge the extension program to reach more people," sent out questionnaires asking the home demonstration staffs of the States regarding effective methods.

In 37 States, the plans for reaching more people in the local community included an increase in the number of home demonstration agents; community surveys to determine the number of farm families in the community and the causes of nonparticipation; combining farm and home programs into community programs; the extension of land-use planning and program building to a greater number of counties and communities; increased leadership development and greater use of leadership already developed; an increasing number of home demonstration club meetings conducted by local leaders to free agents' time for reaching more people; the organization of groups within an area of a size that all members can attend; increasing the membership of local clubs to include all farm women in a community; home visits made by key demonstrators or local leaders; an increased use of the radio, press, and exhibits; a greater use of group discussion and community forums; and cooperation with other agencies in reaching masses.

Future plans for reaching more people through the county extension organizations in these 37 States include a continuation of present plans in addition to a closer correlation of the home demonstration program with the long-time agricultural program—joint planning of men, women, boys, and girls; increasing the number of demonstration meetings of a general nature to further arouse interest of the general public in extension work; enlarging the personnel of county councils to include representatives of other organizations and agencies working in the rural field; providing key demonstrators or local leaders with increased opportunities to function; and enlarged publicity and radio programs.

According to the reports, land-use planning and cooperative activities with agricultural associations, vocational home economics groups, Farm Security Administration, Farm Credit Administration, Rural Electrification Administration, State health departments, and National Youth Administration have been a means of reaching and assisting more people.

Through land-use planning, farmers and farm women have come together to study and inventory the social, physical, and economic factors of land use; to map the land according to its present and recommended uses; and to plan a unified program that will meet the needs of the farm home and community, with the assistance of all Federal agencies.

Cooperative activities with vocational home economics groups included joint conferences of extension and vocational home economics workers, representation of vocational home economics groups on county agricultural and home economics committees or county councils, cooperation in local leader training in community and county fair judging and in coaching 4–H clubs, cooperation in better homes, school lunch, and other community activities, as well as assistance rendered teachers through demonstrations and subject-matter bulletins made available to them.

The high points in cooperative activities with the Farm Security Administration in the 37 States included the providing of subject-matter bulletins and circulars, assisting with district and State training schools for home management supervisors, joint conferences at regular intervals, inviting home management supervisors to attend county demonstration meetings and encouraging farm women and girls in farm security families to attend community demonstrations and to become members of home demonstration clubs and 4–H clubs.

Cooperation with State health departments included child health clinics sponsored by home demonstration clubs, cooperative health programs, the services of health nurses at 4–H and farm women's camps, State-wide cooperative nutrition programs in which one county is used as a demonstration county, the utilization of factual material from the State health departments, and the dissemination of material through the nurses to homemakers.

Activities with the Rural Electrification Administration in these 37 States were training schools for home demonstration agents conducted by REA specialists, demonstration schools at project location points for those on REA lines and others interested, joint staff conferences, and educational programs for which Extension assumes the responsibility.

According to the questionnaires, the press is one of the most powerful means of extending the home demonstration program. Stories of demonstrators, local club and county achievements, along with publicity given to coming extension events, have all furthered the extension program. Demonstrators and local club and county reporters have provided news articles for local papers. Reporters' training schools have been a means of improving the work of local club and county reporters.

Among the other means used to further the program, the 37 States all reported regular use of the radio, achievement tours, exhibits, and home visits. The home visit especially seemed to be an essential part of the well-rounded demonstration program and afforded some of the most valuable contacts made. The committee report suggested that the home demonstration agent, supervisors, and specialist make definite plans for home visits.

The committee was composed of Norma Brumbaugh, Oklahoma, chairman; Ruth Cessna, Iowa; Margaret Martin, South Carolina; Minnie Mae Grubbs, Texas; and Eulalia B. Alger, California.

**More well-trained home demonstration agents are needed to extend the influence of home demonstration work. Two Virginia agents in training make a home visit with the agent of Montgomery County.**

# A 4-H Leader for 22 Years

**ELIZABETH F. HOPKINS, Associate County Club Agent, Middlesex County, Mass.**

Twenty-two years as a 4–H Club leader is the record of Mrs. Gertrude Leighton, home economics teacher in the Southern Junior High School, Somerville, Mass. Starting the canning project with a group of 16 boys and girls, Mrs. Leighton began club work in 1917. A few jars of string beans canned by that first club 22 years ago are still in possession of the leader; and, although the bales on the jars have rusted, the products are perfect in color and apparently in condition.

Following the canning club, Mrs. Leighton led a bread club for 6 years. After the bread club, she organized the food project which continued from 1927 through 1939. Mrs. Leighton carried on her work alone until last year when she was assisted by Mabel Eddy, a 4–H Club leader of 7 years' experience.

*Keeps Accurate Records*

Mrs. Leighton has carefully saved records of all meetings, including attendance and lists of club officers, of each of her 22 clubs. She takes considerable pride in having 21 banner clubs—a truly fine record, for a banner club means 100 percent completion. The clubs have averaged a membership of approximately 20 girls each year. Records show that 2 girls continued in the club for 9 consecutive years. Club meetings are scheduled for Wednesdays after school. Never has she missed an appointment with her club. She sometimes leaves home at 6:30 in the morning to attend special 4–H Club events, such as a rally or round-up for camp.

*Keeps Interest in Ex-Club Members*

This indefatigable leader maintains a kindly and intimate interest in each individual club member. She delights in telling of the present successes of her girls as nurses, dietitians, teachers, and homemakers. Her face radiates pleasure in relating such incidences pertaining to her various clubs as the following: When her first club went to Concord on April 19, 1917, to put flowers on the grave of the unknown soldier; how she trained girls to take part in the 4–H program at Camp Vail, Eastern States Exposition, Springfield; how one of her members won first prize in the bread-making contest at Brockton Fair; and how only this last year two girls from her club entered the county contest trying out for the trip to the World's Poultry Congress in Cleveland, with their demonstration on Use of Poultry Products. Later, this team won a blue ribbon in the Massachusetts State contest with their demonstration, Preparing the Luncheon Tray for an Invalid.

It was a genuine satisfaction when a large number of alumnae made a special effort to return for the 1939 achievement-day program of the 4–H Club. Several former club members took part in the program, thanking Mrs. Leighton publicly for the help given them by her through their 4–H Club work. State Leader George L. Farley was also present and complimented Mrs. Leighton on her enduring patience and enthusiasm throughout the years.

Upon completion of her twentieth year of leadership, in recognition of her splendid work, the Middlesex County Extension Service presented her with a leadership pin studded with emeralds and pearls, the first to be presented in Massachusetts. Mrs. Leighton regards this as one of her most cherished possessions.

This year, at the retirement age of 70 years, Mrs. Leighton is resigning her position as teacher in the Somerville School. However, she will not abandon active life. She has applied for admission to the graduate school of Harvard University as a candidate for her master's degree.

# Alabama Curb Markets Increase Income

**ETNA McGAUGH, State Home Demonstration Agent, Alabama**

Every day is pay day for the farm family who lives at home. Farm families in Alabama are realizing this fact and are planting year-round gardens; canning according to a budget, and producing ample poultry, dairy products, and meat for home use. In addition, surpluses are being converted into cash by marketing at the 16 curb markets located throughout the State. In June alone farm families realized $40,589.17 for the surplus products from the garden, orchard, dairy, and poultry flock.

In Roanoke, Ala., in Randolph County, through the cooperation of the Lions Club and other groups, a $250 curb market was constructed for the use of local farmers. The cooperation of both urban and rural groups has resulted in developing a fine outlet for surplus farm products for the rural people, as well as providing a high standard product for the Roanoke consumer.

Mrs. Warren Harlin, Roanoke, Ala., route 2, another member of the curb-market group in Randolph County, says: "Cotton may be king of the South's farms, but meat is the king of the Harlin's farm. Why shouldn't it be? It pays for shoes, clothes, and fees for three high-school girls. The wage hand depends on it for his pay, and even the old kitchen shines because of the meat sold at the curb market." Mrs. Harlin sells sliced ham, bacon, ribs, fresh sausage, and dressed poultry. Although the majority of her sales are from meat products, fresh vegetables are responsible for a part of the $332.31 sales made in about a year's time.

And market sales are building a home for Mr. and Mrs. H. M. Dunn, Northport, Ala. Mrs. Dunn sells her products in the Tuscaloosa curb market. She finds that cut flowers along with her surplus vegetables have been the best money maker for her. This spring her flower sales have brought in about $170.35. As her sales accumulate, she is drawing nearer her ambition to build a new home on a recently purchased farm.

The Montgomery County curb market has grown from 12 market tables on the sidewalk into a big business, occupying a city lot with a well-equipped market which meets regulations as to sanitation and order. The 147 farm families who sell on this market now conduct a modern efficient business that cannot be compared to its beginning in 1927 when only 12 farmers were selling on the market. The products are as varied as the interests of the farm people. Cut flowers of all kinds, garden products, fresh eggs and poultry, fruits, handicrafts, cakes, breads, butter, nuts, watermelons, all are to be found at the curb market. These curb-market sellers have found that products of a good quality sell themselves. A better understanding of both rural and urban problems has resulted from the fine associations with city and country people. More and more the farm women who are availing themselves of the opportunity to use the curb-market program in the State are saying, as Secretary Wallace has said, that "the cooperative way of life must prevail."

Many farm families' lives have been enriched and their standard of living improved through the opportunity to sell, on a curb market, products which otherwise would have been lost because no market was available.

## Beauty by the Roadside

The Ingalls Home Demonstration Club in Payne County, Okla., has taken for its community project the planting of 1 mile of county roadside to redbud—not the seeds but sizable shrubs which the women will dig from their own woods and pastures. The plan is to plant the shrubs every 20 feet and stagger the lines so that the beholder will see a blossoming tree every 10 feet along the highway.

# Do You Know . . .

## Mrs. Minnie B. Church

**Home Demonstration Agent of Carter County, Okla.**

The spotlight of "achievement" was diverted from homemaker to home agent when some 500 citizens of Carter County, Okla., attending the farm women's achievement program paid tribute to Mrs. Minnie B. Church, the occasion marking the twenty-first anniversary of her home demonstration work in the county. Mrs. Church had worked with the farm women's and 4–H Clubs, the Ardmore Chamber of Commerce, and the retail merchants' association in planning this annual achievement day, but the personal tribute came as a complete surprise. She was presented with the Epsilon Sigma Phi pin representing 20 years of extension work, and she received flowers from the 4–H Clubs. Appreciation of her work as Carter County's first and only home agent was expressed by prominent citizens; E. E. Scholl, State director of extension; members of the farm and home county councils; and Agricultural Agent H. L. Duncan, who dedicated his annual report to her.

"Fundamentally, Mrs. Church and her work occupy a place that cannot be overemphasized, nor can its true worth ever be fully appreciated," commented John F. Easley, a local citizen. "She has stopped, to no small degree, hand-to-mouth living in this county—she has filled cellars with food. She has taught the town folk to appreciate rural women and to see with them, eye to eye, the problems that are jointly rural and urban. * * * Out of her efforts, too, have come better houses for tenant farmers, the tenant farmers have become better tenants, and the landowners have become better landlords. * * * Flowers bloom in yards; curtains brighten windows once drab and dull; farm women and girls are better dressed, better informed, and better qualified to do their work because of the conscientious efforts of this remarkable woman who, almost single-handed, has revolutionized farm conditions in 21 active years. She has combined the art of better living on the farm with better earning power, and she has become an inspiration to hundreds of girls and women in agricultural districts. Out of her work has come a new era in farming—a more prosperous and economically sound era."

In thanking the people, Mrs. Church reminisced on the early days of her extension career which began in Carter County in December 1917. During the first 3 months of her extension work, before getting her own automobile, she rode around with the superintendent of schools. Roads were bad, and travel was slow. Cotton was one of the outstanding crops, and the price was good. Whole families often worked in the fields, and Mrs. Church visited her 4–H girls in the cotton patches as often as in their homes. By 1918, 10 4–H Clubs were organized with approximately 150 members. The next year, through the 4–H Clubs and the cooperation of rural teachers, the farm women's clubs were organized. Mrs. Church has worked with both white and Negro rural people, and by 1938 she had organized 31 home demonstration clubs with 513 members and 33 4–H Clubs with an enrollment of 1,240 boys and girls.

"Today Carter County no longer depends on cotton alone," said Mrs. Church. "It is outstanding in dairy and beef cattle and has more than doubled its sheep raising. It has fine pastures, wheat, oats, and corn. No county in the State has better roads than Carter County. The number of schools has increased to 44 rural and consolidated schools in which 26 of the teachers are former 4–H boys and girls. Other 4–H Club members have become county attorney, county clerk, doctor, and banker; and the extension office secretary is a former 4–H girl. Today the boys and girls are kept in school most of the 9-month school term, and the homemakers have, for the most part, given up their field chores.

"All during the depression and severe droughts the farm women's clubs have worked together. The members have been loyal to one another and to extension work. They have studied gardening and canning, and, by careful meal planning, most of them have enough canned foods to carry them through the winter. Their clothing activities have likewise resulted in better arranged homes. Kitchen-improvement work has had the cooperation of the farm men. The lack of cash and living on rented farms have been drawbacks, but it is marvelous to see what has been done to save steps and time."

# North Carolina Has Active Cotton Program

An aggressive program, with its goal the better harvesting, handling, and ginning of cotton, has been launched in 20 North Carolina counties, according to J. C. Ferguson, extension cotton-ginning specialist.

More than 70 community meetings have been held in cooperation with county farm agents, with an unusually good attendance. In Union County, where a great deal of one-variety community work is carried on, more than 400 farmers and ginners were present for a series of meetings.

The cooperation necessary between the farmer and the ginner in producing a better grade of cotton is emphasized. To impress quality, United States Department of Agriculture standards are shown. Then the difference in value between grades is pointed out, as well as the reasons for these differences.

Through the use of a small model gin, actual samples of gin work are produced at these meetings. First, those present are shown a sample of dry cotton properly ginned. Next, a sample of dry cotton is ginned with a fast-feeding roll or with a tight roll. Finally, a sample of damp cotton is roughly ginned.

In addition to conducting the meetings, Mr. Ferguson, at the request of a number of ginners, has also examined gins and checked the condition of saws, ribs, brushes, air-blast pressures, and other details. Wherever possible, he has aided the ginners in making improvements in their equipment.

Sixty-five cotton-growing communities in North Carolina have been organized into one-variety associations to improve the production of the crop and to obtain the free classing service and market-news information offered by the United States Department of Agriculture. J. A. Shanklin, extension cotton specialist, and Ralph Raper, his assistant, have helped county agricultural agents to organize the one-variety associations.

Twenty-four counties have one-variety associations this year, and nearly 3,000 farmers are enrolled with agreements to grow and market a single standard improved variety of cotton in each community. They have about 45,000 acres of cotton planted, and agreements have been signed with 85 ginners to set aside certain days for the ginning of one-variety cotton exclusively.

The one-variety community program was launched in North Carolina last year, but, because of the late start (after Congress passed the enabling act), only 15 communities were organized, and only 7 qualified for the free classing and market-news service. However, they proved effective by having 93 percent of their cotton classed middling or better; whereas in the Piedmont area, where the 7 associations were located, only 62 percent of the cotton grown outside one-variety associations graded middling or better.

# Making and Using Film Strips

**R. B. RANKIN, County Agent, Adair County, Ky**

We have never had much difficulty in getting a large number of demonstrations of improved farm practices established, but it has always been difficult to get a large number of persons to see the demonstrations when they were at their best. Field meetings and farm tours help, although sometimes attendance at these events is disappointing; and usually most of those attending are the more progressive farmers who may already be somewhat familiar with the demonstration or practice. So, in order to present the results of extension work to many who otherwise might never see or hear of them and yet many of whom might need such information most, we decided to record the results on film strips. Accordingly, we have made and used film strips with more or less success in Metcalfe and Adair Counties during the last 2 years.

*Equipment Used*

The cost of equipment, including candid camera, projector, and four film strips completed ready for projection, approached $50. No public funds were available for the purchase of our equipment, so we purchased it with our personal funds. Thus we have the exclusive use of it.

In making a film strip, we use a candid camera which cost $12.50. We have used usually a 35-millimeter Reversible Superpan film which is sufficient for 36 scenes. Most of our best pictures have been made in clear sunlight with a lens setting of f: 6.3 and a shutter speed of one one-hundredth of a second, as recommended by the camera manufacturer. No tripod or exposure meter has been used, although we might have done better if they had been used. However, we simply loaded the camera and shot the pictures, following manufacturer's instructions on lens settings, and most usually we have obtained effective pictures. In other words, no one needs to be any sort of photographic technician to make good film strips. When exposures are completed on the film mentioned above and it is processed in the manufacturer's laboratories, it is ready for projection. No prints can be made from this special film.

The projector used cost about $35 and can be used for either film strip or slides. Current from either a 110-volt line or a 6-volt automobile battery is used by changing bulbs. We have never cut up film strips to make slides, although we could do so. On the other hand, we have made all scenes on a particular strip relate to a certain subject, such as 4–H Club work, for instance. Although an expensive screen might be desirable, we have found the use of a sheet or cheap white window shade very satisfactory.

Since beginning this work in the summer of 1938, we have completed and used six film strips and have a seventh nearly completed. In Metcalfe County, strips were made on the subjects of winter cover crops, 4–H Club work, corn and tobacco, and livestock and poultry. In Adair County during 1939, strips have been made on the subjects of winter cover crops and 4–H Club work, and another is nearly completed on tobacco and corn. If public interest continues, we plan to make three or four strips each year on subjects of most importance to the county.

*Attendance Increased*

Average attendance at meetings where it is known that these pictures are to be shown has been much better than in many other types of meetings. We have occasionally had an attendance of 100 or more persons to see these pictures at country schools, and the attendance is seldom less than 40 or 50. Whether good attendance will continue after the novelty wears off remains to be seen. Sometimes meetings are announced by circular letters, but more often they are announced to the school children in the morning preceding the evening meeting. All classes of persons in the community are attracted, including old and young, rich and poor, thus refuting to some extent the common contention that extension work often reaches only a select group. Explanation and discussion of the pictures are of course necessary but are kept as brief as possible to make the points. The exhibition and explanation seldom exceeds 45 minutes. Persons attending usually see pictures of practices carried out by farmers they know, and this, we believe, is one of the strong points of the locally made film strip. The observer is bound to admit that it can be done in his own county.

*Strengthens the Program*

The use of film strips made last year in the adjoining county of Metcalfe has undoubtedly been of great benefit in getting a strong extension program organized and carried out in Adair County this year. Let us take the education of the farmers on hybrid corn, for example. Strange as it may seem to extension workers in the Corn Belt, prior to 1939 not more than 10 acres of hybrid corn had ever been planted in Adair County, although the total corn acreage of the county is about 27,000 acres. The breeding of hybrid seed corn was a deep mystery. This year, several hundred acres were planted with hybrid seed in all sections, and nine men have actually produced hybrid seed in isolated breeding plots for planting the main crop in 1940. In addition, we are certain that the use of the 4–H Club film strip helped greatly in organizing and carrying through a strong club program in a county where very little club work had been attempted in recent years.

We have not used pictures to supplant other extension methods, as we continue the others just the same. As far as we have gone, however, we believe that pictures, and particularly those showing local scenes, are an effective addition to other methods.

## Circular Letters Come on Wallpaper

Get life and color into your circular letters if you have an idea that you want to reach people, the New Hampshire Agricultural Extension Service tells its workers. Myrtis Beecher, Hillsboro County home demonstration agent, got results when she sent a notice to her women regarding a wallpaper-hanging demonstration which she had arranged for them in one of the larger stores in Manchester—New Hampshire's biggest city. Miss Beecher tells how she did it:

"After wondering all winter how to handle this meeting, it finally occurred to me that a certain store in Manchester would doubtless put on a demonstration for me; so I contacted the store through the Manchester Chamber of Commerce and found it very willing to cooperate. The assistant manager of the store remarked that we did much more to educate our rural women in good consumer buying than was done for the city women.

"When I got back to the office and started to compose a letter about the meeting, it occurred to me that it might be nice to use wallpaper for our letter. The head of the wallpaper department of the Manchester store offered to furnish the necessary paper. I got 18 double rolls and took them to the printer to be cut. He had difficulty cutting the paper because it was rolled. He finally got it cut into 11-inch strips but did such a jagged job cutting the strips in two that he finally gave up. Our stenographer borrowed an iron, ironed every piece, and cut it herself on our cutting board—1,300 pieces all of which then had to be fed through the mimeograph machine by hand. Although too much trouble to do very often, these circular letters certainly brought results."

# County Agent at Large

Out in Montana where easterners still believe that cowpunchers wear six-shooters, that Indians make raids on settlers, and that it is altogether too rough for county agents, they do have county agents; and at least one of the present crop has gone ultra-modern.

Although he can swing a mean lariat and top a sunfishing "bronk," he nevertheless is doing county agent work in the latest means of conveyance—a modern auto trailer. He is A. L. White, former county agent for Glacier County and national traveler the trailer way. Now, tired of seeing new places, he has turned back to county agent work but is specializing in irrigation engineering with the entire State for his field.

He makes all his jumps by trailer and takes Mrs. White along. His home is wherever he stops; and he has had his temporary home in areas that rival the Alps in majesty, on Indian reservations, on the bleak prairie, and in rich valleys. Everywhere he has traveled he has left his imprint in the form of dams, ditches, laterals, and many of the other visible forms by which water is collected or diverted to cropland.

He has had for next-door neighbors yelping coyotes, grizzly and brown bears, an occasional mountain lion, bobcats, and the lowly prairie dog. While he is out surveying, these animals provide company for Mrs. White. In the event her husband is late, she switches off the radio and listens to the animal chorus—and likes it.

These are a few of the compensations for living the life of a nomad. He also does not have to make out an expense account, for he is furnishing his own "keep," but he makes out all the other reports which county agents commonly make.

The compensations are not all personal, for the trailer house is so convenient that he actually saves time for the Montana Extension Service, Montana farmers, and ranchers. There are no long trips back to the county seat every night, a journey which may be as much as 150 miles in Montana. When he finishes his work for the day, he is practically home and ready to sit down to a tasteful meal.

What Mr. White does can best be gleaned from his weekly report. Here is a typical day: Surveyed four fields for Jack Arnold, involving 75 acres for flood irrigation, 20 acres gravity, and 15 acres pump. Here is another: Checked route for main ditch 6,600 feet long to take water out of Hanging Woman Creek; surveyed laterals on 15 acres and made preliminary survey for Bones Brothers.

Al, Mrs. White, and the trailer are the most welcome visitors a county agent can receive, after the budget is signed. Every Montana county agent is a year or more behind in filling requests for engineering assistance. So when Al lands in a county, the first piece of paper he receives is a list of jobs to do.

# Winter Legume Seed Needed

A program for encouraging increased production of Austrian winter pea and hairy vetch seed in order to make possible greater plantings of winter cover crops in Southeastern States has been undertaken by the Agricultural Adjustment Administration. To increase production, the seed will be furnished under the agricultural conservation program to farmers in Oregon and other Northwestern States where expansion in acreage of these seed crops is possible. Most of the seed planted in the Southeastern States is normally raised in the Northwest. Loans will be available next year on Austrian winter pea and hairy vetch seed produced in 1940.

Awards for the purchase of 2 million pounds of Austrian winter pea seed and 300,000 pounds of hairy vetch seed have already been made. The seed will be made available to producers of winter legume seed in lieu of payments under the 1939 agricultural conservation program. This seed will be available only for planting acreage in excess of that planted for harvest in 1939.

The loan program will make it possible for producers to expand their acreage with confidence that prices will not fall to unreasonable levels. The basic loan rate will be 3 cents a pound for Austrian winter peas and 7¼ cents a pound for hairy vetch, cleaned, treated, and bagged.

The loan program, which has been approved by the President, will be administered by the Commodity Credit Corporation and the Agricultural Adjustment Administration.

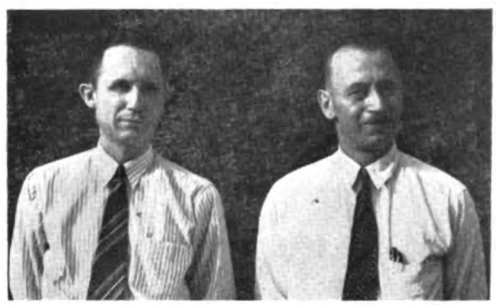
Increased acreage in the winter cover crop seed-producing areas is expected to make available more adequate quantities of seed for the Southeast. Also, any seed taken over by the Commodity Credit Corporation in liquidation of loans will be transferred to the AAA for distribution as grants of aid under the agricultural conservation program.

The loans will be made available to producers in California, Idaho, Montana, Oregon, Washington, and Michigan, but may be limited to counties where the acreage of Austrian winter peas and hairy vetch for 1940 harvest is within the maximum approved for the county by the AAA.

Producers who comply with their 1940 wheat and total soil-depleting acreage allotments will be eligible for loans on Austrian winter pea and hairy vetch seed produced in 1940.

## Professional Improvement

Wendell Holman, Boone County agent with headquarters at Columbia, is the first county agent to receive a master of arts degree in the field of agricultural extension work under the plan developed 2 years ago by the University of Missouri, according to J. W. Burch, director of the Missouri Extension Service. Under this plan Missouri extension workers enrolling in



**Wendell Holman (left) and Ray S. Graham (right)**

courses that will better equip them for their work can earn a master of arts degree.

The University of Missouri is the first institution in the United States to inaugurate such a plan.

Mr. Holman is one of the 17 county extension workers that attended summer school at the University this summer. These workers include 15 county agents and 1 home demonstration agent from Missouri and 1 county agent from North Carolina.

Ray S. Graham, Hickory County extension agent with headquarters at Hermitage, was in attendance at summer school and acquired a master of education degree.

## New Negro Agents

Eleven new Negro county agricultural and home demonstration agents and a full-time secretary to handle central office correspondence at Tuskegee Institute have been added to the Negro extension staff in Alabama.

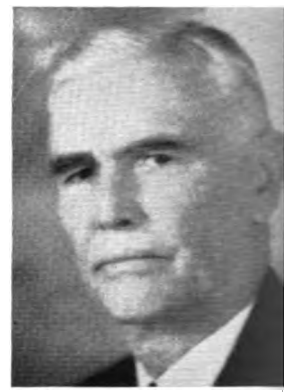
Illinois dedicated a new 4–H Club building on the State fair grounds in Springfield on August 12; and Minnesota dedicated a new 4–H building during the State fair at St. Paul.

R. H. Lemmon.

Lella Reed Gaddis.

J. C. Kendall.

Lonny I. Landrum.



A. J. Cotton.

# Who's Who Among the First Agents

■ R. H. LEMMON, county agent, Fairfield County, S. C., entered the Extension Service March 16, 1912. From the beginning of his work he has advocated a safe and sane system of farming, keeping in mind the maintaining and building of the soil and trying to increase the farmers' net income.

He has always been a great believer in 4–H Club work, and the work that has been done by club members in Fairfield County has been of great economic value. He has had a calf-club exhibit at the State fair each year since this feature was added to the fair. An annual county 4–H Club livestock show has been held since 1926, and last year the first county 4–H Beef Club sale in the State was held in Fairfield County. All the foregoing has contributed greatly to the livestock development in the county.

Rapid progress has been made in raising livestock to increase the cash income of the farmers. Today there are 50 purebred beef-type bulls in the county and the beef-type calf crop is the largest on record. The beef-type bulls are bred to native cows, and the farmers sell the calves when they reach the age of 6 to 8 months at prices ranging from $20 to $40 each.

He was instrumental in helping to locate a CCC camp in the county and assisted in organizing a county soil-conservation association. About 25 percent of the cropland in his county is now devoted to small-grain and winter cover crops which are followed by soil-building crops such as cowpeas, velvet beans, lespedeza, and Crotalaria. Seeing the need of a good soil-building crop and a fall pasture for livestock, he started farmers planting the valuable crop of velvet beans 20 years ago, and today Fairfield County probably has the largest acreage planted to velvet beans of any Piedmont county in the State. Approximately 100,000 pounds of lespedeza seed will be planted by Fairfield County farmers this year.

■ LELLA REED GADDIS, State leader of home economics and home demonstration agents in Indiana, began work 25 years ago when there were 75 home-economics organizations in the State, which held monthly meetings for study of subjects relating to the home school and country life. Lectures and demonstrations of foods, textiles, home decoration, and sanitation were attended by 3,131 women. In response to requests from the women specialists, 2-day demonstrations were held in 31 different places, reaching more than 2,951 persons. These organizations were a direct result of farmers' institute work and short courses, the programs necessarily being of a miscellaneous nature.

The first piece of work using local leadership on which so much of the work is based today was that of the paper dress form. Two women were trained to make the form and then to assist other women. From this beginning, home demonstration work in Indiana has been developed on the group basis until last year 2,913 women served as local leaders in the various projects. Miss Gaddis now directs the work of 45 home demonstration agents and one assistant agent to help in county and group program planning.

■ JOHN C. KENDALL has a record with few parallels in the country. He has been director of the New Hampshire Agricultural Experiment Station for 29 years, and for 28 years he has also been director of the Cooperative Extension Service in that State.

Under his direction the agricultural experiment station has doubled the number of research departments, and the Extension Service of the State has grown from a system that involved only occasional lectures and farmers' institutes to a highly developed organization that reaches rural men, women, and young people in practically every community in the State. New Hampshire was the first State in the country to employ an agricultural agent, a home demonstration agent, and a 4–H Clu agent in every county; and the county organ zation is supplemented by State specialists i 15 subjects.

He was asked to start the first dairy shor course at North Carolina State College. Fc several years thereafter he had charge of th dairy department at that institution. In 190 he was appointed State Dairy Commissioner c Kansas, and the following year he took charg of the dairy and poultry departments at th Kansas State Agricultural College. In 191 he was called back to New Hampshire as di rector of the New Hampshire Agricultura Experiment Station, and in 1911 he was als made director of the Extension Service. H has held both of these positions ever since but on July 1, 1939, he gave up experimen station work to devote full time to an expande extension program which will include al extension work of the university.

In the summer of 1935, the various Stat and county organizations joined in a parad 2 miles long on the occasion of farmers' and homemakers' week at Durham in celebratio of Director Kendall's 25 years as head of th Agricultural Experiment Station.

Director Kendall has served at various times as chairman and secretary of the Ex tension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities.

■ LONNY I. LANDRUM, State home demonstration agent, South Carolina, entered extension work as home agent in November 1914 in Clay County, Fla. In 1923 she began work in South Carolina, first as assistant State agent and later in the same year as State agent.

During her administration the development of county councils of farm women and local leadership for both girls and women have shown great growth. Another thing has been the growth of cooperation between men and

women in carrying out extension programs. New steps that have been introduced in the home demonstration program since she has been State agent are club work for women, for which certificates are given; introduction of cultural projects; beautification of home and public grounds; music; picture study; and recreation.

A. J. COTTON is now county agent emeritus of Burnet County, Tex. He began county agent work in Burnet County in 1911 and has served that county since that time, with the exception of 7 years during which time he was county agent in Llano County.

Mr. Cotton conducted his work primarily through community organizations and organizations of boys' 4–H Clubs. Practically every rural school has had a well-organized 4-H Club each year, and now Mr. Cotton is writing the history of all club boys who have worked under his supervision since 1911. The primary purpose of this history of club work in Burnet County is to determine the extent of the effect of county agent work among club boys in Burnet County upon their individual lives and upon community life.

You can drive through Burnet County on any highway and see well-terraced farms with soil-building crops such as cowpeas and other legumes planted in alternate rows with corn and grain sorghums on practically every farm. The flocks of purebred sheep and goats and other improved livestock can be observed by anyone.

Regular meetings of farmers all over the county at their rural schoolhouses for the purpose of discussing their farm problems and for social purposes is another outstanding result of Mr. Cotton's activities.

# 4-H Forest Rangers Prevent Fires

As a reward for superior service to their towns and State during the spring forest-fire season, 20 of New Hampshire's best 4–H forest rangers and their leaders were given a free educational tour of Boston and vicinity.

The three best ranger clubs in the State were selected, and five members and their leaders were chosen to represent each winning club. Five other high-ranking rangers, chosen from the State at large, also made the trip.

Selected as the champion ranger club of the State was the Junior Fire Warden Club, of Salem. The 54 members of this ranger group, led by John Randall, of Salem Depot, discovered 8 fires, saved the fire department 7 runs, and reported nearly 60 motorists for throwing lighted cigarettes out of cars. In 1 week the boys did a total of 204 hours of patrol duty. At their regular meetings they invited a doctor to talk on first aid for burns, a State trooper to tell them about traffic direction in case of a big fire, a fire warden to discuss fire prevention and suppression, and members of the local fire department to give a demonstration of lifesaving with an inhalator. After every meeting the boys practiced artificial respiration.

The 4–H Forest Ranger Club of Hudson was named second-best ranger club in the State. The most outstanding work done by this group was the erection of a fire tower on the Pelham Road. The lookout tower is 30 feet high and overlooks a section of the town not covered by the State fire tower. Several of the members have helped to clean up more than 15 acres of blown-down timber. Meetings were held regularly, and speakers were invited to discuss forest-fire prevention and control. Mrs. Nettie Fuller served as leader of this club. She was assisted by Sidney Baker, town fire warden.

Third-highest ranger club in New Hampshire was the Happy Warriors 4–H Club of East Unity. In addition to the regular meetings in charge of the club leader, Stanley Miller, of East Unity, club members also worked hard at clearing up slash and down timber. One boy, working with his father, cut 15,000 feet of blown-down timber. Two other members worked over an area of 25 acres, thinning out and salvaging 6,000 feet of timber and 10 cords of firewood.

## 4–H Cotton Pageant

A pageant, planned and written by E. D. Ray, home demonstration agent in Bullock County, Ala., and presented by the Negro 4–H Club girls, effectively told the story of cotton, with stage effects, dialog, Negro spirituals, and demonstrations.

One of the impressive demonstrations was the making of a bed by two girls who estimated the pounds of cotton used in making each article for the bed. First, the mattress, which was made by an adult club member, was shown to contain 50 pounds of cotton; then, in succession, sheets, quilts, the spread, pillows, and pillowcases were shown and their cotton weights given. This demonstration closed with an estimate that 3,000 bales of cotton could be used to provide bed articles alone for the families of Bullock County.

The closing feature was a style review showing cotton dresses for all purposes, from aprons to wedding outfits made with cotton lace. All dresses in the review were made by the 4–H Club girls.

## Receives Certificate of 4–H Achievement

José, president of the Iliili 4–H Club, American Samoa, receives his certificate of achievement from Director H. H. Warner, of Hawaii. The village of Iliili is about 4 miles from Pago Pago, on the island of Tutuila in American Samoa. The 4–H Club is under the leadership of Suiava Utu, a school teacher, and has 24 members. This club was organized shortly after Director Warner's first visit to Samoa in 1937 when he conferred with the heads of the Educational Department, directed by the United States Navy which administers the governmental affairs of that island.

Early in June of this year, on his second visit to Samoa, Director Warner visited the club's final meeting for the school year, and presented José, the president of the club, with a certificate of achievement for the fine work accomplished in the year's program.

Village improvement has been the principal project during the past year. The club members have fenced in pig lots, destroyed mosquito-breeding places, cared for the freshwater supply, trapped rats, and caught and destroyed a considerable number of coconut beetles, which constitute the most serious menace to the principal crop grown.

The club members were pleased to be recognized in this way by the Agricultural Extension Service in far-away Hawaii, some 2,100 miles north and east of Samoa, and gave Director Warner samples of their hand work, Samoan mats, shell leis, and other articles.

There is another 4–H Club in American Samoa at the village of Fagasa, and the educational leaders are planning to expand the program to other districts on the island.

# Farmers Plant 6 Million Trees

■ Farmers in 30 States planted more than 6 million trees in windbreaks and shelterbelts last year, under the State-Federal cooperation provided in the Clarke-McNary law, according to reports received by the Forest Service, United States Department of Agriculture. Of 55,359,000 trees planted, percentages in the various States used for windbreaks ranged from 1 percent in such States as Florida, New Hampshire, Connecticut, and New York to 50 percent in Oregon and 100 percent in Wyoming, Montana, Colorado, and the Dakotas.

Forty-nine percent of the 2,609,000 trees planted by farmers in Wisconsin were used in shelterbelts and windbreaks. The percentage of trees planted in windbreaks in Hawaii was 45 and in Puerto Rico, 46.

The Clarke-McNary plantings of windbreaks are in addition to those made in the Prairie-Plains under the Prairie States forestry project where 10,800 miles of field windbreaks have been established on more than 18,000 farms since 1935.

Trees used in the Clarke-McNary plantings included practically all species of commercial value, such as jack, red, Austrian, Scotch, loblolly, longleaf, shortleaf, and slash pine; Norway, blue, red, and white spruce; balsam and Douglas fir; larch; red and white cedar; hemlock; arborvitae; black and honey locust; white and green ash; tulip or yellow poplar; red and white oak; pecan; cherry; red gum; red and sugar maple; black walnut; catalpa; bald cypress; Osage-orange; elm; hackberry; Kentucky coffee tree; Russian mulberry and olive; Siberian pea tree; and cottonwood.

The windbreaks are used to protect crops and soils, livestock, farm buildings, and gardens from damaging winds. Farmers report a saving of fuel in houses sheltered by trees and a saving in feed when windbreaks are used around feed lots.

The Clarke-McNary law, passed in 1924, provides for the allotment of Federal funds to States matching such appropriations for carrying on fire-protection work in forests and for furnishing forest-tree seedlings to farmers. The tree distribution is made by the State forestry agencies, and the trees are used only for forest planting on farms. Expenditures by the Federal Government last year in this program were $75,286.33 and by the States $306,910.33. States distribute the trees at cost or less to encourage farm forestry. The States spent an additional $363,135.25 on outside projects which include free distribution of trees for planting by community forests, 4–H Clubs, schools, and similar organizations.

# New Film Strips Ready

■ The following film strips have been completed by the Extension Service in cooperation with the Federal Crop Insurance Corporation, the Bureaus of Agricultural Engineering, Entomology and Plant Quarantine, Home Economics, and the Soil Conservation Service. The film strips may be purchased at the prices indicated from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service.

Series 414. *Home Demonstration Work Serves the Young Homemaker.*—Illustrates the educational assistance which home demonstration work is giving to young rural homemakers in planning for the farm and home and in carrying out needed tasks. 62 frames, 55 cents.

Series 555. *Homemaking in Colonial Days.*—Depicts homemaking equipment in colonial days as contrasted with that on the modern farm. 64 frames, 55 cents.

Series 559. *Establishment and Maintenance of Grassed Waterways.*—Designed to illustrate the value and methods of establishing grassed waterways on cropland. It shows how natural drainageways may be utilized and erosion hazards eliminated by turning such eroded areas into protected waterways for the safe handling of excess run-off. 29 frames, 50 cents.

Series 560. *Cooking Poultry—Young Birds.* Illustrates the principles of cooking young chickens, turkeys, ducks, geese, guineas, and squabs. 51 frames, 55 cents.

Series 561. *Cooking Poultry—Older Birds.*—Illustrates the principles of cooking older chickens, turkeys, ducks, geese, and guineas. 38 frames, 50 cents.

Series 563. *Wheat Production in the United States.*—Illustrates modern methods of producing, harvesting, and marketing the wheat crop. It also covers the important problems of control of plant diseases that affect the wheat crop. 69 frames, 60 cents.

Series 564. *Barberries in Grain Areas—Their Spread, Damage, and Eradication.*—Illustrates the nature and scope of the barberry eradication program in the North Central States. 41 frames, 50 cents.

Series 565. *Insured Harvests.*—Points out the hazards to which the wheat farmer is constantly subjected, and how he now may protect himself from disastrous wheat crop failure through all-risk Federal crop insurance. 48 frames, 50 cents.

## Tree-Seedling Contest

The Georgia Extension Service and th State division of forestry have joined hands i a movement to encourage farmers to plan forest-tree seedlings.

The county agent placing applications fo the greatest number of seedlings will receiv 10,000 forest seedlings free, and the agent wh sends in the greatest number of orders, regard less of size, also will be awarded 10.00 seedlings.

The prize seedlings will be turned over t winning county agents for use in 4–H Clu forestry projects. They will be distributed t the county 4–H members on the basis of wor done in forestry and wildlife projects.

The contest closes November 30.

## 4–H Egg Marketing

The 10 district winners in the Georgia 4–H Club egg-marketing leadership contest took part in a State contest during the Southeastern Fair in Atlanta, October 1 to 8. The State winner was awarded a free trip to the World's Fair in New York.

Each district winner set up a complete marketing exhibit and gave individual demonstrations on marketing eggs. In their exhibits they presented demonstrations on candling, grading, and marketing eggs. They also brought out some of the important marketing problems in connection with marketing eggs in their respective communities.

## "Light up Your Meals" . . .

was the title of a popular exhibit at the farm festival, Grand Rapids, Mich., reports Estelle Nelson, home demonstration agent, Branch County. The foods needed by the body for pep, growth, heat, and energy were lighted up as the spectator pushed a button opposite the name of each food class. The exhibit was arranged by a committee of extension club members in nutrition with the assistance of local leaders in nutrition and the State nutrition specialist.

## ON THE CALENDAR

Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14–16.

Convention of National Grange, Peoria, Ill., November 15–23.

American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22–24.

International Livestock Exposition, Chicago, Ill., December 2–9.

National 4–H Club Congress, Chicago, Ill., December 2–9.

Twentieth Annual Meeting of American Farm Bureau Federation, Chicago, Ill., December 4–8.

AAA Cotton Referendum, December 9.



181173 U. S. GOVERNMENT PRINTING OFFICE: 1939

## Goal for Farm Life

The kind of life I should like to see made possible for farm families in our county through efficient agricultural production could be well expressed in one word—"contentment." Contentment brought about by the knowledge that if a farmer studies consumer demands, produces efficiently, and markets wisely, he will not be subject to such sharp price fluctuations that he will be forced to sell his produce far below the actual cost of production. Content in the assurance that through efficient agricultural production he will be able to provide his children with all the recreational, educational, and cultural advantages available to city children. And, finally, contentment in the knowledge that through good management and efficient production he can expect a degree of security for his family that will result in the supreme satisfaction of having his boys eager to maintain the family home and traditions and "carry on" the farm business into which he has put a lifetime of planning and work and hope for the future.—*Henry R. Shoemaker, county agent, Frederick County, Md.*

## The Most Important Problem

Obtaining profitable returns for goods produced on their farms is the most perplexing problem facing Florida farmers. Half the income from all Florida's agricultural enterprises is derived from fruits and vegetables—both highly perishable commodities.

Citrus fruits and winter vegetables have in the past decade largely increased in volume and, proportionately, returned to the growers smaller net profits. The marketing of these crops is the problem which grows more complicated and more acute year by year. Growers have not profited by economies effected and by more efficient production, although they have been able to maintain their enterprises. The savings effected have been absorbed by the handlers and distributors and, in a very minor degree, passed on to the consumers.

About one-third of these perishable products are shipped through cooperatives; but the country's total supply is so great that the cooperatives have been able to do very little better, if any, than the commercial shippers, except to the extent of the equity that members have in packing houses, equipment, and retains.

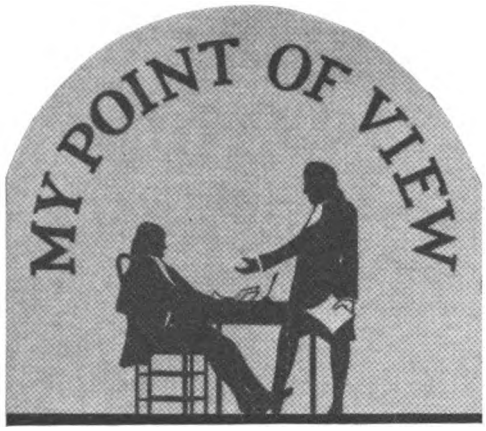
However, in maintaining high-quality standards and supplying their members with services at cost, the cooperatives force competing marketing organizations to hold their charges in line to the benefit of independent growers.

It is natural that every producer wishes to sell all his products. But most of the intelligent growers of the State have been working for some type of marketing program which will effectuate the elimination of part of the produce from the markets until such time as the consuming public is financially able to take a much greater volume of these products.

Citrus growers now have in effect a marketing agreement which can be used by a growers' administrative committee to periodically eliminate certain grades or sizes, or both.

Florida Citrus Growers, Inc., is a Statewide organization of "Simon-pure" citrus growers with local units in each of the citrus-producing counties. To this organization belongs the credit of obtaining the present marketing agreement, and also of rewriting many of the laws affecting the quality and the marketing of the State's citrus crops.

Through legislative action, Florida has a citrus commission with powers to supervise grades and maturity standards, to advertise the State's fruit, and to enforce certain other regulatory laws.—*K. C. Moore, county agricultural agent, Orange County, Fla.*




**This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.**

## Outlook Schools for County Club Agents

For the past several years we have held separate outlook schools for county club agents, emphasizing points in farm management and outlook which are of special interest and importance to young people who are looking forward to the farm business. These are training schools for club agents. This year we shall attempt to pay more attention to some of the principles of agricultural economics and farm management and less to immediate outlook for agricultural projects, feeling that club members and our agents are more interested in and perhaps need more general information on farm management than they do on immediate outlook on separate farm crops.—*W. J. Wright, State club leader, New York.*

## Finds Pictures Effective

I have read with considerable interest the August issue of the EXTENSION SERVICE REVIEW featuring various extension workers in visual education presentation. May I join with the other agents in stating that we have found in Woods County that both the motion pictures and the stills form a very helpful and vital part in presenting our extension agricultural information to the people of the county.—*George Felkel, county agricultural agent, Woods County, Okla.*

## Solves Food Problem

Four years ago every rain worthy of the name would cause the Grand River in Iowa to swell up and push out of its banks between Greenfield and Hebron. During the last 2 years it has taken exceptionally heavy rains to even make the river run bankfull.

The important reason for the new state of affairs is that farmers are putting into practice contour farming, terracing, strip cropping, and other soil-conserving methods demonstrated by the Soil Conservation Service and the Extension Service. These new farming practices are holding on the land rain which formerly hurried to the river and which caused it to rise and flood within an hour or so.

The Grand River watershed area of some 25,000 acres is now contributing its share toward flood prevention in the lower States of the Mississippi drainage area.—*Walter Zellers, county agent, Adair County, Ia.*

## CONTENTS

# *Consider the* HOLIDAY DINNER


- Will it be TURKEY; tender, juicy, and plump; or CHICKEN—DUCK—GOOSE? Whatever the poultry you select, be sure to cook it properly.
- BROIL—FRY—STUFF—ROAST—the young and tender fowl.
- BRAISE—STEAM—STEW—the older bird.

## POULTRY COOKING CHARTS

- This new set of eight charts prepared by specialists of the Bureau of Home Economics, United States Department of Agriculture, shows graphically how to cook poultry to suit the taste. The set of eight charts (20 by 30 inches each) sells for 50 cents.

Order from the Superintendent of Documents, Government Printing Office, Washington, D. C. Send cash, money order, or certified check.

## FILM STRIPS

- Two new film strips prepared by the Extension Service in cooperation with the Bureau of Home Economics give more picture material on how to turn young birds and old birds into toothsome tenderness.

Series 560. Cooking Poultry: Young Birds, 51 frames, 55 cents.

Series 561. Cooking Poultry: Older Birds, 38 frames, 50 cents.

**The film strips may be purchased from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service.**

# Extension Service REVIEW

DECEMBER 1939

Vol. 10 – No. 12

AN Editorial

# Needed---
# A Common Denominator

**AMY KELLY, State Home Demonstration Agent, Missouri**

■ "What is the most outstanding problem of the farm women in your State?" was the question put 20 years ago by a representative from the States Relations Service of Washington to a member of the home economics staff of the Agricultural Extension Service of a Western State. The home economics worker replied: "To help farm women realize that they have problems." These two people are still doing extension work—one in the Extension Service of the United States Department of Agriculture and the other as a State leader in one of the Central States. Undoubtedly, if they were to meet today, they would start discussing the same topic. Today, as 20 years ago, we find extension workers everywhere, no matter what branch of the Service they represent, whether it is the United States Department of Agriculture, a State college, or a county, struggling to find what farm people consider to be their problems and what assistance can be given toward the solution of these problems.

### Canning as an Entering Wedge

After 25 years of intensive work among rural people, there are a few general observations that can be made about farm women in respect to the way they are thinking about their problems and the way they are working, with home demonstration agents, on their problems.

The canning of nonacid foods was one of the earliest demonstrations presented to farm women. How would you like to have a demonstration on the canning of peas and beans without the use of a canning powder? How would you like to have a demonstration on the canning of meats so that a brine would not have to be used? Both of these were very popular topics presented to farm women 20 years ago. The World War influenced, to a large degree, the canning and storage of home-produced foods. Farm women everywhere have bought pressure cookers and other canning equipment so that they might can their peas, beans, and corn. Probably more changes have been made in the homemaker's kitchen because of canning than perviously had been accomplished in years of lectures about cleanliness, sanitation, and convenient arrangement. The farm woman found that if she were to can her nonacid vegetables successfully, time was a very important element and that she must work quickly. She found that she must have her equipment and her jars absolutely clean and as nearly sterile as was possible under home conditions. She made these changes because she saw the necessity of doing them if all her hours of labor were not to be in vain. Today if a farm woman wants some information about problems in canning, she comes to her home demonstration agent. She learned how to can from her in the first place, and if she wants to know anything more about canning, she goes directly back to the source from which she learned how to can—the Extension Service.

Whole programs have been built around this problem of canning. How many jars of fruit, vegetables, and meat should a farm woman can for her family? What is she going to put in these jars in the years when there are no tomatoes? What should be planted in the garden to fill these jars so that a family may have a variety? Can a farm family be well nourished and have an adequate diet if the jars are filled with the right fruits, vegetables, and meats? The canning of fruit, vegetables, and meats is a common term that both the home demonstration agent and farm woman understand very well. It is a common denominator by which they can work out many other problems.

It would be splendid if the extension worker could find more common terms which both the farm woman and she understand thoroughly. If the home demonstration agent thinks through the things that she believes would help the farm women to improve their homes and the things they do not already have but which are possible, then she should devise a demonstration that is capable of starting an association of ideas in the farm woman's mind, similar to that of canning.

The making of a cotton mattress has been such a demonstration. Doubtless all home demonstration agents and home economics specialists believe that it is possible for every farm home to have good beds and good bedding. There is cotton in the South and wool in the North, and scarcely is there a farm home which does not possess some material that will enable the family to have good bedding. The making of a cotton mattress, a feather mattress, or a wool bat, has been the means of changing the attitude of the whole family toward better housing. There must be a good place for the mattress, as one cannot have a good mattress in a room that is not clean and orderly, because one takes neighbors in to see the mattress. Consequently, the room has to be in order. There must be closets and other storage space to help keep this room in order. Sanitation again becomes an important factor in helping the woman to take care of her prize possession—a good well-made mattress.

### Homemaking Problems are Wide

If a group of women come together to discuss what they want to do about their homemaking problems, they are likely to startle extension workers by the great variety of problems presented to the agents for solution. Community buildings, good roads, telephones, medical care, libraries, community entertainments, rest rooms, parks—all have been among the requests for program assistance.

The past 25 years have demonstrated a few things to the home demonstration agent. One of them is that she must keep her ear to the ground and her eyes alert to find a common denominator upon which the farm woman may express her problems and the home demonstration agent may present a demonstration which will radiate to all phases of farm homemaking.

EXTENSION SERVICE REVIEW

For December 1939 • Lester A. Schlup, Editor

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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

# Virginians Make Progress in Correlating Rural Activities

JOHN R. HUTCHESON, Director of Extension, Virginia

The outstanding accomplishment in extension work in agriculture and home economics in Virginia during 1939 has been a closer correlation of the activities of State and Federal agencies working with farm people. This has been brought about partly through the medium of the land-use-planning project but largely as a result of a real desire on the part of the State representatives of the various agencies to work together.

During the fall of 1938, a series of eight production-area conferences were held to which were invited the farmer chairmen of the county boards of agriculture and presidents of federations of home demonstration clubs, together with county representatives of the Farm Security Administration, the Agricultural Adjustment Administration, the Soil Conservation Service, the Farm Credit Administration, and vocational agriculture teachers. At these area meetings the broad outlines of the land use program-planning project were discussed, and the representatives of each agency were given an opportunity to state how they could contribute to the success of the project.

These production-area conferences were followed by a series of county and community conferences. At the county conferences plans were made for putting on a series of group discussions in the communities covering the following topics: (1) Our land resources and their best use; (2) cropping systems adapted to our county and community; (3) balanced livestock and feed production in our county; (4) adequate food production for farm families; (5) how public agencies can help us to meet our problems; and (6) policies and programs necessary to meet our needs.

Discussion of these topics was carried on in 572 communities of the State with a total attendance of 62,675 persons. After these discussions were concluded, the community members of the county boards of agriculture met and worked out a county agricultural program for 1939.

In Culpeper County, the county board of agriculture and representatives of each of the action agencies undertook to develop a unified county land use program. In 16 other counties intensive land use program planning was undertaken. In the other 83 counties of the State less intensive land use planning was carried out, but definite progress was made in the correlation of the activities of the various agricultural agencies.

### *Contribution of Specialists*

Throughout the year a constant effort has been made to have the plans of the technical specialists developed so as to contribute to the programs of each of the agencies. As an example, early in 1939, the agronomy specialists held a series of soils and fertilizer meetings which were attended not only by the county agents and leading farmers but by the local representatives of the Farm Security Administration, the Farm Credit Administration, the Soil Conservation Service, the State department of vocational education, and commercial fertilizer companies. At these meetings the local representatives of all the agencies working with farmers on soil problems got the latest information from the experiment stations at the same time.

In a further effort to promote cooperation among agricultural agencies, the State and local representatives of the Farm Security Administration, the Soil Conservation Service, and the Agricultural Adjustment Administration were invited to hold their annual meetings concurrently with the annual extension conference. This invitation was accepted, and early in September a very successful conference was held at the State Agricultural College. The mornings were given over to joint conferences participated in by national, regional, State, and local representatives of each of these agencies, and in the afternoons separate conferences were held. It was generally agreed by those in attendance that this meeting did more to bring about real understanding and cooperation than any other conference ever held in this State.

At the same time efforts were continued to bring about better correlation of the activities of the various agencies in this State working with the farm home. The home demonstration advisory councils were reorganized into county homemaking boards. These boards are composed of the presidents of the local home demonstration clubs and have as advisory members the home demonstration agent, the home management supervisors, and one home economics teacher. They may also include county representatives of health and welfare.

As a result of the various procedures and conferences described, the Extension Service is now recognized as the agency which should logically take the lead in land use program planning. If the extension workers in this State can, through this leadership, develop plans whereby the farm people of Virginia will receive greater service from each of the other agencies than in the past, this leadership will be continued.

# Texas County Plans Are Put to Work

**CHANDLER ATKINSON, County Agricultural Agent, Kaufman County, Te**


Dedicated to the Development of Agriculture in Kaufman County and "Greater Living at Home."

THE KAUFMAN HERALD

Your Home County Newspaper

A Constructive News and Advertising Medium for Kaufman and Vicinity . . Devoted to Service.

VOLUME 53 KAUFMAN, TEXAS, THURSDAY, FEBRUARY 9, 1939 NUMBER 6

Highway 34 Right-of-Way Problems Studied at Meeting of Court and C. of C.

LAND USE PLANNING COMMITTEES NAMED

Dedicated to the Development of Agriculture in Kaufman County and "Greater Living at Home."

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VOLUME 53 KAUFMAN, TEXAS, THURSDAY, SEPTEMBER 28, 1939 NUMBER 42

Kaufman County Farmers Have Unique Opportunity to Practically Write Own Agricultural Program in 1940

County Is One of 48

■ On August 1, 1938, the agricultural workers of Kaufman County, Tex., met in the office of the local county agent for an informal get-together. From that meeting grew the land use planning work in the county.

Present were seven vocational agricultural teachers and representatives of the Soil Conservation Service, Rural Electrification Administration, Farm Security Administration, and the Agricultural Adjustment Administration. I called the meeting because I had just been transferred to Kaufman County and wanted to get acquainted with the other agricultural workers there as soon as possible.

At this meeting we decided that the Kaufman County representatives of the various State and Federal agencies would work together for the mutual interest of farm people. This idea, with 100-percent cooperation on the part of all concerned, has continued ever since.

We liked that first meeting so well that we decided to form the Kaufman County Agricultural Workers' Association and to hold regular bimonthly meetings. These have continued without interruption and with near-perfect attendance.

In discussing the needs of local agriculture, the members of our group found that one of the major problems ahead of the association was that of getting an educational program to all the people. We felt that we could best serve the farm people by holding monthly meetings in each of the 20 communities. A county agricultural council, with one representative from each community, was formed. To make these community meetings more effective, we went the visual-education route and purchased, through the cooperation of local businessmen, a motion-picture projector equipped for sound. The procedure has been for a member of the agricultural workers' association, in accordance with a prearranged schedule, to attend a meeting and show an educational picture followed by a discussion of local problems. Our total average monthly attendance has been in excess of 3,600.

### *The Mount Weather Agreement*

At that time, the Mount Weather agreement had not been given to us. Shortly thereafter, it was presented to extension agents at a district meeting. Immediately all local representatives of agricultural agencies were called together for a special meeting to read and discuss the agreement.

We were pleased to find that our procedure could easily be adapted to conform with the Mount Weather agreement, and we thus changed the name of the county agricultural council to county land use planning committee. At this meeting, too, the home demonstration agents, the home supervisors of the Farm Security Administration, and the home economics teachers were invited to join the local agricultural workers' association. Then we took land use planning out to our communities.

After an educational picture was shown, the Mount Weather agreement was explained. The farmers then and there elected their community committees. The 20 community chairmen met later with the 23 home demonstration club presidents and selected the county committee officers. This county committee then divided into subcommittees to intensify work on the county problems.

At each following monthly community land use planning meeting, some particular problem confronting the community was discussed. The farmers did more than talk about problems—they got into action.

Here are some of the problems brought up, with the action so far taken to correct them:

Kaufman County had a large grain and sweet sorghum crop this summer. Experience had shown that, under the usual methods of storage, the weevils finished what feed the weather left. Trench silos seemed to be the answer, and this summer 256 new silos were built and filled. Altogether, more than 500 trenches were filled this year.

One community found that there were not enough milk cows to supply home needs in a section that seemed well fitted for commercial production. Farmers in the community helped boys to buy registered Jersey heifer as a foundation for future development.

Seven communities raise many vegetables—more than can be used on the farms ther under present conditions. So these commu nities got together in their efforts to obtai a market square in Terrell where they coul sell their surplus products. A frozen-foo locker plant is assured.

In all communities much work has bee done and is being done on the live-at-hom program calculated to provide a balanced an varied diet for farm families.

Much has been done on soil conservation but much remains to be done. All land us planning community committees in the count cooperated in an educational program tha resulted in the signing of a petition for th formation of a soil and water conservatio district under the terms of the enabling law recently passed by the Texas Legislature The petition has been approved by the State soil conservation board, and an extensive educational program is now under way prio to the election to be held on the final estab lishment of the district.

Three farm-to-market roads are under con struction at the present time, as a result of the cooperative work of the land use planning community committees and local chambers of commerce. Another much-needed farm-to-market road, which during the past has met with much intercity opposition, is now assured because two land use committees, one at each end of the proposed road, got together and ironed out the difficulties.

One sandy-land community that has suffered considerably from the cash-crop system decided that poultry would offer a worth-

ile supplement to cotton and now has an
bitious poultry program under way.
Texas has suffered through a deterioration
grade and staple of her cotton. Five com-
nities began one-variety cotton-improve-
nt work this year.
The county land use planning committee
nsored a celebration at the Porter farm
Terrell on the twenty-fifth anniversary
he signing of the Smith-Lever Act. The
on the Porter farm was the scene of
beginning of demonstration work under
Seaman A. Knapp.
he over-all county committee, in its recent
ting to map out plans for 1940, brought
that the three major lines of work in
fman County should be along the lines
improvement in soil conservation, land-
tenant relations, and more and better
e-grown food.

*Three Major Lines of Work*

attacking the problems of soil conser-
on, it was the opinion of the farmers that
AAA could best cooperate by a new di-
on of money now paid to farmers whereby
il-building practices would be on a par
ith crop control, and that all land devoted
nondepleting crops should have some soil-
nserving practice carried out on them.
Eighty percent of the farms in Kaufman
ounty are operated by tenants, and it was
he opinion of the committee that a long-time
ase was desirable. The committee is now
orking on a lease that will provide for co-
peration between landlord and tenant in such
natters as soil-building practices; the estab-
shment of orchards, gardens, and pastures;
he building of fences; and in the improve-
ent of farm homes, outbuildings, and yards.

*First Year Achievements*

These are the things that have been done
1 year through the land use planning ap-
oach. Soon the county committee's plans
r a permanent agriculture will be tried
it. Meanwhile our farm families have been
racticing" on smaller things; they want to
rn to crawl before they try walking.
The long-time objective of the county com-
ittee is a balanced agriculture in Kaufman
unty. A balanced program would necessi-
te the farmer and his family making
finite plans for farm operations. The
mmittee considers that the lack of plan-
ng is one of the causes of the agricultural
uation today and, conversely, that planning
needed if the situation is to be improved—
opinion in which the members of the
ricultural workers' association of Kaufman
unty concur.
Both the county land use planning com-
ttee and the members of the local agricul-
al workers' association are indebted to
B. Ray, assistant in agricultural planning
the Texas A. and M. Extension Service,
his advice and assistance.

# Ohio Farm-Unit Conferences Focus Extension Efforts

**GUY W. MILLER, Specialist in Farm Management, Ohio State University**

Discussion by subject-matter specialists at Ohio State University on the results of extension work brought out the point that it is possible for fine craftsmen to do a perfect job of piece work and then find that each man has been working from individual blueprints, so the finished parts may not fit together to make a functioning machine.

The plan to unify Ohio extension work was worked out in 1937 at a meeting attended by county agents from parts of one State district, the supervisor of the agents, and specialists from four departments of the university—rural economics, agronomy, agricultural engineering, and animal husbandry. It was believed that any major change in a farm plan would affect farm income, crop rotations, machinery and buildings, and livestock management.

Those attending the planning meeting decided to hold farm-unit extension schools in six counties. Five sessions were to be held in each county. One of the subject-matter specialists would present his subject at each of the first four, and this material would be correlated and applied to individual farms at the fifth meeting. The specialists agreed to prepare their material in such a form that it would lead naturally into the next man's talk and would be an integral part of an efficient piece of farm planning.

The county agents were made responsible for local arrangements and for obtaining enrollment in the schools. In some of the counties, a small enrollment fee was charged to meet expenses. Meeting places were chosen which had blackboards and desks or tables on which those attending the meetings could write.

The agricultural agents made special efforts to acquaint AAA committeemen and farm security clients with the purposes and dates of the meetings.

Each specialist was expected to attend at least one meeting in which each of the others gave his talk. The local agent attended all five meetings in his county; and O. C. Croy, district supervisor of agents, attended at least one session of each of the schools. Meetings were held once a week, either day or evening, depending on local conditions.

Material on farm management presented at the first meeting was based on records of an actual farm in the section, which is a dairy- and general-farming area. The economic information was presented in such a way as to lead the farmers to discuss what could be done with this specimen farm to improve the income and to preserve or improve its soil productivity.

The methods suggested by the farmers for improving the specimen farm proved that the changing of one farm practice affects other phases of the farm business. Each specialist used some device to get the farmers to bring their own problems into the discussions.

R. D. Barden had each farmer figure the distribution and peaks of labor on his own farm. Earl Jones had the Ohio form for computing losses or gains in soil productivity on a farm, and each man used his own farm in working out the example. A sheet on which the farmer could rate his own farm practices as A, B, or C in efficiency was used at the final meeting to determine how each farm rated in size of business, type of farming, efficiency of labor, and production of livestock.

The 6 schools held in 1937–38 proved popular with both farmers and county agents. Fifteen schools were held in the northeastern district and 12 schools in the western district in 1938–39. School attendance ranged from 35 to 80.

If questions asked by farmers at the meetings showed a general interest in some specific phase of farming, arrangements were made to have a special meeting for that particular purpose. Follow-up meetings on farm buildings, poultry, hybrid corn, outlook, farm accounting, and special phases of agronomy and animal husbandry were scheduled as a result of questions asked in the farm-unit schools.

Plans for continuing the schools in 1939–40 include two new ideas. The sessions in each school will be increased to include talks by home economics specialists on either home management or nutrition. A group of county agricultural agents will be trained to present all or part of the subject matter given previously by specialists.

Twelve agents already have decided to take the training course so they can conduct the schools in their counties, which they will organize on a township basis instead of county-wide as was done previously. The agents will be supplied by the specialists with mimeographed and printed material to aid in conducting the school sessions.

Experience with the schools proved that success with the unit plan requires that supervisors, specialists, and agents confer on plans and agree on individual responsibilities in advance. In these schools each extension worker involved is equally responsible.

# Let's Write a Little

**F. H. JETER, Extension Editor, North Carolina**

**"The extension agent is next to life's fundamentals and should never lack for stories for the papers," says Frank Jeter, who for 22 years has eloquently unrolled the extension story in press and magazine and has helped and taught North Carolina agents to do the same. Here he points out the need and obligation for more and better public reporting by agents and draws on his rich experience for tips on how this may be done.**

■ There are more turkeys in either Chatham or Union County than there are in Anson. Were one to ask the average North Carolina newspaper reader which county has developed turkey growing to best advantage, however, it is more than likely that he would reply, "Why, Anson, of course."

Again, I suspect that there is as much lespedeza in Anson as there is in Union; but were one to ask about this, the general opinion would be that Union leads the State. North Carolina newspaper readers also are informed that lespedeza has transformed Stanly County from an infertile crops county into one with fertile soils where most of the legumes are now grown and where dairying and other forms of livestock are being produced. These same readers could have something interesting to say about the alfalfa of Lincoln, the apple hills of Wilkes, the Nash County woman's curb market at Rocky Mount, the pastures and dairy industry of Iredell, the cheese industry of Ashe, the swine of Beaufort, or the handicrafts of Jackson.

Why is this true? Well, because in Anson County the home and farm agents have demonstrated so thoroughly that marketable turkeys may be grown, plucked, and shipped cooperatively that turkey growing is accepted as an integral supplement to the old-style cotton farming formerly followed. Next, the agents have followed up their demonstrations with public meetings and newsy reports in the local papers. Some of the results of their cooperative shipments have been summarized and sent in to the extension editor's office at State College and given further State-wide publicity.

In Union County, though it also has many turkeys, chief emphasis has been on soil building; and this phase of the county agent's work has been accentuated in his reports and news items. The same is true of Stanly County, and so on through the list of examples given.

On the other hand, similar fine work being done by several excellent county agents is not receiving the notice that it should be receiving for the simple reason that these agents are not reporting their results either to the local papers or to those whose duty it is to see that such results are given to the people. Some agents are constitutionally opposed to preparing news items for the local papers or newsy reports for their supervisory officers. And were it not that sometimes these officials learn of some real piece of constructive work and report it back to the extension editor, no one would ever be aware of the results obtained.

### *There Must be Work Worth Reporting*

One agent told me some years ago that he did not care to have his work receive any publicity. He said, in effect, "Look around over the State. Those agents who have moved several times or have lost their positions generally were those who went after publicity in a big way." I happened to know, however, that he had seen several bad examples in counties near him. In one instance, the agent had not depended on the normal and dependable news service of his extension organization but had brought reporters from large papers into his county and had filled them with "a lot of bologna." His publicity so impressed the State office that I took George Ackerman, photographer for the Federal Extension Service, down to take some pictures of what was happening (and if you really want to check up on what is happening in a county, try to get a photographic record of it). It is one of George's and my personal little jokes that we failed to find enough to back up the publicity of the agent and left the county before the day was over—not, however, before we had been compelled to use condensed milk in a county where the publicity said that a great dairy industry was being developed.

As to the agent who simply will not make newsy reports or will not prepare items for the newspapers, there is little that can be done. I have in mind one man who is one of the best agents in this State; but were it not for the fact that the local reporters ca by his office regularly, no one would eve learn of what was happening among the far people. These news items are all right, bu how lifeless they are as compared to thos prepared from actual knowledge of the event with all the local color and the local activit woven into the thread of the story.

This then brings up some important fact about reporting extension activities. Th first of these is that the work must be don first. Work worth reporting must have bee done; then, when that foundation has bee established, the county home or farm agen owes a duty to the taxpayers who pay hi salary that he shall give an account of hi stewardship. If it should happen that th agent has in mind some constructive move ment for the good of the people, then again he should take the people into his confidence tell them of his plans, give something of th results he is seeking, and invite them all t participate in the good thing.

It is impossible, in this modern day, fo a county agent to visit every farm in hi county frequently even to apprise each perso of his plans or to recount to them the result obtained by those who cooperate with him Nor do people visit one another as much a they did in years past. They do take th papers. Almost always they take the loca county-seat paper, be it daily or weekly; an many of them take the nearby city daily Brief news items, accurate as to facts, writ ten so clearly that they may not be misunder stood, are always welcomed by the loca editor; and their use in the paper will mul tiply the county agent's audience by the time the paper has readers.

In no other way can he so aptly fulfil his definite obligation to report upon his stewardship.

I hear some agents say, "I haven't time for that," or "I simply cannot write." All I can answer to that is you cannot use any similar period of time to better advantage. Nor can you find so effective a means of making friends for your work or obtain a more sympathetic understanding of the farmers' problems in your county. It pays to take the time.

### *Tips to Take*

As to the journalistic problem, the only way to learn to write is to write. Some of us have been trying for 25 years and have not learned yet, but that is neither here nor there. Get a copy of the paper for which you should be writing and model your stories somewhat in the manner of those appearing in that paper. Keep in mind that the editor determines what goes in his paper, and do not be offended if he should sadly mutilate your offerings. Give him something better next time. Do not give him the minutes of the last meeting, but pick out the important or significant matters and put them first, developing the story with such minor details as may be needed to make it complete.

Get a dictionary, and keep it handy on the desk. Consult it to get the exact word you need to give the shade of meaning desired and to be sure that you are accurate in your spelling. Write, someone has suggested, as you would talk, only more grammatically. Get more facts than you will need in the story; marshall them in your mind; and then begin your story, putting the more important facts first and leaving out your own personal opinion.

The editor will tell you to prepare a good "lead" so that if he must cut the story, the vital facts will have appeared in the first sentence or in the first paragraph. By this he means that he wants you to answer the questions of Who? What? When? Where? and sometimes Why? and How? Naturally, people are interested in other people, and a story without a "Who" generally is uninteresting. But do not fail to get initials, names, and addresses correctly. Tell what happened to this person. What did he or she do or accomplish? When did it happen? Where was the demonstration or the meeting? Then, if a reason for the occasion must be given, tell why; and, finally how the thing was accomplished.

Once these questions are answered in the first sentence or the first paragraph, the story may be expanded by additional paragraphs giving the personal or human interest or other facts that will be of interest to the reader.

*Consider the Time Element*

However, the agent who plans to write for his local paper should, by all means, consider the time element. It is here that many extension workers sin consistently. They attempt to report as news something that happened a month ago. News is a perishable article, and timeliness is one of its essential features. So is originality. Learn to tell old facts in a new way. Use simple, plain words, and break the long sentences with a short one occasionally.

Those of us who have been in extension work for a long time are prone to overlook interesting items and results because they have become commonplace. We have eyes that see not and ears that hear not, when all about us are fine people doing great things without fanfare or applause. These people are living next to the earth and its creatures, solving problems that are a tax on their native ingenuity. The freshness of the out-of-doors and of nature breathes upon them; and those who live in compact cities, apartment houses, hotels, and suburban bungalows satisfy an inherent longing by second-hand accounts of a natural life.

There is nothing commonplace in the life of farm folk. The extension agent who works with these people is next to life's fundamentals, and he should never lack for a story to tell or the facts to give it "punch." Furthermore, it is his duty to do so.

# Helping the Ohio School Girl To Dress the Part

■ What to wear and how to wear it—a big problem of the high-school girl—has been effectively studied in Franklin County, Ohio, with the combined help of extension workers and home economics teachers.

This study of clothing for high-school girls started back in 1926 when the Franklin County home extension council met with the home demonstration agent and State leader to study the needs of rural homemakers and to plan the extension program accordingly. One of the pressing questions of the moment was the annual bugaboo of selecting appropriate commencement dresses for the girls graduating from high school. The very nature of the problem called for opinions from all quarters, so, with Solomon-like wisdom, the home agent and home council called for opinions first-hand from the mothers, daughters, and high-school teachers themselves. Later the extension clothing specialist and county superintendent of schools were called in for conference, and together they worked out suggestions for the graduating outfit—a simple white cotton sports dress for graduation and a dainty colored cotton frock for other commencement activities. Samples of appropriate fabrics and pictures of suitable patterns were collected and made into attractive posters by the committee. The posters were put on display at school by the teachers and pupils. The home agent wrote a letter explaining the project to the mothers and daughters. More meetings of mothers, teachers, and girls were held in each school to discuss the problem; and in this way the graduate's commencement wardrobe was selected.

The project aroused considerable interest, and the following year the junior girls asked to be included. The committee planning continued, form letters were sent out, and local meetings were held. Rounding out the clothing discussions was a county-wide style revue of ready-made graduation and party dresses suitable for high-school girls—an event that has been continued annually ever since.

The theme of this 13-year clothing study has varied from year to year to meet the requests of the girls and their mothers. In planning this last year's study, home economics teachers of Franklin County met with Home Agent Virginia Bear and Edna Callahan, extension clothing specialist to review the suggestions made by the girls and plan local meetings and procedures, as well as to arrange for the final county-wide meeting. Some 50 high-school girls, 12 teachers, the home agent, and the clothing specialist took part in this annual county program. High-school girls modeled dresses in two different revues. In one revue, under the direction of a home-economics teacher, the girls wore the dresses they had made in school. In the second fashion show, the girls modeled ready-made garments suitable for all occasions, which were supplied by a Columbus dress shop and selected by a committee of teachers and Miss Callahan, clothing specialist, who presented the mannequins. Two older 4-H Club girls demonstrated how to give variety to a one-dress wardrobe and be appropriately outfitted for many occasions by using different accessories on a foundation dress. A 4-H clothing team gave a demonstration showing good arrangement for a clothes closet, and a make-up demonstration was put on by a commercial firm. A representative of the physical education department of Ohio State University discussed posture and showed an interesting film to illustrate her talk.

There was a record attendance of more than 600 people at this county-wide meeting, including some 500 Franklin County high-school girls taking part in the study, and also some of the mothers. The principals of the schools transported them all to the meeting in school busses and arranged for the home economics teachers and the girls to be away from school on the day of the event. They also made it possible for the teachers to attend the committee meetings necessary to the planning of the study. The home demonstration agent had sent out all the letters and notices of the meeting, arranged for the cooperation of stores and speakers, and obtained meeting places; the local home economics teachers had given special instructions in their classes on appropriate and becoming dress, selection of foundation garments, and on posture, and had helped to select the class-made garments to be exhibited.

Following this county-wide meeting, each local school discussed the program and made suggestions for another year. The teachers report that there is a marked improvement in the choice of clothes worn by the school girls who are becoming more conscious of dressing correctly for different occasions. All through the year, they say, frequent reference is made by the girls to the things they saw and learned at these county-wide meetings.

## Livestock Made a Difference

A survey in Grant County, Ky., of farms from 95 to 110 acres in size showed incomes ranging from $1,217 to $2,165. The amount of tobacco produced was about the same. Livestock, says Richard M. Sandefur, assistant county agent, made the difference.

# Twenty-five Years in 4-H Club Work

When top-ranking Bay State 4–H girls gathered at Massachusetts State College on June 3 for the 1939 4–H Girls' Day, their program included a special tribute to Mrs. Bessie I. Murray of Northboro, Mass., who is completing her twenty-fifth year in club work. Her daughter Doris, now an active 4–H Club member, also took part in the program.

A pioneer in canning projects, Mrs. Murray (then Bessie Smith) started in 1914 to "make the best better." Starting with a canning rating of 56 percent, she jumped to 99.6 percent in 1917 to win the State canning championship, a trip to Washington, and the national canning championship.

In 1916, Mrs. Murray was enrolled in the canning and sewing projects under Mrs. Warner of the Worcester County Farm Bureau, who formed the first demonstration team with Mrs. Murray as captain. This team demonstrated at the first Eastern States Exposition. The other members of the team were Miriam Parmenter, now county home demonstration agent in Cheshire County, N. H.; Anna Carlson Hulten, now a homemaker in Worcester, Mass.; and Caroline Lilley Williams, singer, speaker, and homemaker in Brookline, Mass.

In 1918, Mrs. Murray formed a community canning center with her three team mates and canned several thousand jars of garden surplus for custom trade; and, from surplus commodities contributed to the center, the four girls filled several thousand more cans for the poor. As an active member of the garden club that year, she was awarded the county prize for patriotic service, given by Clara Endicott Sears and Cushing Academy. The year before, her county had honored her as potato club champion.

Serving as a local leader in 1919, she also gave demonstrations all over the State, both alone and on the team. Again that year she held a place on the State canning demonstration team at the Eastern States Exposition.

**A birthday cake for a club girl of 25 years ago.**

Later, Mrs. Murray attended the Framingham Normal School, serving as a bread and sewing club leader in the Framingham schools and working for the Worcester County extension service during the summer months.

From 1923 to 1934, Mrs. Murray served as town director of extension work in Northboro; and, through her leadership of sewing, cooking, garden, handicraft, and other clubs, she has helped to produce several county and State champions. In 1935, she dropped her official positions but still helped out whenever she was needed.

During the last 2 years, she has again led a canning club and is now a member of the Northboro 4–H council.

# Two Million Acres of Cover Crops

"Tennessee's soils will be under wraps this winter." This is the statement made by H. S. Nichols, assistant extension director in charge of county agent work in Tennessee, in reporting on the recently completed Statewide cover-crops campaign. Nearly 900 community meetings, attended by more than 30,000 farmers, were held on demonstration farms during this campaign. At these meetings the advantages of winter cover crops such as crimson clover, vetch, Austrian winter peas, ryegrass, and small grains were discussed.

Similar meetings, held annually since 1935, have brought very favorable results, Mr. Nichols says. At the end of the first campaign, 520,000 acres were covered up over winter, mostly with small grains. An intensive drive was made to include more legumes in the rotation, and by 1937 the acreage protected had passed the million mark, a fourth of which was in winter legumes.

As a result of these meetings, farmers more thoroughly understand the value of lime and phosphate materials, how the different cover crops can be utilized to build the land and at the same time increase their farm incom and how to build their land and hold against erosion. Alfalfa acreage has mo than doubled in 6 years.

From a study made of the production more than 2,000 livestock farmers, it w apparent that the weakest link in the pastu program in Tennessee was winter pasture More than 100 days of extra grazing are bei obtained by farmers who have filled this g with cover crops.

The 1939 goal for winter cover crops is million acres, half of the State's row-cr acreage; and Mr. Nichols and H. E. He dricks, extension agronomist, are confide that the goal will be reached.

## A Community Builds a Hospita

The home-made homes campaign in Green County, Ark., has resulted not only in th construction of homes, poultry houses, an barns, but also in the erection of a moder 21-room hospital recently completed throug the cooperative efforts of the people of Laf Community, the county extension agents, philanthropic doctor, and his wife, who ha served as secretary of the Lafe Home Demon stration Club for several years. Built fro native materials by the people themselves the hospital is complete with a surgery room electric lights, modern plumbing, and a dee well equipped with an electric pump. Th outside walls are covered with asbesto shingles.

The undertaking got under way after Dr Lloyd read a bulletin on rural hospitals which Mrs. Lloyd spied in the home agent's office. The doctor concluded that some o Arkansas' home-made homes principles coul be applied to the building of a hospital. Afte reading Farmers Bulletin No. 1485, entitle "Rural Hospitals," the Lloyds read every thing else they could find on establishin community hospitals. They had numerou conferences on the subject with Mrs Geraldine G. Orrell, Greene County hom demonstration agent. Dr. Lloyd talked "hos pital" with the people. He made an agree ment with the men who owed him fo professional services to pay off those ol bills by contributing labor and materials Many of the debtors had no income or wer part-time WPA workers, but they worke diligently with Dr. Lloyd who allowed the prevailing wages which were credited o their doctor bills.

## Anniversaries

North Dakota 4–H Club members, repr sented by 500 or more delegates from 5 counties attending their annual State 4–H Achievement Institute, celebrated their ow organization's thirtieth birthday, the fiftiet anniversary of North Dakota as a State, an the twenty-fifth year of extension work.

# Planning for Future Agricultural Progress

**CHRIS L. CHRISTENSEN, Dean, College of Agriculture, University of Wisconsin**

■ Land use and land use planning are playing an increasingly important part in our thinking concerning agricultural problems. I am convinced that much can be accomplished through careful planning and wise land use; but, at the same time, we must not regard it as a cure for all our agricultural ills.

### *Shall We Abandon Commercial Agriculture?*

One fact is clear. We cannot solve many of the problems facing Wisconsin agriculture today by dealing only with land use, unless we are willing to accept what to me is a defeatist attitude and retreat from the relatively high standard of living which our Wisconsin farmers have attained by means of commercial agriculture, returning to the much lower standard of living which is the best that a subsistence farm can afford.

The economic factors at work throughout the Nation, which determine the demand for the products of our farms, undoubtedly have larger influence in the welfare of farm people than changes which it is possible to make in the uses of our agricultural acreage.

### *Objectives of Land Use Planning*

In our studies of the proper use of land, in our efforts to determine whether land should be used for farming or for forests, we must never forget that the people and not the land should receive our first consideration. In considering the problems of land use from the standpoint of improving the economic well-being of our population, we meet the same type of conflict of interests as in the land use problems of different areas. Here there is not only the conflict of interest in different agricultural areas but the additional conflict between the city unemployed who move on to farms and existing farmers.

Can these conflicts be reconciled? Undoubtedly, they cannot if we approach our present-day economic problems only from the standpoint of land utilization. If we accept unemployment as inevitable, if we agree that industrial production cannot be expanded beyond its present or past rate of production, we shall probably have to resign ourselves to defeat, which means a lower standard of living. But I see no reason why we should be satisfied with our present rate of industrial production or why we should accept the proposition that our industrial organization should not expand—not only to produce the goods we need for an increasing standard of living, but again to absorb the excess population of our farm families.

If we should make the same careful study of the factors influencing industrial inactivity and unemployment that we made before we advocated rural land zoning, the establishment of county forests, and forest-crop legislation in our northern counties, I see no reason why we should not succeed in finding a solution. I believe that the experience of recent years has amply demonstrated that farmers have a very great interest in the satisfactory solution of the failure of urban industry to provide employment for those who need it. If we accept the more optimistic view that these industrial difficulties can be solved and surplus rural population can be given remunerative employment in urban industry, what then are the problems of land-use planning as they apply to agriculture?

This brings me to the point which I especially want to emphasize with both research and extension staffs.

Land-use problems are not all on the border line between agriculture and what might be called "lower" land uses—forestry, recreation, and wildlife. There are land-use and farm-planning problems within the agricultural area itself. For example, just south of the cut-over region in Wisconsin is the great farming area which has borne the brunt of the recent drought years. Land is still in farms, but a conference which we had with the Federal land-bank officials gave us a vivid picture of the debt load, the foreclosures, or the nearness to the dead line of foreclosure on many farms in this region. It causes us to reflect on reasons why this should be so. What are the human reasons? How much of the cause lies in the land? How much results from forces working beyond the farm and this farming area?

### *Plan for Improved Farm Practices*

What study, planning, and action can be undertaken which will help to improve the income and the standard of living of farmers on commercial farms in the strictly agricultural areas? Problems and adjustments in these agricultural areas relate particularly to the internal land uses of the farm and less with great over-all or regional land-use planning. Such studies, planning, and action must fully take into consideration farm management and farm planning. They must deal not only with the proper use of land but also size of farm, the proper valuation and appraisal for loans, and the relationship of the income of the land to its debt load.

Undoubtedly, there is still considerable that can be accomplished on many farms through better selection and management of crops and livestock, breeding of higher-producing dairy cows, better rotations, liming and growing more legumes, better weed control, and the proper use of fertilizers. It is equally clear that the complete solution of the problem of increasing the income and raising the standard of living of farm families cannot be accomplished by individual action alone. If we consider that some of these problems involve matters of taxation, farm indebtedness, land values, and size of farm, we see how necessary it is that factors beyond the line fences of the individual farms be given attention. Moreover, as we examine these questions more carefully, we see how closely they are tied up with industrial instability and urban unemployment.

### *Closely Tied With Industrial Situation*

It would be much easier to increase the size of the farm unit if industry would make room for some of the farm people. Taxes could be lowered if industrial rehabilitation would lesson the problem of relief. It is altogether possible, too, that land values are relatively high as compared to the prices received by farmers for farm products because many people prefer the relatively meager income from farming to the insecurity and other human objections to factory employment.

When land use problems first became serious in northern Wisconsin, we based our attack on the results of careful study of the situation and its possible solutions. After these studies were completed, "action programs" followed. Rather than concentrate our present efforts entirely on problems of land use it may be necessary that we extend educational opportunities to rural youth so that they may become more and more competent in the management of their own farms and more and more familiar with the relation of industrial expansion to agricultural progress.

■ A total of 3,224 persons attended farm tours in 16 western North Carolina counties during the past summer and saw demonstrations of the best methods of crop and livestock production, pasture improvement, erosion control, and reforestation.

Haywood County won the honor of holding the largest county tour, with a total of 570 persons participating, including 100 women. Macon County held 2 county tours, and they attracted 566 persons. Clay County had 335 on its 1-day tour, and Watauga County had 303 on its 2-day tour.

# Better Gardens for Better Family Living

**RHODA A. HYDE, Home Demonstration Agent, Franklin County, Vt.**

■ The fact that a good farm vegetable garden is a definite asset to the farm family is too often more evident to the extension worker than to the farm family itself. In Vermont, as in most other States, the inadequacy of farm incomes has made it increasingly important for the farm family to produce as much as possible of its food supply in order that its members may be well fed and healthy and in order that the family income may be stretched as far as possible.

The Vermonter is cautious, and no garden project could suddenly appear in the State and be an instantaneous success. In Franklin County, the garden project is a natural outgrowth of a food-cost study which began in 1936. That year 9 women enrolled, and only 3 completed with full records. Each year since that time the number has increased until, in 1939, there are 20 enrolled and more who have kept records on their families' food consumption for 1 to 3 months.

The first step in finding the food cost was for each woman to plan the amount of foods of different kinds needed by her family. In doing this planning, the women followed recommendations made by nutritionists. Some of the plans were for an adequate diet at minimum cost, and others were for a moderate-cost diet. The recording of the foods purchased, as well as those produced on the farm, was a difficult task for many of the women; but they gradually learned to do it successfully.

In order to be a success, the project had to become a family one, for much of the buying is done by the men. They were frankly skeptical at first but gradually became loyal and enthusiastic supporters. Having to bring home a slip with prices noted on it made them more conscious of price variations and more alert to values as well. Women who had to be away for a time came home to find all purchase slips carefully kept, as well as notations of what had been used from the garden.

The study of these records by the homemaker and the man of the house has been an important part of the work. This has given the farm family an increased respect for the farm through a realization of the cash value of the food it supplies to the family. It has also brought out the fact that some of the foods that farm families have to buy were used in excess, while some which they might produce, such as fruits and vegetables, fell short of the recommended amounts. Changes in food habits have been gradually made, and the women have noticed an improvement in family health—fewer colds, less need for laxatives, and a general "feel better" condition.

**Better vegetable gardens for Vermonters is Miss Hyde's theme.**

Some of the women interested in the food-cost project asked for help in gardening so that they might raise a greater variety of vegetables as easily and efficiently as possible. From these requests the Franklin County garden project evolved. The county home demonstration agent, the State extension nutritionist, and the State extension horticulturist cooperated in supervising it. The goal was to have 50 men and women enrolled as cooperators. Cooperators in the food-cost project and members of home demonstration groups constituted the nucleus. Others became interested through publicity in local papers.

Three meetings were arranged to be given in as close succession as possible in January, February, and March. Anyone familiar with the Vermont climate during those months knows the uncertainties which had to be contended with. In order to lessen these as much as possible and to make the project more readily available to people, each meeting was held in the afternoon in one section of the county and repeated in the evening in another section.

At the first meeting, the home demonstration agent outlined the project, and the extension nutritionist presented the value of vegetables in the diet and how to plan a vegetable garden according to the amounts of vegetables needed by the individual family.

The extension horticulturist discussed the value of having a garden, the location of the garden, soil types and what might be done to improve certain types, fertilizers, the space needed for plants, and the garden plan as to placement of rows and plants. The value of obtaining seed with a high percentage of germination was also discussed, and new disease-resistant strains were considered.

At the second meeting the home demonstration agent and nutritionist checked the garden plans which had been made by each family cooperating. The cooperators had calculated the amounts of vegetables needed for a year to provide their families with an adequate diet at moderate cost.

At the third and final meeting, the nature and control of plant diseases was the subject for discussion.

In May, when soil-test reports were received from the State extension service, the county agricultural agent went over them and made recommendations.

In addition to making a garden plan and a canning and storage plan, each cooperating family checked its results with these plans. To find out what amounts of various vegetables were used and whether having a garden increased these amounts, each family checked the family's meals for 1 week in February, again in May, and again in August. Each family also kept a record of the cash expenditures involved in the garden and of the estimated cash value of its produce.

During the summer, the home demonstration agent visited all the gardens alone and with the nutritionist, suggesting ways of cooking various vegetables and discussing canning. In August the assistant State club leader judged the gardens. A final meeting was held in the fall when all demonstrators and supervisors compared results.

When the garden cooperators estimated the retail value of the products of their gardens this fall, they found them worth from $25 in the case of a village family of two to $150 in the case of a farm family of three, and $190 in the case of a village family of eight. None of these figures include the value of the potatoes raised.

# A Good Idea Grows

**JAMES F. KEIM, Assistant 4-H Club Leader, Pennsylvania**

**A new idea in marketing 4–H Club pigs was described in the June number under the title, "We Are Strong for Local Leaders." Since that first experience the activity has spread by leaps and bounds, as Mr. Keim here describes it. "Never have I had such an interesting experience," he writes, "and never have I been so proud to be associated with a group as with these 4–H Club leaders."**

This year, here in Pennsylvania, we have seen in 4–H pig-club work the spread to neighboring counties of an idea which was worked out in one county last year. Then variations of it were worked out in others, until this year a total of 17 counties in the State have given 4–H pig-club members specific assistance in marketing their finished porkers.

There are a number of reasons why this marketing plan has received such widespread approval. The trend is that way. Quite a number of counties now have marketing agencies capable of marketing almost anything a farmer produces. However, they have, as a rule, specialized in the sale of livestock. The Agricultural Extension Service has been of service to a great many adult groups; egg auctions for poultrymen, wool pools and ram sales for sheep and wool growers, potato-grading and marketing organizations, mushroom growers, milk-marketing agencies, all these have helped by virtue of their success.

In Cumberland County during 1938, at the suggestion of W. H. Garrott, now deceased, of the Carlisle Livestock Market, pig clubs in all parts of the county started in with 3 pigs to the member, to fatten them for a pig round-up and sale at the above market, as described in the REVIEW, June 1939. The affair was quite a success, 175 pigs being sold at auction. They were graded and sold on grade. The buyers gave the sale splendid support; and leaders, parents, and club members were pleased with results.

Using the procedure that had worked so well in Cumberland County, 5 sales—4 in addition to the one in Cumberland County—have been held; 337 4–H Club members have sold 766 pigs weighing a total of 147,500 pounds for more than $11,000.

The buyers have paid the market price—in many instances a shade over. The club members have learned by experience the kind of pigs the buyer wants; and, with a marketing set-up developed along with or at the same time plans for production were started, there has been a decided improvement in quality of work, morale of the group, and spirit of cooperation.

In addition, county 4–H Club groups at county fairs have marketed the pigs of the members showing there who decided to sell. Committees of leaders were formed, and bids were taken, with both the sealed and open style of auction being used. More than 100 head of hogs were sold by more than 100 club members, and the results were quite satisfactory. The successful bidder at one sale said: "If they would raise hogs such as these, they never would have to hunt for a market, nor would they have to argue about price."

Two groups of counties got their leaders together and set up their own sales organizations, following in many ways the set-up worked out at our first experience in Cumberland County. Eighty members from six counties sold an even hundred head weighing better than 20,000 pounds for more than $1,400.

It took considerable organization to get these results. Starting last spring, the leaders, parents, and club members were informed of just what was planned. M. J. Armes, in the department of farm management extension, who had been helping with 4–H records and summaries for years, took charge of the sales; and I took charge of the round-up and organization. Club members received complete and detailed instructions on feeding and management from L. C. Madison, swine extension specialist. His advice and assistance were invaluable in working out the advance details of the round-up and sale. The county agents made sure that leaders, parents, and club members were fully aware of all that was going on. That is, I believe, the secret of our high percentage of completion and sufficient volume for the sales. Everybody concerned understood thoroughly what it was all about and was prepared to go along with the work to the end.

The details of the sales were handled by a committee of club leaders. In some instances the chairman of the county bankers' association acted as treasurer for the sale. All action taken was the result of leader deliberation—the outgrowth of "group consensus."

In all, about 200,000 pounds of pork have been disposed of for more than 500 4–H pig-club members. They, as well as we, have learned much from this experience. It really has given a new impetus to pig-club work. Its value was well expressed by one of our veteran county agents. After he had heard all about the Cumberland County success of last year, he said: "Why, this is a business proposition; it ties up a definite marketing procedure with production."

Fat pigs go to market at the county fair.


## California Economic Conferences

County economic planning conferences have been held in all counties in California which have a county agent. Two-day conferences were held in 4 counties last year, and 1-day follow-up conferences were held in 32 counties. The total attendance at the 36 conferences was 1,703, or an average of 47 persons per conference.

# Home Demonstration Work Steps Out

**Two farm women review the work of home demonstration clubs in their counties and evaluate the accomplishments. Mrs. Leo Armstrong, charter member of the first organized group to sponsor home demonstration work in Cass County, Mo., prepared her story as part of the twenty-fifth anniversary celebration in the county. Mrs. Ruth M. Hake gave her paper at the county fair in commemoration of the thirtieth anniversary of extension work in Oklahoma and the twenty-third year in Tulsa County.**

## From the Oklahoma Viewpoint

■ Back to the farm to raise part of our food in order to supplement the income of my husband who had recently returned from the war overseas, was our solution of the high cost of living in 1923. With our infant son, we moved to a 10-acre tract adapted to raising chickens and pasturing a cow or two. The first year's harvest was just "experience," for it cost more to raise the food than to buy it at retail. So I began seeking information that would put our farming on a paying basis.

I attended an extension poultry school sponsored by the Collinsville Home Demonstration Club back in 1924, and the help I received from that meeting convinced me of the value of a home demonstration club in my community. It did not take long to interest my neighbors in the idea, and a club was soon organized.

The members of the newly organized club had very vague ideas of products, demonstrations, and reports. The president had the idea that the Extension Service would send a specialist to solve any problem of individuals in the community. Nearly every member had a problem, and it was fortunate that extension specialists and the county agents could give considerable time to the club. The first year there were demonstrations in pruning rose bushes by the college horticulturist and the Tulsa Chamber of Commerce dairy specialist cooperated with extension dairy specialists in cheese-making and milk-testing demonstrations. The county agents gave demonstrations in poultry culling and in canning fruit, meats, and vegetables, as well as demonstrations for making rugs, dress forms, and ice cream at home. Perhaps this record is the reason the program has grown so rapidly.

Our home demostration club was a club of workers. Trained by specialists, the women were able to relay the work to cooperators, many of whom later became demonstrators. Every member was anxious to learn all she could to augment the family income. Homes were improved by the work of these women. Gradually every woman in the neighborhood who could be interested had become a club member. One incident of the method of how these women were reached was a demonstration in the home of a nonmember. The home demonstration agent came for this demonstration through a raging snowstorm. The roads to the neighbor's house were worse than ever. It was nearly 11 o'clock, but the meat was still frozen too hard to cut without being brought into the kitchen and thawed near the stove. However, a complete demonstration of meat canning was finally given; the neighbor became a club member; and her family has been better fed through the years because of that trip through the snowstorm. Gradually leaders were developed in three communities of this club; and canning, rug making, poultry raising, and dairying were well taught and well learned.

My 14 years of experience as a demonstrator have been full of interesting events. My home has always been open to home demonstration and 4-H Club meetings.

New projects have been added to the home demonstration program from time to time to avoid repetition of the same work with the pioneer members. Child development and parent education have broadened the vision and opened the doors of self-analysis to the farm women. Rug making has given way to a wider program of home improvement that embraces art, floriculture, and education in fabrics and color. Sewing has become an appropriate dress program, with attention to grooming, accessories, and general improvement in personal appearance. In addition to method demonstrations, the home agent has planned programs which have provided inspiration to clearer thinking and higher ideals of living balanced lives. Men cannot live by bread alone.

It would be hard to sum up the transition through the years. It is almost impossible to identify the benefits of the program that I have seen materialize. Because of the training that I have received from the Extension Service, I have been able to produce from my kitchen and yard certain salable products which have more than paid the household expenses, including clothes, recreation, and incidentals. Accurate records for my first 2 years of club membership showed a profit from the 10-acre tract of more than $500 made by the sale of eggs, chickens, baby chicks, cottage cheese, whipping cream, and buttermilk. A trip to the Chicago World's Fair was financed by a poultry project. Because of the call to leadership, I have tried to develop mentally through the period of years when I might have been prone to slump.

In the community, the effects of the program are more difficult to point out, but a comparison between the women of today and those of 14 years ago shows a very definite improvement in their personal appearance, mental outlook, and the general well-being of their families.—*Mrs. Ruth M. Hake.*

## As Seen in Missouri

■ The Extension Service has always been a family affair in Cass County, Mo. The homemaker, as well as the man of the family, was interested and rejoiced when teachers and specialists came from the university to help with the many farm problems. "But," said these women, "we have special problems too. Are there any teachers at the university to help us?"

In response to this call for help, the county agent brought the clothing specialist or health specialist to talk to a few groups of women.

These talks simply seemed to call for more, so one evening in 1922 a group of men and women vitally interested in making better homes and a better community gathered at a little schoolhouse north of Harrisonville to form an organization of women to support extension work. This first group was called Auxiliary No. 1, and it has been an active organization accomplishing much good in the days since that time.

Soon other groups were organized. How eager we were for the specialists who came—Lois Martin to help us with our clothing, Mary Stebbins who taught us how to keep our family well or to care for those who became sick, and Julia Rocheford to help us make our homes more attractive.

In fact, we liked it so well that the following year a group of 20 women representing different parts of the county appeared before the county court asking for an appropriation to help obtain a home demonstration agent.

Our request was granted; and in March 1924, Margaret Nelson, our present agent, came to the county. At the end of her first year of work there were 8 organized groups of women with a membership of 158; and last year, Miss Nelson reports, there were 40 clubs with 917 members. It is the policy of

the Extension Service to reach as many people as possible, so we did our part in 1938 by helping 991 nonmembers, making a total of 1,908 adults taking part in our program. In addition, 305 4–H Club members were sponsored by the women's clubs, making a grand total of 2,213 individuals influenced by some phase of home demonstration work. We more than reached our goal of "Each member help at least one nonmember."

But these are only figures and tell but a small part of what extension work has done for the women of Cass County. For instance, women are recognizing the value of planning for and having the proper food the year round. More families know how to produce and preserve the foods, as shown by the fact that last year 143,400 quarts of fruit and vegetables were canned. The food thus preserved was valued at more than $28,000.

Some of our women have done outstanding work in home management, household accounts, and child study. Some clubs have arranged for health talks and health examinations in cooperation with the county doctor and county nurse.

But it is not alone our physical needs that have been given attention, for book reviews and magazine exchanges have stimulated reading; and a community library, community singing, special choruses and quartets, and other means of recreation have added to our enjoyment of living and made our county a better place in which to live.

These are just a few of the things accomplished with the help of Miss Nelson who goes in and out of our homes carrying to the far corners of the county the message of more comfortable, convenient, healthful, happy homes and a cooperative, satisfying community in which to live.—*Mrs. Leo Armstrong.*

# Extension Celebrates Silver Jubilee

■ Taking stock of extension achievements since extension work became Nation-wide with the passing of the Smith-Lever Act on May 8, 1914, practically every State has celebrated during the silver anniversary year of 1939 with some special program built around the theme of progress in rural living. Farmers, businessmen, and extension workers have cooperated in planning these history-reviewing entertainments, which have ranged from meetings, pageants, and plays to radio skits and series of broadcasts.

More than 1,800 anniversary meetings were held by the farm people themselves. In Minnesota, Mississippi, New Hampshire, North Dakota, South Carolina, and Tennessee, meetings were conducted in practically every county. More than 100 county meetings were held in Georgia; 100 meetings were reported in North Carolina; Oklahoma, 70; Missouri, 65; Oregon, 36; South Dakota, 30; Kentucky, 26; and Vermont, 14. Texas held 198 county anniversary meetings and numerous community meetings. Probably one of the most historically significant gatherings was the one held on the Porter farm near Terrell, in Kaufman County, Tex., where the first demonstration was carried out more than 35 years ago. Guests of honor at many of these meetings were the pioneer extension organizers and some of the 202 extension workers with 25 years of service.

The reunion of 25 pioneer extension workers at Mississippi's farm and home week was the occasion for awarding them special service certificates. The unveiling of an anniversary plaque dedicated to the extension pioneer at the entrance to Townshend Hall at Ohio State University was one of the high lights of the Twenty-fifth anniversary program held there in October, when various speakers pointed out the relationship of the Extension Service to farm, home, and business.

An evening of Massachusetts' farm and home week was climaxed with the presentation of a bronze plaque in memory of the founders of the Massachusetts Extension Service. At the conclusion of the exercises, each of the volunteer leaders presented a living spruce tree to a 4–H Club member to symbolize the passing on of the responsibility for the work to succeeding generations.

Many of the 4–H Clubs have been anniversary-minded in planning for their 4–H Club camps. At the New Mexico State 4–H Club encampment, the twenty-fifth anniversary birthday cake was cut and passed out to each of the delegates and leaders attending. Washington's State 4–H camp likewise featured the anniversary theme when the twenty-fifth year of extension work and the golden jubilee celebration of the founding of the State were merged into one. The theme for the 4–H Club educational displays at Rhode Island's fair was "25 Years of 4–H Club Progress." The anniversary of extension work was included in the program of the 4–H Club "Go to Church Sunday" held in New York State on May 7.

New York's May 8 celebration included a radio talk by Director Simons followed by a skit given by the Cornell Radio Guild on the history of extension. The Guild gave the skit on two other radio stations during the month. Transcriptions of the skit were made and sent to all the radio stations in the State.

Radio was a prominent feature of a number of anniversary programs, notably in Montana, Ohio, New Hampshire, and Colorado. Newspapers and farm magazines also cooperated by running feature articles on the extension anniversary.

Virginia included several features relating to the extension anniversary in the program for the eleventh session of the Institute of Rural Affairs held in July.

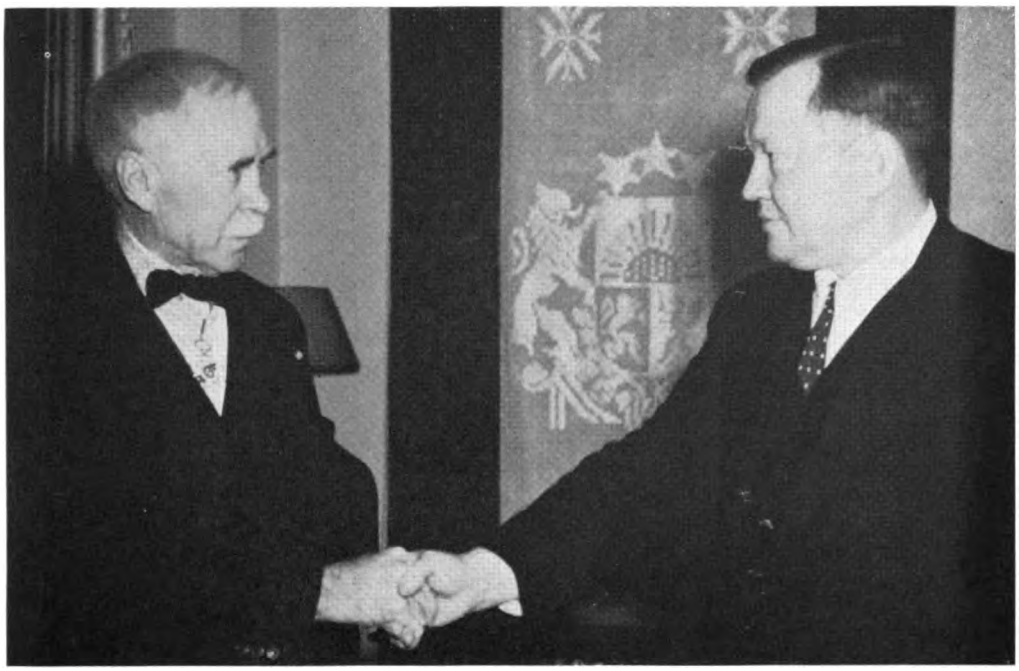
The history of extension work in Kansas dating back to the early farmer institute days of the 1890's is vividly dramatized in a three-act play, Extension Comes to Kansas, written by J. W. Scheel, assistant extension editor, especially for the anniversary activities.

North Carolina homemakers of Sampson County, one of the State's 22 counties with 25 years of continuous home demonstration work, celebrated with a unique historical dramatization of what women and girls have done for better living on the farm during all those years. The history, showing 25 years of changes, was read by one of the homemakers. Sampson County's first home demonstration agent, Mrs. W. B. Lamb, appeared with a group of girls in the original 4–H uniforms to show how canning-club work began in the county. Arriving in an old automobile, the group pantomimed activities of early 4–H Club days, showing the peeling of tomatoes and the filling and packing of the cans. The Halls Community dramatized the changes in style of dress and showed how rural women and girls had learned to select and make their own clothes. Salemburg club demonstrated how gardens had improved and what they now contribute to the family's food supply. Westbrook club showed the evolution of cake icing from the sticky to the 7-minute creamy dry icing of today. Taylor's Bridge club presented a 25-year-ago kitchen with all its inconveniences and the up-to-date "save time, save steps, save money workshop" of today.

A quarter of a century of agricultural extension progress was the theme of Georgia's pageant given during farm-and-home week in Athens before a crowd of some 3,000 men and women. More than 600 extension workers, university employees, and Athens residents took part in the event. In 5 episodes the pageant depicted various cycles of extension work in Georgia before, during, and immediately following the World War by reviewing movements to control the boll weevil, cooperative planning by the family, curb marketing, the organizations for improvment of the State's agriculture, and extension programs to help solve the more recent problems in agriculture and the farm home.

Calling agricultural extension work the greatest movement in adult education the world has known, Dean Thomas P. Cooper of the College of Agriculture of the University of Kentucky said in addressing the people of three pioneer extension counties—Jackson, Clay, and Owsley: "When the history of extension work in Kentucky is written, its services will stand out as the most important contribution to the agricultural economic wealth and rural welfare that has been undertaken in the life of the State."

# Dr. Smith Receives Latvian Decoration



DR. C. B. SMITH, Chief of the Division of Cooperative Extension when he retired about a year ago, received the Commander's Cross of the Order of Three Stars conferred by the President of Latvia on the occasion of the tenth anniversary of the Latvian 4–H Club organization. The order was conferred upon Dr. Smith as a token of the appreciation of his services in promoting friendship and cooperation between the 4–H movements of Latvia and the United States.

Dr. Smith received the insignia of the order from the Latvian Minister, Dr. Alfred Bilmanis, at the Latvian Legation.

# What Counts in Extension Work

**MRS. LAURA I. WINTER, Home Demonstration Agent, Sedgwick County, Kans.**

Twenty-two years in the Extension Service has brought the conviction that what rural people want and need from any extension worker is inspiration.

The job of an extension worker is no greater today than it was 22 years ago; but the appreciation of the importance and value of the service has grown through the years, and the training required of extension workers has been increased. The effectiveness of the service of the early day workers is evidenced by the fact that a high percentage of the farm people then interested have stayed with the program throughout the years and have been and still are the backbone of the whole extension program.

From the beginning, the emphasis placed on higher standards of living has built up, through the years, a definite incentive to seek the higher things in life. The ultimate objective of the Extension Service may be given in a very few words, "to make rural America a better place in which to live," but the fulfillment of the objective means definite planning and work of people with vision and a willingness to give of themselves.

Encouraging the members of the farm family to develop themselves leads to better methods of agriculture and homemaking which, when kept alive in the farm homes and communities, gradually spreads over the Nation, building a more satisfactory rural life and living that, in turn, strengthens all endeavor.

It is the extension worker's obligation to encourage individual thinking and planning, and from this intelligent thinking will grow voluntary cooperation in groups. It is only to the extent that extension workers submerge themselves that the people assisted get the experience, ability, and vision that help them to carry on and to improve their own operations.

Extension workers must have practical convictions on fundamental necessities and have the courage of their convictions. The development of a sound, workable, and result program takes time and patience. Spectacular events should be used on occasions, but the spectacular, if frequently repeated, weakens the main issue. Workers have many ideas. It is best to let many of the ideas cool off. If at the end of a week of hard work they look good, they will be worth trying.

On the other hand, workers should allow any idealism in their systems to come into being and cultivate it in building a vision of the ultimate objective, never forgetting that such simple things as a more convenient kitchen with a red geranium in the window, a turn-around driveway, a tree to shade the window are of much value in the whole scheme.

Most extension workers either have or acquire the vision of the ultimate objective, but owing to the fact that workers are few compared to the amount to be accomplished, some of the intangible ideals are lost sight of in the press of getting done the tangible things that insist on being done at the moment.

When Dr. Knapp said, "Your mission is to solve the problems of poverty, increase the measure of happiness, and to add to the universal love of country, the universal knowledge of the way to satisfactory living on the farms, and coordinate the forces of all learning to be useful and needful in human society," his words held a deeper meaning than appears on the surface.

The solving of the problems of poverty has more significance than increasing the income, although increasing the farm income is a fundamental necessity. Poverty in human life, however, is not limited to lack of money but, very often, to the lack of right attitude and appreciation of what life should be. The minds and souls of people may be much more poverty stricken than their purses.

There is not always a bumper crop or an adequate income from products raised. If there were, extension work would suffer. It is learning to be efficient enough to get a satisfactory life out of limited income (at times) that gives credit to the effort and labor necessary to build in people this ability to meet life's problems bravely as they develop.

Belief in the dignity and importance of whatever position held in the Extension Service and the faculty of cooperation with other organizations without losing identity, all contribute in establishing a successful program.

No matter what the world problems may be, or what tragic happenings we have close around us, family life and its affairs must be carried on somehow. The individual tasks on the farm and in the home, as making

beds, preparing meals, care of children, milking, feeding, and planting, must all be done by someone.

It is this "doing" on farms and in homes that is the incentive that keeps the Nation and democracy alive. The part of the extension worker in this "doing" is beyond payment in cash. The best return for the time spent in developing satisfactory living is the satisfaction obtained through loyalty to the high purpose for which extension work was founded.

## The President Calls Conference on Children

The 1940 session of the White House Conference on Children in a Democracy will convene in Washington, D. C., from January 18 to 20 at the request of President Roosevelt. The Secretary of Labor, Frances Perkins, will act as chairman of the conference. The membership will include representatives appointed by the Governors of the States and Territories; men and women leaders in the fields of sociology, medicine, education, and religion which affect the child; as well as representatives from organized groups in industry, labor, agriculture; professional and civic organizations; and Federal, State, and local administrative agencies of government. Mrs. Lydia A. Lynde, specialist in parent education, will represent the Federal Extension Service.

It is believed that the trend of events in the world today makes it necessary to include among the purposes of such a conference the relationship between a successful democracy and the children who form an integral part of that democracy. The progress made toward the goals set up in previous White House Conferences held in 1909, 1919, and 1930, will also be reviewed.

The conference program includes discussions on such subjects as aspirations for children in America as determined by democratic ideals, opportunities and services available to children in different parts of the country and in the several economic strata and population groups, and difficulties in the way of attaining desirable opportunities and services.

"The conference is not going to attempt to define or defend our American democracy though it may have to attempt to state some of its underlying purposes," stated Secretary Perkins. "Democracy is not only a form of Government, it is not only a matter of people living in liberty with each other; there is involved in it the experience of men in liking each other, in getting on together, and in using the friendship so generated to develop a better life and a better relationship for all the people who come after us. We need to take these things for granted in America and go on to see what more we can do with them in behalf of the children of the next generation."

## Michigan Puts on Potato Demonstrations

Demonstrations on the digging and grading of potatoes were given during the week of September 18 on the farms of five growers in the Lower Peninsula of Michigan.

Quality marketing is the goal of these programs which are sponsored cooperatively by the Michigan State Department of Agriculture and three agricultural college departments, those of farm crops, economics, and engineering.

Of Michigan's yearly 30-million-bushel potato crop, about 18 million bushels usually are marketed commercially. Two phases of potato production, harvesting and grading, were emphasized in the demonstrations.

Exhibits of machinery were prepared for the visitors, and in the contests in speed and efficiency in field packing and in grading, held in connection with the demonstrations, cash prizes were awarded to the winning junior and senior contestants.

## A Barn Tour . . .

brought out some 40 farmers in Grant County, Ind., reports County Agent F. E. Conder. This new and unique activity suggested by a newspaper man included visits to a large round barn, a general-purpose barn, and a new beef-cattle barn. A hog-and-beef cattle barn interested some farmers, whereas two new barns, dairy and horse-sheep combinations, gave other spectators new ideas.

## 4–H Clubs Rear Pheasants

Pheasant eggs and day-old pheasant chicks are being handled by the thousands by Michigan's enterprising 4–H boys and girls.

Approximately 6,000 eggs and 5,000 day-old chicks are the 1939 quotas provided by the Michigan State Department of Conservation from the State game farm at Mason. The State department thus cooperates through R. G. Hill, Michigan extension specialist in game management, with the State 4–H Club leaders.

Boys in Mount Pleasant High School proved among the most adept in records kept in 1938. They received 800 eggs free of charge. Chicks hatched numbered 500, and the ultimate release of adult birds was 200. This mortality may seem high, but this was considered a good record.

Similar results were obtained by groups of boys in Calhoun, Allegan, and Lenawee Counties.

The number released is extremely small compared with the estimated number existing in the wild, but other results appear valuable to the sponsors.

Not only do the boys and girls learn about life habits of wild game, but they acquire a deeper interest in conservation. They set up winter feeding stations, prevent late spring burning, protect game by careful hunting methods, and plant helpful crops on eroded or unused areas on their farms. Local conservation clubs are credited with assistance in providing material for coops and runways, feed for the chicks, and sponsorship of delegates to the 4–H conservation camp held each fall at Chatham in the Upper Peninsula.

## AAA Dams

It is reported by Ben H. Barrett, county agent, and members of the county agricultural conservation committee that "more than 1,000 dams have been built in Emmons County, N. Dak., since construction of dams was instituted as an AAA soil-building practice." Applications are on file for the building of another 415 dams this year.

Construction of dams to advance soil conservation has gained great headway in many North Dakota counties with the encouragement offered by the Government farm program. At the same time, the water supplies thus obtained have been of material benefit to the livestock industry and have done much to restore favorable environment for desirable types of wildlife.

## Iowa Farmers in AAA

Between 85 and 90 percent of the farmers in Iowa—a record number—are participating in the AAA program this year, reported Walter W. Wilcox, Iowa State College agricultural economist, and C. W. Crickman, of the Federal Bureau of Agricultural Economics.

Cooperating farmers have reduced the planted acreage of corn in 1939 to a smaller figure than that of any year since 1934 and have greatly increased the State's area of hay and pasture crops.

Basis for the report of the economists was a survey of 615 carefully selected sample farms—so scattered as to be "typical" of the State-wide reaction of farmers to the program. Only 63 of the farmers are not in the program this year, and of these, 54 had previously cooperated with the AAA.

"So almost 99 percent of Iowa's farmers have been in AAA programs at least once in the 6 years that these programs have been in operation," the economists stated.

■ Sound motion pictures and illustrated lectures featured a series of Mississippi county and community meetings on land use during October.

The motion picture, Wise Land Use Pays, made in Mississippi by the State extension service and the United States Department of Agriculture, was shown, as well as the United States Department of Agriculture film, The River, one of the most impressive agricultural pictures ever made in this country.

E. H. Loveland.

F. M. Shanklin.

T. B. Wood.

Z. M. Smith.

J. C. Barnett.

T. A. Erickson.

# Who's Who Among the First County Agents

■ E. H. LOVELAND, extension dairyman, Vermont, has been devoting his efforts toward bettering Vermont dairy cows for more than 25 years.

After graduating from Dartmouth College in 1910, he served as tester for the Waterbury-Stowe Cow Testing Association, one of the first of such associations in Vermont. In 1913, after obtaining a master of science degree from the University of Nebraska, he was appointed assistant dairyman for the College of Agriculture of the University of Vermont, in which position he carried on various extension activities. From 1914 to 1919 he served as agricultural agent in Orange County, and from 1919 to 1925 as agricultural agent in Chittenden County. Since January 1926, he has been State extension dairyman and, in addition, has had charge of the dairy herd improvement association work and advanced registry work in Vermont. When he became extension dairyman in 1926, there were 17 associations in the State. Under his leadership, this number has increased to 36; but his ambition is to have 60 organized associations in Vermont.

Although his main interest lies in dairying, Mr. Loveland is also interested in Vermont agriculture as a whole; and on his farm, Ski Land Farm, in Stowe, Vt., he is trying to prove that a workable farm can be made self-supporting.

■ FREDERICK McINTIRE SHANKLIN, assistant State leader of boys' and girls' 4-H Clubs in Indiana, began his work as assistant State leader of 4-H Clubs in Indiana on September 1, 1914. Thus he has devoted a quarter of a century to helping the farm boys and girls of the State to enjoy a more abundant life.

Coming to the Extension Service from public-school teaching, it was most logical that he regard 4-H Club work as an educational movement.

He has been responsible, primarily, for the organization and development of interest in 4-H swine, lamb, and colt clubs. Under his general leadership the enrollments in these clubs have increased from 661 to 6,552. However, the real achievement does not lie in the increase in numbers but rather in the improvement in quality of the animals produced by 4-H Club members and the consequent improvement of livestock on Indiana farms.

■ T. B. WOOD, district agent, Texas, was born in Rusk County and attended Rock Hill Institute.

Mr. Wood is one of the veterans of the Extension Service. He served as county agricultural agent from 1909 to 1918, when he came to the headquarters staff in his present capacity.

As district agent, Mr. Wood supervises the activities of county agricultural agents in extension district 9, the southeast Texas area.

■ DR. Z. M. SMITH, State leader of boys' and girls' 4-H Clubs and State supervisor of vocational education for Indiana, has served for 27 years as State 4-H Club leader and has directed the movement that has resulted in a growth in 4-H membership from a few hundred in 1912 to more than 49,989 youths in 1938.

Until the year 1912, 4-H Club work in Indiana consisted largely of local and county exhibits of corn, poultry, baked products, and butter. Club activities were not organized and supervised closely.

At the beginning of his service as State 4-H Club leader, Dr. Smith stated the principles upon which he has built a sound club program.

"In order to obtain good results," he said, "a thorough organization must be made under the direction of a county leader with the assistance of local community leaders. The work will not be successful unless the county and local leaders are interested and capable. Local leaders, both adult and young, must be trained and developed for this important work."

Dr. Smith is the author of numerous bulletins on 4-H Club work and vocational agriculture and is joint author of textbooks on field crops, objectives and problems in vocational education, and Indiana geography. He served on the staff of the New York State Board of Regents that surveyed the cost and character of education in that State. He is a member of the State advisory committee of the United States Farm Security Administration. He also served as a member of the national committee on the survey of the training of public-school teachers.

■ J. C. BARNETT, Arkansas' oldest extension worker in point of service, has seen the development of extension work practically from its beginning; and such men as Dr. Seaman A. Knapp and J. A. Evans, who are names in extension history to many of today's workers, were his superiors and coworkers when demonstration work was first getting under way.

Shortly after graduation from Mississippi A. and M. College in 1907, Mr. Barnett was appointed district agent in the farmers' cooperative demonstration work, to be in charge of 10 northeast Louisiana parishes, with headquarters at Tallulah. At that time there were no agents in the parishes of his district, and his first work was to establish field demonstrations in each of the parishes to show farmers the methods of growing cotton under boll-weevil conditions. Also his job was to develop interest in establishing county agents, and within 1 year he was able to place a county agent in each of his 10 parishes.

In January 1910, Mr. Barnett was sent by the United States Government to Siam as advisor to the minister of lands and agriculture. After serving in this capacity for 2½ years, he returned to this country in June 1912 because of ill health.

After 6 months spent in regaining his

ealth. Mr. Barnett was appointed district gent for northwestern Arkansas, an area mbracing about one-fourth of the State. He eld this position continuously from January 1, 1913, to July 1, 1938, when he was placed n charge of all Negro extension work in the tate.

Mr. Barnett, better known to his associates nd friends as "Cap'n Jack," wears with a reat deal of pride a diamond-studded Epilon Sigma Phi key, the gift of appreciative nd devoted county agents of his district.

T. A. ERICKSON, for 26 years State 4–H lub leader of Minnesota, is affectionately nown to about 400,000 present and past club nembers in the Gopher State as "Dad" Erickon. He recalls that 4–H Club work had its eginning in an effort to stop the tide of oung people moving from the farms to the ity. In early years they placed emphasis on he development of better livestock and crops, ithout considering the effect on the young eople themselves, he admitted.

Twenty-five years have changed the 4–H bjectives, until now, Mr. Erickson says, "We re using a program to develop better livetock, crops, and home conditions as a means oward the larger goal of helping our boys nd girls to develop themselves."

He looks with pride at the development of ,200 voluntary, sincere local 4–H leaders and heir ability to organize and carry out group fforts. Other high lights mentioned by Erickson in reviewing his achievements were: (1) Discovery of the farm home as a source of comfort and enjoyment for rural young people; (2) development of the contest plan for stimulating individual and group achievement by giving manly and womanly jobs to boys and girls; (3) thousands of parents have made partners of their children and helped them to become valuable and necessary spokes in the sterling wheel of a more wholesome home and community life.

T. A. Erickson has been Minnesota State 4–H Club leader since the early beginning of the work in 1912. Prior to that he was county superintendent of schools in Douglas County, Minn., for 10 years.

## Kansas Recreation Program

Some talent is to be found in everyone Answering the need for developing and stimulating natural interest in dramatics, speech, and music, the Kansas recreation project was begun last year as a part of extension home economics training. Accomplishments in dramatic production include the 8 district festivals held for the 48 counties entering 36 plays and 26 musical groups; special interest groups in 31 counties were given suggestions on directing a play; 22 counties held home-talent festivals where 80 plays and 31 musical groups made up the program. Speech education and music is showing a widespread and growing interest. Twenty counties report new music organizations.

# The First 25 Years

**State and county anniversary publications** reviewing the history and achievement of the Extension Service have appeared in many States as a part of the silver anniversary celebration. Some of these attractive bulletins which have come to the editors are listed below:

The Extension Service in Connecticut, 1913–1938. 24 pp., illus. Conn. State Col. Ext. unnumb. Storrs, 1938. Story of extension told by pictures.

Twenty-five Years of Service Told With Pictures. Clarence A. Day. Maine Agr. Col. Ext. Bull. 243, illus. Orono, 1937.

Twenty-five Years of Progress, a Pageant of the Agricultural Extension Service. Presented during farm and home week at the University of Maine, March 31, 1938. Written and directed by May Pashley Harris. 31 pp. Orono, Maine, Univ. Press, 1938.

Twenty-five Years of Cooperation with Massachusetts Farmers. Willard A. Munson. Mass. State Col. Ext. Leaflet 168–A, 32 pp., illus. Amherst, 1939. "This report describes some of the changes that occurred in Massachusetts agriculture during the past 25 years and outlines the services available to rural people through the Massachusetts Extension Service."

4–H Clubwork in Massachusetts. G. L. Farley. Mass. State Col. Ext. Leaflet 168–B, 12 pp., illus. Amherst, 1939. "This report deals only with those phases of 4–H Club work which can be measured and can definitely show the changes which have taken place in this department during the past 25 years."

Madison County, Nebr., Farm Demonstrator, Twenty-five Years of Progress, 1914–1939. 4 pp. Nebr. Agr. Col. Ext. unnumb. Lincoln, 1939. Gives a chronological list of historical facts.

History of Dodge County, Nebr., Extension Service. Silver Anniversary Edition, 1914–1939. Compiled by Mrs. Frank Helt. Dodge County Extension Historian. 43 pp., illus. 1939.

Serving the Garden State 1912–1937. 22 pp. N. J. Agr. Col. Ext. unnumb. New Brunswick, 1937. Profusely illustrated.

Recollections of Extension History. J. A. Evans, Georgia. N. C. State Col. Ext. Circ. 224, 52 pp., illus. State College Station, Raleigh, 1938. A series of lectures on the history and philosophy of the demonstration work given at the North Carolina State College, Raleigh, January 1938.

Cooperating for Oregon Rural Betterment, Twenty-fifth Anniversary of Federal Cooperative Extension Service. F. L. Ballard. Oreg. State Col. Ext. Bull. 514. 56 pp., illus. Corvallis, 1938.

Photographic Review of Twenty-five Years of Agricultural and Home Economics Extension in Berks County, Pennsylvania, 1914–1938. 60 pp., illus. 1938.

A History of Agricultural Extension Work in Tennessee, Twenty-five Years of Service to Rural Life—1914–1939. Almon J. Sims. 44 pp., illus. Tenn Agr. Col. Ext. Pub. 223, Knoxville, 1939.

The Story of the Demonstration Work in Texas; a Sketch of the Extension Service of the Texas A. and M. College. Mrs. Lilla Graham Bryan. Texas Agr. Col. Ext. Bull. B–93, rev., 23 pp. College Station, 1938.

Select Quotations from Dr. Seaman A. Knapp. Published on the 100th Anniversary of the birth of America's Great Agricultural Statesman, Father of Cooperative Farm and Home Demonstration Work, December 16, 1933. O. B. Martin. Tex. Agr. Col. Ext. Circ. C–100, 8 pp., 1933.

Silver Anniversary Cooperative Demonstration Work 1903–1928. Proceedings of the Anniversary Meeting Held at Houston, Tex., February 5, 6, and 7, 1929. 164 pp., illus. Tex. Agr. Col. Ext. unnumb. College Station, 1928.

Twenty-five Years of Extension Work. Script for Remote Control Broadcast, KSL, June 3, 1939, Commemorating the Twenty-fifth Anniversary of the Founding of the Extension Service. Utah Agr. Col. Ext. Circ. N. S. 104, 14 pp., illus. Logan, 1939. "This circular is a verbatim report of the radio presentation."

Report, Twenty-five Years Extension Work 1914–1938. A. E. Bowman. Wyo. Agr. Col. Ext. Bull. 10, 32 pp., illus. Laramie, 1939.

## Historical Film Strips

As the Extension Service has had requests for film strips of general educational and recreational interest for the use of the 4–H Clubs, home demonstration clubs, and other rural organizations, two historical film strips have been prepared. They may be purchased at the prices indicated from the Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Extension Service. The film strips are as follows:

Series 517. *Colonial Home Industries.*—This film strip was prepared to bring before the rural clubs of women and girls some textile home industries which developed through sheer necessity during the colonial days. 60 frames, 55 cents.

Series 555. *Homemaking in Colonial Days.*—This series depicts homemaking equipment in colonial days as contrasted with that on the modern farm. 64 frames, 55 cents.

## Help Wanted

If it were possible to obtain them, I should appreciate suggestions in the REVIEW on how to avoid too many meetings. We have a great deal of social life in this county and have made the attempt to use a community council to clear competing dates among organizations so that they may each have a chance for good attendance. Only one town so far has really tried this out. Two others have had leaders somewhat interested and would like to see if it can be worked.

The labor unions call for a limited number of hours, and I am wondering if we could call for a week with about 12 nights so that we could have 1 or 2 at home.—*E. E. Tucker, county agricultural agent, Tolland County, Conn.*

## The October Cover

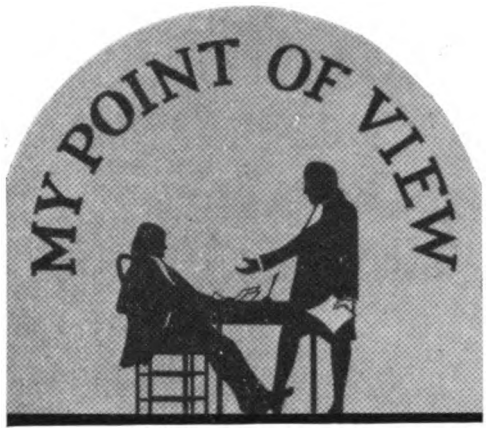
I am very much interested in the October Extension Service Review, particularly in the picture on the outside cover, which was originally taken on my suggestion and used on the cover of our circular dealing with grain elevators.

I think you would be interested to know that the company which owns this elevator is building three new concrete tanks with a total capacity of about 36,000 bushels to be used for storing loan corn. The capacity of the elevator was inadequate for them to handle loan corn because of the heavy requirement for space during the soybean harvest. In the future, when the stocks of loan corn are reduced more nearly to normal, a company like this will be able to use this space in connection with the storage of soybeans. Another feature of this new plant is that it is equipped with temperature-registering devices which are not usual in country elevators.—*L. J. Norton, professor of agricultural economics, University of Illinois.*

## Land Use Ranks First

Probably the most interesting feature of the discussions held last May in Washington, D. C., by a group of extension agents representing all States, and about evenly divided between agricultural and home demonstration agents, came the third day of the conference. The chairman wrote on the blackboard: "What is the most important farm problem of your people?" and polled the group for their answers, expecting and getting a two- or three-word expression for this answer which was written on the board.

Twenty-two of the agents voted land use as the most important problem of their county, 14 placed marketing first, 13 low income, 10 problems of farm and home management, 7 problems of land tenure, 6 the need for conservation or a lack of water, 5 price changes, 3 economic hazards, 3 insect pests or plant and animal diseases, and 2 felt that too many farm people was their big problem. One each placed the following items first: Need for a different farm life, competitive crops, fixed charges, and need for diversification.—*James R. Campbell, county agent, Genesee County, Mich.*




**This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.**

## Outlook

The outlook information has been of vital importance in planning the year's program of work. I have found the discussion method of presenting this material superior to any other means of presentation. At two township meetings I illustrated my lectures with charts, but at three other meetings I handled the outlook literature on a discussion basis. Although there has been quite a difference in the way the members of the various groups would get into the discussion, most discussions have been quite satisfactory.—*Maurice W. Soults, agricultural agent, Franklin County, Iowa.*

## Color Slides Got Results

Color photographs of local scenes were unknown to the people of Mercer County, Mo., a year ago. As a matter of fact, extension work also was comparatively new to these people, and the present county agent himself had just been assigned to this county. The big problems were to get people out to meetings and to offer them convincing evidence that extension practices pay.

Without expensive equipment we began taking natural-color pictures as soon as we arrived in the county. In January 1939, we announced our first series of township meetings at which local color slides would b shown. For the entire county-wide serie the average attendance at these meeting was 48 persons. The most nearly compar able series of meetings that had been hel without color slides had an average attend ance of only 29.

As to the value of color slides in gettin the desired changes in farm practices, onl general trends can be cited, but these ar very favorable to color-picture projection For instance, in our sheep-improvement cam paign last winter we used colored slide showing the recommended practices and th consequent improvement in condition of ewe and lambs and the improvement in the fleece observed the previous year. A recent tabu lation of the sheep leaders' score cards show a 41 percent increase in the number o farmers taking part in sheep-improvemen work this year as compared to last.—*Herber L. Koch, county extension agent, Mercer County, Mo.*

## A Time Budget

A REVIEW article on budgeting the agent's time would be welcome to me. We make proj ect plans that include time for the specialis but do not include the necessary time for th agent to prepare for that program.

We are now in the process of colored-slid production. Further articles along this lin would be helpful. Visual aids need to be sol to the Farm Bureau Boards and, perhaps, t county commissioners so that the agents ma have good equipment.—*Preston Hale, county agricultural agent, Shawnee County, Kans.*

## ON THE CALENDAR

International Livestock Exposition, Chicago, Ill., December 2–9.

National 4–H Club Congress, Chicago, Ill., December 2–9.

Twentieth Annual Meeting of American Farm Bureau Federation, Chicago, Ill., December 4–8.

National Association of County Agricultural Agents, Chicago, Ill., December 6–7.

AAA Cotton Referendum, December 9.

American Phytolithological Society Meeting, Columbus, Ohio, December 27–31.

American Pomological Society Annual Convention in joint session with Massachusetts Fruit Growers Association, Worcester, Mass., January 3–5.

American National Live Stock Association Convention, Denver, Colo., January 11–13.

National Western Stock Show, Denver, Colo., January 13–20.

National Tobacco Distributors Convention, Chicago, Ill., January 17–20.

Southern Agricultural Workers Meeting, Birmingham, Ala., February 7–9.

Southwest Texas Boys' Fat Stock Show, San Antonio, Tex., February 21–24.



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# IN BRIEF

## Intensive Land Use Planning

Four intensive land use planning counties in California made detailed maps, classified the land, determined the land use problem, and made farmer recommendations for a total of 11,161,600 acres. Accurate records of the time expended in each county showed a total of 1,576 man-days, of which almost two-thirds were contributed by the Extension Service and one-third by county and community committees.

## Iowa Lime Law

Under provisions of the Iowa County limestone law, county boards of supervisors are empowered to act as "bargaining agencies" and financing agencies for farmers needing quantities of limestone for soil improvement. Farmers may deposit cash for consignments or pay for them in five yearly installments. If they buy on credit, they can virtually make the lime "pay for itself" out of the increased yields it will bring.

Any group of farmer owners needing a total of 5,000 tons of lime, or 50 farmers who need any amount, may petition their county board to sell lime to them under the Iowa County limestone law.

## The Winter's Food

Forty curing plants in Mississippi cured 2,016,000 pounds of pork for 12,556 farmers during the past curing season, according to reports from county agents and plant managers.

Most of the products cured at the plants were used on farms. Curing plants have reduced meat losses on farms resulting from spoilage during unfavorable weather. They have also enabled producers to obtain a higher-quality product, according to Paul F. Newell, extension animal husbandman.

Extension specialists and county agents have assisted farmers and plant managers in conducting demonstrations on farm slaughtering, cutting, curing, and storage of pork products to eliminate losses and improve quality.

## Zuni 4–H Club

The 4–H jewelry club, of McKinley County, N. Mex., composed of nine members of the Zuni Indian pueblo, was organized in 1937 by O. L. Downing, county extension agent. Silver work and woodcraft were adopted as the projects to be undertaken; and Pete Gonzalez, Indian Service employee, was chosen to supervise the work of the members.

Working in the largest all-Indian town in the United States, and speaking a language spoken by no other people, the Zuni 4–H craftsmen have turned out large numbers of rings, bracelets, and 4–H Club pins, for which there has been a steady demand.

There are excellent market possibilities for the club's output. The 4–H Club pin, which is made in the form of a four-leaf clover with raised edges, with a turquoise in the center and the letter "H" on each leaf, has been especially popular.

## Professional Improvement

To give its county agents and other extension workers an opportunity to keep abreast of the latest developments in using and dealing with the soil, the University of Florida College of Agriculture recently opened a special monthly course under the direction of Dr. F. B. Smith, professor of soils.

Agents will attend the course once monthly during the regular scholastic year, and credits they earn will be applicable to post-graduate records. Commenting on the new course, Dean H. Harold Hume said: "This is the first course of its kind that we have offered, and we are well pleased with the response we have had from county agents thus far. We think it will develop into a very important medium for keeping our agents informed on matters and problems pertaining to the soil."

## 4–H Purebreds

A county-wide interest in purebred swine has grown from the 1938 projects of six members of the Big Brown 4–H Club of Lawrence County, Ark., according to Assistant County Agent Lowell A. Goforth. The six registered, bred gilts which the club members bought looked so promising that farmers in the community put in their orders for pigs even before the gilts farrowed, and the boys sold some of their pigs for $10 each.

This year, additional gilts have been introduced into the community through the medium of club work, Mr. Goforth said, and many of the farmers have also purchased purebred breeding stock.

## A Good Record

Lyon County, Kans., has 19 4–H Clubs in the county with more than 93 percent completion of projects. Nine of the nineteen clubs finished the year with 100 percent completion. Gersilda Guthrie, home demonstration agent, and E. L. McIntosh, county agricultural agent, report a present membership of 408, of which 204 are girls and 204 are boys.

# AMONG OURSELVES

■ STATE EXTENSION WORKERS on leave of absence for professional improvement in Washington, D. C., include Iowa's Home Furnishing Specialist Irma Garner; Assistant State Club Leader H. A. Pflughoeft, Minnesota; J. E. McClintock, extension editor, Ohio; and, from New York State, Assistant Editor G. S. Butts, and Albany County Club Agent Paul Thayer.

While in Washington they are taking special courses in the United States Department of Agriculture Graduate School and are working on research problems relating to their various extension fields.

■ THOMAS W. MORGAN, assistant to the director of the South Carolina Extension Service, has been granted leave of absence for advanced study at the University of Wisconsin. Mr. Morgan's major courses of study will be in agricultural economics.

Taking Mr. Morgan's place during his absence will be G. C. Meares, Clemson alumnus and for several years Dorchester County farm agent.

■ H. M. VOLLRATH, county agent, Hawaii County, and M. K. Riley, county agent, Honolulu County, Hawaii, have spent several months on the mainland studying extension work in a number of States and in Washington, D. C.

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also the doctor, lawyer, merchant, chief, and the laborer and housewife as well—all have a vital interest in the goal of a prosperous agriculture.

This is the theme of twelve new Producer-Consumer leaflets dealing with the relationships of farm families and city folks. Each leaflet is written in clear, simple style about a particular phase of the problems mutually affecting farm and city folks. The first is now ready for distribution and others will be available soon.

For reference . . . for discussion topics . . . for distribution at meetings or in the mail, the Producer-Consumer leaflets will guide the way to a better understanding of the programs, among them your own, working toward improved relationships between farm and town. Copies may be obtained upon request.

AGRICULTURAL
ADJUSTMENT ADMINISTRATION

**Producer-Consumer Leaflets**

**And So They Meet.**—Farmers and city people: Both producers—both consumers. PC–1.
**The Things We Want.**—Making abundance work for all. PC–2.
**On Tired Soil.**—Poor soil means poor farm and city people. PC–3.
**Two Families—One Farm.**—Stable tenure means better producers and better consumers. PC–4.
**To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance. PC–5.
**Plenty.**—Avoiding scarcity. PC–6.
**Between You and Me.**—The distributor's place. PC–7.
**None Shall Go Hungry.**—Sharing the surplus. PC–8.
**Grow Your Own.**—Better home living means better production and consumption. PC–9.
**The Magic Carpet.**—Protection for grassland is protection for cities. PC–10.
**The Farm Home and AAA.**—Better farm income means better farm homes. PC–11.
**Country Life and AAA.**—A permanent security for farm and city. PC–12.

UNITED STATES DEPARTMENT OF AGRICULTURE