1949 Challenges Extension

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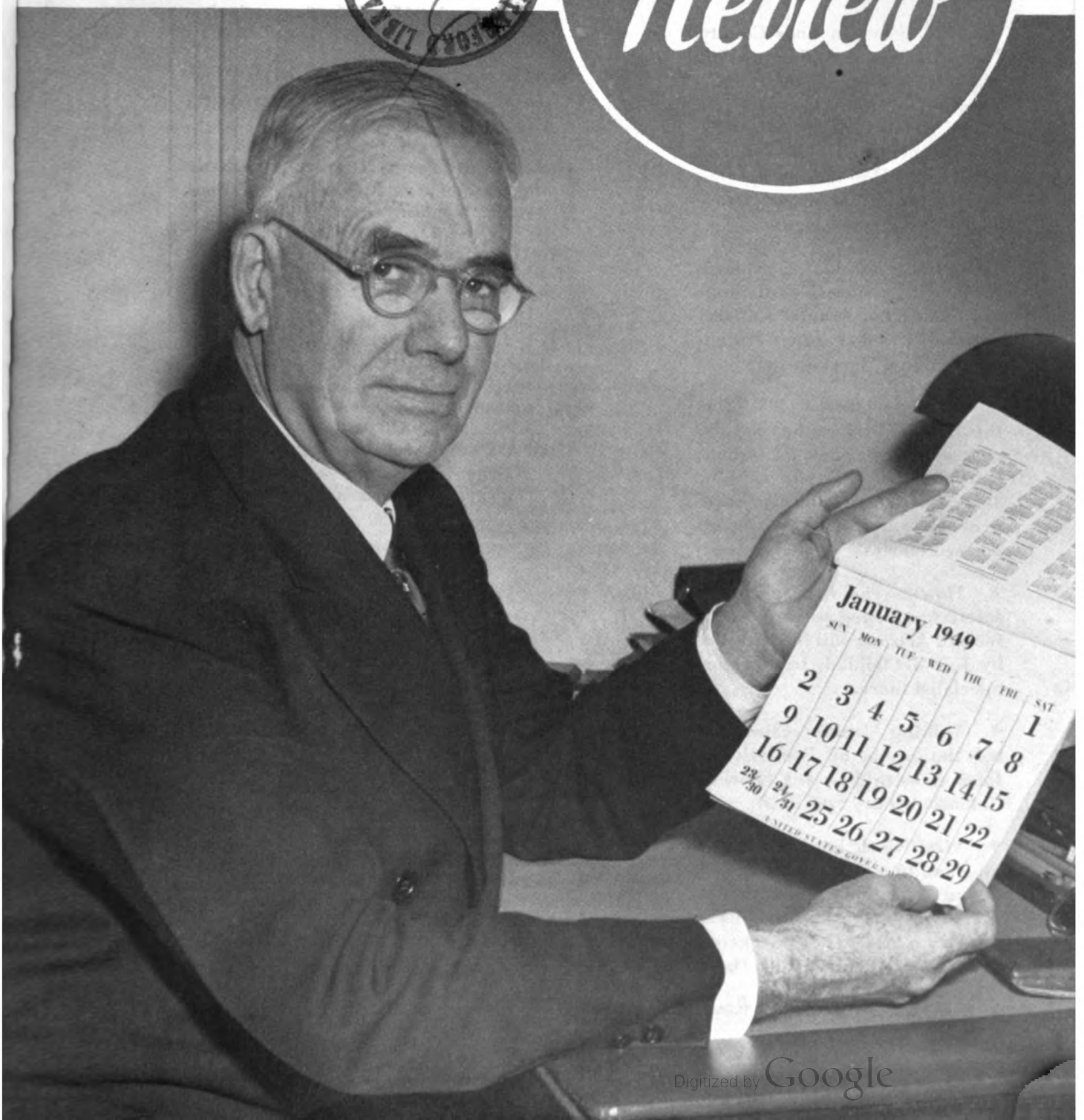
EXTENSION SERVICE Review



Next Month . . .

- **Mrs. Kathryn Van Aken Burns' talks on professional improvement have inspired home demonstration agents in many States as well as in her own State of Illinois. For the February issue, she writes some challenging thoughts on our place in the total educational scheme.**

- **The agents in Coos County, N. H., are convinced that working together as a family offers hope even in such big things as world peace. They believe that the extension agents in the county are a family, too. How they worked out their idea is told in an article signed by all four agents.**

- **A tricky marketing problem presented by eastern cantaloupe growers in handling this highly perishable and seasonal fruit is featured in a Maryland article.**

- **Since the office itself is often the first and best public relations contact an agent has, an Indiana story features a series of nine 1-day district meetings on office problems attended by both agents and secretaries.**

- **How a radio program on safety was staged with sound effects in Arizona will be described by Joe McClelland, Information Specialist there.**

- **Milking Machine Clinics fitted the needs of Pennsylvania farmers as told by I. E. Parkin, Extension Dairy Specialist.**

- **"Our work in marketing is intended to add the second story to our extension structure, the first being production" begins an article on Alabama's marketing program by Director P. O. Davis.**

In this issue—

EXTENSION SERVICE REVIEW

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Prepared in the Division of Extension Information

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1949 Challenges EXTENSION

M. L. WILSON,
Director of Extension Work

IN THE past year cooperative extension work has received an unprecedented amount of favorable recognition. Such favorable opinion is a good sign; but public esteem also carries with it increasing responsibilities. Our job is to keep extension programs moving forward in helping to guide and inspire rural people to take practical action on their problems. The dynamic forces of science have thrown many problems into our lap.

We are fortunate in being part of an educational system that is unique in the world. The land-grant colleges and the United States Department of Agriculture combine in bringing to-gether a wide variety of scientific knowledge that is geared to the many practical needs of rural families. In the words of President John Hannah of Michigan State College, this cooperative system is "thoroughly democratic and thoroughly democratic programs carried on by the extension services and experiment stations through the land-grant colleges [illegible] what can be done with the pooling of Federal, State, and local funds [illegible] as in the interest of the common good."

[illegible] the majority of us represent the cooperative system at focal point closest to rural families, we [illegible] start the new year by making a study of the Joint Committee [illegible] Extension Programs and Rural Goals, submitted after 2 years of study by a distinguished committee which President Hannah [illegible] began.

In reading this new document, which is in printed form, every worker will do well to refer to the Postwar Agricultural Policy Report prepared by the Committee on Postwar Agricultural Policy of the Association of Land-Grant Colleges and Universities and issued in October 1944. A companion document was the Report of the Committee on the Scope of Extension's Educational Responsibility, issued by the departmental office of the Extension Service in January 1946. I hope that all State extension services will give much thought and study in 1949 to the three reports I have mentioned as they apply to all phases of extension work, including organization, administration, and program planning.

I have a feeling that, in 1949, we will move forward rapidly in developing a pattern for recruiting prospective extension workers. If research in many phases of agriculture and homemaking continues to grow at its present rate, we may expect a corresponding increase in the need for capable extension personnel. In the past few years I have seen more and more outstanding 4-H Club graduates enter college in preparation for an extension career. That is promising. I hope that it will be possible to attract more and more of our outstanding 4-H'ers to the land-grant college campuses for special training in extension work.

Lay Out a Plan for Study

The need for graduate training in extension work is increasing rapidly. The extension man or woman called on to be a leader and teacher in a day when science is so definitely a part of our farming and rural living should lay out a plan for his or her continuing study.

Among the extension programs for which I believe there will be a greatly stepped-up activity in 1949 are those in marketing. Many farm people and farm organization leaders are just beginning to comprehend the true significance of the Research and Marketing Act of 1946. Great progress has been made in the past year, and in 1949 we may see more developments on the consumption side of the marketing program. These programs will be watched closely by the public. Pilot programs have been run, and this year we may expect definite results and patterns to take shape.

An Obligation for Peace

The year 1949 will see a broadened activity in the field of discussion programs on international problems. I fully appreciate the anxiety which the public feels, not only about the success of the United Nations but about maintaining peace in the world after the hard-fought war we have just been through. We all hope for peace, and we don't have reason yet to give up this hope. However, to be sure that we win it and keep it won, the responsibility rests heavily on extension workers to get rural people to take an enlightened interest in the facilities offered by the United Nations for maintaining peace.

Rural health education is one of the extension fields in which the Extension Service will be called on increasingly to provide educational assistance. Rural people recognize that opportunities for medical services and health protection in the country are far below those enjoyed in the cities. Farm organizations have gone on record as demanding im-

(Continued on page 11)

KANSAS GOOD WILL
spans mountain and sea

The ideas of UNESCO are featured in all home demonstration groups. Packages of food and clothing, pen friends, pageants, and the adoption of a whole Dutch town by a Kansas county are some of the means used.

KANSAS does not face Europe across the sea. Instead, she lies very near the center of a vast continent, with rivers, mountains, and oceans between. Yet she has succeeded in bridging these barriers with the hand of good fellowship to join with war-torn countries of Europe in rebuilding their homes and institutions. A flourishing UNESCO (United Nations Educational, Scientific, and Cultural Organization) has accomplished this, and extension agents have been playing an important role in the organizational and educational aspects of UNESCO.

Home demonstration agents in particular have not only spearheaded the organization of county-wide UNESCO councils but have also been a dynamic force in arousing interest of the 33,687 home demonstration unit members to take some personal part in working toward peace and understanding.

Each of the 1,619 units in Kansas devotes at least one monthly meeting to the study of UNESCO. The June 1948 State assembly of the Kansas Home Demonstration Council unanimously voted to affiliate with the State UNESCO commission.

A large percentage of the county achievement days last fall were built round the UNESCO theme. The Lyon County program was a typical example: "Approximately 350 women attended the afternoon program which was centered on an UNESCO theme. Twenty-eight exhibits by the units included heirlooms and souvenirs from other countries * * *. The program consisted of group singing of foreign songs, a Peruvian dance, talk on China, and a talk on UNESCO. As members of the Associated Country Women of the World, the women contributed to the 'Pennies for Friendship.'"

Homemaker and 4-H camps carried out the UNESCO idea—with campers divided into various countries to study the culture, geography, economics, and government of the country assigned them. Pageants, round-table discussions, exhibits, musicales, special speakers, and UNESCO films—all were media used to tell the story of other lands and other peoples.

The 12 Kansas homemakers who were delegates to the international meeting of the Associated Country Women of the World in Holland during the fall of 1947 have been particularly active in promoting international friendship and understanding. Most of these women are now a part of the State UNESCO speakers' bureau.

3,000 Packages Sent

Besides this educational work, more than 3,000 packages of food and clothing were sent abroad. One group alone sent 1,000 pounds of clothing. The home demonstration groups of McPherson County, under the leadership of Ida Hildibrand, home demonstration agent, support the Finnish family of 11-year-old Iris Karpenen.

It was a Kansas home demonstration agent, Mrs. Faith C. Stone, then located in Finney County, with headquarters in Garden City, who laid the ground work for the organization of the first county UNESCO council in the United States—in Finney County in June 1947.

Now this council represents more than 100 organizations and is considered one of the most forward-looking in the country. A colorful pageant, "Mother of Peace," put on by Finney County unit members was given recognition at the UNESCO seminar at Lake Success this summer.

Since that time Mrs. Stone has been influential in organizing a UNESCO council in neighboring Lane County where she is now employed. She and Leslie Frazier, Lane County agricultural agent, are members at large of the executive board of the council.

Mrs. Margaret Mauk, Saline County home demonstration agent, as temporary chairman of the Saline County UNESCO committee, did an outstanding job in organizing a county-wide UNESCO meeting that resulted in the formation of one of the strongest county councils in the State. More than 600 persons, representing 154 organizations, attended the mass meeting.

Dutch Town Adopted

Adoption of the town of Zevenbergen, Holland, by Neosho County, Kans., has resulted in a united collection of clothing, food, textiles, and soap. Mary Ruth Vanskike, home demonstration agent, was elected secretary of the county council; and Lester Shepard, agricultural agent, is on the board of directors. During June all units and 4-H Clubs cooperated in the collection of feed sacks and sewing materials.

A fine library of information about Holland has been developed. Schools plan Dutch Days. A shipment of tulips from Zevenbergen will be planted in school yards.

The responsible position of program chairman of the Nemaha County UNESCO council is held by the home agent, Marguerite Mason.

County agricultural agents who are serving either as chairmen or vice chairmen of the county UNESCO councils include: Julius Binder, Rush County; V. S. Crippen, Seward County; C. W. Vetter, Atchison County; and Warren Dewlin, Phillips County.

At the present time 38 Kansas counties are organized into councils. Six State colleges have functioning councils. The first to be organized was Kansas State College at Manhattan, whose president, Milton S. Eisenhower, is chairman of the National Commission for UNESCO. The first State UNESCO council in the country was held in Wichita, Kans., in December 1947. The first regional UNESCO council was held in Denver in the spring of 1947.

CONSERVATION ACRES
a model farm

M. A. (Matt) Thorfinnson, extension soil conservationist in Minnesota, had the idea of the miniature farm demonstration when mulling over in his mind ways of teaching soil conservation at a 4–H camp. He thought of the expensive model farm exhibit built for the State fair and just then happened to pass a miniature golf course. Combining the two, he had his idea.

SUCH soil conservation terms as "terracing" and "contouring" have a crystal-clear meaning to the Minnesota boys and girls who attended the 4–H conservation camp at Itasca State Park in September.

4–H Club girls, as well as boys, at the conservation camp received a good, first-hand working knowledge of soil-saving practices by helping build a model conservation farm, complete with wood lot, waterways, strip crops, contours, and crop rotations.

The entire farm, except for farm buildings and fence posts, was built to cale. Length and percentage of the eld slopes were carefully measured nd the proper soil-saving practice pplied. Where contours were needed ey were run with a rod and level, in e same manner as any full-sized d would be properly laid out.

Matt Thorfinnson, extension soil servationist, spent 2 days before camp started getting an area 25 square cleared of brush and tree s and the slopes and valleys prop- shaped. Good black soil was used e bottoms, with thinner, washed n the hills so that the conserva- and rotation problems would be ed as to land use. A land use ilities map was made.

ore the 4–H boys and girls ac- began their conservation job, xplained the problem, pointing length and grade of slopes, soil nd capabilities, and prescribed r 4–year rotation for the tilla- s. The poorest corner of the s to be made into a wood lot. steeper slopes strip cropping ed on. The longer slope was with the steepest and worst- rtion below planted to trees.

In the hills above Lake Itasca, among the headwaters of the Mississippi which carries away unbelievable amounts of good farm land every year, the youth of Minnesota learned how to conserve the soil by building to scale a model farm called "Conservation Acres."

Large photographs of problem areas over the State, with their proper solution, were used to illustrate Matt's talk and to give the workers an idea of what various soil-saving jobs were involved in their project.

The boys and girls were divided into 3 main groups of about 35 each, with each group given a daily morning work period of 45 minutes. As the groups came to work they were divided into committees, just as are Minnesota farmers who take part in full-fledged farm-remodeling field days. Each committee had a special job such as woodland, shelterbelt, pasture, terracing, contouring, or swine sanitation, with a county agent or a club leader in charge. Even a wildlife shelter was included, with care being taken to have bird and game cover from woods to stream to fields.

Each day the committees were reassigned so that as many boys and girls as possible learned different jobs. The few members who weren't used elsewhere were sent into the woods to locate berries, shrubs, and ferns to be used as garden tomatoes, carrots, and other table crops.

A naming contest was held, and a $5 prize was given by 4–H Leader A. J. Kittleson for the winning name. Barbara Sells, Rock County, who incidentally is the daughter of one of the soil conservation district supervisors, won the prize with her suggestion, "Conservation Acres."

"One of the most wonderful projects I have ever seen," was the way Clara Oberg, Ramsey County 4–H Club leader, put it. Gilbert Tews, Nicollet County 4–H delegate to the camp, felt that it "was the most enjoyable and educational part of the whole camp to me."—*Robert G. Rupp, Extension Information Specialist, Minnesota.*

Learning HOW TO LIVE

Home demonstration work in 1948 needs to offer an active program, both in living and making a living.

MAY CRESSWELL, State Home Demonstration Agent, Mississippi

SCIENCE continues to discover, to improve, to discard, and to explore, with varying effects on modern living. Those who receive maximum benefit from scientific experimentation are awake, alert, sitting on the front row. They know the inside story of scientific research, of prices and markets, of the workings of the Government and the state of the world. How many know the ropes well enough to get a seat in the front row or even to find out the things they need to know about living and making a living from the back row? There are many who need help and have a right to expect it. It is up to us, the leaders, to keep up with the times, to broaden our sympathies and improve our understanding of the moral and physical needs of people so we can give this help.

Rural leadership through home demonstration work did much to awaken Mississippi to our outrageous health conditions and to the crying need for a hospital plan and for better medical service. This is one good example of what organization can do. Our future task will be to keep people informed in order to overcome suspicion and superstition so that families most in need of help may enjoy these benefits. Maintaining a system of hospitals, educating and keeping doctors to serve rural communities and to staff hospitals, convincing the needy and the inexperienced that health protection is possible and available—that is Mississippi's health job. No system of public service is likely to be kept clean and fair and workable unless the people are in touch—understanding, supporting, and participating.

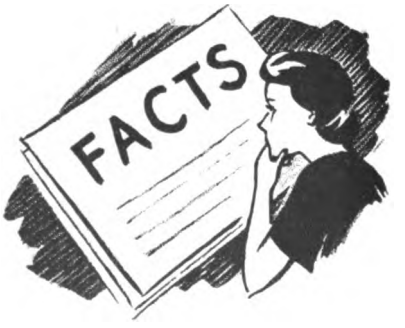
There is a similar piece of work to be done in correcting some very unhealthy social conditions. We need to consider some of the causes of mental and emotional illness. We are not making good in providing recreation for rural young people. In many localities they cannot even get books to read. Every neighborhood needs a tennis court or a swimming pool, a library, a baseball diamond available for small fry, and a "teen tavern" where youth can dance and sing and eat under proper supervision. Opportunity for happiness, for development, and for usefulness is their right. Fifty percent of the hospital beds available are used for the mentally ill—mostly for hopeless cases. Education for responsible parenthood could have saved some of these people. Boys and girls will need strong bodies, sound minds, and steady hearts if they are to live and find happiness in this fast-changing world.

Prejudice Must Be Conquered

Hope for peaceful and fruitful living in the world sometimes looks dim. This is one of those times. But each time the nations try to organize against war and greed and brute force, some progress results. Can we keep hoping? If we know the past and open our eyes to see some of the changes that are under way, perhaps we can.

What is the greatest obstacle in the way of peace and the attainment of life as we believe it could be lived? Is it prejudice—personal, national, religious, racial? Can we free ourselves from the chains of prejudice and selfishness? We abhor the things that happened when nations descended to the level of the beast because of greed and racial prejudice. Might that not happen to any nation—even to ours—if all the people suddenly began to act on some of the personal hates and prejudices which you have heard carelessly expressed by individuals? As leaders, as honest people, and as advocates of progress, shall we more insistently demand the facts before we form opinions? Do we dare study situations at our own doors in the light of decency and fairness and human kindness and Christian charity?

Each home demonstration group should, this year, add something to the program to broaden and deepen its meaning. Each should do something about clean, safe places for children and young people to play together. Each member should read at least one book on Living Together in the Family. Each community should let young people do something to help them feel useful and needed and appreciated. Each individual needs to think further about hungry children in Europe and sad, embittered, hopeless families all over the world. We are living in the world. If we had done a better job of living, perhaps the people of the world might be safer and happier and more hopeful.



North Dakota Gears in with Missouri Valley Development Program

T. W. GILDERSLEEVE,

Extension Editor, North Dakota

The basin of the 2,475-mile Missouri River offers many problems in nine States—problems of flood control, development of irrigation agriculture, and of soil and water conservation. A coordinated approach to these problems by both Federal and State agencies is now in the planning stage. The Bureau of Reclamation and the Army Engineers are already at work on structures for navigation, flood control, power development, and irrigation. An interdepartmental committee, including five Federal departments and nine State governors, is working on a comprehensive over-all plan. A Department of Agriculture task force is developing a 6-year work schedule for its contribution. This calls for an intensification of Extension Service activities to acquaint farm people with the plans, progress, and impact of the Missouri Basin development program. How North Dakota is gearing extension activities to include these newer situations is told in this article.

ABOUT 3 years ago the North Dakota Extension Service woke up to the fact that North Dakota was slap-bang in the middle of a major agricultural development.

That big change in the farm picture of the State was being brought about by the huge Missouri River basin "operation" which promises to affect the *whole* area drained by and adjacent to the Missouri River.

Fortunately, that big change was something that was not scheduled to appear overnight, which gave the Extension Service its chance to catch up and organize a long-time educational program which could grow with the progress of the work on the Missouri River and its tributaries.

All this began in 1945 soon after the *end of the* war, when the Extension Service could start thinking in terms of *peacetime* agriculture.

It meant, first of all, a period of education for our county extension agents and for many State staff members.

Our first realization was that a slice of our State was heading toward a different type of agriculture—one which few of our extension workers were prepared, by either training or experience, to handle. In fact, we did not know much more about irrigation than did our farm people who, we know, will be looking to us for help when projects are completed.

Arrangements were made by Director Haslerud to provide a sound program for extension activities in connection with Missouri basin development by training extension workers on the job. Since that time two *schools* for county extension agents and staff members have been held, with the training being given by personnel of the Bureau of Reclamation and the Soil Conservation Service. In addition, tours by extension workers to the small irrigation areas already existing in our State were carried out to give extension people first-hand contact with irrigation and other water-use problems.

When it is recognized that a possible 10 percent of the cropland in North Dakota—more than a million acres—may be irrigated when Missouri basin plans are completed, the importance of training extension workers for the coming development was obvious.

With this preliminary work behind it, the North Dakota Extension Service is now in the midst of the first stage of a five-phase program covering initial general information on the river basin and water development projects to the ultimate period when people of the State will be wanting technical help in using the benefits from the development program.

Program Has Five Phases

Following is an outline of the five steps planned in this activity:

First, in this long-time program is general educational work on the water resources development program of the whole State. This involves the kind and scope of the development there is affected by irrigation, power development, flood control, water supplies, and recreation and wildlife development.

In this part of the program, we are endeavoring to acquaint all people of the State with the tremendous importance of the water resources development program in our State and how rapidly it is progressing. This program is under way at the present time.

Second, in our long-time educational program is general soil conservation educational work over the whole State. This involves maintenance of fertility, vegetative protection of the soil, mechanical protection of the soil, cropping systems, grassland management, hay and pasture development, and the place of livestock in rotation.

It is hoped in this part of the program, in cooperation with the soil conservation districts and county PMA committees, to make farm people of the State conscious of the need for soil and water conservation.

Third, in this long-time program is educational work in the watersheds. This will involve more concentrated soil and water conservation work such as contouring, dams and dam

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Farm Women in Important Role

DOROTHY L. BIGELOW, Associate Editor

The National Home Demonstration Council, meeting in Tulsa, Okla., in October, was organized in 1936 after home demonstration clubwomen had felt for some time that they would gain great benefit from meeting together once a year with women from other parts of the country. There they could discuss common problems and work out their solutions.

MORE than 600 rural women sat in rapt attention as their speakers talked to them on their theme for 1948—The Rural Woman—A World Citizen. Traveling from 34 States, Puerto Rico, Hawaii, and the Netherlands, these women met at the National Home Demonstration Council in Tulsa, Okla., early in October.

Friendly Oklahoma folks—Director Shawnee Brown; Norma M. Brumbaugh, State home demonstration leader; Mrs. Paul Schmuck, general convention manager and president of the Oklahoma Council of Home Demonstration Clubs; and others—made everyone feel at home. Conversation was easy and everywhere—in the lobby of the hotel, at breakfast, luncheon, and dinner—women from different States many miles distant from each other exchanged ideas.

I was forunate to be there, for as I listened to the talks and to the reports of the delegates I realized more than ever before what a great influence the rural woman has, not only in her own community but in affairs of the world today. Then I also learned what a really good neighbor she is to her sisters in war-stricken countries.

Woman Takes Her Place

Speaking to them early in the 4-day convention, Dr. Henry G. Bennett, president of Oklahoma A. and M. College, said: "Today the rural woman of America takes her place as an important factor in the world. Not only is this significant for her because of what it implies of more leisurely living, richer experience, and higher thinking; but equally because she is the personification before all women everywhere of what the application of democratic ideals to social affairs can bring about. The American rural woman exists; and by her existence, on a level so high, so worthy, so satisfying, she proves to the stricken womanhood throughout the world, faltering on the verge of despair and shrinking from reality in horror, that life for womankind can be noble, gentle, decent, and effective. If you carry away from this wonderful convention nothing else, I trust it will be an awakened awareness not only of your fortunate lot among womankind but also of your significance to them. As long as the American rural woman is what she is, does as she does, lives as she lives, there is an irrefutable witness in the world upon which a reasonable hope can be based."

Support United Nations

Mrs. J. Wayne Reiner, of West Virginia, president of the National Council, talking to them about their responsibilities as rural women and world citizens, said each might ask, "What can I do? What do I hold in my hand?" She said, "You can help bring about better relations between women of other lands and our land. Pass along to them some of the things we have—not only clothing and food but also our ideals. We need to support the United Nations. All have a responsibility to know what is going on and must work not only as world citizens but as Christian people to bring about peace."

As one State report after another was read by the State chairman a warm glow of pride was evident on the faces of everyone as they heard what their own clubs and others were doing to help themselves and also to understand and help families in other countries.

Believing that we are all part of a world community, and that friendship among rural women of all countries will eventually help to improve the relationships between countries, the different home demonstration clubs all over the United States have this year put emphasis on a study of the world food situation and the United Nations as they relate to international understanding and world peace.

Just a few examples of what the clubs are doing to get better acquainted with other countries can be given here. Mrs. J. Homer Remsberg of Maryland, who is chairman of the international affairs committee of the National Home Demonstration Council, reported that clubs are studying the U. N. O. They have collected pennies for friendship to support the international organization, Associated Country Women of the World. They have written thousands of letters to pen friends in other countries and sent thousands and thousands of packages of food and clothing overseas. State home demonstration clubs have sponsored speakers from foreign countries. Among these is Mrs. Rieha Oud, from Haarlem, Holland, who is now in this country. Mrs. Oud spoke at the convention, as did also Mrs. A. Dethmers-Brouwer, of the Netherlands. Mrs. Dethmers is the guest of Miss Laura Lane, associate editor, Country Gentleman.

Foreign Women Study Here

Three States have set up scholarships or fellowships for foreign women. North Dakota raised $3,200 for a German woman to come to study at their State University and spend a great deal of time visiting farm homes and rural communities to learn as much as she can about rural life in America. Mrs. Aenne Sprengel, Frankfurt, the woman chosen, was associated with Dr. Katherine Holtzclaw in the work of FAO in Germany. New York has sponsored a French woman who is now at Cornell University. She will also observe methods in adult education and extension work. Nebraska has arranged a scholarship for a Chinese girl.

New York has a hospitality network; they meet foreign visitors, and many of them are entertained in homes.

Immediately following the meeting of the National Home Demonstration Council the Country Woman's Council of the U. S. A. met. This council is made up of the organizations in the United States that are members of the Associated Country Women of the World. Many delegates attended both meetings in Tulsa.

Mrs. Raymond Sayre, president of the Associated Country Women of the World, was the main speaker at the National Home Demonstration Council banquet. She said, "The smaller the world and the closer we live together the more Christian grace it is going to take for us to live in one world. All people do not have the same ideas, ideals, or motives. We have to live together gracefully, creatively, and with differences."

Good Homes

Whereas home demonstration clubs may have emphasized better relationship between countries in their 1948 program, the women did not forget that their own homes and the rearing of their children are of the utmost importance. Mrs. O. J. Smyrl, of South Carolina, reporting for the home and community committee, said, "A good home is the sweetest place on earth—the home of future peace and brotherhood of the world. One million good homes can make it unnecessary to fear atomic or any other kind of warfare. It is true that a nation is no greater than its homes. We must strengthen our home life."

Some States reported that clubs were contributing to funds for building girls' cooperative houses on college campuses and for scholarships for girls to learn home economics.

When the committee made up the program of work for 1949 the members decided that the first of the eight projects should be to "Promote and give greater emphasis to a family life program since living together successfully in a family group is basic to good citizenship in the local and world community."

The homemakers' creed of North Dakota is typical of the ideals:

"I believe my home is sacred; a place where love, faith, hope and devotion have their beginning; where each has his rights respected by others; where joys and blessings, sorrows and disappointments are shared in common; where God is revered and honored, fellow men respected and love is law.

"I believe it is my duty to live up to the best that is in me to attain this, to fear things unworthy, to conquer difficulties by daring to attempt them, to be a companion as well as counselor to my family, and to teach and live, love of home, country, fellow man and God."

4–H Family Rally

More than 1,000 Negro 4–H Club members, their parents and friends attended the joint 4–H Family Rally Day program for Halifax and Warren Counties, N. C., reported D. J. Knight, Halifax County Negro farm agent.

Group singing, family progress reports, adult and 4–H quiz contests, and recreational activities were features of the program.

A report on the 3-year progress of the Scotland Neck Curb Market showed that farm commodities brought the sellers a supplementary income for the 3 years of $12,197.56 during the 2-hour weekly selling time. Leading the produce sales were: Poultry meat, $4,810.50; other meat, $2,612.42; and eggs, $1,213.27.

A Warren County home demonstration leader told how clubwomen had purchased home conveniences with side crops. As an example, a member would grow an acre of tobacco and name it "refrigerator," or an acre of cotton and call it "water system." The profit from the project would be used only to purchase the desired item.

The family quiz contest created much interest as the participants tried to answer 40 farm and home questions asked by the quizmaster. Questions which the contestants could not answer were submitted to the audience.

Wire Recorder Brings Radio to Farm

Hernando County has no radio station. County Agent Harry J. Brinkley, located in Brooksville, Fla., felt that his farmers had taken strides worthy of radio publicity. So, he brought the radio station to the farm.

Contacting the agricultural program director of WFLA in Tampa, Agent Brinkley arranged for him to bring a wire recorder to Brooksville, from whence they journeyed to four farms. At each place a short broadcast was prepared about the pasture and cattle program on that respective farm, with the farmer taking an active place at the mike.

At one farm the broadcast picked up a Pensacola Bahia grass seed combining operation which was described in detail by the farmer who owned the machine, over the clatter and roar of the gears.

This recorded program was so well received that County Agent Brinkley pulled another in the form of an "audience participation" program during a fish fry which followed a recent pasture tour in the county. It looks now as though these monthly on-the-spot programs will become a regular part of the extension program in Hernando County.

Hernando County (Fla.) Agent Harry J. Brinkley interviews Cattlemen J. Ward Smith and J. Hansel Boyd as they combine Pensacola Bahia grass.

The role of CONSUMER EDUCATION

FRANCES SCUDDER, Home Demonstration Leader, New York

Miss Scudder is the home economist on the Extension Marketing Committee. This group, under the chairmanship of Director Bevan of New Hampshire, is working on extension cooperation under the Research and Marketing Act of 1946. Miss Scudder has given particular attention to the role of consumer education. In this article she reviews the four phases which she feels need attention. She brings out the need for a two-way program for producers as well as for consumers and one that challenges the best efforts of home and farm economists working together.

WHAT kind of educational program do consumers want and need?

We have, in the past, done considerable work in this field—enough to make it evident that there are several kinds of marketing problems in which an educational program can provide information that will help consumers to decide what it is they really want. Such a program includes consideration of their specific needs, and their resources, not only of money but of time, skill, home storage facilities, and the like.

At present, there seem to be four major fields of work in which educational programs are needed in order that consumers may buy food more wisely. They are:

(1) Information concerning the availability of various products.

(2) Knowledge of quality differences in food products.

(3) Skill in effective utilization and preparation of food products.

(4) Knowledge of the effect of the market organization and of services on price and quality of food products.

Availability of Food

In many of our large markets practically everything is available most of the time. Not in abundance, not in top quality, not cheap, but there. Many urban consumers have never had a garden or raised a chicken or a pig. Many who have farm background have forgotten when in the season they can expect the supply of any one food to be at its peak, so that quantity buying is to their advantage.

Basic information as to supply will come from several sources, some from Extension, some from other reporting agencies, and some from producers. With the help of various market reporters we can do much to help families have better food at the time when it is in abundance, and to preserve it for future use if we can tell them when perishables are likely to be in peak supply and, equally important, if and when there is deviation from the general forecast in a particular market.

Agents Localize Facts

The provision of localized information about the supply of produce is a service which Extension is particularly able to do well because of our county staffs. Given the general background information and reports on expected supplies for the area, they are in a position to check the actual local supply and to disseminate the information through the many facilities available to them. They also know the particular food likes or preferences of the families in the area, and so are in a strategic position to suggest added or new uses of abundant foods which will have an appeal to the local consumers.

When we come to quality differences we are in a more difficult field. Among many, there are two reasons for this, to which I should like to call attention. First, there are some standards and grades set for food, but frequently these are not indicative of the qualities which concern the consumer. For example, U. S. No. 1 potatoes may or may not cook up white. A second reason we have difficulty in getting understanding between producers, handlers, and consumers in this matter of quality is that we do not have a common vocabulary. Words often have a specific meaning to the trade and a very different meaning to the layman. Even so, there is much that can be done through demonstrations, exhibits, visual aids, and discussions to help consumers learn to recognize the common signs of quality in food.

There is also a job to be done to help consumers express their preferences. Much of the good work in this field has offered the consumer the opportunity to indicate a preference of A over B, but that is not necessarily an indication that A is what is wanted, only that it is more desirable than B. There are many who feel that we have not found a way to express a free choice. As our work in consumer education progresses, one of the developments is bound to be provision for an interchange of information and of ideas between producers, handlers, and consumers.

If we are to have an effective program in marketing, consumers need help, not only in knowing what is available and how to recognize quality differences but also how to choose qualities of food suited to their particular needs. One part of this problem is knowing what I have called variety characteristics; another is knowing which qualities of a particular food are best suited for a given use. There is a third kind of knowl-

ieeded, and that is how an
ınt and inexpensive food can
l in different ways.
atoes furnish a good example
There are variety characteris-
tomatoes not yet generally
In the height of the season,
consumers want a meaty to-
:o slice. The nongardener is
ıiliar with varieties of tomatoes
have this characteristic, nor
natoes often sold by variety.
consumers want tomatoes
will make a quantity of good
juice. This, too, depends on
, but the consumer does not
'hich variety to ask for.
rent qualities of tomatoes have
ıt uses. I don't suppose we
have nearly as much home-
:atsup or chili sauce if every
in the basket were top quality;
tunately for the consumer who
them, and for the consumer
es catsup, there are many good
r other than top-quality to-
. To go a little further, canned
es could well be purchased by
:onsumers in more than one
Many people consider color,
'or, and size of piece important
ed tomatoes are to be served
tomatoes. If canned tomatoes
ıe used in soup or stew, none of
ıualities is as important, and
tomatoes lacking them will
ıfactory for the use, and at a
rice, a better choice.

ıf Market Organization and of Services on Price

consumer often wants more
od. He wants food plus serv-
'equently there is no way for
know how much the various
add to costs. He knows that
ı for certain obvious services.
y be aware of delivery and
:osts because he can usually
to have those services or go
them. He may know the ap-
ıte difference in cost. There
ıy marketing costs he does not
For example, he is often heard
ler why there is a difference
price of the same food at dif-
stores.
particularly interested in the
'ing undertaken in some of the
States whereby the market is to be studied by those producing for certain farmers' markets and consumers buying from those markets. It is my hope that as a result of this work to bring about understanding between producer and consumer as to what services are desired and how much it costs to add the various services, we may find both groups interested, and may learn from them about ways of approaching this problem of the relation of costs and services to price, for those who buy in the more highly organized markets.

While we are thinking of the knowledge which the consumer needs, it is so important that we recognize that the consumer has knowledge to give and that he should have an opportunity to participate in two-way conversations with those interested in marketing and with those who produce for the market.

Who will take the initiative in this marketing program with consumers? The answer will come differently from different States. Such a program is, in my opinion, as well as in my experience, dependent upon the resources of both agricultural economics and home economics. Basic training in both fields is rarely found in one individual. However, in many States one individual is going to be charged with primary responsibility for the consumer program. Let him recognize that there is a complementary field of resource that, Extension being what it is, is his for the asking.

Together we can build a program which is sound, rich, and of benefit to the consumer, and eventually and inevitably it will also benefit the handler and the producer.

● Ohio Club Congress brought 500 4-H members to the university. Two periods of guidance testing keynoted the Thirty-first Annual Ohio 4-H Club Congress, September 14–17. The tests were given under the supervision of Associate Dean C. S. Hutchinson, College of Agriculture, who also spoke to the delegates on "What of Your Future?"

1949 Challenges Extension

(*Continued from page 3*)

proved rural health facilities. They and medical authorities are giving full support to extension health education projects.

The year 1949 will see a greatly increased demand for home economics extension work. To cite only one example: With the passing of critical shortages in building supplies, there will be new buildings and much home remodeling. Home demonstration agents with the help of agricultural engineers, and landscaping and horticultural specialists will be kept mighty busy on this front.

4-H Club work is occupying a more and more prominent spot in the well-planned extension program. In every State, incentive will be given, not only to getting increased membership but in retaining the interest of 4-H Club members as they mature. Continued cooperation in extension programs provides the answer for millions of rural people to a problem facing many people, namely, to keep up with progress in a fast-moving age.

1949 will find a growing interest in the new type of extension program usually called individual farm and home planning. Much is going on in agricultural and nutritional and homemaking research at our agricultural experiment stations as well as at the Agricultural Research Center, Beltsville, Md. Those who have been there recently have seen distinct steps ahead in technology as applied to agriculture. The work going on at these stations will bring changes. It will point the way to necessary adjustments. It will change living, on the farms and in the cities.

It is up to Extension to work with farmers in solving the problems of adjustment that present themselves. One of the most practical methods to accomplish this is through individual farm and home planning, or balanced farming as it is called in many States. The balanced farm and home plan combines the essential ingredients of soil conservation, good farm management, good budgeting, good health, good family living. If Extension could help every farm family put into effect a balanced farm and home plan, what better could we set as our goal?

The RECREATION WORKSHOP-

E. H. (DUKE) REGNIER, Associate Professor, Rural S

RECREATION workshops are on their way. Their development is the most significant movement in the recreation field today and a clear indication that professionals and volunteers are willing to cooperate—to forget their differences and pool their thinking and their talent in order for recreation to fulfill its true purpose. Both groups have a vital contribution to make.

In Minnesota and Illinois where workshops are referred to as Ihduhapi and Leisurecraft camps respectively and affectionately have been going on for 15 years. Interest has developed gradually, and this season 24 such meetings were held throughout the United States.

Attendance at recreational workshops is not keyed to any one organization or agency, but many groups are represented. People get together as people to share and exchange ideas working for a better understanding of their neighbors through music, dramatic arts, nature lore, recreational sports, and camp activities.

Experience Is Shared

Perhaps this development should not be called an organization but rather an organism. Its true function is to feed its participants and to enrich them. Although it is an experience for them, and a valuable one, its true value comes when they share the experience with others—in their school, church, community groups, and even round their own fireside with members of their immediate family.

When we contrast this type of meeting with a conference set up by a specific organization or agency we realize how much valuable time is consumed bickering over points which are not vital—such things as standards and policies, objectives and procedures, and membership.

One reason for the differences, no doubt, is the fact that recreation is so interrelated with practically everything we do and say. Confusion results when we separate it—make it a discipline or a science or art—as we do in other subject-matter fields.

Professionals tend to think of recreation as an end in itself—which is true in one sense of the word. However, we who are giving leadership in the recreation movement believe that recreation is far more—it is life itself. We are of the opinion that recreation should be interrelated—not just subject-matter bits—and we are not willing to stand by and let professionals fragmentize the individual. Unless local volunteers—people in the community—can understand it in its broad sense, they become confused and, as a result, lose interest.

Recreation workshops can serve as a common meeting ground for professionals and volunteers. The Illinois Leisurecraft and Counseling Camp was held first in 1935. D. C. Ellinwood and Ralph Kofoed, two Illinois ministers who participated in the Walden Woods fellowship (Michigan) enlisted the help of D. E. Lindstrom, professor of rural sociology, University of Illinois College of Agriculture, in setting it up. This past season—the fifteenth year—approximately 100 representatives from schools, churches, parent-teacher groups, youth groups, colleges, universities, and agriculture and home economic extension services from three States met for a week at East Bay Camp, Lake Bloomington, Ill. They discussed recreational problems, exchanged ideas and gathered new ones, and shared experiences.

Reports from the field are indicative of the true value of such workshops. Rev. William Bennett, Methodist minister of Tolono, Ill., decided, after attending Leisurecraft and Counseling Camp, to use the material obtained to enrich the social program of his church. He purchased records of folk songs, square dances, and singing games. He encouraged local leadership within the church group and held training classes. Last season three members of his group enrolled for the East Bay meeting.

The influence of Reverend Bennett's church work has spread to other groups. He is now accepted as a community leader for civic groups and has been appointed chairman of a committee to do something with and for the youth of the community, regardless of denomination.

Charles Bozarth, principal of the grade schools in Fisher, Ill., attended the workshop one year and the next year brought five members of his teaching staff with him. At present he is not only using the information and material gleaned at the conference in his grade-school program but has been asked to inaugurate a monthly "social" for the high school students.

In Jefferson County, Ill., Mrs. Byford Drennan, homemaker, mother and home bureau member, became interested in social recreation work through local leader training schools held by the Extension Service. As a result, she attended Leisurecraft and Counseling Camp and was instilled with enough confidence to conduct a county recreation school on her own with the help of the farm and home advisers. She plans the recreation program for Family Nights, is active in 4–H Club, and cooperates with Girl Scout groups.

Recreation Is No New Thing

Recreation workshops do not mark the beginning of social recreation in many Midwestern States. Programs were under way long before 1934. For example, R. Bruce Tom, extension sociologist, Ohio State University, has had a continuous program in rural recreation since the middle twenties. His program was one of the few continued throughout the war years.

Father George Nell promoted recreation as early as 1906 in his parish activities in Effingham and Island Grove, Ill. He founded the Co-op-Parish activities service to further the recreation and cultural aspects of rural and urban communities.

ı true *first aid*

ıgy, Illinois

The Rohrbaughs (Lynn and Katherine), too, established a similar institution at Delaware, Ohio. Most county agents and home demonstration agents are acquainted with the contribution of this cooperative recreation service.

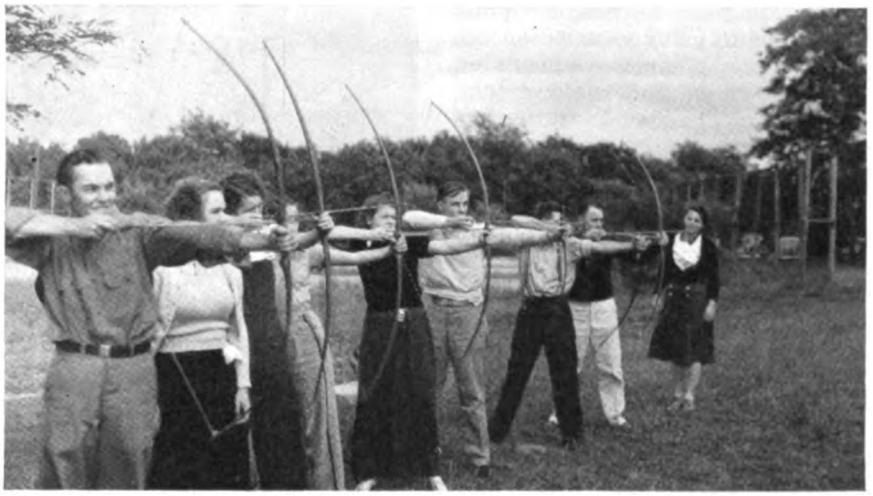
And of course we cannot speak of *this* movement without mentioning E. O. Harbin, the field workers of the National Recreation Association, and the late Ella Gardner of the Federal Extension Service.

In Illinois, Mrs. Spencer Ewing, homemaker and home bureau member, was in the field in the early twenties—almost as soon as home economics extension work was organized. She advocated planning for recreation meeting by meeting—giving it a definite place in every extension program. She set up a 12-point program which was used by groups in many sections of the State. As early 1926 local leaders were being trained in recreation work.

Mrs. Ewing also advocated a worker's library to provide material for leaders and groups to use. She collected books on folklore, dramatics, playing games—on recreation in general. In 1945 she presented her library to the Home Economics Extension Service at the University of Illi-

ıe recreation field is broad in ɔ, and the problem of setting up implementing a well-balanced am is not a simple one. The so-ı, in part at least, lies in the mu-aid and assistance of the two s—professional and volunteer—olerance and understanding for nitations and contributions of

e are to have real recreation, st work together as people in-d in furthering it as a whole, than representing one organi-or agency. The recreation op is a step forward.



(Top): "The First Dress Suit," a one-act play won in county and district contests. (Center): Archery was popular at the Illinois Rural Youth State Camp. (Bottom): "Steel Guitar Rag" was enjoyed at the Music and Drama Festival.

Do you know . . .

REUBEN E. ELLIS, 68 years young this coming May, who has served the farmers of Weakley County, Tenn., for the past 35 years? In a county peculiarily vulnerable to fast, devastating erosion, he has spearheaded effective control work and the reforestation of 4,800 acres which not only hold the soil but swell the cash income as well. His story is told by G. B. Shivery, extension forester, Tennessee.

BRINGING farm families to a realization that trees should be considered as a valuable crop, in addition to their many other advantages, is sometimes a slow process for the agricultural worker. And so it was with County Agent R. E. Ellis, of Weakley County, Tenn.

After 30 years he now can point with pride to many valuable wooded tracts in west Tennessee which grew from his vision and perseverance. "Perseverance" should be underscored, he says, for getting trees planted 30 years ago in west Tennessee really meant clinging to the idea despite every conceivable discouragement.

However, Mr. Ellis has lived to see his reforestation efforts fully justified from both the standpoint of erosion control in an area and from the use of trees to increase farm income. He has had a "box seat" to watch this development, as he is Tennessee's pioneer county agricultural agent, having served Weakley County continuously since 1913.

In the early days, Weakley County was spotted with acres of badly eroded fields which had been abandoned after years of cotton and other row-cropping. Gullies were becoming wider and deeper with each rain, and nonfertile subsoil was washing into the streams and covering fertile bottom lands.

The new agent soon realized the seriousness of erosion. In 1913 he had little outside help. There was no agricultural conservation program, no Soil Conservation Service, no Farm Bureau, or any other agency to cooperate actively with the young county agent. His was an education job from the ground up.

There was, however, a newly organized State Department of Forestry, headed by R. S. Maddox. With the help of State Forester Maddox, the pioneer county agent preached and demonstrated reforestation.

Reuben E. Ellis and his wife Jeanette in front of their Tennessee home. She was home demonstration agent in the county from 1916 to 1940, when she retired from active service. This husband-and-wife team made all the rural stops in Weakley County, scarcely missing a single family in their various activities.

"Getting farmers themselves to make the plantings was out of the question," he reminisces. "Just getting permission to make the plantings ourselves was quite an accomplishment."

The farmers, however, did not just sit around and watch the planting of the trees. Many of them, once the work was started, cooperated to the extent of using their teams to plow down banks, and doing other tasks.

In addition to his usual demonstrations in pruning fruit trees, laying out terrace lines, and various other seasonal activities, Ellis early cultivated an interest in "workings." These "working" farmer groups under his guidance undertook erosion control, the elimination of gullies, and soil stabilization work generally.

The first step in healing gullies with trees, vines, and grasses was the building of check dams. Hardwood and cedar brush was laid crosswise in the gullies and staked down to check soil-laden currents. Check dams being completed, the next step was sloping the banks; next was planting trees with a mattock. The fourth step—not entirely agreeable at once to farmers—was protecting trees and other vegetative growth from grazing, and protecting against fire.

Reforestation was a bill hard to sell to farmers in those days. They could not see the wisdom of turning back land to forest when many were still clearing land. The land where young trees were planted could not be grazed; the trees were slow-growing, unlike customary "crops." However, the agent's perseverance eventually paid dividends.

By 1921, farmers in the county had set out 23 acres of locust. The growth of the trees was gratifying, and more farmers became interested. With the aid of a man supplied by the State Division of Forestry to work with the Weakley County agent, an increase to 50 acres in locust was attained by the end of the year. Ten to twenty acres were set each year through the 1920's. In 1932 the first acre setting of shortleaf pine was made. Pines—shortleaf and loblolly—in the years following, proved to be the best-adapted species. Although not native to Weakley County, a few trees transplanted earlier had shown pines would thrive there.

The first pine demonstration was established in Tumbling Creek community. In 1933, each of 7 additional farmers was supplied with 1,000 pine seedlings. Today these 15-year-old pine trees are almost as large as the ordinary electric line pole. They are now worth many times the value of the land on which they grew.

Creation of the Civilian Conservation Corps and the Soil Conservation Service provided labor and facilities for setting many more acres to pine and locust. Now there are some 4,800 acres reset to forest trees in Weakley County. Mr. Ellis estimates that an additional 10,000 acres should go back to forest. Some 30,000 seedlings of various kinds will be planted within the coming year.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

omatic Device Clears Planes of Insects

since the airplane has be- an accepted means of travel, advertently furnished trans- for insects. The short ne by air has enabled insects e on long-distance hops and the threat of injurious spe- ding new territory. Planes oad are inspected on arrival d States airports, and as 2,800 species of insects, in- 200 or more plant-feeeding ew to the United States, have nd as stowaways and de- n these inspections.

l bombs, used extensively he past few years to "dis- aircraft have been recog- nadequate for complete pro- gainst insects of importance culture. Several agencies , including the Pan Ameri- tary Bureau, the Navy, the tates Public Health Service, , and the Bureau of Ento- nd Plant Quarantine, have king to find a better way to itch-hiking insects.

gust 20, 1948, an automatic is demonstrated in an Army ie in flight. At the turn of a itch, an aerosol is released ously through a number of located that the insecticide npletely fills the plane and contact with all insects that nt. Copper tubing connects s containing the nozzles to a nk from which the aerosol is A timing device limits the ng which the aerosol is re- a definite period of 3 to 97 The number of treatments also automatically recorded. gers on the plane are, of so subjected to the insecti- or. In the demonstration e reactions of the officials present were tested along with those of the mosquitoes, flies, Japanese beetles, and grasshoppers which had been released in the plane. The odor of the material used as a carrier for the insecticide was noticeable for varying lengths of time to the different passengers, but it was not particularly objectionable, and only one sneeze was heard.

The Rutin Story, Continued

EVER SINCE research workers at Eastern Regional Research Laboratory discovered the substance known as rutin in tobacco and, in cooperation with the University of Pennsylvania Medical School, proved its value as a drug beneficial in preventing certain types of hemorrhage in cases of high blood pressure, they have continued working to improve methods of production. First they found that buckwheat was a better and more economical source of rutin than tobacco. After determining that buckwheat plants could be used either green or dried, they developed methods of drying that keep loss of rutin to a minimum. Recently they have improved the process for extracting rutin from either green or dry buckwheat by using hot solvents, which are quicker and more efficient.

In cooperation with the Pennsylvania Agricultural Experiment Station and the Bureau of Plant Industry, Soils, and Agricultural Engineering, new strains of buckwheat with higher percentages of rutin are being developed through breeding. Two new strains promise to be superior in rutin content to the one previously considered best.

Expanding medical uses of the drug include beneficial effects in hemophilia, frostbite, and diseases involving hemorrhages of the eye. Perhaps the most spectacular development is the discovery that rutin is able to protect against the harmful effects of X-rays. This suggests that it might benefit persons exposed to atomic radiation.

At least 15 manufacturers are making rutin in the United States, and 6 companies are drying buckwheat to supply them with leaf meal. Large quantities of rutin are being exported, and the drug is being manufactured in Europe and Australia. Rutin tablets can now be bought in drug stores in the United States on prescription.

It is expected that eventually 50,000 acres will be required to produce buckwheat for rutin manufacturers. Income to farmers from the crop should total at least $2,000,000 a year.

Hybrid Chickens Laid More Eggs in Beltsville Experiment

CROSS-BREEDING experiments with Rhode Island Reds and White Leghorns at Beltsville, Md., resulted in increased egg production by the hybrid birds, reports the Bureau of Animal Industry.

Various methods of breeding were used, and the egg production of the progeny was compared. Crosses were made with Rhode Island Red males and White Leghorn females, inbred and outbred, and with White Leghorn males and Rhode Island Red females. The score was as follows:

	Average annual egg production
Unselected pullets:	
Rhode Island Red	219.0
White Leghorn	220.7
Progeny of—	
Rhode Island Red males X White Leghorn females	228.8
White Leghorn males X Rhode Island Red females	250.0
Inbred Rhode Island Reds	139.8
Inbred White Leghorns	202.7
Inbred Rhode Island Red males X inbred White Leghorn females	238.9
Inbred White Leghorn males X inbred Rhode Island Red females	255.8

These studies indicate that hybridization may be a very effective means of increasing egg production.

We Study Our JOB

The Greeks Had a Word For It

DIRECTOR WILSON tells how the Greeks announced him when he landed in Greece. They had a hard time finding the exact word to translate *Extension* into Greek. And so they introduced him as the "Director of the Agricultural *Stretching* Service of the United States." Often they used a word meaning "application service" to convey the idea of "the practical application of what science has developed."

Like the Greeks, we are trying to find the right words "to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same," as pointed out in the Smith-Lever Act.

Write for Readers

We are trying to find exact words to translate technical jargon into the language of the layman. Some technical concepts cannot be expressed in simple language. We have to screen out these difficult ideas that are beyond the layman's experience or understanding. As Aristotle told the Greeks back in 300 B. C., "Never be more exact than the occasion calls for."

It's a case of starting with readers where they are. If we expect average readers to read extension information we must write for average readers. We must slant our writing to their interests as well as to their needs. We must camouflage what we think they ought to read with what they want to read. We must give them what they want to read in plain talk—in readable writing that is down to earth where people can get hold of it and make use of it.

By readable writing, I don't mean primer stuff, or writing that talks down to people. By readable writing, I mean writing that readers find easy and interesting to read. The secret of simplification is to gear the concept as well as the language to the interests and capacities of readers. We must talk in adult and simple language and say what we mean in words that convey our meaning.

Words mean different things to different people. I am reminded of the Hoosier 4-H girl who was asked by one of her club members, "What good are vitamins?" To this the young demonstrator replied, "If you don't eat vitamins, you get all dilapidated."

This is a good example of gearing the concept to the level of your audience. Lost to these beginners, would be such abstract words as "Neither growth nor health can be sustained unless the daily foods provide certain essentials which are called vitamins. Research has shown that the vitamins have great importance in many of the vital activities of the body."

Words are our salesmen that get our ideas across. How we use them determines their selling power; whether people will read them or throw them in the waste basket. Our chances of not landing in the waste basket are better if we study our readers and find out what words they can understand, and plan our information accordingly.

Planning on Paper Pays

The more time we spend in planning, the less time we need for writing. The success of our publications depends on how well we plan: (1) What we are going to teach, (2) who are the readers we want to reach, and (3) what we want them to do. Before we write a word of our manuscript we must carefully select, sift, and sort the ideas we want to get across to our readers according to their interests, capacities, and environment.

How well we sell our ideas depends on how clearly we say them. It's not that words in themselves are difficult; the way we use words often makes them difficult. Word form and word order are important factors that determine why some writing is hard and some easy to read.

Our words will make easier reading if we use: (1) short, simple sentences (with one idea); (2) short, simple words (with few syllables or few prefixes and suffixes); and (3) personal words (generous sprinkling of words referring to people).

These are the basic ingredients of our every-day conversation. When we talk to each other we use short sentences; we say one thing at a time. We use simple, familiar words—usually the simplest word that carries our meaning. We use more verbs than verbal nouns. We're more apt to talk in root words. The root is the concrete core of a word, as in Ex *ten* sion from Latin, tendere, meaning to stretch. In this root, the Greeks found a word for it that translates *Extension* better than the three-syllable verbal noun itself.

Use Live Verbs

The further we get away from the root of a word (the more prefixes and suffixes we fasten on to the root), the more abstract the word becomes; and the less it communicates to average readers. Too many verbal nouns and participles get in the reader's way; they make writing dense and foggy.

Often we can change verbal nouns to verbs and put people in front of the verbs; then we will "talk" to our readers in active voice, as in conversation. For example, let's translate some economic verbal nouns such as, "production, consumption, and utilization of food was increased this year over last" into "farmers produced, consumed, and utilized more food this year than last." The popularizer gets

ler and says, "Farmers raised, used more food this year than

nists may wince when the ;er substitutes "ate" for "con- But remember, the popular- iting for average readers and omists. The popular writer ut the difficult concepts that ıd the laymen's experience or nding, and uses simpler words gly.

le had the words for it when Never be more exact than the calls for." The occasion calls tensioners to translate farm- ıomemaking information into ıding" for "the people of the tates." About three-fourths people have had 8 years of ; or less.

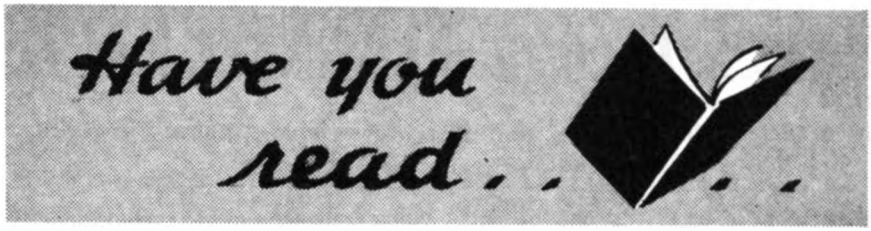
ıances of getting "useful and information" over to average ıinth grade) readers are bet- r writing has: (1) Sentences :rage about 17 words; (2) at average about 150 syllables words; and (3) about 6 per- rds per 100 words. These are :s for Standard (Reader's Di- el of the New Flesch Reada- :mula that we are now using ktension bulletins.

oils down to simply this: The ur sentences, the shorter our ıd the more we refer to peo- easier our writing reads.— *wing, Educationist, Division Studies and Training.*

ion Under Bankhead-gan Funds

; the first 3 years in which d-Flannagan funds have ilable there has been a net of about 2,500 on extension he biggest single increase of 833 additional assistant gents on the job. On home ·ation staffs about 400 agents assistants have been added.) agents and their assistants ber more than 350 additional

With this increased person- Cooperative Extension Service ıuch better position to meet y educational needs of the ·ear.



YOUR SCHOOL DISTRICT, Published by the Department of Rural Education, National Education Association of the United States, 1201—16th St. NW., Washington 6, D. C., 1948. 286 pp.

● Your School District, a bound volume of 286 pages, has just been published. It constitutes the report of the National Commission on School District Reorganization sponsored by the Rural Education Project of the University of Chicago and the Department of Rural Education of the National Association and supported in part by grants from the Farm Foundation and the NEA War and Peace Fund. The report is in the form of a thorough study of the various problems arising in connection with the reorganization of school districts to meet modern needs. Extension agents and leaders who are confronted by some practical questions along these lines will find this report an extremely valuable source of information. Tables contain such important information as requirements, by States, for the selection, qualification, and tenure of school superintendents and composition and selection of county boards of education. Costs and many other factors in school administration are discussed.—*M. L. Wilson, Director of Cooperative Extension Work.*

MACHINES FOR THE FARM, RANCH, AND PLANTATION. Arthur W. Turner and E. J. Johnson. McGraw-Hill Book Co., Inc., New York.

● This book illustrates and describes the new and special machines for producing, harvesting, and conditioning potatoes, sweetpotatoes, sugar beets, sugarcane, peanuts, green crops, hemp, flax, cotton, and tung nuts. It includes tractors, garden tractors, orchard cultivators, buck rakes, elevators, electrical motors, irrigation pumps, airplane dusters and sprayers, soil fumigation equipment, terracers, graders, post hole augers, grain driers, barn cleaners, and milk coolers, as well as general machines.

The conventional machines and the new equipment are treated in six major classifications: Seedbed preparation machines, crop planting, crop tillage machines, harvest and harvest-handling machines, mechanical power and transportation machines, and general-service machines and barn equipment. Each of the six classifications of machines is treated uniformly under the topics of selection, operation, and reconditioning and storing. Numerous illustrations show the machines in operation and details of the critical parts which need adjustment, servicing, and repair.

Visual Aids Listed

At the end of the text is a list of available visual aids that would be helpful for teaching the history and meaning of machines given in the introduction, showing graphically the trends of farm mechanization, production by farm workers, and other significant developments. Also the introduction orients the reader in the principles of simple machines and power utilization with graphic illustrations of the lever, the inclined plane, the wedge, the screw, blocks and pulleys, and their application with animal, mechanical, and electrical power.

The authors state the purpose of the book is to provide information, suggested procedures, and methods of value to students and teachers of farm mechanics, dealers, service men, and the operators of farms, ranches, and plantations.

Nearly 800 pages of text illustrates and describes these common and special machines for the farm, ranch, and plantation.—*Adam T. Holman, Extension Agricultural Engineer.*

How I Used a FLANNELGRAPH

DOROTHY ARVIDSON, Assistant State 4–H Leader, Indiana, (1947–48 National 4–H Fellowship Student)

A FLANNELGRAPH is one of the most interesting visual aids I have ever used. You make your visual aid as you go by placing flannel-backed pieces on a flannel background.

It Started Like This

Several months ago, I was asked to speak at a district meeting of home demonstration clubs in Culpeper, Va. I was told that the meeting would be in a theater and that approximately 300 people would be present.

Of course, extension workers know from experience that visual aids are a "must." When I received a copy of the program on which I was to appear, I noticed that a movie was being used for another feature. That eliminated the possibility of showing some slides that I had picked out for my talk.

Why Not a Flannelgraph?

Then I remembered that I might make a flannelgraph. I had been asked to speak on the 4–H theme: Creating Better Homes Today for a More Responsible Citizenship Tomorrow. However, I had given as my title "There's No Material Shortage for the Building of 4-H Homes."

I decided I could actually "build a house" for my audience by preparing a flannelgraph; and I figured that it might be a very effective way to get across what I wanted to say.

So I spent the rest of my time in planning, making, and practicing with the flannelgraph. What I said in the speech just naturally took care of itself. I talked about my topic as I "built" the house.

Making the Flannelgraph

This is how I made my flannelgraph: I bought 4 yards of blue cotton outing flannel, 2 yards of white flannel, one jar of rubber cement, and six large sheets of heavy construction paper (one each of red, yellow, black, and white, and two of pale green).

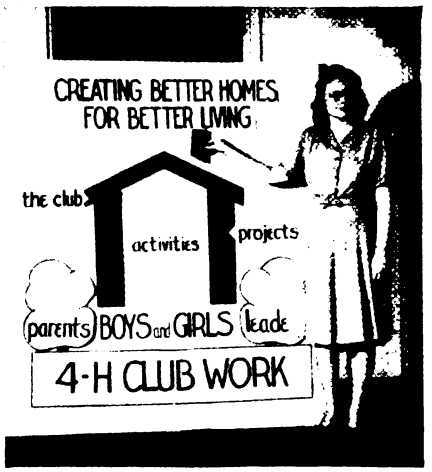
I cut the blue flannel into pieces of 2 yards each. Then I joined the pieces by lapping over a couple of inches and fastened the flannel to a large piece of wall board. The blue flannel was the "sky." Then I cut out of paper the various parts of the "house," and on the backs of these I used rubber cement to fasten pieces of flannel of the same size. I also lettered with India ink on the pieces that needed information. (Because the background is entirely covered with flannel and flannel is on the backs of all the pieces, the two flannel surfaces will adhere when brought together. Pieces may be placed anywhere on the background. They may be removed by simply pulling them off the flannel background, and other pieces may be put on if you care to continue your talk.) I put on a few pencil guide lines to help me in placing the pieces on the flannel background during my discussion.

Using the Flannelgraph

The "grass" was made in two pieces out of green paper and labeled "4–H Club Work." This was the part I put on first as I gave my talk. Then I added the "foundation" made of yellow and labeled "Boys and Girls." Next I put on the two pieces of side framework made of black paper and added the white pointed label marked "Projects." The roof came next, and it was red with a white pointed label lettered "The Club." I then placed the word "Activities" in the center space. Two green shrubs, outlined in black, were placed on each side of the house, and they represented "Leaders" and "Parents." After putting on each of the pieces, I spoke briefly about how that phase of 4–H Club work contributed to better living.

Surprise Feature

At this point, I asked my audience if I had forgotten anything. Of course,



two or three called out "The chimney!" So I picked up the little red "Chimney" and said: "This stands for the home demonstration agent." And there was an uproar. Then I took just a minute to summarize what I had said.

Just Remember These

Make your flannelgraph big enough for your audience to see. Buy high-quality flannel. Be sure that there is something flat and firm behind your flannel background, such as a piece of wallboard, heavy poster board, two folding screens placed together, or a large blackboard. It is best to incline it a little if possible. Make all lettering large. Use colors that will show up your ideas in the flannelgraph to the best advantage.

I'm "Sold"

With a flannelgraph you can get action, color, suspense, and comedy. And you can't use notes to detract from your presentation—you are too busy putting on pieces of the flannelgraph with your hands. This was my first try at a flannelgraph, but I'm "sold" that it's one of the easiest helps when making a speech!

● TRIBUTE to one of New England's pioneer 4–H Club leaders, George L. Farley, known as Uncle George to 4–H Club members all over the country, was paid when the State 4–H All Stars dedicated a bronze plaque commemorating his 25 years of leadership.

Summer Schools Call

ST interesting array of courses vailable this summer at the gional short-term schools for on personnel. Competent, na- known instructors have been l. Look over the list and make ans now to attend. Last sum- ension workers from 43 States foreign countries were in at- ce at regional schools. This ntact is one of the interesting s. Get in touch with the school choice from the following list:

n Region—Colorado A. & M. ollege, Ft. Collins, Colo.
–July 8, 1949
tension Philosophy, Objectives nd Methods
sic Evaluation of Extension Work
ral Sociology for Extension Workers
ricultural Planning
nciples in the Development of Youth Programs
nciples in the Development of Agricultural Policy

t—Director F. A. Anderson, nsion Service, Colorado A. & M. ge, Ft. Collins, Colo.

Region—University of Wis- consin, Madison, Wis.
–July 15, 1949
veloping Extension Programs
thods in Extension Education
sic Evaluation of Extension Work
ial Trends
pervision Seminar
nagement and Relationships n the County Extension Office
Radio and News for Extension Workers
Extension History, Philosophy, and Objectives

Contact—E. A. Jorgensen, Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis.

Northeastern Region—Cornell University, Ithaca, N. Y.
July 11–July 30, 1949
Basic Evaluation of Extension Work
4-H Club Organization and Procedure
Psychology for Extension Workers
News Writing—Public Relations
Farm Management
Adjustments Made by Families To Meet Present Conditions

Contact—L. D. Kelsey, Extension Service, College of Agriculture, Cornell University, Ithaca, N. Y.

Southern Region—University of Arkansas, Fayetteville, Ark.
July 18–August 5, 1949
Extension History, Philosophy, and Objectives
Effective Use of the Press and Radio
Developing Extension Programs
Basic Evaluation of Extension Work
Psychology of Cooperative Extension Teaching
Use of Groups in Extension Work

Contact—Dean Lippert Ellis, College of Agriculture, University of Arkansas, Fayetteville, Ark.

ood Season for Singing

est in rural chorus work has in Illinois. Regular rehears- 36 choral units for adults and Club groups were held. The roups were booked to sing at lQuoin Music Camp. Taking the camp were 500 singers ll sections of the United States. also appeared at the Illinois estival in August and the State Springfield.

Exhibits

About 100 Kansas 4-H leaders studied how to build effective exhibits at a training conference. The first session included instruction on the principles of building a good exhibit and the second session was used to give the leaders, divided into small groups, practice in planning and sketching a booth. At the third session these plans were submitted to the whole group.

● NORTH DAKOTA STATE ASSOCIATION of Soil Conservation District Supervisors at their annual meeting in Bismarck, passed a resolution commending the conservationists of the United States Soil Conservation Service and the county agents of the North Dakota Extension Service for their help in carrying an effective soil and water conservation program to the people.

Social Security

Old-age insurance provisions under the Social Security Act came in for discussion at a series of five meetings held by the Hampshire County Massachusetts Farm Bureau. Mr. Auth of the Holyoke Social Security Office presented the information and answered questions. Ballots were used to determine the reactions of the group and they favored extended social security benefits to both farm help and farm owners in a ratio of 4 to 1.

On Duty in Hawaii

The long poles are of bamboo used to make many things by Hawaiian home demonstration clubs. County Agricultural Agent David Akana, at the right, helps Home Demonstration Agent Mrs. Alice Hancock, at the left, select good poles for her demonstration on using bamboo for decorative dishes, flower holders and other household articles.

Research Reviewed by Agents

Nevada Experiment Station and Extension Service workers recently got together to plan range research to help Nevada stockmen.

The meeting was held at the Knoll Creek branch of the station in northern Elko County where tests now under way were gone over and suggestions made as to future development of the program there.

Agricultural agents from most of the counties of the State contributed ideas from their experience with livestock raising in their territories.

From suggestions made at the event, the future program at the station in Elko County will be plotted, according to Director Charles Fleming of the experiment station.

Each agent reported to the ranchers in his county the results of the experiments inspected which might apply locally, as the Knoll Creek area is typical of much of the State's range.

"4–H Mobile"

A "4–H Mobile" has been fitted out in Branch County, Mich. to bring instruction to 9 rural schools and give the younger children the advantages of equipment available in larger schools. With the aid of 4–H Clubs, Donald Eppelheimer, 4–H Club agent, Luella Schrier, home demonstration agent; and E. J. Bodley, superintendent of schools at Bronson, Mich., an old bus was equipped with a heating system, woodworking shop and portable sewing machine. Boys and girls in a 4–H Club leadership project take the bus from school to school helping the younger children.

Advisory Board Meets

The Virginia Negro State Advisory Board found many evidences of a successful program at their fall meeting in Mecklenburg County, September 7 and 8. The 108 delegates attending the meeting were from 39 counties, representing county advisory boards, community clubs, and home demonstration clubs.

Besides the official delegates, some 400 others were on hand to take part in the advisory board meeting. They reported on many different activities—the educational tour to Washing, D. C., of 40 young men and women from Nansemond County, of 140 interested farmers who visited the 6 corn hybrid demonstrations in Prince Edward County, and of the pasture demonstrations in Albemarle County which have increased more than 3 times the capacity per animal unit. They also reported on the 35 Charlotte County 4–H members who learned how to pack school lunches which taste good and do good, of the 75 men and women in Isle of Wight County who went on a good homes tour to see how running water and bathrooms could be installed and how the front yard can be planted and tended to become a thing of beauty, and of the 500 farmers and leaders who enjoyed the Essex County annual farmers picnic. Not least among the activities was the spring State annual conference of Negro farmers which drew about 3,000 farm men and women to discuss their problems and hear about some of the latest things in farming and homemaking.

Some facts about the delegates to the State Advisory Board, which showed them to be leaders in their own right: They owned 79 farms involving 7,800 acres—51 of these farms were signed up in the Soil Conservation Service—in 1948, 442 tons of lime and 144 tons of phosphate were used—they owned 57 beef animals, 210 milk cows, and 884 hogs—73 had electric lights in their homes—49 were conducting adult result demonstrations on their farms and homes—truly a group of leaders in good living on Virginia farms.

New Marketing Service

A State-wide food marketing service for housewives has been inaugurated in New York to give information on future food supplies in an easily usable form for women planning to give the family a good diet at low cost. Marketing and home economics specialists in New York City and Ithaca will gather information on food supplies from many sources and will prepare a report for city and county home demonstration agents, newspapers, radio stations, home economists of public utilities, and other business organizations.

Hawaiian Crafts

Hawaiian crafts highlight this year's program of three Molokai girls clubs in the Territory of Hawaii: the Awapuhi, the Yellow Hibiscus, and the Cup of Gold clubs. The girls are making articles from native seeds, lauhala, wood, bamboo, and other materials. Several kamaaina women are instructing them in these old-time Hawaiian crafts.

Mrs. Alice Hancock, extension home agent on Molokai, says these women are much interested in helping to keep Hawaiian crafts alive, especially the less familiar ones such as work with seeds and pods.

"Although lauhala weaving has become commercialized and is carried on by many persons in areas where the material is available," Mrs. Hancock points out, "some other crafts will be lost unless an effort is made to preserve them."

In olden times seeds and pods were used for making portieres, valances, leis, and other decorative articles.

Obstacles to Program Planning

The biggest obstacle to successful program planning is "considering it 'just another activity' rather than the basis for all extension work," according to the opinion meter survey at the quarterly conference of the Federal staff held in October. The obstacles on which the staff voted were compiled from summaries of 26 workshop reports in which 231 State and county extension workers had participated. The second most important obstacle listed was "failure of extension administrators to set up machinery for correlating programs of specialists."

Divide the Surplus

Larimer County, Colo., home demonstration clubs helped to distribute their garden surplus by telling someone who needs a certain product about a surplus of that item that someone else has in her garden. They established a clearing house for surplus food. Cards were first sent to all club members who indicated what surplus they might have and what they needed and would like to exchange with approximate amounts.

4-H DRESS REVIEW MARKS ANNIVERSARY

TWENTY-FIVE years makes a difference in some things, but girls have the same enthusiasm for a new dress. They followed the styles then, and they do now, but look at the difference.

The silver anniversary of the first 4-H dress review in McCulloch County, Tex., proved to be a gala affair with many interesting angles.

In the first place, Home Demonstration Agent Mae Belle Smith who put on the first style show came over from Uvalde where she now is district agent. The first style show judge, Mayesie Malone, now home demonstration agent in Brown County, Tex., also came back to judge the dresses of 25 years later.

Today's girls put on a snappy style show, showing the progress which 4-H Clubs have made in the number taking part and in the scope of the work done by the girls.

Those active in the work 25 years ago put on another style show of their own afterwards, modeling costumes of that era. Miss Smith brought back for inspection the bonnet which her 4-H girls had given her "to keep her from getting so black" when she drove her model T. She also reminisced about the reprimand she received for driving to break her neck driving in hour and 35 minutes a distance which she easily drove in 20 minutes coming to the dress review.

Yes, 25 years makes a difference in many ways; but girls still like new dresses, and 4-H Clubs are doing a better and better job in teaching girls the "ins and outs" of the clothing problem.

The review was staged as a skit in which a young lady looking for a job finds that her appearance is against her. She is advised to go to the 4-H dress review for ideas on correct clothing. There she learns the value of good grooming as well as how to wear becoming and appropriate clothes. From this object lesson, the girl improves her appearance and gets her

Mae Belle Smith, home demonstration agent in McCulloch County when the first dress review was put on 25 years ago, now district agent; Mrs. Tom Penn, the winner in the first dress review, still has her knack with clothes; Mayesie Malone, home demonstration agent in Brown County, Tex., who judged both the current dress review and that of 25 years ago; Joan Tetens, the current winner; and Doris Newman, the present home demonstration agent in McCulloch County.

Contrasting with the 4-H dresses modeled by McCulloch County, Tex., 4-H girls of 25 years ago are the 1948 model dresses worn by these stylish young ladies at their county dress review.

Veteran Again Rings the Bell

"Uncle John" White, hale and hearty at 74, is still serving the farmers of Oklahoma as he did when he first started county agent work back in 1911. One of his recent milestones is the publication of the Farmer's Handbook which he has completed since retiring from active duty in 1946. Twenty years of carefully collected material went into its creation. In 440 pages of valuable advice is intended to do for the farmer what the cookbook does for his wife.

When he started work back in 1911 he had to furnish his own team and buggy to visit the farmers, but he was the first agent in Oklahoma to use an automobile in his work. "At first," he says, "farmers were all afraid of agents. I spent about half of my time telling what kind of an agent I was, and the farmers were hard to convince that I wasn't after their money. They had a lot of experience with agents who wanted to sell them medicine and merchandise." His life and work have contributed to the respect and confidence which rural people today give to their new extension agents.

"Uncle John" White

He was one of the first agents to carry on a 5-year farm program; he held the first free fair in the State at McAlester; and he is still pioneering in the interests of the rural people of Oklahoma, as his latest accomplishment, the handbook, proves.

North Dakota Gears in with Missouri Valley Development Program

(*Continued from page 7*)

construction, grassing, diversion terraces, cropping systems, and rotations, and fitting livestock into the watershed rotation.

The fourth part of the long-time program will be that of educational work in the irrigation areas just prior to putting on water. This will involve size of farm, irrigation farm lay-outs, relation of irrigation to dryland farming, cropping systems and rotations, water management, equipment, buildings and machinery, electrification requirements, credits, forestry, and tree planting.

The fifth part of our educational program is educational work in the irrigation areas after water is on. This will involve cropping systems and rotations, water management, livestock, electrification, drainage, work with homemakers, youth and community life development, and marketing of farm products.

Starting September 27, 1948, the Extension Service prepared and presented a series of five State-wide radio broadcasts covering all phases of water resource development and pointing out the benefits the public might expect in the form of irrigation, electric power, improved municipal and industrial water supplies, recreation and wildlife, and flood control. Speakers on these broadcasts included the Governor and other officials and authorities connected with the water program.

In September and October, 27 county meetings were organized by county extension agents to bring information with a local application to people who were not informed on the various aspects of the program. During the late fall similar meetings were held and will continue to be held during the winter. Opportunity is being taken wherever possible to describe the scope and nature of the water development projects to people throughout the State. People want to know what will be done, how it will affect them and their communities, how they can prepare themselves to benefit from it, and when results can be expected.

The North Dakota Extension Service feels it has launched itself on a tremendous and far-reaching program—one in which the work of the Extension Service must be timed with the growth of the development and one which will require constant preparation on the part of extension people to make the service useful and effective in the interests of North Dakota people.

In Sympathy

Sudden death has claimed a number of able extension workers who, during their lives, contributed a great deal to the stature of Extension and to the happiness and welfare of the rural people whom they served. **PAUL LATIMER**, county club agent in Windham County, Conn., passed away while assisting with the State 4-H dairy judging contest at Farm and Home Week. * * * **GEORGE MARVIN**, county agent for the northern district of the Island of Hawaii for 13 years, was found dead in his mountainside home near Kamuela. He was especially active in promoting better marketing practices and introduced several vegetable varieties that became big money crops for the farmers. * * * Assistant Extension Editor **A. J. PATCH**, of Ohio, died suddenly in the game room of the Faculty Club. He was a native of Michigan and served as county agent and assistant extension editor in Michigan before joining the Ohio staff. * * * **FRANCIS MURRAY**, Indiana assistant extension editor, died at the age of 44. Just prior to his death, he helped Norman Rockwell in locating subjects for his Saturday Evening Post feature of the County Agent. * * * Death claimed a veteran of Michigan Extension in the person of **WARD C. ANDREWS**, who has served the people of Michigan for 23 years as county agent. * * *

About People . . .

● Citizens of the Week, MAGDALENE HEIBERG CLAUSSEN and MERRILL S. BURKE, county home and agricultural agents of Stutsman County, N. Dak. * * * So nominated and commended in an editorial in the Jamestown Sun (July 28, 1948), for outstanding contributions to youth, homemakers, and farmers. Concludes the editorial: "The accomplishments of Mrs. Claussen and Mr. Burke * * * are many, varied, and so much worth while, they have been selected as Citizens of the Week."

● Destination Denmark and a year's study at the American Graduate School in Copenhagen was in store for Danish-descent MARIE B. FOG when she embarked from the States last September. Mountrail County (N. Dak.) home demonstration agent, Miss Fog is one of a group of American students selected by the American-Scandinavian Foundation.

● For a busy, industrious county *gent* come new civic responsibilities. . W. ALFORD, Walterboro, S. C., *cretary*-treasurer of the local Lions

Club since 1935 and president of the South Carolina County Agents Association for 3 years, is now chosen governor for District T Ruritan National. Similar to other civic associations, Ruritan's membership is composed of half farmers, half businessmen. Comments County Agent Alford: "Sometimes the work an agent does outside his field of duty is about as important as his regular activities.

● "Let's do something for AL HACKER," someone ventured aloud and nearly a thousand Lehigh County, Pa. farmers and friends of agriculture responded with a special program on August 18 to honor their county agent. Al had served them for 32 years. For Al, a wrist watch with diamond numerals. For Mr. and Mrs. Hacker, silver and a travel fund; and for Extension, the esteem and appreciation of the people whom it serves.

● "A county farm agent's life is not to be envied. He is blamed for bugs, droughts, and hens that don't lay," commences an editorial in The Dallas Morning News (July 28, 1948) that pays tribute to A. B. JOLLEY, Dallas County (Tex.) agent. The editorial springs from a petition by business and agricultural leaders to increase Jolley's salary. And, in conclusion, a paean to a hard-working agent: "Jolley, were he not obsessed with his own job, could be making twice what he gets. He is that expert and competent * * *. He has been an invaluable public servant."

● The life of a home demonstration agent can be packed as full of adventure as that of the early settlers. MARY ELIZABETH YEARGAN, Macon County (Tenn.) home agent, was returning from a 4-H Club meeting last spring. As she was recrossing a creek forded earlier without difficulty, her automobile became stuck in loose gravel. Ere long, the headwaters came rumbling down. With the swift-flowing water covering half the car, it was necessary to anchor it with log chains to a nearby tree to prevent it from being washed along with the current.

● MRS. EDITH MAE HUGHES, New Mexico nutritionist, resigned her position on September 11 and has moved to Las Vegas where her husband is in business. Before joining the State staff, Mrs. Hughes served as Quay County home demonstration agent for 3 years.

● "Please, Mister Colleague, accept my personal cordial congratulations and my most friendly regards," is an excerpt from a letter from B. D. Krimbas, Rector, President of the Council of Professors, Agricultural College of Athens, Greece, to Director M. L. WILSON. The occasion was to inform M. L. that he had been proclaimed Professor of the College of Agriculture of Athens, Honoris Causa, by the General Assembly of the Professors of the Superior School (College) of Agriculture, in recognition of his services to Greece and Greek Agriculture, and to the Higher Technical Agricultural Institution.

● Fifty-eight members of the Junior Farmers Association of Ontario, Canada, visted New York State September 27–29 to study farm and home practices, meet with older youth groups, and visit Cornell. The Club has been working for some time to earn more than $1,000 to help cover expenses. Stops were made in Watertown, Ithaca, Watkins Glen, the Robson Seed Farm, and two other farms in western New York. Lacey Woodward, district agent, older rural youth, has arranged a campus tour at Ithaca, and other district agents and county agents are assisting all along the way.

Gives you authoritative information on

1. Trends and outlook for Extension.
2. Relationships with other agencies and groups.
3. Training and professional status of workers.
4. Extension financing.

There is a copy for Every extension worker. Write to the State Director.

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Behind the Teaching Is the Teacher . . . *Page 32*

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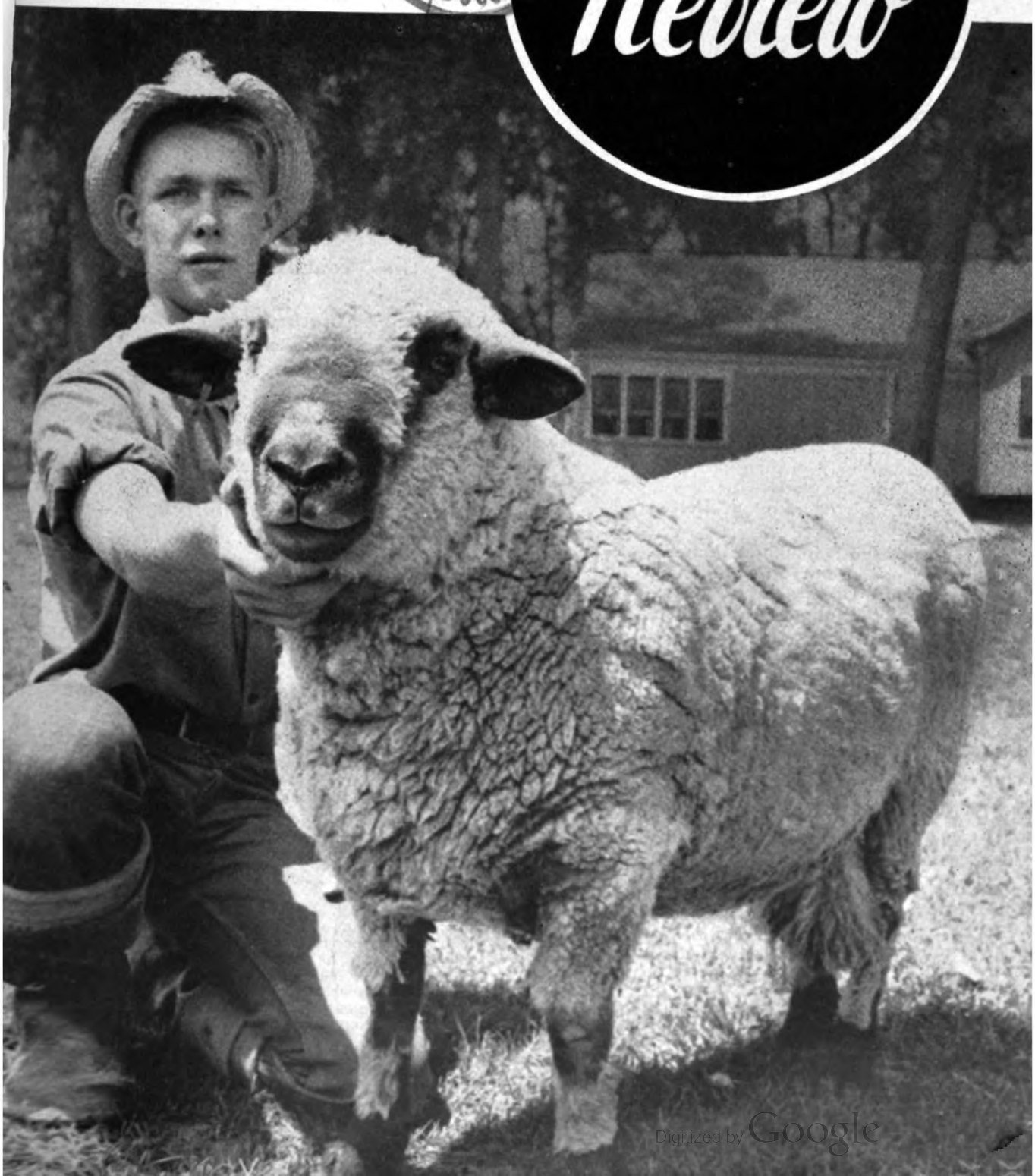
EXTENSION SERVICE Review



In this issue—

• Our cover picture shows a Colorado 4–H Club member, Robert Frazier, of Boulder, with the Hampshire ram which heads his 4–H flock. Robert started 4–H work more than 6 years ago. He had developed a flock of 25 sheep, was feeding 5 steers, and raising 9 acres of sugar beets when Ed Hunton, Extension Service photographer, made the picture on his last western trip.

A 4–H Club boy and his sheep, you will recall, gave Director Wilson a poignant text for his foreword to this year's manual for the observance of National 4–H Club Week, March 5–13. The week introduces to 4–H members and the public the theme for 1949, "Better Living for a Better World."

Important, too, on the immediate extension horizon, is the first National Older Youth-Young Adult Planning Conference, scheduled for the week of February 21, at State 4–H Club Camp Jackson's Mill, Weston, W. Va.

Next Month

Let's Not Take Recreation For Granted—A Positive Emphasis Is Needed

Louisiana Televises Farm Program

Laboratories Test Soil in Missouri Counties

Is Leadership Developing Fast Enough?—*By Burton Hutton, State Club Agent, Oregon*

4–H Fellow Studies County-Wide 4–H Club Events

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Prepared in the Division of Extension Information
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U. S. GOVERNMENT PRINTING OFFICE: 1949

What Does Your Office Say?

L. M. BUSCHE

Associate County Agent Leader, Indiana

To help the Indiana county extension offices contribute as much as possible to the success of the county program, office management was the theme of a series of nine 1-day district meetings last October which were attended by practically all of the secretaries and agents.

THE idea of an office management conference originated last May when the committee on district conferences of the Indiana Agricultural Extension Service met and planned conferences for the coming year. In line with the committee's request, Associate County Agent Leader L. M. Busche asked the School of Business, Indiana University, for assistance.

Two Indiana University representatives, both teachers in the Department of Business Education of the School of Business, assisted with each conference. One was a specialist in office management and one a teacher of secretaries. Two persons represented Purdue, one each from county agent and home demonstration agent supervisory staffs. A joint conference of the two instructional groups was held before the series of meetings began, to clarify objectives and plans.

The first session of district conferences began at 9:30, with the entire staff present, both agents and secretaries. Following a very brief statement of the objectives of the conference by the county agent supervisor, the office management specialist of Indiana University brought out, through group discussion, how our county workers do their work and how the office facilitates getting the work done. He emphasized the fact that office is a means of attaining certain ends and should not be considered an end in itself. Then, the physical characteristics of a good county extension office were discussed.

Following this, a period was given to personal relationships within the office and with the public. In the first part an enumeration by agents and secretaries of the personal characteristics of people "who get along well with others" was made. A similar technique was followed in pointing out how the public forms its opinions of extension workers and their staffs.

The office of S. S. Pershing, county agent of Tippecanoe County, Ind., in the Federal Building at Lafayette, shows a good "layout" for an agent's office. Both secretaries face the front door; files are readily available to Assistant Agent Paul Jackson; bulletins may be seen at a glance; and a conference table is a handy spot for small groups to meet. Both the agricultural and home demonstration agents have private offices in the rear of the main room.

In the first afternoon period, the Indiana University representatives met with office secretaries. To promote free discussion on the part of the secretaries, no one else attended. The university teacher of secretarial courses, who had been a private secretary herself, assumed a large part of the discussion leadership in this session. Although complaining was not invited, secretaries were encouraged to suggest how county offices might be made to function more smoothly. During this period, Purdue representatives meeting with agents were discussing 1948 annual reports, 1949 plans of work, and other administrative matters.

In the second session of the afternoon, the Indiana University people met with the agents, bringing out in an excellent, constructive way suggestions from the secretaries. Other helps for efficient office administration were given. Incidentally, "how can I keep track of the agent so I can give callers in his absence an intelligent answer" was the problem most often posed by secretaries.

During this session, Purdue supervisors met with secretaries, discussing details of the Indiana systems of office records and reports, as well as other details of office procedures. Some attention, also, was given to pointing out the importance of the secretary to the smooth functioning of the county extension office.

816870—49

Corn Meal Plus

CORN meal is one of the favorite southern foods and is a cheap source of energy. But research has shown that a corn-meal diet is deficient in certain very necessary nutritional elements. For a long time it was believed that corn meal contained some substances that caused pellagra. This is not true. Actually corn is short in niacin, a lack of which causes pellagra.

To overcome this nutritional deficiency in the diet of Alabamians, early last year the Alabama Extension Service launched a program to obtain general acceptance for the enrichment of this food. This program is conducted by the county and home demonstration agents, with the assistance of John P. Bell, the specialist in food enrichment.

The enrichment process is done with a small, inexpensive feeder that can be easily attached to a gristmill. The feeder drops 2 ounces per bushel of the enrichment mixture (niacin, thiamin, riboflavin, iron, calcium) into the meal as the corn is ground. When the millers understood what it was all about, they gladly cooperated, and 371 in 44 counties have already had the feeders installed in their gristmills. They have purchased 39,000 pounds of the enrichment mixture. A conservative estimate indicates that 70 percent of all meal ground in the 44 counties is now being enriched.

The feeder attachments and the enrichment mixture were developed by the South Carolina Experiment Station which sells them.

B. C. Lenior, Jemison, Ala., putting enrichment mixture into the new attachment on his gristmill. This mixture flows into the trough through which the corn meal passes as it is ground.

Milking Machine Clinics

I. E. PARKIN

Extension Dairy Specialist, Pennsylvania

DURING the summer of 1947 a sampling of the opinion of farmers led us to believe that we could be of considerable assistance to them in relation to the entire field of milking machine operation. As a result of those findings an idea was born. The idea was presented to the county agents who in turn discussed the project at program planning meetings. As a result, out of 67 Pennsylvania counties 49 counties have had, 13 counties have planned for, and only 5 counties have not considered a milking machine clinic.

The over-all objective at these clinics has been the production of a better grade of milk.

The subject matter presented at these meetings dealt with quality milk production, milk secretion, washing and sanitizing dairy utensils, installation and care of milk machines, mastitis prevention, dairy herd management, and managed milking.

A total of 13 staff members, including county agents, an extension engineer, a resident dairy staff member, and dairy extension specialists assisted in disseminating the above information at the meetings.

These clinics were set up on a county-wide basis. In most counties, besides the extension publicity, milk companies, Veterans' Administration agricultural advisers, and one of the major milking machine companies notified their clientele of the meetings.

The major milking machine companies, through their block men and local dealers, brought complete milking machine equipment to be used in the discussions. These machines were an attractive part of the clinics.

The 49 counties that had their milking machine meetings reported an attendance of 4,210 farmers, fieldmen, and milking machine people.

As a result of these meetings milk plants have reported less evidence of mastitis, lowered thermoduric bacteria counts, lowered total counts, and less sediment and better flavor in the milk they received. Milking machine dealers have told us of better appreciation by their users of how machines should be cared for; and farmers have reported less udder trouble, more and cleaner milk, and the saving of time.

Brotherhood Week, February 20–27

The sixteenth annual observance of National Brotherhood Week will take place during the week of Washington's Birthday, February 20–27. This week is sponsored by the National Conference of Christians and Jews. President Truman has called upon the American people to participate in Brotherhood Week and has urged "a personal rededication to the principles of equality and justice which have made our country great." The President has expressed the hope that "all institutions of education, religion, civic betterment and the media of communications will engage in community activity to make brotherhood a living reality."

Hitching to a Star

That more working together as a family offers hope to the world is the belief of the extension family in Coos County, N. H. Extension agents there illustrated their idea in an exhibit and sent in an account of their efforts, signed by all four agents: Dan O'Brien, county agent; Ellen Jackson, county home demonstration agent; Robert H. K. Phipps, county forester; and George W. Wiesen, Jr., county club agent.

RURAL families in Coos County, N. H., have learned to know their county extension family better through an exhibit developed cooperatively by all members of the extension family. This was displayed at the entrance of the building housing educational exhibits at the Coos, N. H., and Essex, Vt., County Fair at Lancaster, N. H., last September.

The idea for the display came as a ult of hearing folks say: "Oh, do home demonstration agent and Club agent work for the same ernment group?" or "Does the nty agent have anything to do the 4-H Club agent or forester?" ie exhibit illustrated the relation- of the County Extension Service to the members of the farm y.

ially the county agricultural works with the adult men in the as does the county forester; unty home demonstration agent he adult women of the family, e county club agent with the f the family.

gh the agents work with the family members at different even at the same time, there areness that what one mem- ie rural family or the exten- ily may be doing is for the ll of the rest of the family.

his thought in mind, the xtension staff constructed a hey used plaster of paris to errain of a rural area, pre- background which was in with the foreground, set uildings and machinery in foreground of the exhibit. ound some model livestock h added a touch of reality to a good-looking rural homestead. Pine and fir branches were used for model trees. A huge map of the county which they had constructed was placed directly behind the farm buildings.

The map provided the continuity from the front panel of the painted background of the display and reads as follows: "TODAY'S HOME BUILDS TOMORROW'S WORLD, FOR YOU, YOUR FAMILY, YOUR COMMUNITY, AND YOUR COUNTRY, with Aid of Your Extension Service . . . Coos County Office at Lancaster, N. H." Names of agents were on placards fastened to strings leading to the map.

Now—what rural family doesn't want a good farm? The only way they can really have it is to work as a family. Some family member must take the initiative, discussing the future of the home and the farm with the family. The family may then seek help from the most natural place for all rural people to go for help concerning better farm life, the county extension office. There, those who will help, work together as members of the county extension family. Isn't it a fact that the well-established home and farm will project its influence not only at the present time but also for years to come—not just in the community, the county, or in our country but throughout the entire world?

After all, isn't it the so-called happy-family relationship that we desire as a world? Wouldn't that make for a happier world?

It seems that there is no better place to start the movement than right at home. Constructing such an exhibit is one way to get folks to do a bit of thinking as a family group—just as we have done.

The display wasn't accomplished in a day—neither will the ultimate goal be reached in a day.

This exhibit, illustrating the relationship between extension agents and farm families, was displayed at the county fair at Lancaster, N. H. It was developed by the four agents of Coos County.

Alabama's Work in MARKETING

P. O. DAVIS

Director, Alabama Extension Service

OUR work in marketing is intended to add the second story to our extension structure, the first being production. Combined with both is our work in home economics which is as old and as important as either.

Each, from our viewpoint, is education. Farmers need to know about their many problems in marketing the same as in production. And consumers, too, need more and better information about their problems, especially as they relate to farmers.

We realize, of course, that a good market is a place where we can sell what we produce, or purchase what we need, at a price that is fair to both the seller and the buyer; and not a place where either can take advantage of the other. Buyers are learning more about the specific qualities they are looking for, and producers are giving more exact and complete information about the product they have to sell. So, our marketing program is concerned with the promotion of these objectives.

Meeting Needs of Buyer and Seller

We are offering educational assistance to the people on both ends of this line. We are helping the buyer and the seller find and use the arts, the standards, the organizations, the technique, the facilities, and the operations that will meet the needs of both and thereby serve both.

In marketing as in other phases of extension work, we begin with the county as the unit or area in which to determine the situation, problems, and needs. We then outline the objectives, assemble the information needed, and select the methods that seem best adapted to solution of the specific marketing problem.

In all of these steps the county extension workers have the help of county planning committees on the one hand and the assistance of staff specialists on the other.

Expert leadership in this work is supplied by a staff of specialists: a leader of the group; one each in field crops, livestock, poultry, fruits and vegetables, forestry and facilities; also one in consumer education and another to be added. Research and marketing funds, both State and Federal, are used for this work.

The head specialist handles the general problems and also coordinates the work as a whole, in relation to each specialist and to the entire extension program.

Knowledge of Law Required

This program calls for knowledge of laws relating to cooperatives and to other factors in marketing, and also buying because the two cannot be entirely separated without harm to both.

Specific work of a few specialists is defined briefly as follows:

(1) In fruits and vegetables the head specialist works with production specialists and county extension workers in planning the amount of production needed to do efficient marketing and that will best meet market requirements.

Work of Head Specialist

He finds outlets and assists in conducting demonstrations, conferences, training schools, and exhibits to acquaint county extension workers, producers, and marketing service people with information that is needed relative to assembling, grading, packing, labeling, advertising, transporting and merchandising. He also visits markets, warehouses, and clinics to give first-hand information on effective marketing methods and practices that are being followed in other areas. And he assists in obtaining the services of other agencies as they are needed, such as inspection service.

(2) The work of the field crops marketing specialist and other commodity specialists closely parallels the function described for the fruit and vegetable specialist with adaptations to the specific needs of each crop and area.

(3) Our biggest single project is in timber marketing which, by nature, relates directly to production. For example, two trees are considered; one is selected to be cut, the other left to grow. A specialist in timber marketing gives leadership to this, including special assistance to eight timber marketing specialists, each of whom works in an area of several counties. The U. S. Forest Service cooperates financially and otherwise in this.

Livestock Marketing Specialist

(4) The livestock marketing specialist assists in determining the need and location of livestock sales and facilities. He conducts demonstrations on types and grades of market animals and on cuts of meat dressed from different grades of animals. He assists in planning and conducting livestock shows and sales and in the supervision of the marketing phases of 4-H and adult extension livestock projects. All of this is done from an educational standpoint.

(5) A specialist in marketing facilities is employed to assist in planning the construction and use of buildings and equipment needed for processing, grading, packing, storing, loading, refrigerating, and marketing farm products. An important phase of this work is such technical assistance as planning a freezer locker plant and teaching the operation and management to plant technicians and managers.

We offer also assistance to individuals or groups of farmers in developing and using more effective business practices in marketing. This may be in one case an analysis or a survey to determine whether a cooperative market is needed. In an-

(*Continued on page 33*)

How to Select a GOOD MELON

Farmers grow many melons.

A test for sugar content is made.

Different sizes of packs are shipped.

HOW to tell whether the cantaloup the city homemaker buys on the market is really going to please her family is a problem. Even after pinching, feeling, and smelling, it often turns out to be disappointing when opened. If she could only be sure of what she was getting when she bought a cantaloup, some progress might be made on the problem of marketing a highly perishable product satisfactorily for both consumer and producer.

Thus reasoned the growers of cantaloups in the Hurlock area of Maryland's Eastern Shore in talking over their marketing worries with Dr. H. L. Stier, Extension Marketing Specialist and Chief of the Department of Marketing at the University of Maryland, and County Agent Harry Beggs of Dorchester County.

As sugar content seemed to be the best-known guide to a desirable cantaloup, they developed a plan to mark the sugar content of the melons on the crates in which the melons were packed. Official testers were provided for the packing sheds. Most of the melons are grown on large individual acreages, several farmers having a hundred acres or more in cantaloups. A few of the farms have been growing, grading, packing in crates, and shipping first-class cantaloups to the markets in New York, Philadelphia, and Baltimore for the past 50 years. The business has been handed down from father to son. They are proud of their record and believe they have a superior locally grown melon but are finding it increasingly hard to compete with melons from other areas with a longer season and more uniform appearance than is possible under eastern conditions.

To move this highly perishable product into city homes during the few weeks of harvest under competitive conditions requires that something extra be added. Taking the guesswork out of buying a locally grown melon for breakfast is the something extra added by these Maryland growers.

The official sugar content marked plainly on every crate was as good an indicator of the quality within as is available. The testers provided by the Maryland Department of Markets took several melons from each lot brought in from the field and, cutting them up and running the pieces through a meat grinder, determined the sugar content with a hydrometer, then stamped each crate of that lot when graded and packed.

The first season it was difficult to get the wholesalers acquainted with the idea and get them to pass it on to retailers and consumers. It proved to be a big job of education which will take time to accomplish. As the season was favorable for cantaloups most melons had a high sugar content, and hence the stamp did not mean as much as it would in a poorer season.

The experiment has proved the feasibility of making the test. When the wholesaler has learned to look for the official stamp and believes that it really denotes quality, when the city buyer knows that a melon with a stamp will taste as good as she expects it to, these growers feel they will have just what they need to market locally grown cantaloups successfully to both producer and consumer.

In Sympathy

ROY A. GOFF, assistant director of the University of Hawaii Extension Service, died suddenly of a heart attack on October 11. He was 57 years old.

Born on a farm near Mapleville, Nebr., in 1890, Mr. Goff moved with his parents to Illinois in early boyhood. He graduated from Lombard College at Galesburg, Ill., and later entered the University of Illinois where he received a B. S. degree in agriculture. After graduation in 1915, he went to Hawaii where he taught agriculture at the Hilo Boarding School. In 1917, he was appointed superintendent of the Glenwood substation.

Upon the establishment of the East Hawaii office of the Extension Service in 1929, Mr. Goff became county agent, serving in that capacity until his appointment as assistant director in 1936.

Behind the Teaching is the TEACHER

Some Thoughts on Professional Improvement for Home Demonstration Agents

MRS. KATHRYN VanAKEN BURNS State Leader, Home Economics Extension, Illinois

THE more clearly we see our job as a part of the general education program of the Nation, the more challenging it becomes. We become interested in professional improvement not only because it may bring better pay and higher rank but also because of a realization that we need to increase our own depth and breadth to discharge our responsibility.

Have you ever stopped to think that you are working for the same general aims as your high-school principal, the English teacher, or the teacher in an elementary grade? More probably you are so engrossed with the demands of each day that it is hard to see out from under them. Extension is so demanding that it is difficult to keep one's perspective. Perhaps in no other educational venture is there more danger of not seeing the woods because of the trees. You know what some of these trees are:

a. Radio program at 11:30.
b. Remember to see about the church for meeting.
c. Stop to help Mrs. C. decide on a color scheme for her living room.
d. Answer the telephone endless times.
e. Dictate a few letters.
f. Send needed materials to a 4-H Club leader.
g. Assemble supplies for an afternoon demonstration 25 miles away.
h. Get back in time for a meeting of men and women to discuss program planning.

Because Extension is so demanding we need to take time to review some of the objectives of general education if we are going to promote them consciously. Some of the most recently accepted objectives are described in a 50-cent book published by the Educational Policies Commission and entitled "The Purposes of Education in a Democracy." The book lists four aspects of educational purpose:

The Objectives of Self-realization.
The Objectives of Human Relationship.
The Objectives of Economic Efficiency.
The Objectives of Civic Responsibility.

How many of us have these objectives in mind when we teach nutrition, home management, or some other phase of home economics—or is there a tendency to feel that the way to educational salvation lies in our particular bit of subject matter? Certainly we have stressed economic efficiency. How much have we done about the other three objectives?

Hence as one suggestion for self-improvement I would like to list a review of some good book relating to the philosophy of education. It will bring a quickened meaning to your own efforts and will also do something for you as an individual.

A second important need of extension is for scholarship on the part of its teachers. No one realizes better than I that a 58-hour week (per Mary L. Collings' "An Analysis of the Home Demonstration Agent's Use of Time.") does not leave much time or energy for self-education. The spirit may be willing, but the flesh is weak.

If we don't wish to lose standing and prestige in the educational world and with farm homemakers, we must read and "keep up." Perhaps you can get by inadequately prepared with children but not with adults. Someone has said that to teach adults "you must present ideas that matter to them but, above all, matter immensely to you. That is the key to great teaching."

Use Caution

Many home economists have the ability and skill to put on such a "good show" in giving a demonstration or in leading a discussion that they get by. Perhaps the women even like it; yet not one thing has happened to the homemaker except her pleasure of the moment in watching your skill or in listening to your good line. As home economics offers many opportunities for the spectacular, we need to use caution in not mistaking the shadow for the substance.

For a moment think back on the teachers who meant most to you in college—the ones who made you want to do twice as much as was assigned. In every case was not this teacher a scholarly person who made you feel and see the real joy in learning? Mr. Abraham Flexner once said: "Real education opens the windows of the human mind and the human soul."

Good Books Are Important

I doubt if anyone can continue to open the windows of the human mind and human soul if her own education has stopped. You can't continue to help someone else enrich her life if your own education has stopped. Graduate work, sabbatic leave, and all that are fine; and I am for them. However, each one of us has access to good books and good professional

magazines. They are the tools of our trade. You don't expect a plumber to appear with the tools be used in 1925 if better ones have made their appearance. Even carpenters must possess tools worth several hundred dollars to ply their trade. I often wonder why it is that home economists feel they can spend money for almost everything else except good books and good magazines. Just how much did you spend for good books last year?

Along with the development of scholarship, I would like to plead for emotional maturity on the part of the extension worker. As you have discovered in working with homemakers, it has little relation to chronological age. You can't work successfully with adults without it. Are you in a perpetual dither; do you never catch up with yourself? Do you work harder than anyone else? Does the county agent take the credit for something that belonged to you? But why go on, you know what I mean. No matter what goes by the board, take time to get yourself in hand.

What I am trying to say here is that the teacher herself and her attitudes are an inevitable part of the teaching situation. In fact it was this idea that probably led to the expression, "What you are speaks so loud I cannot hear what you say."

We need constantly to remind ourselves that what we teach and what is taught come from the teacher herself. That may be of far more importance than the mimeographed outline we pass out!

If we want to keep up professionally, we must also continually push ourselves into new fields and not be content with projects that are popular and will go across. As I look back on 30 years of extension work, it is evident that we have helped women enormously in improving their methods of housekeeping.

Their kitchens are more convenient.

They have adopted easier work methods.

The slip covers are attractive.

The draperies have a professional look.

Their dresses exemplify good design and pleasing color.

I am less certain we have done as well in helping women meet their responsibilities as homemakers. The difference between the good housekeeper and the good homemaker is that one has trained hands; the other has in addition a trained mind. In coming years we need to put our emphasis on the woman as a homemaker. I have no easy solution for I know women like doing programs—ones in which they do things with their hands. There is a temptation to do only the things we know will go across. Finding a way to help women see their responsibilities as homemakers and not as housekeepers is the thing that will help Extension meet the test of time. It is an undertaking that will provide intellectual stimulus and growth for each of us as we rise to the occasion.

Alabama's Work in Marketing

(*Continued from page 30*)

other instance, help may be needed to determine how an existing cooperative or other type of marketing organization may be made to function more effectively at lower cost.

With the help of funds supplied by the Research and Marketing Act of 1946, we are conducting work in (1) processing, identifying, and marketing improved varieties of crop seed and planting stock, (2) poultry and egg marketing and (3) consumer education.

Our work in seed marketing is helping producers of planting seed to certify and supply the trade with larger supplies of superior varieties developed through research. We assist the seed trade in processing and advise seed users of the available supply. Farmers who purchase planting seed are getting benefits that they have not previously had in larger market supplies of superior planting seed of known high quality.

In poultry marketing, our main objectives are: (1) to help producers achieve desired quality standard in eggs and dressed poultry, (2) to assist producers with home dressing of poultry and egg grading to meet the needs of local markets; and (3) to work with the management of commercial poultry dressing plants and egg markets to develop outlets for the commercial poultry production of the State.

We have begun consumer marketing education in the Birmingham area. In this work, we are attempting to reach city consumers with information that will help them to understand the food supply that is available, how it may be used best to meet nutrition standards, and make the most of family food budgets.

Consumer education is designed to enable consumers to take advantage of seasonally abundant production and to make their purchases on a basis of desired grade and quality. It also seeks to assist farmers in more effective marketing in seasons of heavy supplies through increased consumption.

In all of these ways we are trying to shorten the distance between producer and consumer, and to make the going easier and better from the standpoint of each.

● "Men who know him best say he's a natural leader, genuinely democratic, wholly without frills, liked by all ages of men and women." That's what the Boston Globe has to say about the new president of the University of Massachusetts, RALPH A. VAN METER. A graduate of Ohio State, he joined Extension as a specialist in pomology in 1917 and, with the exception of some time during the First World War, served until 1923. In that year Mr. Van Meter transferred to the teaching staff of the department of pomology, subsequently serving as head of the department and dean of the School of Horticulture. His formal presidential inauguration took place in October 1948.

SAFETY—*with sound effects*

JOE McCLELLAND

Extension Information Specialist, Arizona

A DRAMATIC plea for safety on the farm reached Arizona farmers and ranchers by way of radio last October 30. Presented by A. B. Ballantyne, extension specialist in rural sociology, through the radio bureau of the university, the program dramatized actual farm and ranch accidents that had happened in Arizona and told the story of the need for farm safety.

After the usual introduction by the announcer, the dramatic skit started off like this:

BALLANTYNE. So many times I've seen tragedies occur because of thoughtlessness. For instance, just a few months ago, on a farm in northern Arizona, a little precaution could have saved a farm family a lot of heartache and financial loss. The dairy stock on the farm had been bothered quite a bit by flies, so the farmer bought a new type of insecticide spray to use in the barn, and . . .

Sound. (Fade in mooing of cows.)

JIM. How're you supposed to use this new stuff, Dad? Spray it right on the cow?

DAD. That's what the fella at the hardware store said, Jim. Just spray it on, and those flies'll keel over in no time at all.

Sound. (Whoshing of sprayer.)

JIM. I hope it won't take too long. It's starting to get dark already.

DAD. Hold it, son. You missed her under here.

JIM. I wish I had a little more light here. Strike a match, Dad, so's I can see what I'm doin'.

DAD. Here. How's that? Can you see bet . . .

Sound. (Explosion followed by crackle of fire. Frantic mooing.)

JIM. (Shouting excitedly.) Dad! Dad! Are you all right?

DAD. Yes, I'm okey! Cut that cow loose! She's on fire. And some of the straw's startin' to burn.

Sound. (Broken hoof beats, mooing.)

BALLANTYNE. Well, when things were finally brought under control, the insecticide had killed the flies all right, and it had killed the cow, too.

ANNOUNCER. Hadn't the farmer ever thought to read the directions on the label?

BALLANTYNE. Yes, he read the label—afterwards! It's a good general rule to read all directions for insecticides and machinery before using them. Sometimes the obvious way to use equipment isn't the correct way . . . and it only takes a minute to read . . . and be sure.

Several other similar incidents were dramatized in this manner, each time with Mr. Ballantyne telling of the incident and then coming back in on the program to point out how easily such an accident could have been avoided if proper safety measures had been taken.

In developing the program, a college of agriculture radio committee met, selected the topic, and suggested individuals to help. As Mr. Ballantyne has been carrying on the farm safety program in Arizona, he was asked to help. Next, Ben C. Markland, manager of the university radio bureau, assigned a student to talk with Mr. Ballantyne about the program.

The student, Peter Robinson of Tucson, together with Mr. Markland and the extension information specialist, met with Mr. Ballantyne and got considerable detailed information regarding Arizona farm safety and farm accident hazards. As a result of this conference, it was decided to present the program as a series of skits illustrating actual farm accidents and using Mr. Ballantyne as narrator of the stories and as counselor on the need for farm safety.

Then Mr. Robinson got busy on the script and worked out the entire detail, including sound effects, dramatic effects, and the like. With this script in hand he again met with Mr. Ballantyne and worked the program over, making changes to conform with Mr. Ballantyne's own way of saying things. Once the script was approved it was dittoed so that there would be copies for everyone involved, and a rehear-

A. B. Ballantyne, extension specialist in rural sociology, sits at the mike (center) telling the story of farm safety for Arizona radio listeners. At the right, Paul MacCready does the interviewing with Ballantyne. And Peter Robinson (at left) stands ready to furnish the sound effects.

sal date was set for the Saturday afternoon ahead of the program.

At this rehearsal all participants got together and learned their parts. The dramatic skits were presented from the script by students in radio dramatics. The regular farm program announcer, Paul MacCready, was the interviewer with Mr. Ballantyne.

And so, Saturday at 6 p. m. the program went on the air, and an effective program it was! With students in radio script writing to prepare the actual dialog and format for the program, and with other students in radio dramatics to add the dramatic incidents, the Arizona Farm and Ranch Hour is doing an effective job along agricultural and home economics fields. The farm safety program was an excellent example of how dramatic ability in planning and executing can make an "ordinary" subject turn into a "better than ordinary" radio program.

Each week the feature part of the program takes up about 15 minutes. The remainder of the 30-minute period includes late general farm news also obtained, written, and given by students. Music is furnished transcribed by the university choral singers.

4–H Achievement Institute

The 4–H Achievement Institute at North Dakota Agricultural College will be held next month, March 21 to 26. The institute annually draws an attendance of 500 of the State's leading 4–H members.

Prior to 1948, the institute was held in the fall, but crowded conditions at the college have made it necessary to shift temporarily to a spring meeting. The dates chosen represent a period between quarters at the college when dormitory, cafeteria, and classroom space will be available.

● Recently, County Agent B. V. WIDNEY was honored by the Whitley County (Ind.) Rural Youth Club and presented with a gold pin and bar as a token of their esteem. The occasion marked a double silver anniversary—for Agent Widney and the Whitley County 4–H Fair. "25 years—Whitley County Agent" was appropriately inscribed on the pin and bar.

A Safe Place To Live

ELIZABETH WILLIAMS

Home Management Specialist, Arkansas

IS HOME a safe place to live? This is a question which Arkansas home demonstration club members and home demonstration agents wanted to pose to all homemakers in the State. As one step toward this goal, the annual meeting of the Arkansas Council of Home Demonstration Clubs last September emphasized safety as one of the four topics for consideration in group meetings. The program of the safety group was put in charge of the chairman of the State Safety Committee, Mrs. H. B. Chambliss of Jefferson County.

The 2-hour program was divided into three parts: A panel discussion by six home demonstration club members led by the home management specialist; a game called "hunt the hazard;" and a safety movie, "Miracle in Paradise Valley."

To get the panel members thinking about the subject in advance, a list of questions was prepared and sent to each participant. The questions pointed up the theme, "What can I do as a homemaker and as a club member to make my home and my community a safe place in which to live?"

Each individual was requested to discuss the questions with the members of her family, her neighbors, her home demonstration agent, her home demonstration club, or whomever she pleased. The more suggestions, the better. One member of the panel said that she and her mother-in-law spent 3 hours' time studying in preparation for the panel.

The night before the panel discussion, the panel members met in the Student Union building for 1 hour to prepare for the morning's discussion. This was by no means, or even intended to be, a rehearsal. It was, instead, a pooling of ideas and an evaluation of the most important points that would be included in the panel discussion.

The discussion as developed by the women pointed to what they are doing, what they can do, and what they must do to make their homes and communities safe. One of the interesting facts which was brought out was that rapidly spreading extension of electric power lines in the rural communities made it necessary for women to know more about the fundamentals of electricity and its use. Information on correct wiring of the farmhouse and the correct use of electrical equipment was badly needed. They even told hair-raising distress stories of experiences that had occurred in their homes and communities resulting from poor wiring jobs of the house and of unwise use of household equipment. They recommended that home demonstration clubs include more information on these two phases of electrification in their monthly meetings during 1949.

Audience Takes Part

At the close of the panel the discussion was open for participation by the audience, after which the discussion was briefly summarized by the leader.

The game of "hunting the hazard" was used as an example of a method demonstration that could be employed in a 4–H Club meeting or in a home demonstration club meeting on safety. As always, the women found more hazards in the room than had been "planted," which proved their alertness.

The movie, "Miracle in Paradise Valley," was shown to point the way to what individuals and groups can do if they are safety-conscious. The group recommended that the Extension Service be requested to purchase a copy of the film which could be borrowed from the State office for county use for various types of educational meetings on farm and home safety.

Short-term Summer Schools Prove Valuable

"THE 'Notebook in Program Development' came this week and the 'Class Notes' of the Extension Supervision Seminar arrived last Friday. Both of these reports from the Summer School for Extension Workers at the University of Wisconsin are welcome additions to the information I have been trying to get together." Thus writes Harold H. Gordon, farm adviser at large in Illinois. Mr. Gordon continues: "I hope that we can have 10 or 20 advisers from Illinois go to summer school in 1949."

Reports of this type come from every section about courses in all of the short-term schools. The participants think that they get much value from in-service training of this type. The schools for 1949 have course programs developed round the interest and needs of all extension workers. Basic courses in cooperative extension education are available in each school. A person can select the school of his choice and find cooperative extension education courses to fit his needs. Examples of such courses of value to county or State workers—men or women—engaged in carrying out adult or youth programs as a specialist, supervisor, or agent, are: Basic Evaluation of Extension Work; Developing Extension Programs; and Extension History, Philosophy, and Objectives.

Other courses and instructors are offered in each school to meet the needs of extension work.

Regional Schools

West—Colorado A. & M. College—June 20–July 8, 1949

Courses:

- Extension Philosophy, Objectives, and Methods—K. F. Warner.
- Basic Evaluation of Extension Work—Mrs. Laurel Sabrosky.
- Rural Sociology for Extension Workers.
- Agricultural Planning.
- Principles in the Development of Youth Programs.
- Principles in the Development of Agricultural Policy.

Contact: F. A. Anderson, Director of Extension, Colorado A. & M. College, Fort Collins, Colo.

Central—University of Wisconsin—June 27–July 15, 1949

Courses:

- Developing Extension Programs.
- Methods in Extension Education.
- Basic Evaluation of Extension Work—Mary Louise Collings.
- Social Trends.
- Supervision Seminar — Charles Potter.
- Management and Relationships in the County Extension Office—Karl Knaus.
- Radio and News for Extension Workers.
- Extension History, Philosophy, and Objectives.

Contact: E. A. Jorgensen, Extension Service, College of Agriculture, Madison, Wis.

Northeastern—Cornell University—July 11–30, 1949

Courses:

- Basic Evaluation of Extension Work.
- 4-H Club Organization and procedure—Ed Alton.
- Psychology for Extension Workers.
- News Writing—Public Relations.
- Farm Management.
- Adjustments Made by Families to Meet Present Conditions.

Contact: L. D. Kelsey, Extension Service, College of Agriculture, Ithaca, N. Y.

South—University of Arkansas—July 18–August 5, 1949

Courses:

- Extension History, Philosophy, and Objectives.
- Effective Use of the Press and Radio.
- Developing Extension Programs—Cannon C. Hearne.
- Basic Evaluation of Extension Work—Fred P. Frutchey.
- Psychology of Cooperative Extension Teaching.
- Use of Groups in Extension Work.

Contact: Dean Lippert S. Ellis, College of Agriculture, Fayetteville, Ark.

Graduate Study Possible this Summer

IT is possible to do graduate work this summer which would lead to an advanced degree. At each of the regional summer short-term schools for extension workers courses are offered which may be evaluated toward an advanced degree by the institution in which the student is enrolled in the graduate school. Opportunity for summer graduate work is possible in the regular summer schools at the University of Missouri; Teachers College, Columbia University; University of Chicago; and Mississippi State College. Each of these institutions has arrangements for extension people to work for degrees in the cooperative educational field.

Dates for these summer schools are:

University of Missouri, June 6–July 2, 1949

Courses:

- Developing Extension Programs—Cannon C. Hearne.
- Basic Evaluation of Extension Work—Dr. Gladys Gallup.
- Other courses of interest to extension people are: Balanced Farming, Home and Farmstead Improvement, Rural Housing.

Contact: F. E. Rogers, Agricultural Extension Service, College of Agriculture, Columbia, Mo.

Teachers College, Columbia University, 6 Weeks in July and August

Courses:

- Seminar in Extension Programs, Policies, and Methods — Dr. Douglas Ensminger.

(*Continued on page 38*)

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Yearly Research Round-Up

A FEW of the interesting research results from the forthcoming annual reports of the ARA bureaus are briefly indicated in the following paragraphs. Some of these findings have been covered more fully on this page during the year.

BUREAU OF AGRICULTURAL AND INDUSTRIAL CHEMISTRY developed a simplified, quick test for determining the water-absorbing properties of cotton fabrics.

—found that any one of several chemicals, sprayed on moist cottonseed before storage, appreciably reduces spoilage.

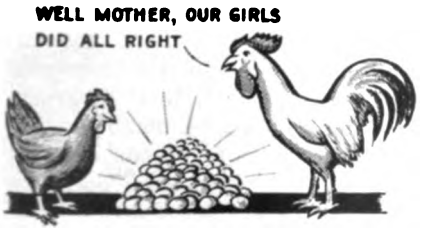
— discovered a possible new use for peanut protein in industry as an adhesive in the mineral coatings used in printing half-tone pictures.

— developed a process for making potato flour, now in demand for the European recovery program, which makes use of distillery machinery during idle seasons.

BUREAU OF ANIMAL INDUSTRY reported that more than a million calves were vaccinated last year in the campaign to eradicate brucellosis.

— found in breeding experiments in the South that first-cross offspring of Brahman and Angus cattle made faster gains than either purebred Angus or succeeding crosses.

— showed that crossbred pullets of Rhode Island Red and White Leghorn parents produced more eggs than purebred pullets of either breed.



— in testing compounds for their ability to control scabies of sheep, found that benzene hexachloride was the most effective.

BUREAU OF DAIRY INDUSTRY reported that more cows than ever before were registered in Dairy Herd Improvement Associations and that their milk production set a new record.

— showed that cows can produce well on less protein feed than has been believed necessary.

— discovered that milk keeps longer in frozen storage when it has been fortified with vitamin C (ascorbic acid).

BUREAU OF ENTOMOLOGY AND PLANT QUARANTINE developed a method for detecting weevil infestation in samples of stored grain.

— found that certain insecticides added to the soil and taken up by corn plants make the plants toxic to the European corn borer.

— in testing the new insecticide parathion, found that it gave outstanding results against several insect pests of citrus fruits. Parathion was also found to be highly toxic to common mosquito larvae, adult yellow fever mosquitoes, and housefiles. However, it is also toxic to man and harmful to bees.

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS celebrated its twenty-fifth anniversary in 1948.

— completed a study of effects of home cooking methods on nutritional values of foods which showed that vitamin C and thiamine are more readily lost than the other vitamins and the minerals.

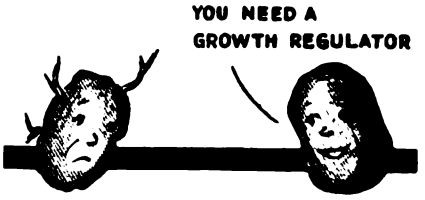
— designed and demonstrated a kitchen that minimizes useless steps and motions.

BUREAU OF PLANT INDUSTRY, SOILS, AND AGRICULTURAL ENGINEERING developed seven new corn hybrids, three for the South, four for the Midwest.

—bred two new strains of buckwheat with increased rutin content.

—discovered methods for treating apples that greatly reduce rot and other diseases of stored apples.

—improved methods of treating potatoes with growth-regulating substances to prevent sprouting in storage.



—developed and released new varieties of sugarcane and sugar beets better adapted to mechanical harvesting and otherwise superior.

—perfected a method of preparing radioactive phosphate fertilizers for tracing the path of the fertilizer through the plant.

—made soil surveys on more than 4 million acres of agricultural land.

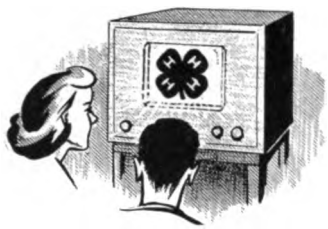
A Baker's Dozen of School Lunch Aids

IN ONE of the Bureau of Human Nutrition and Home Economics kitchens at Beltsville, cooking is on the grand scale when school lunch recipes are being tried out. Workers in this laboratory-kitchen have learned a great deal about food quantities, food buying, equipment, and costs for large-scale cooking. They have developed many recipes suggesting palatable and nutritious ways of preparing familiar foods, plentiful foods, and foods donated from government purchases, such as dried eggs, nonfat dry milk, and tomato paste.

Dishes concocted by bureau cooks are tested first by trained judges and then are tried on children in actual school lunchrooms. Careful observations of the reactions of the children

(Continued on page 38)

Georgia's 4-H Clubs *Televised*



GEORGIA'S 4–H Clubs added another distinctive honor to this year's achievement when the State Congress, meeting in Atlanta recently, became the first such 4–H meeting in the South to be televised.

Station WSB, the Atlanta Journal Station, was in charge of the television show. It was made at the banquet given for 4–H Club members each year by The Atlanta Journal, one of Atlanta's leading newspapers.

Featured in the broadcast was the presentation of awards in the 4–H Club Community Improvement Project which is sponsored by the Journal. The winning club received $500, and other clubs won prizes amounting to $3,000.

Boys and Girls Go to Atlanta

Approximately 165 4–H Club boys and girls attended the 3-day meeting in Atlanta to compete for State honors and national trips in 16 club projects. Thirteen boys and girls won trips to the National 4–H Congress in Chicago, November 28 to December 2.

In addition to the elimination contests, the group made a tour of the Southeastern Fair which was in progress at the same time. There, Rachel Hardy, newly elected president of the 1949 State 4–H Club Council, received the president's trophy from the Fair Association.

The annual 4–H Club banquet, sponsored by the Atlanta Chamber of Commerce, was held the last night of the meeting. Club members took part in the program, and the dress revue was held during the evening.

Meeting in Milledgeville earlier this year, the State 4–H Club Council attracted more than 1,000 4–H Club members and 4–H Club workers.

Master 4–H Club members and State advisers met in conjunction with the council.

The boys and girls, two or more from each county, participated in a mammoth recreational program under the direction of Agricultural Extension Service specialists and county and home demonstration agents. They danced in a gigantic folk games show and conducted the candle lighting ceremony on the last night of the meeting.

High lights of the week included the election of 1949 council officers, the State public speaking contest, and the talent contest, a new program which soared into popularity at the meeting.

Rachel Hardy, a 7-year club member from Bibb County, was elected president of next year's council. She is a member of an outstanding rural family, including one brother who is a county agent in Georgia, and a brother and a sister who are master 4–H'ers.

The talent contest was won by a young bird imitator from Early County. She competed with eight other boys and girls whose performances revealed a great deal of talent and theatrical grace.

College Scholarships Awarded

Two winners from each of the six Extension Service districts competed for the public speaking championships. All the boys and girls spoke on the subject, "What 4–H Club Work Can Mean to a Boy or Girl," and the two winners repeated their speeches at later assemblies.

Three college scholarships were announced during the meeting. Billy Thompson, 1948 council president and a district winner in forestry, and Bobby Dunlap, a recent State and national forestry winner, received 4-year forestry scholarships to the University of Georgia; and Carol Sirmans, outstanding member of the poultry chain in Georgia for 7 years, received a 4-year poultry scholarship to the University.

Graduate Study Possible

(*Continued from page 36*)

Psychology of Adult Learning—Dr. Irving Lorge.
Administration and Supervision of Adult Education.
Rural Sociology—Dr. Douglas Ensminger.
Rural Community Organization—Dr. Edmund deS. Brunner.
Workshop on Rurual Education.
Other content courses: Methods of Youth Work, Family Relations, Consumer Education, Home economics subjects.

Contact: Dr. Edmund deS. Brunner, Teachers College, Columbia University, New York 27, N. Y.

University of Chicago

Courses will be offered of interest to extension workers.

Contact: Dr. Ralph W. Tyler, Chairman, Department of Education, University of Chicago, 5835 Kimbark Avenue, Chicago 37, Ill.

Mississippi State College—First Term, June 6–June 24, 1949; Second Term, June 27–July 15, 1949

Courses:

Objectives and Procedures of Extension Service.
Planning Extension Programs Evaluation.

Contact: H. J. Putnam, Extension Service, Mississippi State College, State College, Miss.

School Lunch Aids

(*Continued from page 37*)

to a new dish tell whether or not it will be popular. Clean plates are always the best indication of satisfaction. How easily the dish can be prepared in large quantities is another test of the worthiness of the recipe to be recommended.

Thirteen publications are available that give the recipes and other information of aid to persons managing community school lunch programs. Free copies may be obtained from State departments of education at State capitals by persons operating lunch programs.

About People . . .

● Dean and Director J. E. CARRIGAN of Vermont heads the ECA Mission to Ireland. The mission has the important responsibility of granting loans to the Irish Government to aid in developing trade between countries of Europe and improving the current levels of agricultural and industrial production in Ireland. DR. PAUL J. FINDLEN, formerly of the USDA Extension economic staff, will serve as program review officer for the mission.

● W. A. SUTTON, State 4-H Club leader, says that Georgia's 116,000 4-H Club members have joined in the Nation-wide drive to raise 60 million dollars for the American Overseas Aid—United Nations Appeal for Children.

Georgia's 4-H members have an outstanding record in participation of charitable and other important drives and have taken part in this drive with the same spirit and determination that have made others successful.

● In August, the Board of Trustees of the University of Tennessee elected a new president—C. E. BREHM, who, for the last 31 years, has been associated with Tennessee Extension. At the time of his appointment, Mr. Brehm was director of the State Extension Service and Experiment Station and dean of the college of agriculture. ". . . it is with a lot of regret," wrote President Brehm in his letter of resignation, "that I remove myself from the pay roll of Extension, but that does not mean that in my new administrative connection I shall lose interest in this important type of educational work."

At the same meeting of the University of Tennessee Board of Directors, J. H. MCLEOD was chosen dean of the College of Agriculture, director of the Extension Service, and director of the Agricultural Experiment Station. Director McLeod has been active in extension since July 1929, when he was appointed swine specialist and subsequently appointed assistant director and vice director. Mr. McLeod has been acting in these capacities for the past 2 years while Mr. Brehm has been serving as acting president.

ROBERT W. MOORE and E. C. MCREYNOLDS have been elevated to the respective positions of vice director and associate director of Tennessee Extension Service. Mr. Moore joined Extension in 1943 as State supervisor of the Emergency Farm Labor Program. From 1935 to 1942 he was district supervisor for the FSA in west Tennessee. Mr. McReynolds began his extension career in Mississippi in 1917 and served in that capacity until 1922, coming to Tennessee as county agent in McNairy County in 1925. He resigned that position in 1935 to become State farm management supervisor for the Tennessee Resettlement Administration, later becoming coordinator of cooperative programs of Extension, TVA, AAA, SCS, and other agencies.

● MARY ELSIE BORDER, assistant State 4-H Club leader, Kansas, is on sabbatical leave at Cornell University, where she is taking advanced work in rural sociology and social psychology. During her absence, Lucille Rosenberger has transferred from her position of home demonstration agent in Harper County to substitute for Miss Border. Before leaving Manhattan, Miss Border was awarded a $1,500 scholarship from the Farm Foundation, Chicago. Miss Border will return to her work in June.

● IRENE JEWETT, county home demonstration agent in Lake County, Ohio, died in University Hospital in Cleveland, November 1, after an illness of 6 weeks.

Miss Jewett was a graduate of Keene Teachers' College, Keene, N. H., and studied at Cornell University. She first served as assistant 4-H county club leader in New Hampshire, then as county home demonstration agent there, going to Ohio in July 1947.

In the short period of time she was in Ohio, Irene Jewett won the respect and friendship of the people whom she served. "This was demonstrated," says F. G. Haskins, Lake County agricultural agent, "by the fact that 26 people gladly donated a pint of blood in an effort to save her life and that many more volunteered to donate blood."

● Twenty-seven years as a county agent isn't a record. But what DAN CLINTON, Harris County agent, has accomplished for Texas agriculture definitely is! The first sack of commercial fertilizer used in Burleson County was applied under his direction. With E. M. Regenbrecht, now extension swine husbandry specialist, he found that land planted in cotton following hubam clover appeared to resist the root rot plague, and was instrumental in popularizing hubam clover in Falls County. Dan played a leading role in the first rice dryer in Harris County and helped engineer the first pasture drainage system there. The "firsts" in the life of Dan Clinton, hard-working county agent, are epitomized in an article in the Houston Post of November 7 that pays tribute to his sagacity, wisdom, and accomplishments.

● "It certainly makes you feel good," confided ARDATH MARTIN, Washington County (Md.) home demonstration agent, to a traveling companion on a train heading for Iowa last fall. She was talking about the two pieces of beautiful leather luggage and the handsome watch given her by the homemakers of the county at a festive tea honoring her 20 years of service. Miss Martin was starting on a vacation of several weeks to visit with her family in Iowa.

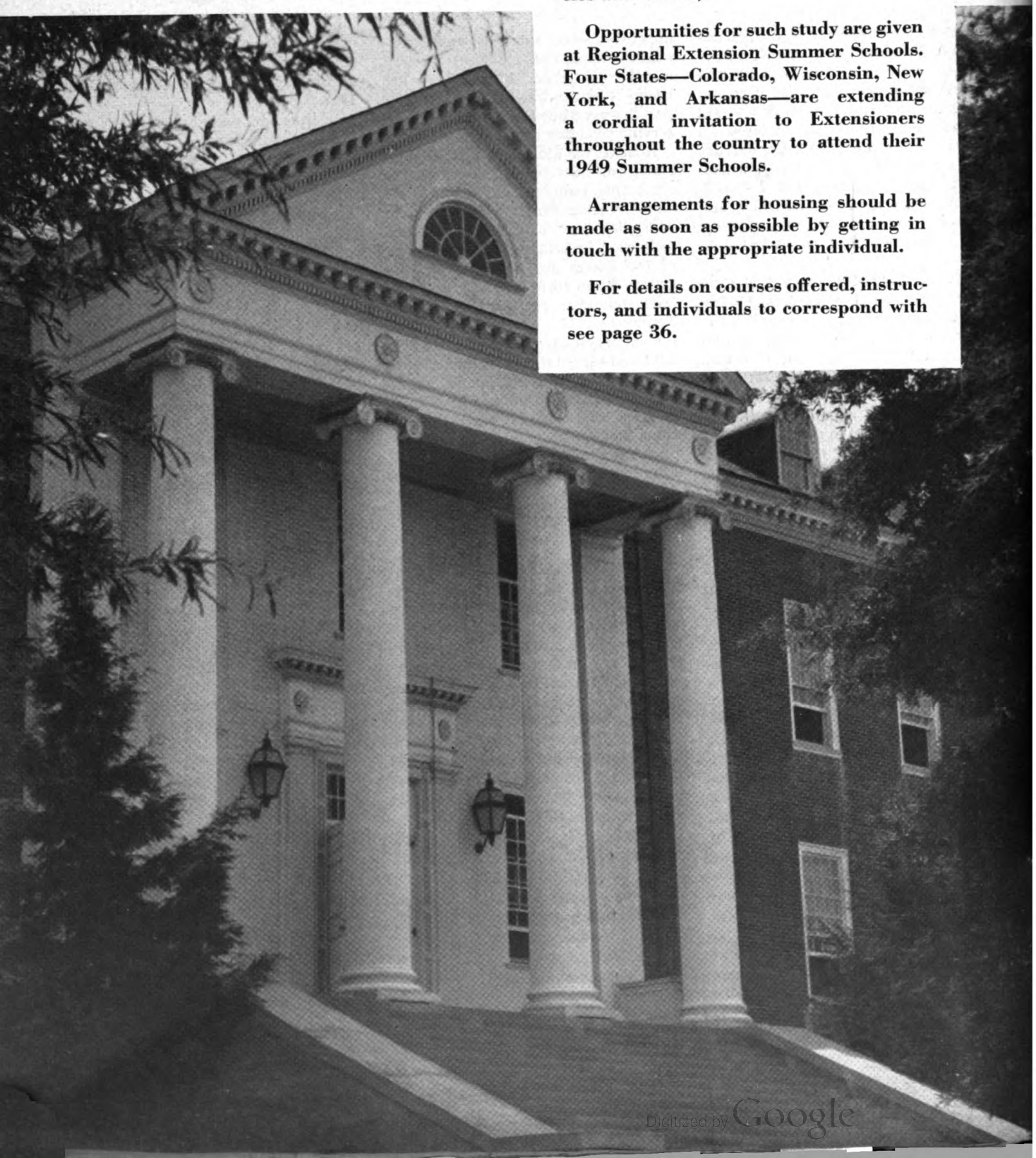
Summer Schools Beckon—

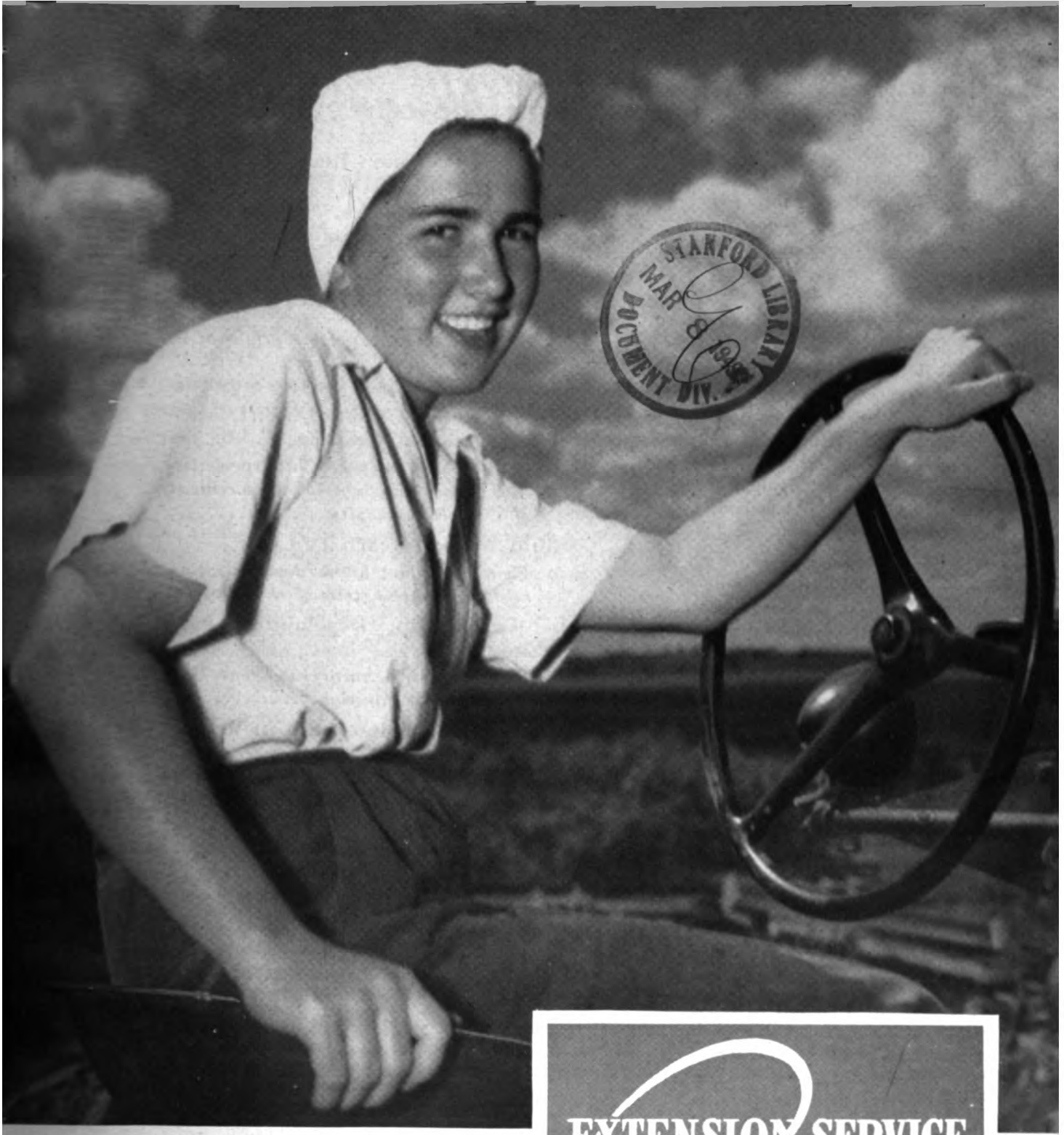
"Naturally any extension worker who is eager and ambitious to do his best in his job looks for means of improving himself. One of these means is through graduate study."—(From Joint Committee Report on Extension Programs Policies and Goals.)

Opportunities for such study are given at Regional Extension Summer Schools. Four States—Colorado, Wisconsin, New York, and Arkansas—are extending a cordial invitation to Extensioners throughout the country to attend their 1949 Summer Schools.

Arrangements for housing should be made as soon as possible by getting in touch with the appropriate individual.

For details on courses offered, instructors, and individuals to correspond with see page 36.





EXTENSION SERVICE Review

MARCH 1949 VOL. 20 NO. 3

National 4–H Club Week
March 5–13, 1949

Next Month . . .

- **Prof. A. F. Wileden, in the second of his series on recreation, discusses the importance of the village or small city in the social pattern. He shows how they have been ignored to the disadvantage of many good movements.**

- **Lucile Tatum, home demonstration agent in Gaston County, N. C., describes the development of a home center in the town of Gastonia that is very popular with the women. After 12 years the home center is a social and educational institution, invaluable to the county home demonstration program.**

- **The national conference on work with Young Adults met late in February at Jackson's Mill, W. Va. There was a good representation from most of the States, including directors, supervisors, specialists, and county agricultural and home demonstration agents. The recommendations of this conference will be ready for the May issue of the REVIEW, but next month will carry an article summarizing the situation as these folks found it. It will be a brief picture of the types of work and how much is being done at the present time. Recent trends in activities with this age group are also summarized.**

- **A camp program in northwestern Michigan has solved the problem of stabilizing leadership and holding older boys and girls in the club program, says "Andy" Olsen who describes the development of Twin Lakes Permanent 4–H Camp.**

- **A clever visual aids idea used with good results in Iowa will be featured in "Gertie Grainline" Explains.**

In this issue–

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Prepared in the Division of Extension Information
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Let's Not Take RECREATION for Granted—

A Positive Emphasis Is Needed

This is the first of a series of short articles on Recreation Trends in the Rural Community based on an address on that subject given at the National Recreation Congress in Omaha last September. Prof. A. F. Wileden, author of this series of articles, is extension rural sociologist at the Wisconsin College of Agriculture and has been closely identified with the recreation movement in that State for many years. He has taught a course in rural social trends at the Cornell and Wisconsin summer schools for extension workers and will be teaching such a course in the 1949 Wisconsin summer school.

EVEN the casual observer can detect new forces at work in America today, and these new forces are making themselves felt in rural America. Many of these forces have a direct bearing on the trends that recreation will take in rural communities during the next 10 or 20 years.

Shorter Workweek

It must suffice here merely to list what some of these forces are: (1) The increased mechanization that is bringing about a shorter workweek and more leisure, (2) the increased complexity of modern life, which is necessitating that more attention be given to those things that develop and maintain normal personality, and (3) the increased emphasis on the "American standard of living" and the way the "common man" shall maintain that standard. These trends are at work in rural as well as urban areas today, and so far as this article is concerned, I am sure we can take them for granted. However, there is a phase of this development that we cannot take for granted—that is to assume that all people agree on the importance of recreation as a part of these trends.

As a matter of fact, an error commonly committed by many social-minded persons is their mistaken belief that people need guidance and training for best using their worktime, but that they do not need such guidance and training for the best use of their leisure time. Likewise, the general belief seems to prevail that people need education in their money-earning endeavors, but that no education is needed in their money-spending habits and activities. I suspect that educators and ministers and civic leaders commit this error less frequently than do many other groups in our society, but even they fall far short when their emphasis terminates in a series of "taboos" or "thou shalt nots." The fallacy is that we have too often taken the positive emphasis in recreation for granted.

Emphasis on Satisfaction in Living

There is every evidence that we as a people cannot and must not continue to make this mistake. With the greatly increased technology in agriculture and industry, with a rapid decrease in the number of working hours, and increased emphasis on the satisfactions in living, the need for education in and giving direction to our leisure-time activities becomes increasingly obvious. There is an old proverb that runs, "What a man thinks in his heart, so is he." We might well paraphrase this proverb to read, "What a man does in his leisure time, so is he." It has been wisely said that if you will discover what a man does in his leisure time, you can then easily judge what kind of man he is. This comparison will become more true as our leisure time increases.

Money-spending Habits

Probably one of the most obvious illustrations of where the lack of a positive education program in the use of leisure and our money-spending habits are leading us today is in the purchase and consumption of alcoholic beverages. In 1946 the people of the United States spent about 7 billion dollars in the purchase of such beverages, which is at the rate of almost $50 for every man, woman, and child in the country. This was more money than we were spending for all types of public education combined. Other examples will occur to you.

Need for Program of Leisure-Time Activities

I realize how easy it sometimes is to moralize on this point, and how self-righteous it is to be critical of the habits of other people. What I do want to point out is the direction in which it is so easy for us to move as we get more money to spend and more leisure time in which to spend it. And what I want to emphasize is the urgent need for an organized positive emphasis on a program of leisure-time activities, and for increasing our attention to education for leisure.

821062—49

County Soil-Testing Laboratories in Missouri

O. T. COLEMAN, Extension Professor in Soils, Missouri

FARMERS in 47 Missouri counties now have the opportunity to receive direct help from soil-testing laboratories. Each of these laboratories is testing soil at the rate of nearly 1,000 samples a year. This service is also available to other counties, and about 20 percent of the samples have been tested for farmers in the counties without laboratories.

All these laboratories are equipped to test soils for exchangeable calcium, acidity, percentage of stable organic matter, extractable phosphate, and exchangeable calcium. Ten of them are also equipped to run magnesium tests, and one has added the extra equipment needed to run calcium carbonate equivalent tests on samples of limestone. The charges made for running tests will range from 50 cents to $1 a sample, the average being about 75 cents. The kind of equipment and the chemicals and procedures followed in testing soil samples in these counties are the same as those used by the department of soils of the University of Missouri on samples sent in for test.

The Comber test is used for soil acidity, and the exchangeable potash test is the one developed by Dr. R. H. Bray, of the University of Illinois. The chemicals for the extractable phosphate tests, with the exception of the organic reducing agent used to develop the color, were also developed by Dr. Bray. This part of the phosphate test, and the calcium, organic matter, and magnesium tests, were developed in the laboratories of the University of Missouri by Dr. E. R. Graham. The procedures followed in making and checking these tests are under the supervision of Dr. Graham. Standards are used to establish curves for reading the organic matter, phosphate, potash, and magnesium tests. All the laboratories are equipped with a photoelectric colorimeter which is used for reading organic matter, phosphate, potash, and magnesium tests. The glass electrode method of measuring pH and exchangeable hydrogen is used in determining the lime requirement in eight of the laboratories. These eight laboratories are equipped with lime meters developed by C. M. Woodruff, of the university.

Financing of Laboratories

The laboratories are locally financed, and the Extension specialist in soils assists in planning and setting them up. The cost for the sink, plumbing, cabinets, shelves, and labor for installing them, has averaged about $140, while the average cost of equipment has been approximately $285 and the original supply of chemicals about $35 per laboratory. The cost of chemicals for running a sample has averaged slightly over 20 cents, and the labor involved in doing this averages about 35 cents. Twenty of the laboratories were financed by county farm bureaus, five by county soil-improvement associations, four by county extension associations, three each by county courts and fertilizer dealers, and two each by county Missouri Farmers Associations, county banks, and local chambers of commerce. The remainder were financed through local businessmen, Rotary Clubs, advanced payments by farmers, personal contributions, soil district supervisors, Balanced Farming Associations, and various cooperative arrangements among interested individuals, groups, and agencies.

It normally takes at least three trips by an extension specialist to get a laboratory properly planned, set up, and in operation. The first trip is made to plan the laboratory itself, including the sink, location, shelves, and working space, and to check over the lists so that the adapted equipment and other supplies may be ordered. After the shelves, sink, plumbing, and working space have been completed and the necessary equipment and chemicals received, a second visit is made to set up the equipment and give instructions on procedures, use of standards, establishing and reading tests on the curves, interpreting the tests, and making soil-treatment recommendations. This normally takes a full day—frequently longer. After this a third trip is usually necessary to check procedures, interpretations, and recommendations. Visits are then made at intervals to check equipment and procedures and to give additional assistance.

The first laboratories were set up in Carroll, Monroe, and Franklin Counties in 1946. During 1947 they were established in 12 more counties, and then in 1948 in all remaining 32 counties. The accompanying map shows the location of the counties that now have these laboratories.

Although the county agent is given special training on how to run the tests, the actual testing is done by a part-time school or college boy or girl

(*Continued on page 54*)

Louisiana Televises Farm Program

LOUISIANA will add television to its list of extension information media for reaching people with farm and home news. This innovation is being made over Station WDSU—TV, New Orleans, and marks one of the first regular farm programs televised in the South.

The agricultural extension service is contemplating a weekly 15-minute program, which will consist of a combination of slides and records. In the not-too-distant future, however, a live program will be televised, according to A. V. Patterson, visual aids specialist, Louisiana State University Agricultural Extension Service. Subjects chosen for the first two programs were concerned with making slip covers and how to build attractive "dry flower" arrangements. The opinion of many television people is that "television is expected to change life on the farm."

The WDSU—TV video station is one of more than 50 operating stations in the United States today. Theoretically, video stations have only a short range, but it has been estimated that millions of farm families could now receive television programs if they all had receivers. When a recent test program was televised by WDSU—TV, one person in Baton Rouge picked it up on his television set, which indicated that in isolated cases the 50-mile range might be an inaccurate measurement.

Louisiana farm folks are not going to purchase television sets until they can be assured of a good reception. That this is not too far in the offing is the prediction of Patterson. In the meantime, the Louisiana television program will be beamed to urban people and will contain practical information of interest to both urban and rural audiences.

Kenneth Gapen, United States Department of Agriculture official directing the television project, believes that "television is the greatest medium for the education and entertainment of the United States farmers that has ever come along.

So, for the present, Louisiana will confine its television programs to those which are of general interest to all people. When more video stations are set up and more farmers buy sets, Louisiana Extension will present many programs especially for farm audiences.

The wire recorder is a radio gadget that is being used to advantage by extension personnel. G. J. Durbin, specialist in radio, is in charge of this project. He says that agricultural extension workers are finding wire recorders "as handy as a pocket on a shirt." They record interviews with agricultural authorities and farmers for radio broadcasts and for playback at farm meetings. The extension worker who gets home about midnight from a community meeting and has a radio broadcast early the next morning considers the wire recorder one of his most valuable tools. The recorder can appear at the radio station in his place.

Wire recorders not only make it easier for extension workers to present more radio broadcasts, but they add variety and interest to the programs. For instance, County Agent J. A. Shealy, of Lincoln Parish, devotes many of his broadcasts to subjects of interest to dairymen. When he visits another dairy area of Louisiana and finds farmers following practices that would be of interest to Lincoln Parish farmers, a wire-recorded interview with the farmers in the area he is visiting brings the message to Lincoln Parish farmers in an interesting and convincing way.

Attached to the battery of the car right out in the field in Grant Parish is the wire recorder. G. J. Durbin (center), Louisiana State University Graduate, 1935, holding the "mike" is interviewing G. W. Robertson (right), dairy farmer, and G. C. Smith, county agent. They are talking about dairying on one of Robertson's pastures. It's another version of the old Mahomet story.

Tractor operators' contests are increasing in popularity among 4–H Club members in New York State. By making special studies of aptitudes of prospective 4–H Club members for various kinds and types of projects, Club Specialist Carlton M. Edwards finds out beforehand what their interests and inclinations are, so that the boys will be more likely to succeed in their new undertaking.

4-H Boys Enthusiastic About Tractor Operators' Contest

C. M. EDWARDS, 4–H Club Specialist

Agricultural Engineering Department, Cornell University

4-H boys turned out to tractor operators' contests in 18 counties during the summer and early fall of 1948. In these county contests the operators were divided into excellent, good, and worthy groups according to the scores which they made. The 2 best operators were selected from the excellent group to represent their county in the State contest held at the State fair. The contestants at the State fair were also divided into excellent, good, and worthy groups according to their scores. All of the participants in the tractor operators' contest had first completed the tractor maintenance project in their home county. This is the first year that New York 4–H Club members have had an opportunity to take part in the tractor operators' contests.

1,800 Boys Took Part

The tractor program is sponsored by the 4–H Club departments in cooperation with an oil company and a State farm equipment dealers' association. The cooperation of these 3 organizations made it possible for 1,800 4–H boys to take the tractor maintenance project in New York this year.

This program is designed to teach 4–H Club boys the necessary daily care of the tractor in the maintenance project and in the operators' contests to give them an opportunity to demonstrate their knowledge of the daily care operations and, also, their skill in handling the tractor safely.

Recognition is given to the 4–H Club boys in the tractor maintenance project by the farm equipment dealers. Ribbons are given on the excellent, good, and worthy group basis. Most of the county tractor operators' contests were staged at county fairs where the county fair association gave its support to the program by providing some recognition for the excellent operators. In these county contests a specially made gold pin was awarded to the boys in the excellent group. The boys who rated excellent in the State contest received recognition from the State Fair Commission on the group basis, and in addition to these money prizes the farm equipment dealers' association awarded the excellent group in this State an all-expense educational tour. The 10 boys in the excellent State group were awarded a trip through 2 farm equipment manufacturing plants and a visit to the International Plowing Matches in Canada. This 3-day trip was supervised by O. C. French, head of the Agricultural Engineering Department, New York State College of Agriculture, and me.

The American Oil Company provided lesson manuals for the boys, pins to the 10 best in the county, and to the one best in the State in the tractor maintenance contest, a trip to National 4–H Club Congress.

This cooperative effort has proved so satisfactory and 4–H Club members are so enthusiastic about the program that plans are now being made to conduct this tractor program in 36 counties of New York State in the project year of 1949. Twenty-two counties conducted the tractor maintenance project in 1948.

●

"His Record of Solid Service to Stockmen Equaled by Few." Under this head, Theo. W. Morse, of the Kansas City Daily Drovers Telegram, pays a well-deserved tribute to CARL G. ELLING, veteran extension animal husbandman of Kansas. The article in the November 4, 1948 issue deals with the life work of Elling and some of his achievements.

Blind Women Learn To Cook

A COOKING class for blind women on Maui was started December 28 by the Bureau of Sight Conservation and Work with the Blind. Eleanor Dickie, home agent for the University of Hawaii Agricultural Extension Service, is the teacher. This class, the only one of its kind in the Territory, is a continuation of similar class work that began last January and continued through June. As during the previous course, the class will meet in the community room of the Paia Congregational Church. Five women attended the first meeting of the class. At the end of the course 10 were attending regularly.

"As I had had no previous experience teaching the blind," Miss Dickie says, "I wasn't sure that I could do it. However, with help and suggestions from Mrs. Betty Watanabe and other Bureau of Sight Conservation workers, I worked out a technique."

Ingredients for the dish to be prepared are placed on a table in front of each woman. Miss Dickie stands before the class and says: "On your right you will find two eggs. Directly in front of you is a bowl. Pick up one egg, hit it against the bowl, and break it into the bowl. Now repeat with the other egg. Pick up the egg beater, which is at your left."

Miss Dickie continues giving detailed directions in this way until the food is cooked and ready for each woman to carry home.

During the 6 months' course the women learned to prepare creole eggs, papaya salad, banana bread, meat loaf, tuna fish casserole, and meat or fish salad. Each woman is happy and proud to take home the food she prepares. Commenting on the class, one of the pupils said: "I have not only enjoyed these classes, but they have given me renewed confidence in attempting to do my share in the kitchen at home. I have been proud taking home the dishes we've prepared and showing my family what I can do."

The Bureau of Sight Conservation and Work with the Blind provides transportation to and from the class. In last year's class two of the women came from Wailuku, one from Kahului, four from Spreckelsville, two from Paia, and one from Puunene. The Maui Lions Club contributed money for buying such staples as salt, seasonings, flour, and sugar. The Bureau of Sight Conservation has all the recipes typed so the women can take them home.

Four of the women are housewives who do much of their own cooking. Some of them have ingenious ways of timing the cooking of food. One woman does it by listening to the radio. She knows that most programs are 15 minutes. When something has to bake for half an hour she puts it into the oven when one program starts and takes it out when the following one ends.

Miss Haruko Okimoto and Miss Miriam Tom, sight conservation workers, are assisting Miss Dickie and Mrs. Watanabe with the class.

Eleanor Dickie, Maui home agent for the University of Hawaii Extension Service, teaches blind women to cook. Miss Dickie is standing at the table in rear facing the group.

Epsilon Sigma Phi Awards

At its annual meeting on November 7, 1948, Epsilon Sigma Phi awarded the following certificates of recognition:

Distinguished service ruby: Director of Extension William H. Brokaw (retired), University of Nebraska.

1948 certificates of recognition at large: Minnie Price, State home demonstration leader, Ohio; Dr. Ralph Winfred Tyler, professor of education, University of Chicago; Dr. Paul Jehu Kruse, professor of rural education, Cornell University.

1948 certificates of recognition: Thomas Andrew Sims (retired), State 4-H Club leader, Alabama; Leila Ritchie Mize (retired), extension program specialist, Georgia; Elizabeth Emily Edwards, district home demonstration agent, Texas; Wilford Ross Wilson (retired), agricultural agent, Grafton County, N. H.; Richard Foster Talbot, extension dairy specialist, Maine; Floyd Steinmetz Bucher, agricultural agent, Lancester County, Pa.; Fannie Marie Brooks (retired), health education specialist, Illinois; Thomas Ripley Bryant, assistant director of extension, Kentucky; Norbert David Gorman, State leader of county agricultural agents, North Dakota; Veda Agnes Strong, extension home management specialist, New Mexico; Roy Allen Goff (posthumously), assistant director of Extension Service, Hawaii; Burton Winfield Marston, State 4-H Club leader, Wyoming.

Home Demonstration Week

May 1-7 has been set as National Home Demonstration Week, 1949. Activities will high light the past year's achievements and the problems needing attention. A better understanding of public problems—local, State, national, and international—will be featured.

Is LEADERSHIP Developing Fast Enough?

BURTON HUTTON, State Agent, 4–H Club Work, Oregon

THE quotation from the Bible "* * * and a little child shall lead them," is as apt now as though it had been coined today with reference to the youth programs of this country. How true it is that so much of our inspiration and action for youth leadership comes direct from those for whom we are seeking the most effective and productive type of leadership.

The young people of today look forward, and a leadership program that keeps pace with them will do likewise. A prominent leader recently said: "The forward look holds rewards for those who are built to take it."

Have we been sitting in the "waiting room" reading last year's magazine? Would we be happier with the familiar in youth leadership than accept the responsibilities of change and the surprises that are the result?

The emblem of the 4–H Club is the four-leaf clover. The clover seed sprouts and grows in the properly prepared seedbed, the seedling always going up. Through the ground the leaves are formed and that four-leaf face is always turned up—turned up to receive the benefits of the elements contributing to its growth. Denied these, it ceases to be the great exponent of culture and good luck.

So it is with the 4–H Clubs of the Nation whose boys and girls eagerly await the sparkle of their leadership that will cause them to "catch fire." To a great degree they have caught fire, but they and their leaders, present and potential, want the "fire to get hotter." It is that well-fed fire that warms the hearthstone. How is the fuel for this fire to be supplied? It is not the purpose of this one article to seek to do this. It will take many to pass along the fire-making practices and ideas in the different parts of this country. But if enough "fuel" is obtained we then will have the makings for the beacon fire that so many say is needed.

Many times the question has been asked whether the pattern of 4–H leadership has followed sufficiently the development of the youth. There is the recollection of a recent statement, "Have we forgotten that people are people?" Change this a little: "Have we forgotten that children are children?"

Then there is that well-remembered phrase when thinking of the child, "What would we do without him (or her)?" Why not change it around as we "look forward," and put it this way: "What shall we do with the child?"

Then there is the other question that is repeated on so many occasions about the leadership required for the teen-ager being somewhat different from that required for the beginner in 4–H at the age of 10.

These are only a few of the questions you hear at the crossroads and the "four corners." They and others are the cause of that look of bewilderment that comes to the faces of so many local leaders. How are they going to do many of the tasks in which

High Lights of Twenty-seven

Fred Waring presents the club song he wrote, "A Place in the Sun," to Gertrude L. Warren.

Champions in the tractor maintenance contest, attending the National 4–H Club Congress, Chicago, discuss proper care of tractors.

A 15-year-old Missouri boy his model farm at the contains five buildings,

These local leaders were among those receiving suggestions on child psychology at a training meeting.

they have had no particular training? They hear and read that higher standards of workmanship are wanted from the 4–H member. These leaders are smart. They know you don't get higher standards of workmanship unless in many instances the leader is able to "thread the needle." And many do not have the "thread" they so badly need and want.

Just because some good supporter of 4–H has been exposed to club work a few years is no reason at all to assume that that person can start right off as a successful leader of a 4–H Club. The local volunteer leader, along with the parents, forms the key to 4–H success. But through various means during the past several years the job of local leadership has been made almost a "gilded lily," to the extent that it has become very easy to forget that the business of 4–H Club leadership takes a lot of work and an ever-increasing amount of "know how."

On the last Sunday of November a pastor told his congregation that our songs and fine words had almost made a glorified creation out of the barn and manger where Christ was born. He called upon them to remember that it still was a barn and manger—nothing more, but that something so fine had come from these humble beginnings. It had not come from a cathedral, but it had been life everlasting.

The local volunteer leader has been heroic in accomplishments of the past, but in the building of a great edifice, brick is laid upon brick and with the binding help of mortar, the walls are completed. Board upon board and shingle upon shingle, held together with countless numbers of nails, complete the structure. The local leaders need more brick, more boards, more nails.

The material with which the local leader works is people—young, plastic, imaginative, eager for adventure. It is no wonder that recognition is given to the fact that if 4–H Club work is to climb to "high level" accomplishments the leader-training program must "catch fire."

Maybe when the fire burns more brightly and warmly parents will find added inspiration in at least getting "singed." They, too, are important, and the question has been asked, "In our leader-training program should we include more emphasis upon the parent?" This reminds me of the saying: "The best luck that can happen to a small boy is not to be sent to a first-rate school (though that is an extra piece of good fortune), but to have first-rate parents, to have inherited the best they had to hand down, and to have been well raised at home."

There are numerous instances of a most unlikely youngster with skilled leadership and activated parental interest rising to unbelievable heights. That "high level" accomplishment in 4–H Club work will not come first from high numbers. Our youth leaders the country over stress time and again the fact that quality of accomplishment and skill of leadership parallel each other down or up as the case may be.

The glorious past is behind us; the future with all its hope and challenge is ahead; but the present is upon us!

ı National 4-H Club Congress

immie Sutherland, exhibited
b Congress. The miniature
ich he had wired for lights.

Champions in the National 4–H Forestry program listen to Fred E. Winch, Jr., agricultural extension forester of New York.

Will Peigelbeck, radio farm and garden director, interviews two young New Jersey dairymen.

Building Extension Work in Wuerttemberg-Baden

JAMES F. KEIM, Agricultural Extension Specialist
Office of Military Government for Wuerttemberg-Baden

MILITARY Government in the American Zone of Germany has established an education and reorientation program which has as one of its purposes the development of an Agricultural and Home Economics Extension Service for Germany. Each of the various States, or Lands as they are known in Germany, is working toward this objective. Land Wuerttemberg-Baden is my assignment. Miss Marie Doermann, of the home economics staff of the New Jersey Extension Service, is here working on the home economics phase of the work.

Charles F. LaFollette, Military Governor of Wuerttemberg-Baden, passes over the first check drawn against Military Government funds provided for education and reorientation to President Muenzinger and Treasurer Grimminger.

County Agents Needed

Before I came to Germany, one of my good farmer friends in Pennsylvania remarked to me: "Been reading a report written by somebody who has just returned from Germany, who said, 'We should send over 200 county agents from the United States to get German agriculture straightened out in no time.' What do you think?"

I had been in Italy for more than 4 years in Military Government, working with agriculture a good part of the time, and I had observed how influential habit, tradition, and custom were in preventing or slowing up change. I know how long we have been building the Extension Service in the United States, and I had experienced some of the difficulties that arose as the Service grew and expanded. With all that in mind, I replied: "They could accomplish a great deal if they'd stay at least 2 years and either could speak German or were able by reason of German origin to understand it."

Western Germany, of which this State or Land is a part, has a population of 47 million. Farms are exceedingly small: 50 acres is a large holding; 15 might be considered an average. Twenty-three percent of the population can be considered as rural. Wuerttemberg-Baden has more than 500,000 persons who work on the land. Almost all farm folks live in villages and go out to work on their land, often 5 to 10 miles by wagon or on foot.

Inheritance laws have, over the centuries, resulted in the dividing up of arable land into small parcels. This has all too frequently resulted in the scattering of land ownership at all points of the compass. A landowner may have so many parcels as to forget the location of some of them. Farm operators spend at least 25 percent of their time traveling from one piece of land to another.

Authority rests in the head of the family, and his word is law. The drift of young people from the country to the town increases steadily.

Farmers work hard, especially at hand labor. Yet, the best they can do is to produce about 50 percent of the food and fiber needed by the whole population of western Germany.

Charles F. LaFollette, Military Governor of Wuerttemberg-Baden, passed over the first check drawn against Military Government funds provided for education and reorientation to President Muenzinger and Treasurer Grimminger, members of the board appointed by the Minister President to establish an Agricultural and Home Economics Extension Service for Wuerttemberg-Baden. This board is called a foundation. It has a written constitution drawn up according to German law and consists of representatives of the Ministry of Agriculture, Hohenheim College, Farmers' Association, Farm Women's Association, the cooperatives, and the experiment stations.

The board was formally organized on September 13, 1948. After consid-

erable delay we now have a director and also a home economics specialist. The director is now setting up his office and developing a program of work.

This work was being developed when I came on the scene. Miss Doermann arrived later, and things are now moving ahead. Ground work for the program consumed many months of discussion and endless conferences. Paul F. Taggart, Chief of the Food, Agriculture, and Forestry Branch at this headquarters, a Nebraska graduate, assisted by Samuel L. Buddemeier, had "blazed the trail," and their description of the long-drawn-out negotiations was enlightening, to say the least. One needs to be "reoriented" upon arrival in order to understand the situation.

Interest in scientific work is extremely keen. Experimental work is going on despite the numerous handicaps resulting from the war and the surrender of Germany. However, Nazism had virtually isolated German scientists from the world, and they are now desperately eager to find out what has been taking place. The development of agricultural colleges, research institutes, and experiment stations in Germany has certain definite characteristics. They have been developed without regard to the establishment of working relationships with other institutions of similar type. They have suffered from lack of financial support. This has led to a lack of coordination of programs and a reluctance to publish results or to permit the public to have the benefit of their findings.

Leaders of farmers' organizations and cooperatives are outspoken in their criticism of this situation, maintaining that the results of experimental work are not readily available. They are, therefore, very enthusiastic about the development of an extension program for agriculture and home economics.

Now the educational institutions all have financial difficulties. Faculties have grown old and are reduced for political reasons. Many college plants suffered from bombings, valuable equipment was lost or stolen, and there is a general run-down condition.

On the other hand, student enrollment is up. Hohenheim has three times as many students as before the war. All this adds to the burdens of those interested in agricultural college education. When it is considered that many young men of 18 went into the army 10 years ago and now are anxious to complete their education, the implications of the situation are truly serious.

The objectives of the education and reorientation program take all these facts into account and are designed to bring about an improvement in the situation. Not only is an agricultural extension service program being planned for all western Germany, but a very large exchange program for students, professors, and government officials is also on the program. This we believe will hasten the day when educational opportunities in Germany will more nearly meet the actual needs of the country.

To Rescue Road Map Refugees

Did you ever get lost on a country road?

Many a person has wandered aimlessly and with constantly shortening temper about the byways of a farm community looking for some particular home.

The Spring Valley Hustlers—4-H Club in Pend Oreille County, Wash., has set out to see that this does not happen in its community. The members of the club have provided an attractive name plate for every farm in the community. They have also made guideposts, showing names of farmers who live down each road. These guideposts are then put up at the intersections.

If you know for whom you are looking in Spring Valley, you won't have much trouble finding them, thanks to the Hustlers.

Club Members Mark the Way

POLIOMYELITIS was only a word in the dictionary to the members of the Busy Circle 4-H Club of Diana, W. Va., until Tommy Hines, chairman of the potato project, was stricken. Then they became painfully aware of its full impact.

After diagnosis, the doctor advised Tommy's parents to rush him to the hospital in Marmet, some 115 miles away. Paralysis was creeping up Tommy's neck and head when the party reached Marmet at 2 o'clock in the morning. Then began a frantic search for the hospital. Up one street, down another, over, and back. No signs or markers to point the way, no telephone available at that time in the morning. Meanwhile, the dread disease was at work. At last the hospital was located, and treatment was begun immediately.

The story might have ended here, for Tommy is recovering and is able to work about the lawn. But during the long hours in the hospital Tommy thought about the search for the hospital and how in some cases the delay of minutes and even seconds may mean the difference between life and death. The other members of the club agreed with Tommy that something should be done to help others to find the hospital quickly.

After members had consulted with the hospital officials at Marmet, eight signs giving directions to the hospital began to appear under the nimble fingers of the Busy Circle 4-H Club. Within a month the signs were delivered to the hospital with the sincere hope of the members of the Busy Circle 4-H Club that they would aid others in locating the hospital quickly.

We Study Our JOB

Pennsylvania Radio Study

WHEN Pennsylvania county extension workers go on the air, they can be sure that many farm people are listening to their programs. This was brought out in a recent radio survey made in Berks, Lycoming, and Mercer Counties where more than 600 farm men and women were interviewed.

Nearly half of the farmers and more than half of the homemakers had listened to some broadcasts made by the Pennsylvania county extension workers. Full-time farmers and farm homemakers listen more frequently than part-time farm people. The full-time farmer with some high school education and between the ages of 35 and 54 years is the best listener.

About one out of four farmers in the three counties listen regularly to the county agents' broadcasts. Many farmers stated to the interviewers that they would listen oftener if they knew what the county agent was going to discuss. They suggested that the county agent publish his weekly program a week in advance, when possible.

As would be expected, more women listen to the radio during the day than men. About one out of three homemakers in the three counties listen regularly to the extension home economics broadcasts. Many farm women stated that they had the radio operating most of the day. They didn't always listen to entire programs; but when music, news, or an effective speaker attracted them, they would give the broadcasts more attention. This suggests that extension broadcasts might attract more listeners by a catchy theme song or some distinctive sound. One Pennsylvania county agent always starts his programs with some Pennsylvania Dutch chatter. This unique feature adds to the popularity of his broadcasts.

The noon hour is preferred by both men and women for extension broadcasts; the day of the week doesn't seem to matter.

Pennsylvania county extension workers broadcast from 50 different radio stations. They average about 82 agricultural and 57 home economics programs each week. The 50 Pennsylvania stations give an average of 31 minutes per week for extension broadcasts.

These broadcasts reach many people who do not attend meetings or who do not belong to Extension-sponsored organizations. The radio reaches about as many people who do not take part in these extension activities as those who do take part in them.

Radio Motivates

The study shows that farm men and women take action as a result of listening to the extension radio programs. Those who listen regularly take more action than those who listen occasionally. Occasional listeners, however, are interested in the information that is broadcast.

Farmers, when asked to name the practices changed as a result of radio programs, were hesitant to do so. The reason for this reaction as expressed by one farmer was that he could not honestly attribute six practices which he had changed, solely to radio. Many of the other media such as newspapers, extension meetings, and demonstrations, together with radio, influenced him to change practices.

This survey also brings out that radio plays a very important part in maintaining good will among farmers; it keeps them informed of the activities of the county extension workers and of the services of Extension.

More information is given in the report of this study by H. N. Reist, Pennsylvania extension specialist in studies, and F. P. Frutchey of the Division of Field Studies and Training. Write to Extension Service, Pennsylvania State College, State College, Pa., for a copy of the 16-page printed report, PENNSYLVANIA RADIO STUDY.

What We've Found Out About Extension Radio

We have (a) studies that examine the general effectiveness of all extension methods, counting radio broadcasting by extension workers as an extension method; and (b) studies that look at radio broadcasting alone, according to Dr. Gladys Gallup, assistant chief, Division of Field Studies and Training, under whose direction the studies were made or analyzed.

The "a" studies show that radio broadcasting ranks very well among the various ways extension workers use to inform and aid farm people. In Vermont, 51 percent of the farm men with radios said they got ideas from radio programs, and 73 percent of the Vermont women said the same, ranking radio as fifth and fourth in the list of sources. Alabama farmers with radios gave radio sixth place as an idea source. These studies, Dr. Gallup explains, show the interdependence of methods, with radio distinguished by the fact it reaches large numbers of people who do not participate in other extension activities.

There have been 13 surveys in which the studies were limited to radio programs. Answers were sought to three questions: (1) Do farm people listen to extension radio programs? (2) How effective are our radio programs? and (3) How can we make our radio programs more effective?

Percentage of listeners varied greatly, from 94 percent of farmers interviewed in one State to 21 percent in another. Effectiveness was found to vary, too.

More details are included in the mimeographed "Extension Radio Surveys," available on request from the Editor, Extension Service Review, United States Department of Agriculture, Washington 25, D. C.

About People . . .

● On December 19, FRED WENTWORTH FRASIER, Washington State extension poultryman, passed away at his home after a 3-year-long struggle against the creeping paralysis of amyotrophic lateral sclerosis. He was 40 years old. Frasier was known through the State for his frequent byline on publications and articles on poultry, and, though, confined to his bed for the past year, continued to dictate and approve news stories and articles. Frasier's outstanding work as an extension specialist received national recognition in 1947, when the National Poultry Science Association conferred on him their annual award for outstanding poultry extension work.

Officers Elected at National Meetings

Listed below are the folks who will guide the destinies of the various county agent organizations this year.

National Association of County Agricultural Agents:

President: John H. Logan, Clearwater, Fla.
Vice president: Rex Carter, Uniontown, Pa.
Secretary: C. C. Keller, Springfield, Mo.
Regional directors:
C. Z. Keller, Princess Anne, Md.
O. P. Roberts, Joliette, Mont.
T. H. Young, Spearfish, S. Dak.
S. C. Bohanan, Paducah, Ky.
Editor of the County Agent: Stuart Stirling, Silver City, N. Mex.

National Association of Home Demonstration Agents:

President: Luella Condon, Walla Walla, Wash.
First vice president: Lucille Brown, Grand Forks, N. Dak.
Second vice president: Carmen Johnson, Fort Collins, Colo.
Third vice president: Mary Switzer, Kenmore, N. Y.
Secretary: Margaret Bracker, Fort Stockton, Tex.
Treasurer: Margaret Shepard, Newark, N. J.
Regional councilors:
Helen Clark, Danbury, Conn.; Velma Johnson, Martinsburg, W. Va., alternate.
Nelle Thrash, Greensboro, Ga.; Gayle Roberts, Fort Worth, Tex., alternate.
Aubrey Reid, Clayton, N. Mex.; Nettie Lund, Salt Lake City, Utah, alternate.
Clara Noyes, Omaha, Nebr.; Myrtle Hewitt, Humboldt, Iowa, alternate.

National Association of County 4–H Club Agents:

President: Henry Kreber, Litchfield, Conn.
First vice president: Robert Dyer, Hudson, N. Y.
Second vice president: Andrew Olesen, Traverse City, Mich.
Secretary-Treasurer: Marie Wolfe, Wayne, Mich.
Additional members of Executive committee:
Willard Bitzer, Newton, N. J.
Donald Y. Stiles, Westport, N. Y.

● After 29 years as director of Ohio State Extension Service, HARRY C. RAMSOWER retired on December 31. He had been associated with Ohio State University for 40 years—a career marked by alert leadership and successful achievement. Coming to Extension with an Ohio farm background, Dr. Ramsower understood the problems farm people faced and geared his administration to be of maximum service to them. He is regarded as one of the Nation's outstanding authorities on adult education, and will continue as chairman of the advisory committee to Harvard University in matters dealing with extension graduate studies at that institution. During the Second World War he served as a member of the Land-Grant College Committee on Extension Organization and Policy, and was its chairman for 2 years.

Director of Extension Work M. L. Wilson comments: "As director he (H. C. Ramsower) gave outstanding leadership to the development of a great State-wide extension system in Ohio. He has guided that system by democratic principles toward goals that have brought prosperity to agriculture in his State and have caused standards of farm living to progress steadily to new heights."

● ADDISON H. SNYDER, extension editor at the University of Maryland for the past 18 years, retired on December 31, 1948. Before joining the Maryland staff, Snyder served for 6 years as an agronomist at Iowa State College, 5 years with the Bureau of Soils and the Bureau of Plant Industry in Washington, and 17 years as editor of the magazine Successful Farming. As a token of their esteem, the members of the Maryland Extension staff presented him with a traveling bag.

● "They say that L. I. FRISBIE, beloved leader of Nebraska 4–H youth, died yesterday. In a physical sense, what they say is true • • • Actually, men like Frisbie never die." These words are taken from a stirring tribute paid Mr. Frisbie by the Omaha Daily Journal-Stockman.

Mr. Frisbee passed away on December 13, just over a year after the death of his wife. He had been actively engaged in club work since 1918. Frisbie loved the young people whom he served, and his last thoughts centered on them. His final request was that instead of sending flowers, his friends contribute to a loan fund to help youth pursue their studies and achieve their goals.

● Thirty-five years of loyal and efficient service, crowned with achievements, was the bountiful harvest reaped by THOMAS J. JORDAN, Louisiana State agent for work with Negroes, who retired recently. Jordan, whose appearance belies his age, was born and raised in Louisiana, and received his education at Baton Rouge College and Tuskegee Institute. For a time, before entering extension work, he taught agricultural classes at Boggy Academy in Texas. Before retiring, Jordan was honored by Louisiana farmers and coworkers at a special Jordan Day Celebration held at Mount Lebanon.

County Soil-Testing Laboratories in Missouri

(*Continued from page 44*)

or by an office secretary who devotes part of her time to this work. This is possible because of the detailed instructions and training given at the time the laboratory is set up and the follow-up visits that are made to the laboratories. These laboratory technicians are not given training on the chemical reactions and formulas involved in the tests, but are furnished detailed, mimeographed, step-by-step procedures to follow in testing, in establishing curves by using the standards, and in reading and checking the tests. If these instructions are closely followed, the solutions and equipment kept clean and free of contamination, and the photoelectric colorimeters kept in adjustment and properly used, a satisfactory degree of accuracy is obtained.

The county agents interpret every test and recommend the soil treatment. When samples are sent to a laboratory from another county the results of the test are sent to the agent in that county and he makes the interpretations and recommendations. The interpretations are correlated with the experimental data of the university, and the recommendations are based upon these and demonstration results for the different types or kinds of soil in Missouri. Such correlations are necessary in order to interpret the tests properly on the basis of the amounts and kinds of plant foods needed for maximum results on the different types of soil. In addition to this, previous cropping and soil treatments, drainage, cropping plans, and method of sampling are important factors in interpreting tests and making recommendations.

Mimeographed instructions on interpretations and recommendations are furnished to county agents as a guide, and conferences have been held with them to explain further the procedures and the application of these tests to their conditions. Suggested forms for obtaining the necessary information on samples, giving instructions for properly taking representative soil samples, and for making the soil treatment recommendations on the basis of the soil tests, have been prepared and have been made available by extension specialists.

Questions Asked

Before encouraging a county to set up a soil-testing laboratory, we ask the county agent and the board sponsoring extension work whether the service they would get by having their own laboratory, rather than sending their soil samples to another county laboratory, would justify the extra trouble and expense involved. If they feel it would, then we ask them if they can answer "Yes" to the following four questions:

1. Can you adequately finance such a laboratory? Plumbing, sink, working space, shelves, equipment and the original supply of chemicals will usually total between $450 and $500.

2. Do you have a suitable location for such a laboratory? It should be close enough to the county agent's office for convenient and adequate supervision. It should have running water and adequate working and shelf space available.

3. Will you be able to get satisfactory laboratory technicians to run the tests? The county agent should not have to run the tests but should supervise the laboratory procedures, interpret the tests, and make the soil treatment recommendations.

4. Will enough soil samples be tested to justify setting up a laboratory? Our experience indicates that unless from 800 to 1,000 samples are tested annually it is usually advisable for arrangements to be made with another county laboratory to do the testing.

Testing of soils in Missouri counties represents a gradual development over a period of some 25 years. County laboratories have been a great benefit to county agents in giving them a better idea of the needs of the soils in their respective counties and the method of meeting these needs. The laboratories have given them a better opportunity to think and work closely with farmers on their soil problems. Many of the farmers in counties with laboratories are now making complete chemical inventories of their soils. By working closely with the county agents they get more detailed information regarding the nature of the soil and the previous cropping systems and soil treatments, and can make plans for the use of the needed treatment for best returns.

Numerous examples of savings to farmers in applying the treatments needed rather than those they planned to apply, have been reported. Results from demonstrations conducted in counties without laboratories and those with them, where soil treatments have been applied according to recommendations based upon soil tests, have furnished conclusive evidence of this value.

Summer Schools

The summer schools for 1949 will be held at Cornell University, July 11 to 30; University of Wisconsin, June 17 to July 15; Colorado Agricultural and Mechanical College, June 20 to July 8; and University of Arkansas, July 18 to August 5. In addition, summer schools with courses of interest to extension workers will be held at the University of Missouri, June 6 to July 2; Teachers College, Columbia University, 6 weeks in July and August; University of Chicago; and Mississippi State College during 3 weeks in June. At the Mississippi school, Director H. C. Ramsower, of Ohio, will teach the course, "Planning Extension Programs."

A Land Economics Institute has been scheduled at Iowa State College, June 13—July 20. The institute is dedicated to a better understanding of our major land problems and what can be done about them. Courses carry graduate credit. Details may be obtained by writing to the department of economics and sociology, Iowa State College, Ames, Iowa.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Keeping Green Beans Green Longer After Harvest

THE 10-YEAR OLD DISCOVERY that certain chemicals act as regulators of plant growth through modifying growth processes has already led to some practical applications, and no doubt many more uses for them will be found. Probably the best known and most used of these substances at present is the weed killer 2,4-D.

Another substance is widely used by fruit growers to prevent apples and pears from dropping from the tree before they are ready to be picked. Other effects of plant growth regulators are to hasten or retard flowering or ripening, to stimulate root growth, to prolong the blooming period, and to prevent certain disease conditions from developing in storage.

Dr. John W. Mitchell, of the Bureau of Plant Industry, Soils, and Agricultural Engineering, who has been a pioneer in discovering and establishing uses for growth-regulating substances, recently found that some of them, known as the phenoxy compounds, slow up the rate at which changes take place in green beans after harvest. He treated picked beans with concentrations of 50 to 1,000 parts per million of the compound and found after 17 days that about two-thirds (66 percent) of the beans treated with the highest concentration were plump and green, whereas untreated beans kept for the same length of time under the same conditions were all shriveled. Moreover, the treated beans maintained a relatively high level of vitamin C for a longer time than the untreated ones.

This slowing down of physiological processes associated with the aging of plant cells through the use of plant-regulating chemicals offers promise that the freshness and vitamin content of market vegetables and fruits may be prolonged.

Why Citric Acid Makes Soybean Salad Oil Taste Better

SOMETIMES something works, but nobody knows why. That was the case with the German oil refiners who found that adding a little citric acid to soybean oil improved its flavor and keeping quality. They thought it must be some complicated chemical reaction that caused the improvement. After VE-day, American scientists learned of the German use of citric acid in refining soybean oil and began work to determine the reason for its effectiveness.

The real function of the citric acid, chemists at the Northern Regional Research Laboratory at Peoria, Ill., found, is to neutralize the effect of minute quantities of metal that are absorbed by soybean oil from containers and refining equipment. A striking feature of the process is the small amount of citric acid needed to do the job of "metal scavenger"; 3 or 4 ounces is enough for processing a ton of oil. Soybean salad oil refined in this way not only tastes better but keeps three to five times longer than oil refined by previous methods.

Soybean oil, a relative newcomer in the field, is now the country's major edible oil. However, its tendency to develop an unpleasant flavor, which has been variously described as "painty," "fishy," and "grassy," has held the price below that of corn oil and even of cottonseed oil. This means smaller returns to the many farmers who grow soybeans to sell to oil processors. Flavor deterioration has been a major problem of soybean-oil chemists and refining experts. The citric-acid process, now in commercial use, is helpful but is only a partial solution. The final answer is being sought through fundamental investigations into the chemistry of flavor reversion. The Northern Laboratory is continuing work on this problem under the Research and Marketing Act.

No Armistice in the Insect War

IF YOU have watched your lawns being damaged by the grubs of the Japanese beetle summer after summer, you will be particularly glad to hear that another new insecticide promises good results in controlling them. This chemical is chlordane, and it not only gets into the soil and kills the grubs there quicker than DDT, but has remained effective for the 2 years during which it has been under test. How much longer one application of chlordane will kill grubs only time will show.

Chlordane, benzene hexachloride, and methoxychlor are being tested by entomologists of the Bureau of Entomology and Plant Quarantine as possible replacements for DDT as a fly killer in certain sections of the country where DDT was not so effective last summer. This partial failure of DDT to control houseflies where it had been almost miraculously effective in 1945, 1946, and 1947 is attributed in great part to increasing resistance of flies to the chemical after several generations have been exposed to it. So far there has been no sign of failure of the power of DDT to kill mosquitoes.

In the Northwestern States, snow-water mosquitoes, which breed in depressions that fill with snow during the winter, were killed as larvae by applying DDT sprays to breeding places in the fall. These mosquitoes are fierce biters, and where swarms of them are present they prevent the use of many desirable mountain recreational areas. One-half to one pound of DDT to an acre prevented mosquito larvae from developing for 1 year; 2 pounds were effective for 2 years. The treatments must be applied to known breeding areas.

WANTED: A Leader

Smithville, R.F.D.
March 5, 1949

Dear County Extension Agent:

We are up against it. And we need your help. Frank Thompson, our local 4H leader is moving away. We need another leader. We've tried to find one but no luck.

We just can't let our club go to pieces

Mr. Thompson led our club for five years and he was very proud of the silver clover award that was given him. We want another leader like him. We are counting on your help.

Jack Brown
Club Secretary

National 4–H Club Week, March 5–13, 1949
is a good time for checking your plans for 4–H Club leaders—
plans to recruit more of them, equip them better, honor them.

U. S. GOVERNMENT PRINTING OFFICE: 1949

EXTENSION SERVICE Review

Vol. 20 APRIL 1949 No. 4

Accent on Young Men and Women . *Page 64*

In this issue—

EXTENSION SERVICE Review

OFFICIAL ORGAN OF THE
COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Prepared in the Division of Extension Information
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EXTENSION SERVICE
Has Farmhouse Plans to Help You

Can You Use a Poster?

● This month we are trying out the idea of using the back cover page for a poster. Will you let us know whether you find it useful? Perhaps farmers seeing it in your office will ask you about house plans.

Since 1945 about one-half million farm families have had extension guidance in house building and remodeling. County extension workers assisted more than one-fourth of the families who built new houses in 1947. Can we help more families? Can we help them to build the homes they want which will satisfy their expectations for convenience, comfort, and good appearance?

A farm family ordinarily builds or remodels its home only once in a generation. Perhaps never in our lifetime will we extension workers have a better chance to aid farm families to gratify their wishes for modern homes.

Looking Ahead

In honor of Home Demonstration Week, May 1–7, next month's magazine will emphasize home demonstration work in a 24-page issue. Two cover girls, one on the front and one on the back cover, are home demonstration agents. Eight State directors are given the floor to speak their minds about farm women's programs. Farm women take over on another page.

June will feature visual aids and their use in extension teaching. Agents who are successfully using visual aids are writing of their experiences.

In the Spring . . .

Gardening again offers a promise for better living and more beauty in rural America

THE garden program has been a stand-by for the Extension Service since the early days of tomato clubs. During the war and postwar years, victory gardens and freedom gardens were a "must" to help insure a war food supply and to aid in feeding devastated countries.

This year the situation has changed. Most fruits and vegetables are now in plentiful supply. The need for a national program to augment the food supply is past, but millions of gardeners have been developed who have learned the joy of growing things. They like to garden and intend to keep at it.

These gardeners in villages, towns, cities, and on farms are a valuable resource for any educational program for better living. The emphasis might well shift this year to the community and home-grounds improvement and to recreation phases of gardening.

The national conference of garden leaders held early this year took a dim view of the present situation. They reported: "America is actually losing ground in the fight against ugliness in home grounds and communities. This is true of both urban and rural communities. Smoldering garbage dumps welcome the visitor to both metropolis and rural village. The village green of song and story is often a barren waste of scraggly grass. Many of our highway rights-of-way are garlanded with discarded tin cans. And thousands of city and farm home yards and grounds are conspicuously lacking in beauty and order of any sort. Good housekeeping of our home grounds and community surroundings is urgently needed to stop the expansion of urban and rural slums."

A start has been made to remedy this situation. Last year the Extension Service reported helping about 40,000 communities with plans for improvement and helped many more individuals with their problems of landscaping and planting. These activities could form a nucleus for a movement which would turn the tide toward more beautiful homes and a more beautiful countryside.

Some recommendations for action were made at the national conference of garden leaders, calling for the fullest support and cooperation of all national and local movements for improvement of home and community surroundings. Local community councils to stimulate and guide the program were suggested where local organized leadership is lacking. A score card for inventorying home grounds and community improvement needs, followed by a clean-up and improvement program, was suggested as a first step.

Extension workers were urged to use the means at hand to promote the work in such ways as cooperating with garden clubs and civic, service, and youth organizations in the promotion of gardening and planting programs and to call the attention of the general public to the need and the opportunity through press, radio, and other facilities open to them.

They asked for definite leadership in home-grounds improvement, both rural and urban, as provided by extension specialists in landscape architecture and horticulture. In addition, horticultural extension services for cities were desired for veterans, new home owners, and the general public.

The know-how and enthusiasm for gardens generated by wartime necessity are here. Can they be capitalized into a program for permanent improvement in America's way of life?

One of the principal points of interest in this Mississippi town is this beautifully landscaped rural high school.

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The Forgotten Village

A. F. WILEDEN, Extension Rural Sociologist
Wisconsin College of Agriculture

The increasing importance of the small community, long ignored, must be recognized and understood in developing a sound recreational program for all the people

AMERICA needs strong local communities. The strength of any society, and most certainly the strength of a democracy, is dependent upon its grass roots foundations—and these foundations are its people, its homes and families, and its local group life. In our great concern today for furthering one program or another on a State, or national, or even international basis, we often forget that simple fact.

Particularly are we inclined today to forget the small community. The farmers of this country today, through the Agricultural Extension Service, have the most complete system of adult or continuing education yet devised anywhere in the world. Their formal educational program is improving. At the other end, the large cities and those of intermediate size have drawn to them the business resources and leadership of the Nation; they have their vocational schools, and many of them have extensive programs of cultural and civic education and recreation, and they almost invariably have the best formal school systems for their young people.

Meanwhile, villages and towns, "neither hay nor grass," as Dr. Edmund deS. Brunner has described them, have yet to obtain the services available to either rural areas or cities. Extension Service programs only partially reach them. They are without vocational schools other than what vocational subjects may be included in the high school curriculum (if they have a high school), and they are almost invariably without organized programs in the field of civic education or recreation. Worse than that, their most valuable resource, their youth, is continually being drained off to the cities. The strikingly commonplace remark of the village youth is "Why should I stay?" There is nothing for me here!"

At the same time that this has been happening, the small community has been increasing in importance. For one thing, about one-third of the people of the United States today live in these small communities; the actual number, of course, depending on where we draw the line. Furthermore, the proportion of this population is increasing. An analysis of the population from 1930 to 1940 shows that during that period the farm population of the United States increased only two-tenths of 1 percent; urban population increased 7.9 percent, but the rural nonfarm population increased by 14.2 percent. This rural nonfarm group includes not only the rapidly increasing number of part-time farmers on small plots of land located on the outskirts of our cities and villages but also the people in the smaller of these villages we were talking about.

The core of the small community is the village, town, or small city. This is primarily a service center to its surrounding rural hinterland — service (among other things) in terms of business and trade, in terms of education and religion, and in terms of health and recreation. The importance of this village, or small city, centered community is slowly being recognized. Both public agencies and private organizations with a primary concern for improving their business and trade are developing in many quarters.

The decentralist movement in industry is looking to the small community because of the economic advantages it offers. We are reorganizing our school systems, whether it be on a consolidated or unified plan, with the community as the basic unit. Church leaders are conscious of the precarious position of the open country church and also of the big city church and are talking of community churches. Health people are organizing community health committees and community health councils, and the number of hospitals located in small communities is rapidly increasing. The community planning movement, and in some places the community council movement, is again meeting with popular acceptance. And occasionally it is hinted, if not directly expressed, that the time has arrived when we should strengthen the thousands of small communities over this Nation as a defense against atomic warfare.

Obviously, the traditional methods of organization used up to this time are not adequate. It is equally obvious that the large city pattern of recreation organization is in need of considerable modification if it is to meet the conditions that prevail in small communities. Two main questions are: What types of recreation organization are most adaptable to these thousands of small rural communities? and How should recreation programs fit into the other functions of community life?

Home Demonstration Work in the Cities

A brief survey of the status by Florence L. Hall, Extension Field Agent, Home Demonstration Work, Eastern States

THE educational responsibilities of the Cooperative Extension Service toward nonfarm families have been given varying interpretations. The most recent is, perhaps, the Joint Committee Report on Extension Programs, Policies, and Goals, which states that "growing demands on extension from nonfarm rural residents and urban residents should be met as far as resources will permit."

This is not a new idea, for home demonstration work is now a fact in many cities. But cities where the work is organized as urban work and the agent called an urban agent are located in about eight States: New York, New Jersey, Maryland, Rhode Island, Louisiana, Arkansas, Michigan, and Wisconsin. In addition, some urban work is done in a number of other States.

In Syracuse, Buffalo, and Rochester, N. Y., the work was started about 30 years ago, during the first World War. Today three assistants work with the Syracuse urban agent, and the agent in Buffalo and in Rochester each has two assistants.

Financing

The work is financed in different ways. In Paterson, N. J., there is a city appropriation; in Milwaukee, Wis., the college has financed the work, and in New York State a 1946 amendment authorizes State appropriations for home demonstration work in cities located in counties having an urban population of 25,000 or more—provided that the county board of supervisors in such counties appropriates a certain amount for city work in addition to regular county extension work.

Urban home demonstration work is organized much like county home demonstration work. An advisory committee usually assists the agent with plans and procedures. There are community home demonstration groups in cities as in counties, with program planning carried on locally. Leaders are trained and teach their local groups. In New York State as the work develops in new urban areas it becomes a part of the county home demonstration machinery rather than having a separate organization.

The objectives in the city are the same as in rural areas—to help families achieve in their homes and communities health, convenience, comfort, beauty, and satisfying relationships.

Emphasis on Education

Urban homemakers seem more interested in the educational program than in the social aspects of home demonstration work. The program is usually divided into interest groups which often meet weekly or biweekly.

Topics included in urban programs sound very much like county home demonstration programs. For example, health, family life study clubs, home labor-saving equipment, cupboard arrangements, sewing machine schools, tailoring, children's clothing, making better dresses, room arrangement, care of floors, landscaping home grounds, developing personality, citizenship, and health, kitchen arrangement, and craft work.

There are also many community projects such as organizing neighborhood recreation programs, sponsoring mobile units for chest examinations, visiting the courts and city government, and organizing nursery schools.

A review of the methods used by 10 agents in cities, as given in their annual reports would seem to indicate that there were more club members per agent in cities than in the average county and more than twice as many meetings per city agent and a 75-percent greater total attendance. The city agents made more radio talks, gave out twice as many bulletins, but wrote fewer news articles, made fewer home visits, and received fewer office calls. The number of meetings carried by leaders without the agent was about 60 percent more in the city than in the county. Telephone calls were twice as numerous in the city office.

Food information service in news columns and radio is popular in the city—such information as the kinds of fruits and vegetables in season and available in abundance and the various ways to use them. This also offers an opportunity, often utilized, to relate the work to agriculture and stimulate the market for protective foods such as fruits and vegetables and milk. Consumer education on clothing, rugs, furniture, and equipment is also popular with city women as well as with farm women.

City work, as rural work, offers its interesting incidents. For example, in Little Rock, Ark., the women decided to arrange demonstrations in three of the larger stores as their share in celebrating National Home Demonstration Week. They demonstrated canning, stenciling, and making slip covers. Women flocked to see them, and when the demonstrations were over each of the demonstrators was offered a well-paid job in the store.

Home demonstration work in cities seems to be following the same general traditional pattern but offers new challenges and new opportunities for service in the field of home economics education.

Our Home Center Is Worth Its Cost

LUCILE TATUM, Home Demonstration Agent, Gaston County, N. C.

Hospitality and good taste are the keynotes in the Gastonia Home Center. The county home center leader opens wide the door for the county council president and her small daughter. A trip to town always includes the home center.

A board of strategy meets in a corner of the Gaston County Home Center. (Left to right) Mrs. Bertha Whitesides, home center hostess; Nancy Summers, assistant home demonstration agent; Lucile Tatum, and Mrs. Paul Howe, president of the county council of home demonstration clubs.

THE home demonstration clubrooms in Gaston County, known as the Home Demonstration Center, would be a credit to any city woman's club. An old county garage was converted into an assembly room where four centers have been equipped for these activities: Food preparation, serving, living room, and reading. Although screens are used to separate these centers, equipment is so placed and color schemes so tied together that when needed they can be thrown into one large space for demonstrations, banquets, recreation, or meetings. Although this center is used for large meetings, its chief value is as headquarters for the rural women when they come into town for shopping or for appointments with doctors or dentists. A full-time hostess, Mrs. Bertha Whitesides, is employed jointly by home demonstration club women and the county commissioners. The clubs' share of her salary is $360 a year.

Adjacent to the large room is a smaller room, 20 by 15 feet, which has been converted into a lounge room. A corner of this is furnished as a nursery and opens into an outdoor enclosure equipped as a play area.

Twelve years of work and planning by the home demonstration clubs of Gaston County brought about this well-equipped center. Progress has been beset with many war and postwar difficulties. On the credit side has been the understanding and help given by the county commissioner in establishing and maintaining the center.

When a skyrocketing rent forced the clubs to leave their upstairs room which had served them during war years, the county commissioners offered them an old garage back of the county jail and agreed to make this place as comfortable as possible. A committee was appointed to look into ways of improving this impossible-looking garage. At that time, in 1947, competent workmen could not be obtained; building materials were scarce; and working over the place was expensive and discouraging. But by January 1948 the commissioners got the work under way, following out the carefully laid plans of the women. The colors used in decorations and fixtures installed were the result of much study. The building was insulated

and a ceiling added so that the rooms could be heated; the floor was covered with rubber tile; and the walls were plastered and painted. In addition, the home demonstration club women raised and spent $585 on improvements in 1947 and $422 in 1948. They worked early and late to raise the money and make it cover essentials.

Last year the finished home center was featured at Achievement Day. The 21 club presidents were hostesses at open house. They pointed with pride to the color harmony in the furnishings, to the two electric stoves, the electric refrigerator, the freezing unit, and the well-equipped kitchen cabinet, and other facilities for feeding 50 people. The day bed, baby bed, and rest rooms, with piano and radio-record player, make a comfortable and interesting place to wait or rest in town—and all this is in a room 27 by 40 feet and a smaller adjacent room 15 by 20 feet. The feeling of the county commissioners was expressed by one of them who said: "We should have had all of this long ago."

The home center has a parking area for six cars, a convenience appreciated by the country women. The center is used for monthly club meetings when needed and is a regular meeting place for the county council, both 4–H Club and home demonstration, and is also used for all county committees. Women wait for appointments here and rest after tiresome trips into town.

The center is a storehouse of information, with its recipe file, recreation file, extension bulletins, and even a set of encyclopedias and other books. The property accumulated by the women for furthering their work is stored here and may be borrowed. Some items popular with borrowers are patterns, punch bowl and 100 cups, dishes, silver, card tables, and a dehydrator. The latest item is a "little space" in the freezer unit.

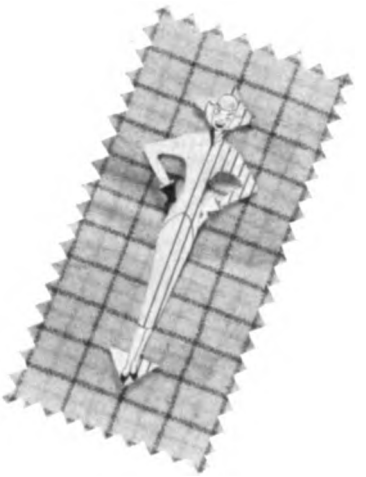
Last Christmas the center, both inside and out, served as a demonstration in holiday decorations for the home. Mantel arrangements, dining-room table decorations, and decorations the children could make were among the unique holiday suggestions. It was used as a center for a pre-Christmas sale, and 75 lunches were served that day.

When the plan was first introduced 12 years ago, the foundations were carefully laid. Everything was thoroughly discussed and the objective spelled out. Money-raising activities were first aimed to acquaint the community with the plans and objectives of the home center; second, to realize some cash; and third, to be able to report "a good time was had by all." The first public meeting was held in the first center—a space assigned in a county-owned building on Achievement Day in May 1937. Open house was held in the new center on Achievement Day, November 1948. Many of the goals set forth at that first meeting were realized on this much later day.

Older home demonstration club members who have had part in the work say: "Our home center is worth all the time, effort, and money put into it."

"Gertie Grainline" Explains

Clever use of a visual aid in teaching difficult points in sewing. The idea might be used in other fields.



"GERTIE GRAINLINE" is quite the talk in homemaker sewing circles round Iowa these days. A pert little character, she made her film debut at the February 1949 Farm and Home Week at Iowa State College in a series of slides entitled "Watch Gertie Grainline Improve Your Sewing."

Her sponsors are the extension clothing specialists and the home economics resident teaching staff of the college.

One of the most important and yet one of the most difficult features of clothing construction to teach is that of maintaining the correct grainline of the garment when sewing, Iowa clothing specialists point out. "Gertie" has become an effective visual aids medium to illustrate grainline in a fabric. She is a subtle adviser on how to give that "professional" look to garments made at home.

The series of 30 slides take the homemaker through each important step of constructing a garment from straightening the grainline of the fabric before cutting out the garment to setting in the sleeves according to the precision tactics of "Gertie."

Usually "Gertie" registers a satisfied expression whenever things are going to please her; but now and then, when the fabric she contends with is obviously off-grain, she shows horrified dismay. She proves her point whether she has to contend with plaids, prints, or plain materials.

"Gertie's" appearance at Farm and Home Week is a forerunner of the many uses the Iowa staff has in store for her. She will play an important part in the extension clothing program for 4–H Clubs and adults and will be utilized in home economics classes at college and high school level. The slides are accompanied by a descriptive commentary.

Along with the presentation of "Gertie Grainline," the Iowa folks are providing mimeograph material illustrating seven important steps in garment construction. These are: Laying out the pattern with extended grainline and pieces true to the grain; cutting notches correctly; cutting with the grainline; marking pattern perforations; directions for staylining; and directions for stitching and pressing.

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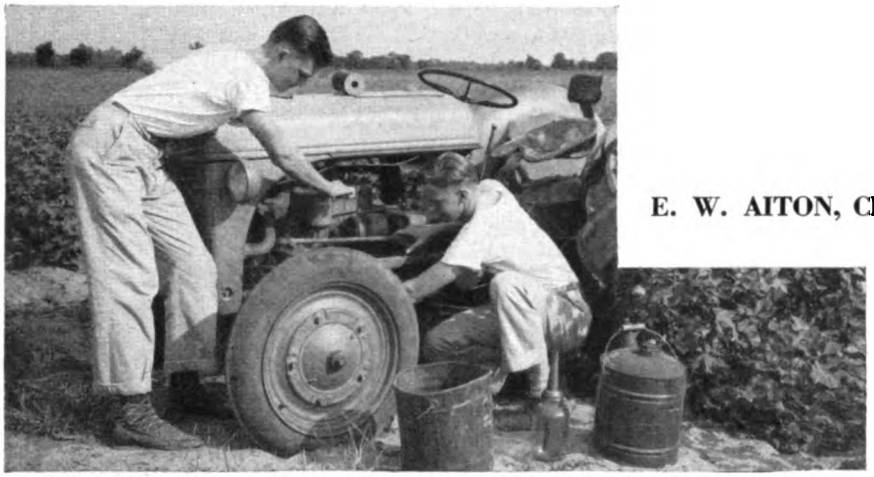
E. W. AITON, Chairman, Committee on Young Men and



Labor efficiency is a popular subject with young farmers and with homemakers as well.

The chance to take a significant part in community service, such as helping to serve a community dinner, is important.

The chance to meet and work with young people from other communities is highly prized in rural youth groups.

DURING the last week of February, one of the most important extension conferences ever held took place at the West Virginia State 4–H Club Camp, Jackson's Mill, W. Va. Thirty-one States were represented. In the group were 7 State directors of extension, 5 assistant directors, 17 State 4–H Club leaders, older youth workers, and representatives of the various other fields of extension work, including county extension agents.

For 2 days the conference heard what the various States are doing in the way of programs for young men and women beyond the 4–H group and under 30. In this respect alone the conference surprised many as to the quantity and quality of extension programs serving this age group, which have been started since the war. During the rest of the week the conference divided itself into working groups which analyzed every angle of this problem of bringing greater service to young people. There were five groups taking up these areas of interest: Program Objectives and Guiding Principles; Program Methods, Terminology, and Age Groupings; Program Content; Relationships; Situation Analyses, Reporting and Evaluation. The recommendations with regard to each of these points have been submitted to the Committee on Extension Organization and Policy. We hope to have the approval of that committee soon enough to include a summary of the findings of the conference and its recommendations in the next issue of the REVIEW.

Associate Director L. E. Hoffman of Indiana, who was the chairman of the subcommittee of the conference, called attention to the marvelous job done by Extension in teaching farm people better farm production methods. With regard to helping the young folks who have graduated from 4–H but who have not yet entered the ranks of the adult farmers' organizations, Director Hoffman said: "These young people are interested

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:n's Programs, Extension Service

in many things. They're interested in recreation and in similar activities of groups their own age. They're looking forward to getting established in homes of their own, either on the farm or in connection with jobs that offer them a future. They're interested in taking an active part in their community. The Extension Service is equipped to develop educational service along these lines." Director Hoffman pointed out, however, that some important decisions must be made by directors in order to put this program on a scale it deserves.

As a basis for the recommendations made by the conference, a brief survey of some of the work reported at Jackson's Mill provides proof that Extension is already doing the work successfully in a number of States. In Tennessee since 1944 a dynamic program of organizing nearly 10,000 young people into community and county groups has taken place.

In other States, as in North Dakota, the aim has been to help train leaders of young people already organized by farm organizations, churches, and other institutions. In New York and several other places both methods are carried side by side.

California's contact with young men and women—7,000 of them—is through tests and demonstrations, tying the young people into the general extension program of the county by giving them a chance to participate. Tours made to visit the farms and homes are popular with the young folks. They also manage to work in recreation meetings—parties, dances, and dinners.

More opportunity for recreation and social contact is one of the most often expressed needs and occupies an important place in nearly all the groups. The advantages of wider acquaintance are illustrated in Talbot County, Md., where, in a group of 38, 2 young men have married young women of the group and several others evidently have the idea in mind.

The more than 2,000 members of Iowa's Rural Young People groups include education, recreation, and community service in their program. They have conducted State-wide programs in farm safety and service to 4–H Clubs, giving awards for the best work done.

In Kansas, 41 counties have a rural life organization including young people from all parts of the counties. Each organization averages about 50, and there are many more young men than young women. This seems to be due to the fact that the returned veteran is getting established in farming either on his father's farm or a nearby farm, or he is on the farm until he decides what his life work will be. The young woman leaves the farm after she graduates from high school to work in a small town or city. Recreation has played an important part in their activities, but they are including more and more educational features in their program as they gain experience in organization and discussion techniques.

Kentucky Utopia Clubs, with more than 1,200 members, emphasize the economic phases of agriculture and home economics. The value of these clubs is attested by the county agent in Breathitt County who says: "The Utopia Club has been a source of leaders for the 4–H Clubs, and it is through this group of young men and women that new ideas in the home and on the farm are put into practice. These young people are much interested in the organization and should be of great help to their community and county as years go by." Ray Wing, county agent, Windham County, Conn., has found an older youth group of a quarter century ago a bulwark of strength in bringing a scientific attitude to farming and in formulating county agricultural policy.

Older youth groups in Georgia find the social and recreational activities particularly helpful in meeting the expressed needs of the young folks.

The State-wide slogan for Illinois Rural Youth, selected by the Illinois Agricultural Association Rural Youth Committee, was Know Your Neighbor—Serve Your Community. To know their neighbors, groups volunteered to teach square dancing to other groups, give their plays or musical programs in neighboring counties, and to help organize new groups where they were desired. To serve their community, they led 4–H Clubs, served meals, and ushered at farm organization annual meetings. The Knox County group led recreation for 10 different groups outside their own and also helped with a community garden project for city boys and girls of Galesburg. This group publishes its own newspaper, a monthly called Kry Baby for the Knox Rural Youth with the motto "Be a Better Youth." Most of the young folks are unmarried, but there is a growing demand in Illinois from the young married folks for organizations to deal with their special problems.

Membership in Minnesota's 54 rural youth groups varies from 25 to 125. These young folks are practically all engaged in farming and homemaking. There is a fairly even division of young men and young women, and practically all have a rural background and rural interests. They are federated into a Rural Youth Federation which holds two meetings a year, one at the annual conference and one at the spring camp. In the spring, three district meetings are held to develop programs and train leaders. Local groups are a combination of education and recreation. Reports from these young folks indicate that they like particularly the opportunity for wholesome recreation, interesting educational opportunities, and the chance to work together on community activities.

Wildlife conservation and recreation have appealed particularly to the Jasper County, Mo., rural youth organization. Labor saving appears to rate high with New York's older rural youth groups.

Negro older youth groups are organized in 12 South Carolina counties, with a membership of 85 young men and 291 young women, of whom 287 were in school, 168 unmarried, and 90 married.

Any survey of the work in this field reemphasizes the recommendation by the Joint Committee that "More intensive work needs to be done toward defining an effective organization and the area of most progressive program activities, and toward effecting an energetic harnessing of the talents of this group."

Future Agents Train

A wide-awake group of students at Kansas State College have come up with a new idea—an idea that may bring lasting improvement to the field of agricultural extension.

These students were interested in extension work, but they knew very little about the actual problems and work of the Extension Service and had little chance to become familiar with it. As Extension is a professional organization, contacts for a student were seldom possible until he applied for a job.

So, on October 25, 1948, 86 charter members organized the first College Extension Club west of the Mississippi River. The purpose of this club is to familiarize the student with extension activities. This purpose will be achieved by lectures, social meetings, and contacts with professional extension workers.

Dean L. C. Williams, director of the Kansas Extension Service, gave his approval to the new club when he said: "Potential extension workers at Kansas State College have made a great step toward better qualifying students who plan to enter the Extension Service."

The club got down to work immediately and has increased its membership to nearly 100. The first of a series of radio broadcasts over KSAC, the college radio station, was given February 28, 1949. These broadcasts explain the work of the organization to the public. Monthly meetings of the club are also held with prominent professional extension workers invited to speak.

Membership in the club is largely from the School of Home Economics and the School of Agriculture. Most of these members expect to enter the various branches of the Extension Service as county agricultural agents, home demonstration agents, or county club agents. They may later become extension administrators or specialists.

The idea for an extension club started with a group of 36 students who worked as junior assistants in extension county programs during the summer of 1948. At the Kansas State Fair, Hutchinson, they met with the officers of the Kansas County Agents' Association and Epsilon Sigma Phi, professional extension fraternity. The ground work for the College Club was laid at that time.

This small group was instrumental in recruiting the 86 charter members, drafting a constitution, and electing officers. Leonard Neff, district extension supervisor, and Mrs. Velma Huston, district home demonstration agent, were chosen as faculty advisers.

To learn more about extension work is the aim of these college students.

Attitudes

The philosophy in a piece on attitudes written by Clifford R. Harrington, assistant State leader of county agents in New York, so impressed Director Simons that he has sent it in, thinking agents in other States might also find the following ideas thought-provoking:

What is your attitude toward people? Particularly what is your attitude toward your coworkers—other agents in your department, agents in other departments, office secretaries, and leaders and employees of other agencies and organizations? Is it positive or negative, constructive or destructive?

Do you believe that another person is honest, sincere, industrious, and capable until you find out that he may not be? Or, do you question his honesty, sincerity, industry, and ability until he has proved that he has these qualities? There's a slight difference, you know! That difference may affect your entire evaluation of an individual and his attitude toward you.

Most human beings have weaknesses. But—and this is more important to the progress of the world—most of them also have strengths that can be their contributions to the world. One job or responsibility of each person in an educational occupation should be to help other individuals find their particular places in the life of the community and in relationship with other individuals. This responsibility calls for a constructive evaluation of each and every person.

Down through the years, we, in the Extension Service, have developed a sense of pride in our ability to evaluate situations, problems, and persons. Has this pride in this ability warped our definition of "evaluation?" Evaluation can be constructive, and it can be positive.

Try a Camp

Building a 4-H Camp in northwest Michigan has been a lot of work but has stabilized 4–H leadership, solved the problem of holding the interest of older youth, and is recommended by "Andy" Olson, 4–H Club agent, Grand Traverse, Benzie, and Leelanau Counties, Mich.

After 3 years of hard work and constant effort, 'Twin Lakes 4–H Camp" and Gilbert Lodge are serving the 4–H Clubs and the people of northwestern Michigan in a year-round camping program. About 75 percent completed, the demands outstrip the facilities. In the building, businessmen and town folks have learned of 4–H Clubs; the leader recruiting problem has vanished, and older youth wouldn't think of losing their proprietary interest in it.

The camp site was donated by Judge Gilbert, for whom the lodge is named. The location on Twin Lakes is just 4 miles from Traverse City on an all-weather road, and Agent Olson set his heart on a permanent year-round camp.

Much of the construction has been done by volunteer labor. The local carpenters union contributed 2 days each; the churches and service clubs held building bees; and a 70-year-old businessman shoveled gravel for concrete and thus earned an interest in the camp and the 1,200 4–H Club members working to build it.

About 90 percent of the equipment was surplus war equipment. But to get the necessary priorities and cut through red tape took endless time and patience. Andy finally took a week off and personally went after that equipment in earnest. Commercial truckers brought it back on their return trips. 4–H members themselves have raised about one-half of the money already collected. The other half has been donated. The young folks have kept the social calendar buzzing with their money-making activities.

The main lodge and nine cabins were complete when the camp was opened officially last August. Fourteen cabins will be available at the close of this year. Thirteen groups used the camp during the winter month of December, and it was fully scheduled for January and February.

The 4–H Service Clubs, composed of members 16 years and older, have used the camp for monthly recreation meetings, which are exceedingly popular. 4–H Club members are now all looking forward to a very special camp this summer in their own commodious and well-equipped camp and Gilbert Lodge. The facilities are also recognized as a real asset by other organizations who use the camp. At the same time they learn about 4–H Clubs. Agent Olson feels that the camp building program has meant a great deal to the 4–H program of northwestern Michigan.

How About Going on the Air?

If your older 4–H group is looking for a new and different activity that will challenge its imagination and at the same time make folks in the community better acquainted with the 4–H program, how about going on the air?

That is just what Clarence and Don Keto of Park County, Mont., did last summer when an announcer at Station KPRK at Livingston suggested to the boys that they put on a weekly 15-minute radio program on 4–H activities in the county.

After their initial program last August 17, Clarence and Don broadcast their 4–H program every Sunday afternoon until late this spring when the rush of school, club, and farm work made it necessary to discontinue the program until after the busy season was over.

A typical broadcast by the Keto brothers included news about 4–H Clubs in the county, announcements of meetings and other club activities, and State and national club news of special interest. To give variety to their broadcasts, the boys from time to time prepared a special program. For example, one of these was built round suggestions for 4–H recreational activities. In another, several club officers discussed their duties. Further variety and interest was added by frequently having members of different clubs in the county tell of their club activities.

Just before the program was discontinued Clarence and Don gave a series of broadcasts on 4–H history, starting with the beginning of 4–H Club work in the United States and then going into its beginnings in Montana and Park County.

In describing their experiences on the radio, Clarence says they rarely used a prepared script unless some special kind of program was involved.

Park County Agent Owen Wirak says the program by the Keto brothers created much local interest and helped stimulate club work in the county. He believes that any older 4–H group that can interest a radio station in putting on such a program will not only get the benefit of useful experience but the program can also be a definite asset to 4–H in a county.

Summer Schools Scheduled

SCHEDULES for summer schools have been brought up to date. In addition to the four regional short-term schools for extension personnel, summer schools with courses of interest to extension workers will be held at the following places: University of Missouri, June 9–July 7, (this date has been changed recently); Teachers College, Columbia University, July 5–August 12; University of Chicago, June 27–July 29 and August 1–September 3; Mississippi State College during 3 weeks in June.

Cornell University

Course	*Instructor*	*Instruction with which instructor is connected*
4–H Club Organization and Methods	E. W. Aiton	U. S. Department of Agriculture Extension Service.
Extension Evaluation	Meredith C. Wilson	Do.
Psychology for Extension Workers	P. J. Kruse	Cornell University.
News Writing and Public Relations	L. L. Longsdorf	Kansas State College.
Principles of Farm Management	Stanley Warren	Cornell University.
Economic Conditions and Management Problems of Families.	Helen Canon	Do.

University of Wisconsin

Developing Extension Programs	P. K. Connelly	Purdue University.
Methods in Extension Education	Josephine Pollock	University of Wisconsin.
Basic Evaluation of Extension Work	Mary L. Collings	U. S. Department of Agriculture Extension Service.
Social Trends	A. F. Wileden	University of Wisconsin.
Supervision Seminar	Charles Potter	U. S. Department of Agriculture Extension Service.
Management and Relationships in the County Extension Office.	Karl Knaus	Do.
Farm News Writing	W. A. Sumner	University of Wisconsin.
Extension History, Philosophy, and Objectives.		Member of University of Wisconsin staff or of one of State extension services in region.

University of Arkansas

Extension History, Philosophy, and Objectives.	A. L. Deering	University of Maine.
Effective Use of Press and Radio in Extension Work.	F. H. Jeter	North Carolina State College of Agriculture.
Program Planning and Development	Cannon C. Hearne	U. S. Department of Agriculture Extension Service.
Basic Evaluation of Extension Work	Fred Frutchey	Do.
Psychology in Extension Teaching	Charles H. Cross	University of Arkansas.
Use of Groups in Extension Work	Wm. M. Smith, Jr	Pennsylvania State University.
Agricultural Policy	R. R. Renne	Montana State College.

Specific information on registration fees and expenses may be obtained by writing to the individual institution.

Colorado Agricultural and Mechanical College

Rural Sociology for Extension Workers	Carl C. Taylor	U. S. Department of Agriculture Bureau of Agricultural Economics.
Extension History, Philosophy, and Objectives.	Kenneth F. Warner	U. S. Department of Agriculture Extension Service.
Basic Evaluation Adapted to Extension Teaching.	Laurel Sabrosky	Do.
Agricultural Planning	(Pending.)	
Principles in the Development of Agricultural Policy.	(Pending.)	
Principles in the Development of Youth Programs.	T. A. Erickson	Consultant, Rural Services, General Mills, Inc. (former State club leader).

About People . . .

● CLINTON V. BALLARD, who succeeded R. J. Baldwin as director of extension in Michigan, is no newcomer to the cooperative extension program or to Michigan. After graduation from Michigan Agricultural College in 1910 he spent 4 years teaching and coaching football in New Jersey and Michigan. He entered the extension forces soon after the cooperative program began in 1915. Since 1921 he has been on the State staff, in recent years as county agent leader and assistant director in charge of field coordination.

● DR. GEORGE F. JOHNSON, Pennsylvania's versatile visual education specialist, has been selected by the Photographic Society of America as visual education chairman of its motion picture division. Dr. Johnson has won acclaim in the visual field, especially with his color slide photography, which ranks among the best in the country.

● In January, the State Board of Agriculture, governing board of Michigan State College, approved the transfer of RAYMOND LAMB, Barry County 4–H Club agent, to Wayne County as urban 4–H Club agent at large to work in Detroit. This is the first attempt to organize club work on a full-time basis in Michigan metropolitan areas, although it has reached some of the smaller industrial cities through 4–H garden clubs organized during both World War I and World War II. Lamb has established an outstanding record in handicraft work in Barry County.

● "It's possible to disagree without being disagreeable," stated J. P. Schmidt, Ohio's rural sociologist, at a recent monthly meeting of the San Fernando Valley (Calif.) 4–H Leaders Council.

Reading this in a recent release from Los Angeles County, we knew that sabbatical leave in California has not changed Mr. Schmidt nor dimmed his knack of conducting youth discussion groups, so often proved at National 4–H Camps, 4–H Congress, and in many State groups.

● On January 22, W. A. JUMP who, until December 23, 1948, was director of the Department's Office of Budget and Finance, passed away at his home in Washington, D. C. Mr. Jump served the Department for nearly 42 years and upon his retirement was highly commended by President Truman for his loyal, efficient, and high standard of public service. Many extension workers will recall meeting Mr. Jump at the series of administrative workshops held some time ago.

● Eight extension workers who together have contributed more than 200 years of service to farm families were honored at the 1948 annual conference of Washington State Extension Service. Special recognition certificates were presented each of the workers by Epsilon Sigma Phi. Those so honored were HOWARD C. BURGESS, Walla Walla; VEY J. VALENTINE, Mount Vernon; ARNOLD Z. SMITH, Everett; A. M. RICHARDSON, Tacoma; A. W. HOLLAND, Chehalis; and R. M. TURNER, M. ELMINA WHITE, and R. N. MILLER, Pullman. The awards were based on the completion of at least 25 years of work in the Extension Service.

● DR. OLLIE D. BURKE, extension plant pathologist of Pennsylvania State College, is the new president of the Potato Association of America. He was elected at the annual meeting in Pittsburgh last December. During the past year he served the association as vice president.

Dr. Burke has been a member of the Pennsylvania extension plant pathology staff since November 1935. He holds a Ph. D. from Cornell University and a B. S. degree earned at the University of Arkansas.

● The farm and garden section of the December 26 issue of the Deseret News, Salt Lake City, features DIRECTOR FRISCHKNECHT and the new streamlined Utah Extension Service. The cover page shows a picture of the director, and the issue includes a number of articles on extension accomplishments.

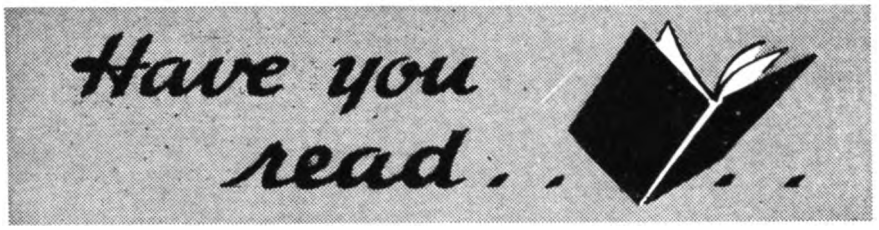
● DIRECTOR I. O. SCHAUB of North Carolina arrived in the States in late January after a 3-month assignment in Germany. He had been there as a consultant to the Army and German officials in organizing extension work.

● The Hunters of Bradley County, Ark., had just sat down to dinner, when the tornado which ravaged parts of Arkansas in January completely demolished their home. The house was occupied by COUNTY AGENT RAYMOND E. HUNTER, his wife, and Mr. Hunter's father. All were spared physical injury.

4–H Veteran Retires

● DAN LEWIS, State 4–H Club agent for South Carolina for the past 19 years, retired on January 1, 1949, after 25½ years' employment in working with 4–H Clubsters in South Carolina. During the time he was thus employed the enrollment in the 4–H Clubs grew from 7,000, in 1923, to nearly 42,000 in 1948. Two permanent State 4–H camps were built during this time, the local leader movement grew, and many other progressive steps were taken in 4–H Club work in South Carolina.

His address in retirement is 216–A Third Avenue SE., Del Ray Beach, Fla.



CREATIVE ART CRAFTS, Book 3. Pedro deLemos. The Davis Press, Inc., Worcester, Mass.

● This book brings to craft workers a wealth of new ideas and new designs. It covers timely craft subjects from weaving and textiles to pottery and cement craft, puppetry and stagecraft.

Leaders of 4-H groups, as well as craft teachers, will find this book offers some of the much-needed step-by-step illustrations and descriptions of new and old crafts.

Its appearance on the market is particularly timely for 4-H leaders now as a reference source under the new national 4-H recreation and rural arts program.—*M. L. Wilson, director of extension work.*

RURAL HEALTH AND MEDICAL CARE. Frederick D. Mott, M. D., and Milton I. Roemer, M. D., M. P. H. McGraw-Hill Book Co., Inc., New York, 1948. 608 pp.

● This is a great source book on rural health and medical services. It contains the essence of virtually all known information on rural health and medical needs; programs that have been developed to meet these needs, with an evaluation of their adequacy; and future programs that must be developed before all rural people can obtain comprehensive medical care and health protection. Only Drs. Mott and Roemer, with their broad administrative experience in these fields, could combine such knowledge and vision of rural medical care and health services with an understanding of the economic, social, and psychological factors that determine the improvement of health and all other rural standards of living.

This book is a guide to the development of any extension program on rural health and medical services.—*Elin L. Anderson, extension specialist in rural health services.*

THE NATION'S HEALTH, a 10-year program. Oscar R. Ewing, Federal Security Administrator. 1948. 186 pp.

● On the basis of the findings of the National Health Assembly held last spring in Washington, Mr. Ewing has prepared a report for the President on the health situation in the Nation with recommendations for health goals that can be achieved in the next decade.

The report should be of value to extension workers seeking to help community or State planning groups to set up health goals.—*Elin L. Anderson, extension specialist in rural health services.*

MINERAL NUTRITION OF PLANTS AND ANIMALS. Frank A. Gilbert. 131 pp., 25 illus. University of Oklahoma Press. 1948.

● The most important results of work on mineral nutrition have been assembled. The early history of plant nutrition is sketched, and each macro- and micro-nutrient is discussed separately with respect to both plants and animals. The text is fully documented with 329 references, adequately indexed, and printed on excellent paper.—*R. J. Haskell, extension plant pathologist and acting horticulturist.*

WASHINGTON BY-LINE. Bess Furman. Alfred A. Knopf, Inc., 501 Madison Avenue, New York 22, N. Y. 1949. 349 pp.

● This lively and human account of a newspaper woman in Washington makes good reading. Bess is well known around Government offices as a friend to every good and constructive effort and is a familiar figure in Department of Agriculture corridors. Those who want the cooperation of the press will find valuable tips in her description of Government information offices and how they have helped her. Women extension workers who attended last year's outlook conference will remember Bess as she talked to them informally one evening about some of the material in her book. It will prove a valuable book to those interested in the contemporary scene in the National Capital or to those interested in the development of good public relations through the press.—*Clara Bailey Ackerman.*

LIFE WITH FATHER. Jean Schick Grossman. Appleton-Century-Crofts, Inc. New York, N. Y. 231 pp.

● This intriguing book has the subtitle of "A Perspective on Parenthood." The perspective the author brings to us is that of her own experience as wife and mother, plus her many years of counseling with parents.

She does not expect parents to be perfect, recognizes the irritations and vexations of parenthood, and analyzes some of its rich rewards. Many of the trying experiences of daily life are discussed with suggestions for making them fruitful for the children. The author draws on her own experience and those of other parents in helping children learn to get along with others, to have fun at home, to share in the household chores, to use money successfully.

The book helps the reader find a fine philosophy of family life. I believe extension workers will enjoy it and be happy to recommend it to parents—*Mrs. Lydia A. Lynde, Extension Specialist in Parent Education.*

CHILD GROWTH AND DEVELOPMENT. Elizabeth B. Hurlock, Ph. D. McGraw-Hill Book Co., Inc., New York, N. Y., pp. 374.

● This is a new textbook prepared for high school courses in child care and child feeding, and child clothing projects. It is divided into four sections: How Life Begins, The Child's Growth, The Child's Problems and Habits, and The Child as a Person. The text is a fine combination of psychological and physical approach and shows how scientific principles can be applied in the home.

As the book gives clear statements of what to do, how and why, it will be useful to young parents and to parent discussion groups. The discussion suggestions at the end of each chapter will be helpful.—*Mrs. Lydia A. Lynde, Extension Specialist in Parent Education.*

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Tracking Down the Facts of Life at the Plant, Soil, and Nutrition Lab

"TO improve the health and performance of human beings and farm animals by showing how they may be provided with nutritionally superior food and feed" is the stated purpose of the work of the 12 scientists comprising the research staff of the U. S. Plant, Soil, and Nutrition Laboratory at Ithaca, N. Y. These workers are all specialists in different fields of science, but they are not there to carry on their specialities as such. Instead, they pool their knowledge and techniques in research designed to further the laboratory's objectives.

These investigators work on problems as apparently unrelated as the effect of amount of sunlight on tomatoes, the location of the thiamine in a grain of wheat, and the cause of graying hair in a rabbit's fur. In seeking the solutions of their problems they have devised techniques and designed instruments for discovering the basic facts back of certain phenomena. One of their instruments they call an "integrating light recorder". This instrument records the amount of light received by plants growing outdoors. The dials are read each Monday and reset. Combined with the light integrator is an instrument which records continuously the temperature and relative humidity of the air.

"Synthetic soils" are prepared at the laboratory by saturating synthetic resins with mineral nutrient solutions. The resins are mixed with sand so as to supply varying amounts of specific minerals. These sand-resin mixtures have many of the properties of real soil. Because their composition is known and can be varied at will they are very useful to the research worker.

Repeated experiments by nutritionists have so far shown that there is some element in natural foods that has not yet been identified. The contrast in size and condition between the two rabbits shown illustrates the effect of lack of this unknown element. The scrubby little rabbit on the left was fed a diet of synthetic nutrients that was complete so far as the nutritionists knew. The sleek, fat animal on the right got exactly the same diet with the addition of alfalfa meal. Apparently there is something in alfalfa meal that rabbits must have to be healthy. To find out what the something is is one of the present tasks of the laboratory.

An integrating light recorder in operation at the U. S. Plant, Soil, and Nutrition Laboratory measuring the amount of sunlight received by turnip plants in an open field. These measurements were made as part of an experiment designed to study the influence of fertilizers and climate on the vitamin C content of plants. The instrument at the right is the light recorder; at the left is a hygrothermograph, which records temperature and humidity.

The rabbit at the left was fed a purified diet that was supposedly nutritionally complete. The one on the right received the same diet with dehydrated alfalfa meal added to it. Dried plant material apparently contains some as yet unidentified factor necessary for the growth of rabbits.

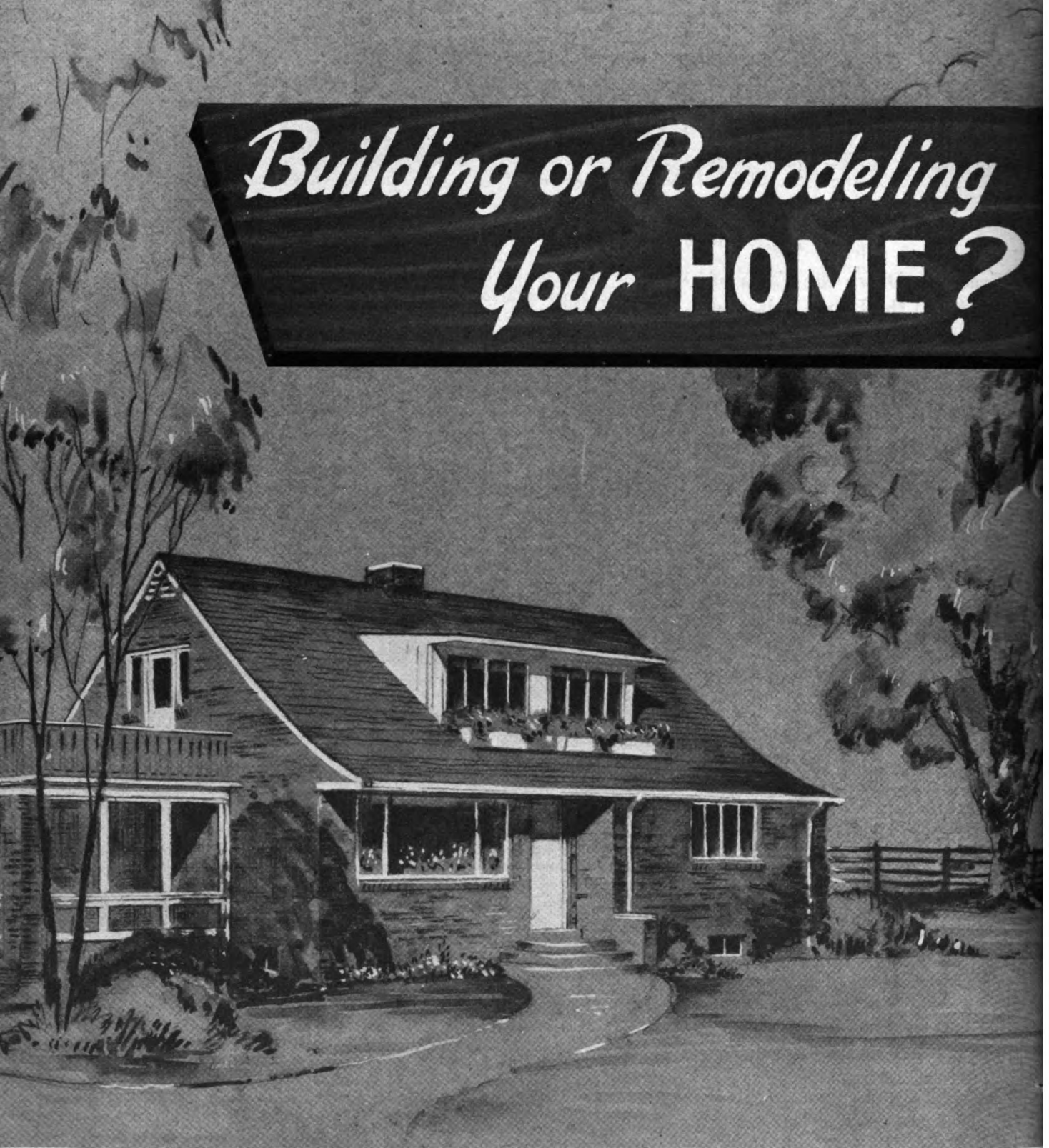
Such feeding experiments with animals often lead to discoveries about human nutrition. An ultimate objective is to add to our understanding of the relationship between soil properties and man's nutritional requirements for abounding health. Studies with human subjects are exceedingly difficult to conduct, but by building up to them through establishing more knowledge about soils, plants, and animals, the time will eventually come when they can be made.

Those Between-Meal Snacks Put on the Pounds

GROWING calves eat more hay when they have free access to it all day than when they are given it only at "meal times." This was the conclusion resulting from an experiment in which one group of calves in the Bureau of Dairy Industry's herd had access to hay only twice for periods of 3 hours each in a 24-hour period, or a total of 6 hours, and another group had access to hay for four 3-hour periods, or a total of 12 hours a day.

Holstein calves that had access to hay for 12 hours of the day consumed 25 percent more hay than when hay was available only 6 hours; Jersey calves ate 39 percent more.

This increase in forage consumption illustrates the importance of letting calves eat throughout as much of the day as possible. In actual dairy practice this greater consumption of hay would mean greater and more economical gains.



EXTENSION SERVICE
Has Farmhouse Plans To Help You

U. S. GOVERNMENT PRINTING OFFICE: 1949

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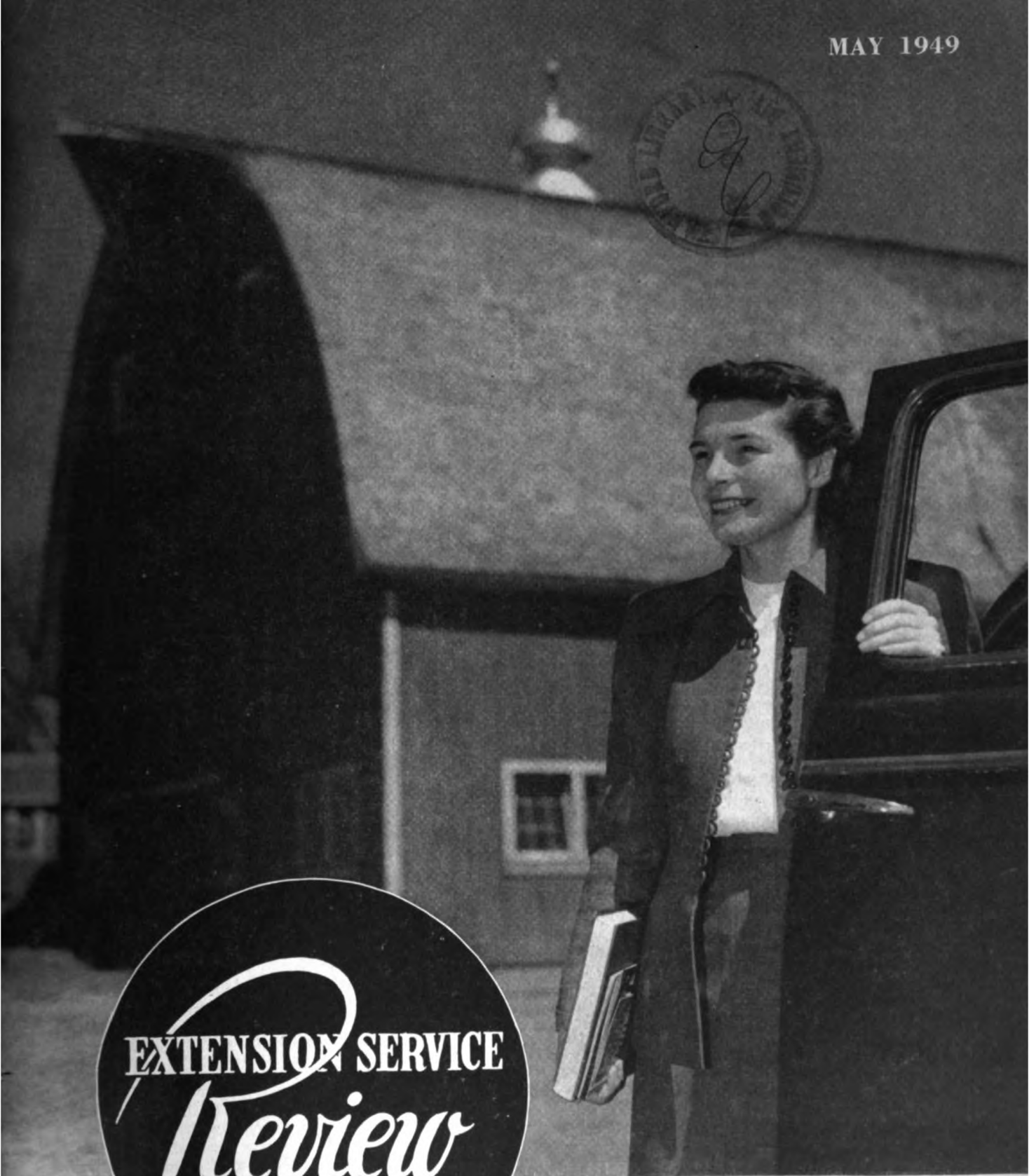

EXTENSION SERVICE Review

National Home Demonstration Week . . . May 1–7, 1949

The Cover Girls

• Setting the pace for this special Home Demonstration Week issue on the front cover is Minnesota's Betty Schneiter, representing some 3,300 other home demonstration agents whose conscientious and often inspired efforts are helping to build today's homes for a better tomorrow. Betty is an experienced cover girl, having been featured in the Minnesota home demonstration leaflet, A Career for You.

The Back Cover

• Margaret R. Svoboda, home demonstration agent in Roanoke County, Va., is shown with one of her 4–H girls, Patricia Johnston. This picture seems to illustrate the relationship which makes a girl study home economics and want to be a home demonstration agent.

Next Month

Another special issue will come to you, this one to be on visual aids as a tool in extension teaching. More than 17 county agents have reported on their experiences with a wide variety of visual aids. For example: New York's C. L. Messer tells about his best exhibit; Colorado's Guy L. Robbins tells how he uses movies to advantage; Oklahoma's Fred Huffine recommends working models; Minnesota's J. I. Swedberg and Royal Anderson join with Pennsylvania's Russell M. Smith to argue the economy of 2 by 2 slides.

Slides seem to be the backbone of the agents' visual program. As expressed by Illinois' J. B. Turner, "One slide is worth more than a page of notes." George A. Mullendore of Mississippi lets a series of slides report his activities to the county.

The expanded issue of 24 pages will not hold all the good articles submitted for the June issue. Some will be held over for later numbers. If you need some ideas on visual aids, watch for the next issue.

In this issue—

EXTENSION SERVICE Review

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

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Prepared in the Division of Extension Information
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GERTRUDE L. POWER, *Art Editor*

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Women of the World Find a Common Bond

HOME demonstration clubs in every part of the Nation are taking the lead in seeking a path to international understanding. This has been shown in many ways during the past year and is highlighted during Home Demonstration Week. Idaho celebrated the week last year with international fiestas.

World affairs meetings in Kansas have been successfully conducted in all parts of the State by leaders trained to conduct such discussions. They have explored such subjects as international health, United Nations organizations, and special agencies of the United Nations, such as UNESCO and FAO. The National Home Demonstration Council, with 700 delegates meeting in Tulsa, Okla., last year, voted to emphasize a study of the United Nations organizations this year.

About 100 Connecticut local leaders last March visited United Nations headquarters at Lake Success. With advance study and a briefing by experts just before they started, the women felt they learned a great deal from this trip and went back to their counties to organize similar trips for other rural women. Homemakers in New York, New Jersey, Vermont, and Delaware have also taken advantage of their proximity to visit the United Nations.

Other States, such as South Dakota and Nebraska, have raised money to bring a woman from foreign lands to their university for a year of study. A German woman has just arrived in North Dakota, and you can be sure home demonstration clubwomen will make it a point to get acquainted with her. Nebraska has the funds to bring a Chinese woman there as soon as arrangements can be made. The International Relations Committee of the West Virginia Farm Women's Council is working on the project of bringing a foreign student (probably a German woman) to their university for study. Farm women's clubs are now raising funds to finance the trip.

The world does not seem so big when you can talk over common problems with women from the other side of the globe. Here Doctor Woot Wu, from China, now working in the Bureau of Human Nutrition and Home Economics of the Department of Agriculture, Erika Gittinger, one of two German women sent over by the Military Government to study home demonstration work in the United States, and Mena Hogan, field agent, home demonstration work in the Southern States, have just such an opportunity.

Maryland and Virginia women entertained at a Thanksgiving dinner official delegates from the Foreign Agricultural Organization meeting last fall. Foreign officials from all over the world experienced a cherished American tradition by eating a Thanksgiving dinner. Informal comments the next day at the International meeting proved this to have been a revelation on the American home.

Foreign women who have visited home demonstration clubs this year have had a strenuous time trying to work in all the invitations and opportunities offered them by eager rural women in the United States.

The 80 rural women who attended the Amsterdam meeting of the American Country Women of the World in 1947 have been working early and late passing on the inspiration toward international understanding received at that meeting. Thousands of talks have been given and articles written on their experiences there. Perhaps it is because of this contact that such Dutch women as Mrs. Oud and Mrs. Boissevain decided to come to America and see for themselves.

The many students from Sweden, Denmark, South America, China, India, and other countries who have visited county and State extension offices have been enthusiastically received at meetings and in the homes.

Letters from "pen pals" and correspondence with individuals and families in Europe are passed around through news letters. Beatrice Judkins, the new home demonstration leader in New Hampshire, formerly home demonstration agent in Merrimack County, found that these letters had a high reading score and so always tried to include at least one in her regular newsletter to homemakers.

Local Leaders Teach TAILORING

BUSY shears, industriously snipping away at making clothing in Oklahoma farm homes, have cut the cost of tailored coats and suits in half. To the thousands of home demonstration club members and 4–H Club girls involved this represents a tremendous saving.

The tailoring of coats and suits is an important part of the Oklahoma extension clothing program. Largely through tailoring training schools many farm housewives in Oklahoma, or their 4–H Club daughters, turn out beautifully done garments which equal the tailored numbers with exclusive labels, and actually excel them in dollar-for-dollar value.

Tailoring at the Cross Roads

The difficult task of getting instruction on tailoring out to scores of communities and crossroads meeting places in each of the State's 77 counties has been approached most enthusiastically—and successfully—by the extension clothing specialists at Oklahoma A. & M. College. These specialists first hold training schools in tailoring for the home demonstration agents. The agents in turn hold local leader training schools. Then the local leaders present the tailoring work to home demonstration club members and to women in unorganized communities.

In Payne County 30 women and girls participated in the tailoring training school given by the home demonstration agent, Jeffie Thompson, thus multiplying by 30 times the scope and effectiveness of the program had the agent attempted to handle it alone.

Perhaps the carry-over of local leaders in tailoring can best be told by using a specific local home demonstration club, such as Payne Center, in Payne County. The three women who participated in the tailoring work from this home demonstration club presented the tailoring demonstrations to their 14 home demonstration club members. Seventeen coats and suits have been made or are in the process of being completed. Aside from this work in their own group, each member of the Payne Center home demonstration club provides guidance to older 4–H Club girls in the tailoring work they carry on in their Pleasant View club.

These 14 women report that the average cost of material for the suits they have made was $21.40, coats $14.09. By tailoring these coats at home they estimate they have saved more than half the cost of a ready-made garment of comparable quality material and workmanship. A glance in any of the women's shop windows at price tags adorning some of the smarter garments prove this estimate to be on the conservative side.

Nearly 5,000 Suits and Coats Tailored

Over the State as a whole, the "new look" is becoming more and more obvious, thanks to an ever-growing interest on the part of farm people, and a program that teaches them how to be well dressed at moderate cost. In Oklahoma last year there were 4,951 coats and suits made by tailoring demonstrators.

In addition to tailoring garments for themselves and other family members, tailoring demonstrators have assisted 3,878 other families with tailoring problems.

Payne Center Home Demonstration Club members at work tailoring suits and coats with the help of a trained local leader.

The Extension clothing specialist, Ola Armstrong, conducts a tailoring refresher school for home demonstration agents.

TELEVISION and the Home Economist

GERALDINE G. ORRELL, Housing Specialist, Bureau of Human Nutrition and Home Economics, Division of Housing and Household Equipment, A. R. C., formerly Home Demonstration Agent in Arkansas

TELEVISION is technology's newest and most powerful medium for mass entertainment and information.

Programs suited to the various interests of the video public are evolving, spurred by the competition of sponsors.

Television is the only means of mass communication able to fully utilize the principles of the method demonstration in presenting ideas—be they dance routine, review of modern art, or the tossing of a salad.

And the method demonstration is conceded to be a most effective way of conveying ideas. It is the basic method used by more than 11,000 trained workers in the U. S. Department of Agriculture's Extension Service reaching every county in the Nation. That industry has used the same method with equal success is attested by no less than Kaiser's mammoth shipbuilding concern.

Perhaps home demonstration agents have in television an additional opportunity for service. Certainly they have some special qualifications for using this medium: They are resourceful in developing programs; they have had to master the skills and techniques needed in presenting their ideas to get and hold their audiences; and they have learned to visualize their audience reaction. Their duties have taken them into thousands of homes where they have used the same facilities as the homemaker in showing groups improved homemaking practices.

Thus the home demonstration agent knows how people live and have their being. She knows their hopes, aspirations, and foibles.

The video audience is voluntary. Likewise, the home demonstration agent's audience has always been voluntary. She has had to present her ideas in new and stimulating ways. By professional improvement, a receptive mind, and the hard route of experience she has learned how to (1) analyze failures, (2) mend weaknesses, and (3) make her work effectual. Her influence and value are based on the ideas she has to offer and manner of presenting them, yet the proportion and constancy of her following is astounding. Through organized groups, she is able to achieve in a measure the sublime goal of bringing initial understanding and respect among those of diverse backgrounds.

She Has Had Experience

Her experience includes the actual use of newspapers, magazines, posters, special exhibits, plays, radio, documentary films, and technical and nontechnical bulletins in transmitting ideas.

She knows something of how to ascertain audience interest and to ferret out reliable, pertinent material. She can also present dry research findings entertainingly and with simplicity, clarity, and even grace. She has had wide experience in developing programs suited to the needs of the people.

The consumer is of importance in all kinds of advertising. And television programs rely on sponsor support. But the voice of the consumer is not always heard above the clamor of conflicting interests and forces. The home demonstration agent can understand the consumers' interests and use the resources of research and education in organizing television programs.

Home economics as a profession is 80 years old. Television is new. Thus home economics has years of experience to give to television.

Business people do not always realize the abilities of a home economist. Frequently they have the notion that home economics is a sort of bookish way to cook and sew.

Home economists, too, have, perhaps, not seen the challenge of the newness and completeness of television as a means of presenting ideas. And home demonstration agents may have been so busy in their uncrowded profession to note in television the similarity in the demands on the workers in developing and presenting programs. These are mutual faults that may be overcome to the benefit of business, home economics, and the video public.

Television may well look to home economists to serve as homemaking commentators, script writers, researchers, or consultants. Their contribution may be either in front of the screen or behind the scenes.

The possible variety of television programs is too long to try to conjecture. The home economists with the "plus" of extension experience should have the peculiar abilities needed to develop the types of programs that are desirable.

As a former home demonstration agent, I feel that the homemaking lore of a whole civilization furnishes unlimited source material for video. For example:

1. Assuming that every nationality

(*Continued on page 90*)

Planning a School Lunch Program *in Maine*

Adequate school lunches were emphasized as the first goal in many Maine counties as a result of the food forums held in every county during the past 2 years. All interested agencies in the counties cooperated in these forums. Typical of what is being done about the problem is this account of the Rockport school lunch, by John W. Manchester, Assistant Extension Editor, Maine.

THREE women's groups in and near Rockport, Maine, are helping conduct a very successful school lunch program in that coastal town, reports Mrs. Esther Dunham Mayo, home demonstration agent in Knox and Lincoln Counties, Maine. The groups furnish workers, canned goods, and money to help the program, and the Extension Service and officials of the State school lunch program give technical advice.

Serving about 100 boys and girls ranging in age from 6 to 18, the Rockport school lunch program fills a definite and long-felt need. Many of the children attending the grammar and high school in the building are from nearby villages and country districts, and so otherwise would not have a hot lunch. Most of these "commuters," as well as the teachers, now take advantage of the school lunch and enjoy a hot, well-balanced noon meal.

Women cooperating in running the Rockport school lunch program are those of the Simonton's Corner, Rockport, and West Rockport groups. Simonton's Corner group gave $200 to supplement the $2,200 contributed by the town of Rockport. The Rockport group bought some of the equipment needed and also furnishes money to pay for lunches for underprivileged children. The West Rockport women gave a special supper with all the proceeds going to the school lunch program. All three groups have donated money and equipment, and two of the groups furnish volunteer women to help do the school lunch work each day.

Mrs. William Frye of Rockville is the only full-time paid worker in the school lunch crew. She plans the menus and does the buying of food, as well as directing its preparation and serving and the clean-up of dishes and utensils that follows.

The groups send two different women each day to help with the work in the kitchen. Several senior-high-school girls are hired to help serve and clean up afterwards. Mrs. Marion Richards, secretary at the high school, does the bookkeeping for the lunch program.

Mrs. Frye arrives at the school at 7:30 or 8 each morning and gets things organized. Then, at 9 o'clock, the women arrive and help prepare the food. Serving starts at 11:30, with grammar school children picking up their trays of food until 11:40. Then the girls serving the trays eat their meals. At 11:50 the high-school pupils get their lunches. By 12 noon the serving has been completed.

The cost to each child for the lunch is only 25 cents. The State of Maine adds 9 cents to this, giving a total of 34 cents to take care of the entire cost of each meal. The use of free surplus foods supplied by the Federal school lunch program helps considerably, as do the many contributions of the three extension club groups.

Lunches served at Rockport are the "type A" school lunch, including 2 ounces of meat, 6 ounces of fruit or vegetables, milk, bread, and oleomargarine.

Rockport's outstanding school lunch program got its start with the help of Mrs. Mayo, the county home demonstration agent. She and Mrs. Cecil Annis, of the Simonton's Corner group, sparked the development of the program and have kept in touch with it. The first meals were served on October 27, 1948, and they have been served every school day since then.

Two other women have made several visits to the Rockport school lunch program and have answered questions and offered suggestions. They are Dr. Kathryn E. Briwa, of Orono, State extension food specialist, and Gertrude Griney of Augusta who has charge of the Maine school lunch program for the State Department of Education.

So cooperation has paid off again. The combination of the three women's groups, the Extension Service, the Federal and State school lunch programs, and the local townspeople and school authorities has resulted in one of Maine's finest school lunch programs. Rockport can be proud of its school lunch and, best of all, can know that its youngsters are getting good, well-balanced, nutritious meals at low cost.

● The women of Bradford County, Pa., hold their home demonstration agent, BLANCHE COIT, in high esteem. At a county meeting on international understanding in December, they presented her with an unusual pair of gloves. In texture, color, and quality, the gloves were first class; but tightly rolled in each finger was a crisp 10-dollar bill. Miss Coit did not discover the bills until after the presentation.

As Rural Women See It

On the occasion of Home Demonstration Week, rural women speak out. These short statements are taken from letters and talks of home demonstration club members, highlighting the values they see in their work.

Tomorrow's World

I THINK we women are not content to learn only how to become better cooks and housekeepers, for our slogan, "Today's Home Builds Tomorrow's World," involves so much more than that; and through our home demonstration clubs we are united in our thoughts and efforts. If tomorrow's world isn't better than today's, it won't be because the rural homemakers of Colorado haven't tried to make it so. We are faced with so many problems, both within and without our homes, so many things need fixing; and our time and energy are so taken up with all the routine work we have to do.

I think in considering tomorrow's world we must consider first the children who will be the citizens of tomorrow's world. What are we doing to make them better adults? Are we encouraging them in their 4-H work? Are we giving them plenty of outside activities that are wholesome? Of course we have always been told that the ideal place to bring up children is on the farm. But I am not sure that while it is the ideal setting that other things and conditions are also ideal.

In our outside activities we must remember that the world is growing more complex. Let us take an active interest in all that is going on. Let us keep informed so that when the time comes for us to vote this fall we may vote intelligently.—*Mrs. Platt Craig, Colorado.*

Our Agent

Our home demonstration agent has been very active in the health service in the schools. She has checked the eyes, teeth, and gains of the youngsters. Her recommendations of medical service have been of great service to the community. Personally, the agent is an attractive, charming woman who spends more time on her work than we know of. She not only makes mimeographed copies but goes home and makes samples to show us how the finished product looks. She is dependable; any time she says she will help or do something we can depend on its being done. She has style, poise, and friendliness. She has the ability to size up situations. She is resourceful; and in that we mean that if the program is "ailing," all we have to do is call on a home demonstration agent, and it seems that no matter how short a notice we give her she can bring us interesting, helpful suggestions.—*Edna Patterson, Nevada.*

Never Too Old To Learn

It gives a homemaker a certain satisfaction to make improvements no matter how simple. Things like shifting a piece of furniture, learning a new safety method, a new dish, or a bit of economy, learning to do it the "easy way." Yes, one even gets a little thrill when the man of the house bumps his head on a new gadget (otherwise he wouldn't notice it) or looks suspiciously at a new concoction of food placed before him. He may have to eat most of it because I—well—I just came home from a home demonstration club meeting. My appetite is zero. Long live the club work! May the future homemakers receive still more benefits from these practical demonstrations, and I shall continue to be a loyal supporter and one of these "never too old to learn" persons.—*Mrs. Nellie Kikkert, Montana.*

No Place Like Home

There is no limit to our possibilities as homemakers. As home demonstration club members, our aim is always to make our home not only a

(Continued on page 93)

Three Hawaiian home demonstration women of the year were selected and featured at the 1948 Home Demonstration Week on the Islands. At the left is Eleanor Dickie, Home Demonstration Agent, Maui County. There are 150 home demonstration clubs with a total membership of 2,500 women on five Hawaiian Islands. Early this year 36 delegates from these clubs met to organize the Territorial Home Demonstration Council. The constitution states that the object of the new organization is "to encourage education in family living through the Agricultural Extension Service and to cooperate in promoting other educational programs which have for their purpose the development of home and community life; and also to develop understanding toward world peace."

The Lot of the HOME DEMONSTRATION AGENT . . . Circa 1949

MENA HOGAN, Field Agent, Home Demonstration Work, Southern States

"THERE'S no job I'd rather have," Katherine Staley, home demonstration agent for the last 26 years at Meridian, Miss., told a group of her coworkers at a recent agents' meeting. And then she spoke of the many satisfactions in her work . . . values nonetheless real if somewhat intangible.

"Being on my own, yet with the knowledge that all the resources of the State college are on call.

"Each day a challenge, with the disappointment of other days a thing of the past.

"Each country lane or shady path I take leading to the home of friends.

"Each farm woman and girl looking to me, expecting me to live up to their own high ideal of a home demonstration agent."

As I thought of what Miss Staley had said, I remembered the Chinese proverb, "Fortunate is he who finds in his work not only a way of making a living but a way of life."

Home demonstration agents for the most part are looking on their work much as Miss Staley, as a very good way of life . . . one offering many opportunities for service and for happiness.

Fortunately, this way of life has a great many values which are measurable. Take the matter of offices, for instance.

Although much remains to be done, great progress has been made in the direction of bringing all extension agents together in the same building, in providing kitchen or laboratory space, and in more completely equipping offices with good working equipment.

Admittedly, the office situation is not at all perfect. But one has to go back in the past only a few years to appreciate some of the changes which have come about.

Well do I remember my first day as a home demonstration agent in an Arkansas county 20 years ago. On arrival at the county seat town, I was directed to the courthouse and thence to a cubicle just under the steeple that housed the courthouse clock. The room must have been all of 12 by 12. It was to serve, I soon found out, as the office not only of the county agent but the new home demonstration agent as well! And it was to remain our office for several years.

A desk and perhaps three or four chairs discarded from other offices were there. The desk served the two of us. Fortunately it had openings on two sides, so both the county agent and I could sit at it. He, like the generous and cooperative person that he was, saw to it that I also shared the one filing case the office had.

So what had been "his" filing case became "ours" after he had weeded out his own meager materials to make room for mine.

There was one heading in that filing cabinet I shall never forget. It was labeled "trouble." And it became joint, too, as my own worries piled up on top of his!

We borrowed a mimeograph machine on occasions; and when we wrote circular letters the county agent typed the addresses on the envelopes, and I stuffed them.

Yes, a lot of progress has been made since those days.

Recently I visited several counties where good working conditions do exist. How happy to see what they really can mean to an agent.

All the Durham County, N. C., extension agents are housed together in a beautiful new agricultural building provided by the board of commissioners. Virginia Patrick, county home demonstration agent, and Margaret Umberger, assistant home demonstration agent, each have separate offices; and they share the services of Vivian Ferrell, their comely and efficient secretary. Just off their offices is a completely equipped demonstration kitchen and small auditorium combined. It is eminently suited for leader training meetings and looked as if it could seat 100 persons comfortably.

On the first floor, Mrs. Estelle Nixon, the Negro home demonstration agent, has her own private office and her own demonstration kitchen equipped much as Miss Patrick's.

A lot of hard work and a good deal of pride is evident in all those offices.

A Laborer Is Worthy of His Hire

A second source of material satisfaction to the home demonstration agent is along salary lines.

Admittedly not yet in line with her responsibilities or her background of training and experience, salaries for white home demonstration agents have increased 62 percent since 1940. The average now stands at $3,281 in the Nation. As is usually true, however, these average figures do not mean very much. For salaries may vary widely between the States, and even within the States according to the agent's abilities, her length of service, and other factors.

Salaries for Negro home demonstration agents have increased 75 percent since 1940 and now average $2,402.

Allowances for travel expenses have also increased, although in many instances (as is true for all extension agents) these are inadequate to cover the travel the agent is expected to do. Mostly, as agents have always done, they continue to travel, digging into their own salaries for the deficit.

More and more county commissioners are seeing the importance of the

home demonstration agent being provided with demonstration materials and equipment. Such funds vary all the way from a few dollars to a few hundred. Here, too, is a place where agents have been putting in much of their own pay.

I remember a district home demonstration agent who was always having to remind one agent of the fact that she spent her own money too freely for demonstration equipment.

The agent replied: "I learned a long time ago that you had to put a lot into your work if you got anything out of it; and I guess this applies to money, too."

This self-sacrificing spirit, although to be admired, should not be necessary.

People Look on and Call Her Work Good

A third source of satisfaction to all home demonstration agents is the increased public recognition of her services in the county. Her articles are in demand by the local press, and in many cases her weekly chat with the homemakers is one of the most popular items in the local papers. Some newspapers make a practice of carrying her picture along with the regular chat. Through such means, she greatly expands her influence.

It's a safe bet that if there is a radio station available, she will be broadcasting at least once a week. And the audiences have liked her homey way of talking about them and their problems and the ways they were improving rural living.

Civic groups look to her for leadership in many matters that pertain to rural and urban cooperation. And she serves on many important urban committees. (How she sandwiches them all in is a major mystery!)

Her worth as a local citizen often comes in for attention. Said a prominent businessman in Brown County, Tex., "Maysie Malone has been worth more to this county than any other citizen during these past 25 years." Miss Malone had that year celebrated her 25 years of service in this one county.

No greater accolades could have been paid the home demonstration agent than last year during National Home Demonstration Week when editorials throughout the country took note of the achievements which had come about in rural living and credited much of it to her. Typical of these was that of the Evening Herald, Rock Hill, S. C., which said:

"York County owes a debt of gratitude to the home demonstration agents who through the years have directed the program of activities in their groups . . . Nor is the debt one of the York County women alone. The menfolk and the children share it. So do townfolk. There is a debt, too, to all the women who have taken part in the work of the clubs as members."

Also typical was that of the Journal and Guide, Negro Press, Norfolk, Va.:

"The current observance of the National Home Demonstration Week is an appropriate time to pay deserved tribute to a body of women whose many contributions to a better life are too often overlooked and unsung. They are the home demonstration agents. To thousands of rural families and especially rural housewives and girls, they have brought intelligent and consecrated guidance."

Increased prestige in the county is no small reward in itself. Maude Wallace, assistant director in charge of home demonstration work in Virginia, always points out to prospective home demonstration agents: "You will be an important person in the county, on a par with the regular county officials."

As She Grows Older

A fourth source of satisfaction to the home demonstration agent is shared by all extension workers. It's the satisfaction of knowing that as an employee of the United States Government she is eligible for all of its retirement privileges. And this very fact has been no small inducement to prospective workers to come to the Extension Service, although the appeal of security of this kind doesn't mean as much to a person of 20 as to one of 40! Perhaps the greatest effect of the new retirement provision has been to get workers to stay on a few

years longer than they normally might.

What such a retirement provision translated into dollars and cents can mean is illustrated by the following example.

An agent retires at 60 after having served 30 years in the Extension Service. All this service is covered by deposits after August 1, 1920. Her best 5-year average salary is $3,000. Her annuity, therefore, is $1,650. (Government formula—1 percent of best 5-year average salary plus $25, multiplied by years of service.)

Assured of this security for their older years, home demonstration agents have felt freer to spend some of their money now for more comfortable and attractive living.

So, many plans are in the making for new homes.

Visit many an agent, and you'll be shown the lot she's purchased—all in readiness for a house when building costs are more reasonable and in line with what she can afford to spend.

Others have educational trips in the offing. The fact that a 26-day vacation with pay is allowed extension workers in most States encourages really good vacation plans.

Many extension agents are feeling the need of advanced training if they are to keep ahead of the thinking of the leadership in their counties. Evidence of this is seen in the increased number of agents attending graduate schools last year. It is also reflected in the attitude of administrators in encouraging such attendance, even to the point of paying part salaries of agents on leave.

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THE BOOK WAGON presented by the home demonstration clubs of Vermont to the State Traveling Library Commission was paid for by contributions from 8,000 Vermont home demonstration clubwomen given over a 2-year period.

Build a Program Around FAO ACHIEVEMENTS

CHARLES E. ROGERS, FAO Educational Relations Officer

Too many programs have been built round what *should* be done by the United Nations and its specialized agencies. Why not build one round what *is now being done?*

For example, the work and the achievements of FAO—the Food and Agriculture Organization of the United Nations. Such a program will certainly interest most farm homemakers, because the content of the FAO program is largely the same as that of the average farm and home or the rural community extended to the world. It consists of such things as better farming and better rural living, security for the home and the family, and building a stable community in which people can live and work in peace.

How can these things be if two out of three members of the family are hungry?

What security for the well-fed, the well-housed, and the well-clothed third of the world so long as the other two-thirds lack the basic essentials of life?

Dividing Up Scarce Food

FAO has provided international machinery for allocating scarce foods and supplies available for export. Since 1946, exporting and importing nations have come to periodic voluntary agreement on quantities each will supply and receive, and they have kept their agreements. The system prevented an unrestricted scramble for food after the war.

Guards Against Farm Surpluses

There has never been enough food in the world to provide everybody with a decent diet. But as every farmer and his wife know to their sorrow, farm surpluses have all too often caused gluts and wrought disaster in farm prices. The Council of FAO keeps the world food situation under constant review, and when a shortage or surplus develops, it informs member governments of the danger. Member nations then take appropriate action nationally or internationally to prevent the impending disaster.

The recent 56-nation international wheat conference in Washington was called to draft an international arrangement for the orderly marketing of that cereal, at prices fair to producers and consumers alike. FAO advocates international commodity arrangements for other basic products in international trade.

One of FAO's greatest achievements has been in the role of international adviser on food and nutrition, agriculture, forestry, and fisheries. How the "green thumb" of science has been used by FAO in increasing food production around the world makes a story all by itself, which could fill a program with colorful and inspiring examples.

FAO has exchanged high-yielding seeds and plants—tea seed from China to Yugoslavia, sweetpotato from Okinawa to the United States, hybrid corn from North America to Europe and the Near East.

It has campaigned against animal diseases—hog cholera in Poland, Teschen disease in Czechoslovakia, rinderpest in Ethiopia and China, bovine tuberculosis in Europe.

It has promoted good use of the world's basic resources—soil erosion

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Hybrid corn seed, 60 bushels of it, went overseas for spring planting in 18 countries of Europe and the Near East. Dr. L. E. Kirk and Elsie Markley of the FAO Agricultural Division fill the 5-pound sacks. This is one of the FAO programs to increase world food supply. Two meetings on hybrid corn breeding have been held in Europe for the benefit of technicians there. The meeting in Rome early this year summarized the results of the 1948 plantings.

Trends in Rural Recreation Past and Present

This is the third of a series of articles on "Recreation in the Rural Community" based on an address on that subject given at the National Recreation Congress held in Omaha last September. Professor A. F. Wileden, author of this series of articles, is extension rural sociologist at the University of Wisconsin.

ONE of the most fruitful ways of analyzing methods of organization for carrying on recreation programs is by observing its chronological stages of development. This is particularly helpful in rural areas because different communities are in these different stages. Yet the social forces bearing on the situation today are stimulating them all to follow along these similar channels.

Recreation Associated with Work Habits

Historically and culturally in rural America, leisure-time activities have been closely associated with work habits. Work has been repeatedly emphasized as a virtue. This emphasis on the virtue in work was very strong during pioneer days and still is very strong with some people. It is an emphasis which has produced very tangible results in our development as a Nation. It has made possible the carving of a great Nation and a great world power out of a wilderness in a relatively short time. But with many people this idea has left little or no place for leisure. It was Poor Richard's Almanac, one of the most widely read publications of pioneer days, that said, "Idleness is the devil's workshop." Idleness was then used almost synonymously with leisure. This emphasis was so great that some rural people I know today have to apologize to their neighbors for taking a day off.

This first stage in the development of recreation associated it very closely with work habits. It was the day of the barn raising and the husking bee. It was the period of mutual aid when farmers helped their less fortunate neighbor get in his crops and the women of the neighborhood took turns sitting up with someone who was ill. It was the day when men hunted and fished for food and when women got togther to tie a quilt or even to do the family sewing. You can easily see why a farmer would go over on a winter evening to talk with his neighbor about his crops and stay for a friendly game of cards. It was part of the reason why the agricultural fair started out as a popular educational enterprise and gradually became more and more of a recreational outing.

Rural people found that they could achieve some satisfactions for themselves and obtain the approval of other people at the same time by associating their play with their work. They had to, as there was so much work to do. As we look back upon this emphasis, it is obvious that the associating of work with recreation was an important stage in the development of recreation. Some people and some groups are still in this stage or just emerging from it.

Recreation as a Function of Organizations

A second stage in the development of a concern for recreation in rural communities has been as a function of organization and group life. This is the stage in which most rural areas and small communities find themselves today. It is the volunteer recreation leader stage.

This stage really divides into two periods. The first of these was when rural social life tended to be centered in the church and school. These were the days when a part of the teacher's recognized job was to provide leadership for the total school district, and usually the teacher lived in the district. These were the days of the spelling bee and of the geography and arithmetic match participated in by parents and children together. They were the days of the school social center or of the school-centered community club or farmers' club.

Along with this concern on the part of the school to serve as a social center came a concern on the part of the church to likewise serve the social needs of its constituency—and particularly the young people. This was at least partly motivated by a desire on the part of the church leadership to shift from a negative to a positive recreational emphasis, and also to strengthen the position of the church through a recreational emphasis. Like the school teacher, the preacher (or very often his wife) was expected to provide this leadership. As a result, church parties were the order of the day, and some churches went so far as to build church halls and provide other recreational facilities.

However, since World War I this emphasis on recreation from the church and school has been changing, probably not because the leadership within these groups wanted it to change but rather because of certain forces beyond their control. On the other hand, teachers and preachers have become more professional in their tasks of teaching children in school and running churches. The automobile has made it no longer necessary for teachers to live in the local district, and it has also widened the contacts of people generally.

On the other hand, an almost entirely new era of special-interest groups has come into being—a type of group that, much like the church, has wanted to use certain phases of recreation to balance its program and strengthen its position with the constituency it would serve. I am referring to the increased expansion of farm organizations such as the Grange, the Farm Bureau, and the Farmers Union; of civic clubs such as the Lions Clubs, Kiwanis, and Rotary; of women's organizations such as women's clubs, mothers' clubs, homemakers' clubs, and parent-teacher assocations (which should and often do include men in their membership); of youth organizations such as Boy

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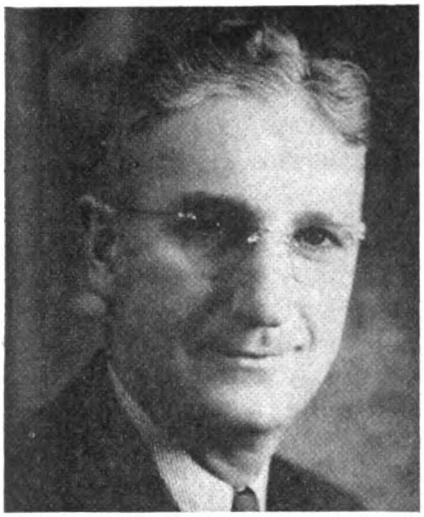
Directors H

Representing the 51 director and Puerto Rico, are these wh onstration Week to speak on t



P. E. Miller.

J. O. Knapp.

P. O. Davis.

Based on Self-Help

FARM women can take a great deal of pride in their home demonstration work. They have been engaged in a highly successful adult education program for many years. It is agreed that they have been a potent factor in the improvement of country life.

Home demonstration work is a program based on finding solutions to home and community situations largely through self-help; that is, finding the answers themselves rather than asking someone else to solve our problems for us.—*P. E. Miller, Minnesota.*

Broadening the Scope

Home demonstration work is broadening its scope each year to help rural families more adequately meet the problems that a rapidly changing world brings to the home and community. Home demonstration agents today are giving help on foods, clothing, housing, and other subjects that have to do with the efficient management of the home. They also are assisting rural leaders as they work for better rural churches, improved recreational facilities for young people, more adquate health services for rural areas, and improved nutrition of all children through such community-wide projects as the serving of school lunches.

As the interests of rural women have broadened, home demonstration agents also have extended their program to give rural groups an opportunity to study and discuss the work of the United Nations Organization, foreign relief work, and other phases of international affairs. In this study of world problems, the discussion practically always ends with the common agreement that the future of the Nation and of the world depends in large part on the homemakers of today and the kind of training for citizenship they give day by day in the home.—*J. O. Knapp, West Virginia.*

The Home—Our No. 1 Job

The greatest institution in our State, in our Nation, is the family home. In value and in service, it exceeds the church, the school, and other organized groups because all of these are based on the family home.

Whenever the family home fails in ideals and in living, churches, schools, and groups also fail. The same is true of our way of life and of our civilization itself.

Our No. 1 job, therefore, in Extension is to preserve and improve these homes. A vital service in relation to the home is home demonstration work.—*P. O. Davis, Alabama.*

A Career To Be Envied

All of us in the Extension Service and those whom you help with the skills of homemaking and the art of gracious living appreciate your good work. This week also is the time for special recognition of the great body of volunteer leaders.

Home demonstration work, started principally to help farm women simplify their household tasks, has expanded until today it embraces all phases of homemaking in a broader sense in both rural and urban areas. It seeks, for example, to stimulate gracious living through better housing, health, recreation, and art. Each year it brings new methods to the science of homemaking based on facts from the experiment stations. Our opportunity to be of greater service to homemakers by getting more food-marketing information to them is receiving impetus from the Research and Marketing Act.

With more home economics research as a lever and your philosophy of service as a guide, home demonstration work becomes a career to be envied.—*L. R. Simons, New York.*

ve the Floor

the 48 States, Alaska, Hawaii, ke the occasion of Home Dem- nbject.

A 50–50 Basis

Extension work is on a 50–50 basis; just like marriage. And just like the wife in any home, more often than not it's the home agent who provides the interest and enthusiasm to keep the county program moving daily toward extension goals. That goes for the State staff, too. Fine women always influence the men with whom they're associated. And extension women are the finest in the land. In the State of Washington, we believe in the family approach, and to a large extent it's our home demonstration staff who make that approach a reality rather than just a conviction.

Most of us, I think, appreciate the high professional standards and the top caliber of our home demonstration staffs. But that appreciation is all too seldom translated into recognition in the way of salaries. In our State, we're convinced our home demonstration staff is as good as any in the Nation, and we won't be satisfied until we can say the same about salaries. We hope all other directors are making the same resolution.

Extension has been lucky so far in the superior quality of women it has attracted. But we can't go on trusting to luck. We've got to provide something else besides soul-satisfying work. When we do, making replacements won't be the headache it is today.—*E. V. Ellington, Washington.*

Increasing the Numbers

Tomorrow's world will depend on the knowledge, attitude, and contribution made to today's homes in America and abroad. . . . Our plan, therefore, is that the homemakers of Colorado identify themselves with home demonstration clubs or groups to study the special needs of their own communities, of the Nation, and of the world, and to initiate such practices as will result in bettering today's home for a better world tomorrow.—*F. A. Anderson, Colorado.*

A Job Still To Be Done

During a 35-year period, rural women have helped to develop their own organization, have developed leadership for the operation of that organization, and have developed initiative in the planning and execution of the program. In all of these we take pride. As we review the progress which has been made, we should face frankly the job which is yet to be done. There is still too much drudgery in and around rural homes. Rural electrification has come at an amazing pace. All too often, it is not being fully utilized. Too many rural homes are still being constructed without adequate planning for convenience; too many kitchens are arranged with too little convenience. Too many rural women must walk 50 to 75 miles a year doing the family laundry. Too many homes are still equipped with a sadiron for ironing. In too many homes this back-breaking drudgery is not necessary.

Let's look forward to reaching 100,000 farm homes in Louisiana with information that will enable them to make the improvements which 30,000 have experienced.—*H. C. Sanders, Louisiana.*

A Spoke in the Wheel

AMERICAN agriculture moves forward on "wheels of progress." Home demonstration work is a very important spoke in the wheel of extension educational work. As the load capacity of a wheel depends on the strength and firmness of its spokes, so the Extension Service depends on a strong home demonstration program.

It is important that Extension sustain and improve the opportunity for homemakers to build effective programs for translating better farming into better homes and improved living.—*H. G. Gould, Nebraska.*

L. R. Simons.

E. V. Ellington.

F. A. Anderson.

Getting Together With the CONSUMER

A brief survey of the 14 food-marketing programs under Extension-RMA cooperation

E. A. JOHNSON

Extension Economist, U. S. D. A.

LET us make a quick tour of the country for a look at the food marketing programs which Extension is conducting in cooperation with the administration of the Research and Marketing Act of the United States Department of Agriculture. This educational work is often described as consumer education for the more effective utilization and greater consumption of agricultural products.

There are 14 such programs; 8 of them were started about a year ago, and 6 got under way in recent months. There is considerable interest in this phase of extension work, and it is very likely that about 8 new programs will be started during 1949. In addition to this expansion into other States, there will be considerable expansion in some of the present programs to reach consumers in other urban areas of these States.

What shall we look for in these food marketing programs? At present there seem to be four major fields of work in which educational programs can help in order that consumers may buy more wisely. They are:

1. Information concerning the availability of various products.
2. Knowledge of common quality differences in food products.
3. Skill in effective utilization and preparation of food products.
4. Knowledge of the effect of market organization and services on the price and quality of food products.

PUERTO RICO is the locale of the most southern food marketing program. The project leader and her four assistants are working in the four important urban marketing centers on the island. Leaflets, posters, exhibits, news articles, radio, and short courses are the means by which Extension is reaching consumers with the story about food supplies, food cost, and food use. A movie on good food buying practices is proposed. More than 50 consumer cooperatives in Puerto Rico are assisting with the food program.

LOUISIANA Extension Service has the program in operation in New Orleans and in five nearby cities. The two home economists carrying this work are making timely information available to consumers via press, radio, and group meetings. They are cooperating with business organizations as well as consumer groups. Their field of operation is not limited to food, and therefore they give interesting facts about other consumer goods as well.

ALABAMA is starting a program in Birmingham. The marketing specialist and the home economist assigned to this urban area propose to distribute a market fact sheet for use by press and radio and which will give information about supplies and prices for use in discussions with homemakers. They plan demonstrations to improve buying practices.

GEORGIA is also just getting started with a program for Atlanta. High lights of the food situation will be presented in a market sheet to show the relation of the market to consumer needs and wants. Press and radio will be used to reach consumers insofar as this can be done. In cooperation with marketing specialists and nutritionists, food grades and food preparation will be emphasized.

SOUTH CAROLINA has a year's experience with a food marketing program for city, urban, and rural areas in three counties. Market supply, prices, points to look for in buying, nutritive value, and food preparation are the topics covered by the project leader in this educational program. Local stores and civic organizations, as well as the farmers' and women's markets are cooperating.

OKLAHOMA is the field for a Statewide program on food marketing. The project leader operates from the State office, supplying information and technical assistance to county home agents who are responsible for the development of local food marketing programs.

KENTUCKY has been conducting a food marketing program in Louisville for almost a year and now plans to reach out to serve a few other cities in the State. Merchants in Louisville have told the extension director they think the program helps them as well as consumers. Emphasis is placed on giving consumers market facts along with suggestions for preparation of tasty dishes and good nutrition. A 5-minute daily radio spot combined with feature articles and news items in the press have been the principal means of reaching consumers. A letter-to-consumers is available to those who wish more help with their food marketing problems. Exhibits and demonstrations are also used to emphasize better buying and to teach selection and use of farm products.

MARYLAND was one of the first States to develop an Extension-RMA project in consumer education for an urban area. In Baltimore, the posters and bulletins calling attention to mar-

ket supplies are an established custom now, and more than 200 retail stores are cooperating. The retail price information is a new venture. This is an attempt to help consumers by giving them a picture of prevailing prices in typical stores. Each week a radio and news item carries market facts to many people. Plans call for demonstrations, exhibits, and group meetings as time and help permit.

DELAWARE has done some work on broiler marketing which included considerable work with consumers.

CONNECTICUT operates a State-wide consumer education program. Radio and press releases are used much as in other States previously mentioned. In cooperation with nutrition specialists and county home agents, consumer groups are guided in food purchase and food use. Consumer preference is considered in relation to production and marketing practices for the purpose of achieving greater efficiency in marketing.

NEW YORK operates a State-wide program and also a program for the New York metropolitan area. A weekly letter, giving market and nutrition information, is sent to county home agents and others in a position to prepare local press and radio releases. Marketing specialists and home economists cooperate in preparing these letters and in conducting the Food Information Service. In several large cities, city home agents handle the food marketing program along with their regular extension program. In New York City, labor, industrial, school, and welfare organizations are finding the food market and nutrition information a valuable addition to their own program. Both food buying and food preparation are featured in demonstrations and group discussions. City, State, and Federal agencies in New York supply basic data and other information as it becomes available. This cooperation makes the educational program more effective and gives consumers a better food marketing service.

MICHIGAN is developing a comprehensive educational program for food producers, distributors, and consumers. Marketing specialists and county agents are cooperating in the work to give marketing information wider use and application. County

(Continued on page 94)

All You Want To Know About AMERICA

TO HUNDREDS of German people Robert O. Bale, 4–H Club agent in Tompkins County, N. Y., is the unofficial information bureau on America.

Not that Mr. Bale sought such eminence. The "know-all, tell-all" title was thrust upon him.

It came about more than a year ago when Mr. Bale was asked to answer a letter from Germany begging for details of 4–H Club and young adult programs in this country. A conscientious man, anxious to do his part to spread the gospel of youth work, he wrote a lengthy account and ended his letter: "If there is anything else you want to know, I shall be glad to answer your questions."

Several months later, letters from Germany began to pour into his office at the Ithaca courthouse—as many as 20 in a week. To his dismay, three-fourths of them were written in German script! He hastily lined up three volunteer translators.

An early letter from a 19-year-old lad in Hamburg explained the avalanche. He wrote: "I have read your article in Hansa, the International Correspondence Club periodical. The Hansa notice stated: 'What do you want to know about America and the Americans? Write to Robert O. Bale. He answers your questions. You may talk the German language, and Mr. Bale answers in English direct from Ithaca, N. Y., U. S. A.' "

Then Mr. Bale knew he was in for it. He knuckled down to the job of reading page after page about the woes, hopes, and fears of German men and women, aged 17 to 90.

At first he tried to answer all the letters himself. He worked out a formula for the stock question: "Tell me about life in America." But it took time to meet such demands as: "Say me something about advertising in America;" "What are the private detective methods in America;" "Send me material on American radio;" "Please put me in touch with stamp collectors;" "I wish to know about your export trade in fruits and fish;"

Robert O. Bale.

and (from one youth in the Russian sector of Berlin), "the Russian newspapers say life in America is bad, hard, and almost intolerable. Can this be true?"

The letter that almost floored him, and made him decide to ask for help, came from a young woman who described herself as a "paintress." She wrote: "I have a few problems on my heart • • • Please tell me about American language, art, theater, movies, artistic dancing, singing, music, painting, sculpture, literature, history, sports, general cultural development, fashions, and practical advice in the field of home economics."

Only then he began farming the letters out to 4–H Club and Young Adult members and leaders throughout the State, high-school students, and anyone else who promised to treat them as a personal trust.

At latest count Mr. Bale has received more than 500 letters. They have come from students, homemakers, businessmen, stenographers, artists, a 90-year-old farmer who just wanted a "pen pal. • • •"

Mr. Bale has enjoyed interpreting America to the Germans and having them interpret Germany to him. He feels that it is a grass-roots project in international relations.

"If anyone wants to help out, just let me know," says Mr. Bale.

From the Grass Roots Comes

West Virginia's Country Life Program

KENNETH BOORD

Assistant Extension Editor, West Virginia

A RURAL community development program that is truly "from the grass roots" has been launched by West Virginia. Initiated by their Extension Service, the program is being implemented by the Upper Monogahela Valley Association and the Little Kanawa Regional Council. Others interested in agriculture and a more satisfying country life have indicated a desire to lend assistance to this program as it expands.

The program in 1948—while in effect a pilot study—achieved remarkable success in working toward its objectives. Already, communities that took part in the program have become aware of their inherent strength and are realizing their responsibilities in being "self-starters."

This program is designed to assist rural communities that are seeking ways and means to build their local areas in order to make them better places in which to live. Establishing a parent-teachers association, improving church and school property, and sprucing up the farmstead are just a few of the projects tackled by the country-life program in 1948.

West Virginia's rural community development program covers such phases as agriculture, education, recreation, religion, home improvements, health, and general activities and interests that are common to people in rural communities.

There is no fixed type of sponsorship for the program in the individual community. Each community determines its own organization through which it will be administered. The assistance of all agencies in the area, or serving the area, is sought.

In most rural communities in the Mountain State, there are already many different organizations that are vitally interested in building and developing their areas. In launching this program, it was believed that one of the best means of reaching a goal was through competition and having a uniform score card for all communities. It was also thought that a new organization, designed specifically to administer this program, might be duplicating the work of an effective organization already set up. Hence, a church, a farm women's club, a parent-teacher association, a Grange or older rural youth group, or any other farm organization may be sponsor of a country-life program.

The older youth club of Talbott Community gave a new and shining look to all the mail boxes.

For the purpose of this program, a community should have at least 50 families. Each community may prescribe its own boundary.

A joint committee, composed of delegates from a power company (representing the Upper Monongahela Valley Association and the Little Kanawha Regional Council) and a few members of the State Extension staff, was set up to work out the details of the program.

An effort is being made to keep the program flexible enough to fit the needs of any particular community. The individual community sets up a committee for each of the divisions of the score card. In 1948 these committees were "well sprinkled" with youth representation.

Awards Made

After each community did its own tentative scoring, the area judges made spot checks and revised the scores to get them on a comparable basis. These area judges then announced the placing of communities in each of the two areas in the competition—the Upper Ten and the Little Kanawha.

Prizes awarded in each of the two areas by a power company are to be used for community improvement on one of the community objectives as determined by the community. A total of $1,000 in prizes was given to the two areas.

The Middle Fork community surveyed the agricultural needs and resources of the community through committees and various other means. A long-time agricultural plan was worked out. The annual plan of work was determined by selecting urgent needs listed in the long-time program. Goals were set up and methods decided upon for achieving these goals. Satisfying progress was made in soils management, livestock improvement, crop rotation, and repairing and remodeling of farm buildings.

The Talbott community worked along substantially the same lines but was a little more specific in that a "bench mark" score was established with reference to numerous agricultural problems. This made it easier to measure progress during the program year.

At Bunner's Ridge, the parent-teachers association, local sponsor, became interested in bringing back into use an abandoned school and concerned itself with the grounds and outside play equipment at the school. Equipment was bought, and after the playground was finished it was used by others in the community when not in use by the school boys and girls.

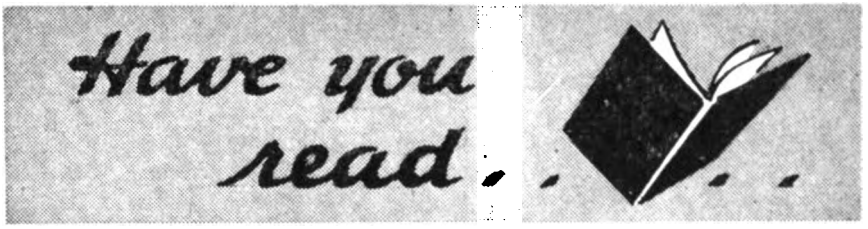
Through community work several churches have made extensive repairs and improvements on their churches as well as to help with playground areas. Outstanding progress was made in coordinating the religious life of the community through the efforts of church leaders.

Home Improvement and Health

Both at Helvetia-Pickens and Mineral Wells, exterior repairs and improvements to homes and outbuildings were extensive. Homes were painted, porches and roofs repaired, chicken houses and other farm buildings were repaired, and barn lots were graded and drained. Many water wells were drilled.

Middle Fork community's sponsoring group decided to promote a community medical clinic. When the delegation went to the county seat to get information and assistance, they found that Roane County did not have a health nurse. Being much perturbed, they called on both the board of education and the county court to remedy the situation. As a result, the county court and the board of education jointly employed a county health nurse within the next 30 days. After this was done, the clinic was held at Middle Fork, and thus the entire county is now receiving benefits from that community's health activities.

A few revisions are being made in the program for 1949, and it is expected that approximately 25 Mountain State counties will enter the program this year. Commenting on the 1948 program, members of the committee said that "as might be expected of rural leaders, they placed less emphasis on winning a cash prize than on the over-all good which can accrue to the community as a result of taking part in the country life program."



SELECTED RURAL FICTION IN 1948, compiled by Caroline Sherman, Bureau of Agricultural Economics, an editor, a librarian, and a lover of rural literature.

THE OLD BEAUTY AND OTHERS. Willa Cather. 116 pp. Alfred A. Knopf, New York.

● Only one of these stories is truly rural; it is a reflective recital of spontaneous affection and family and community living. All three stories exemplify the author's delicate and serene perception and perfected prose—they do not probe deeply as her earlier writing was wont to do.

THE GARNERED SHEAVES. Elizabeth Emerson. 264 pp. Longmans, Green, and Co., New York.

● A completely wholesome recounting, rich in humanity and kindly humor. A close-knit Quaker family grows up and marries in the Quaker area of Illinois near the turn of the century. One daughter finds she can rear a family and yet answer the call to preach which she has evaded for years because of her devotion to family ties.

BRIGHT LEAF. Foster Fitz-Simons. 631 pp. Rinehart and Co., New York.

● Chronicle centered in Carolina and built on the rocketlike rise of this phase of the tobacco industry. Perhaps not more intense than the theatrics and the fabulous successes and calamities that attended the forced-draft creation of that empire.

THE CLEFT ROCK. Alice Tisdale Hobart. 376 pp. Bobbs-Merrill Co., Indianapolis, Ind.

● Firm viewpoint, understanding of character in many nationalities, concern for the welfare of the many, respect for practical idealism and personal integrity, combined with realism and drive in the telling, distinguish this story of the questions of irrigation in a great valley.

THE GREAT YEAR. Dilys Bennett Laing. 285 pp. Duel, Sloan and Pearce, New York.

● This is Any Year and Any Farm Family, translated in terms of three generations in New England. Tumbled chronology confuses, but together with the implications, overtones, and significance in the quiet chapters, it suggests the span of the time of man.

RAINTREE COUNTY. Ross Lockridge. 1,066 pp. Houghton, Mifflin Co., New York.

● Symbolic of the development of a Nation, a State, and a county, this prolix and involved narrative is filled with applied mythology and figures of speech that have offended many. But it resolves itself into an American midwest saga. Read as a kind of allegory, the author's conception and the golden prose in which it is transcribed suggest an authentic touch of genius.

CRY, THE BELOVED COUNTRY. Alan Paton. 278 pp. Charles Scribner's Sons, New York.

● Rarely does writing reach through to the heart as does this tragic, compassionate, and inspired elegy of a torn people and an eroded life and land, with its dawning glimmer of hope for tomorrow. The story is of South Africa, but its vibrations clearly register in our own country.

REMEMBRANCE ROCK. Carl Sandburg. 1,067 pp. Harcourt, Brace and Co., New York.

● Here a poet and philosopher and biographer, of great attainments, attempts the fictional working out of the American Dream—an idea that has been the lodestar of many before him. The 300 years of our history are spanned, with emphasis on the periods of the country's greatest stress. A family line carries through, and other individual stories of several chapters each help to bind together the massive structure of the book.

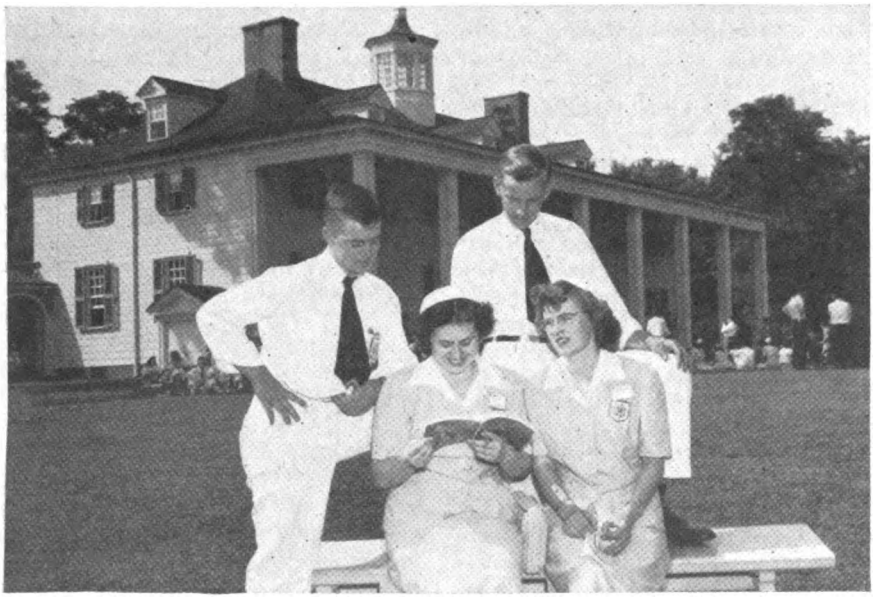
1949 National 4-H Camp

BY Wednesday evening, June 15, 4-H delegates and their State leaders from all parts of the United States will be gathering in the Federal Auditorium on Constitution Avenue in Washington, D. C., for the formal opening of the Nineteenth National 4-H Club Camp. Each State, Alaska, Hawaii, and Puerto Rico may send two 4-H boys, two 4-H girls, and three 4-H State club leaders to the camp. Each State extension director is responsible for the selection of the leaders and the 4-H delegates representing his State. The 4-H members in attendance this year will represent nearly 2 million fellow 4-H members. Selection as a representative at the National 4-H Camp is the highest delegate recognition that can be given a 4-H Club member.

Objectives of the camp center in the development of worthy citizenship and constructive rural leadership. Special emphasis will be placed in the camp program on activities which will help the delegates to understand better how our National Government functions and the important part each citizen can and should take in its progress. Delegates will concentrate on the program theme, "Knowing Our Government," and its relation to the 4-H theme for 1949, "Better Living for a Better World." There will be daily discussion sessions, addresses by well-known speakers, and visits to places of interest in the development of our Government and the National Capital.

Standards suggested to the extension directors as a basis in selecting the club delegates include the point that each be at least 16 years old and not more than 21, that each should have been an active 4-H Club member at least 3 years, that each be in good physical condition; and, other things being equal, that recognition be given the club member who has shown outstanding ability in leadership and community service in relation to his 4-H Club work. Expenses of delegates and leaders are the responsibility of the States.

State 4-H Club leaders attending the camp will have their own program during the camp for the discussion of problems relating to 4-H work and plans for its improvement.



A visit to Mount Vernon is always one of the highlights of the National 4-H Club Camp.

Television and the Home Economist

(Continued from page 77)

has customs, habits, skills, and practices worthy of imitation, a series of true-to-life programs could be developed featuring these exemplary ideas.

2. Assuming that people have a thirst for knowledge and that all the data of science, everything necessary to literary and historical scholarship, can be "served" in a way to suit the understanding of the average family, video programs may be developed accordingly.

With entertainment the chief aim, people may, through video dramatics or the light touch of the team demonstration, come to know and appreciate the arts and sciences, acquire poise, better family relationships, mental health, skills, participation in community activities, and ways of making the best use of community facilities. And the benefits to mankind, although not obviously indicated, would be none the less real.

The home demonstration agent with creative ideas and ability and willing to be an alert apprentice in video can become indispensable in the world's greatest medium of mass communication.

Build a Program Around FAO Achievements

(Continued from page 82)

control in Greece, forest management in Latin America, fisheries development in the Indo-Pacific.

FAO has a free packet of materials useful in planning a program on the Organization's achievements. Included in the packet are a catalog of FAO publications and a list of films on FAO.

Our address in Washington is 1201 Connecticut Avenue NW.

Readers who plan to build a program round FAO are reminded that the EXTENSION SERVICE REVIEW carried a comprehensive background article on FAO in the February–March 1948 issue. The author, Duncan Wall, then Assistant to the Director, Office of Foreign Agricultural Relations, joined FAO as Director of Information last July.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Radioactive Chemicals Open New Research Fields

EXTENSIVE new programs of research in soil and plant science are planned by the United States Department of Agriculture in cooperation with the Atomic Energy Commission. The studies will be centered at the Plant Industry Station at Beltsville, Md., where the new facilities for handling radioactive materials are to be constructed.

Preliminary results of a study begun in March 1948 to determine the effects of radioactivity on plant growth have already been made public. Field experiments were conducted by the Bureau of Plant Industry, Soils, and Agricultural Engineering in cooperation with agricultural experiment stations in 14 States with 18 crops. In none of these experiments did the application of radioactive material to the soil have any stimulating effect on plant growth. The investigation will be continued for another year, but it seems unlikely that the results from the 1948 crop season will be reversed. The uniformly negative results indicate that farmers cannot expect increased yields from the use of fertilizers containing radioactive substances.

As a research tool, however, radioactive isotopes promise to be a valuable aid to the plant scientist. The studies to be made at Beltsville are expected to increase our knowledge of the functions of mineral nutrients in plants. Such precise information should make it possible to plow, cultivate, and fertilize for highest yields on different soil types.

A building containing a greenhouse and so-called "hot" laboratories, where the radioactive isotopes will be handled, will be constructed on the area provided by the Bureau at the Plant Industry Station. There will also be improved facilities for the manufacture of radioactive fertilizers and soil amendments, which the Bureau has been making on a limited scale and furnishing to research agencies for about a year.

Other purposes of the studies are: To learn facts about the effects of radioactive substances on soils that will aid in the safe disposal of liquid radioactive wastes at installations of the Atomic Energy Commission; to develop procedures for safe and effective use of radioactive isotopes in research; and to train a group of scientists in the use of isotopes.

Don't Underestimate the Power of a Grasshopper

CALAMITOUS grasshopper outbreaks from 1873 to 1876 were influential in causing Congress to establish the United States Entomological Commission in March 1877. The Dust Bowl has been blamed in part on grasshoppers, which destroyed crops over extensive areas, leaving the soil to blow. More than a hundred million dollars worth of crops have been destroyed by these insects in a single season. The grasshopper is among the chief insect enemies of agriculture in the United States.

Entomologists are predicting widespread grasshopper outbreaks in 1949. All signs, including cooperative surveys by the States and the Department, point to serious plagues of the insects over extensive areas from Michigan to Texas and California. The numbers of grasshoppers have been increasing for the last 3 years. Prophecy being in rather bad repute just now, there may be hope, which the prophets share, that the hopper influx will fail to come up to expectations, but weapons are being prepared for a major battle against the grasshopper hordes.

Fortunately, new weapons are available in the form of recently discovered insecticides that give quicker, more thorough, and longer lasting control of grasshoppers than the time-honored bran-sawdust-sodium fluosilicate bait. Chlordane and toxaphene have proved particularly effective when applied as sprays or dusts on succulent growth along roadsides, banks, and field margins, or to crops such as alfalfa, cotton, or corn. Sprays are more effective than dusts in most cases. Baits are more economical and just as effective as sprays in sparse range grass, grain stubble, dry vegetation, or fall-seeded grain.

Complete instructions for use of chlordane and toxaphene for grasshopper control can be obtained from the Bureau of Entomology and Plant Quarantine. Precautions are of course always necessary when using poisonous materials. Community action against grasshoppers makes any method of control most effective.

Plant Secret Discovered

A RESEARCH team of the United States Department of Agriculture and California Institute of Technology scientists, using radioactive carbon, have identified a substance in rubber-producing shrubs whose structure has heretofore been elusive. This knowledge may lead to the discovery of the plant's secret process of rubber formation. Synthetic rubber has so far never equaled natural rubber for many purposes. Radioactivity as a research tool may show chemists the way to improve man-made rubber so it will be the equal of nature's product.

About People . . .

● MRS. ROSALIND A. REDFEARN, one of the Nation's best-known and most-beloved home demonstration agents, closed her career in Anson County, N. C., on January 1. In appreciation of her work over a span of 35 years, more than 400 citizens attended exercises held in her honor. Among those present were Jane S. McKimmon, retired State home agent; John W. Goodman, assistant director; Frank Jeter, extension editor; L. B. Altman and Mrs. Esther G. Willis, district agents; and J. W. Cameron, county agent in Anson since 1911.

Mrs. Redfearn joined Extension in 1913 during the horse-and-buggy days, and her white horse was a familiar sight in all parts of Anson County. Her salary the first year amounted to $75, most of which was donated by public-spirited citizens.

Mrs. Redfearn has twice been honored by Epsilon Sigma Phi for "meritorious service" and "outstanding service." The National Association of Home Demonstration Agents awarded her a certificate for outstanding service; the North Carolina Farm Bureau has cited her for "distinguished service to agriculture," and in 1946, the Progressive Farmer named her "The Woman of the Year in Service to North Carolina Agriculture."

● JAMIE G. WELLS, JR., one of Michigan's Upper Peninsula agricultural leaders, died suddenly of a heart attack on December 6. Mr. Wells was supervisor of the cooperative extension program in Upper Peninsula and superintendent of the Chatham Experiment Station. A native of Missouri, he joined the Michigan staff in 1923 as dairy specialist and served subsequently as Ingham County agent and assistant State county agent leader. He became superintendent of the Chatham Station and supervisor of the extension activities in the Upper Peninsula in 1933. Expressing a keen personal loss at the passing of Mr. Wells, with whom he worked for a quarter of a century, Director C. V. Ballard wrote in the Michigan Extension News: "Jim was dependable. What's more, he was always willing. These qualities coupled with ability and frank honesty provided the uprights and cross-members of Jim's sturdy personality."

Reuben Brigham Memorial

WHEN Reuben Brigham, assistant director, passed away early in December 1946, his many friends in Agriculture contributed toward the erection of a suitable memorial to be placed in the rose garden and bird sanctuary at "Glyndon," the home place where he is buried. Mrs. Brigham and the family decided that a sundial would fit in very nicely with the plans for developing a lasting memorial. This was erected in July 1948 and is of gray granite with a bronze plaque, the inscription reading "From Friends in Agriculture."

● On February 2, friends, associates, and admirers gathered at a banquet to pay homage to E. H. LOVELAND who retired on July 1 from the Vermont Extension staff. He has served as extension dairyman for the past 22 years and as a member of the extension staff for 35.

Dean J. L. Hills, in a letter read at the banquet by Marjorie Luce, State home demonstration leader, recalled "Ned" Loveland's early days in Extension and praised the quality of his work and the contributions he has made over the years.

In a tribute to the service rendered by Mr. Loveland, Dean J. E. Carrigan (now on leave in Ireland) said: "Ned Loveland has devoted his life to improving dairy farming in Vermont . . . He and I entered the Extension Service together in 1913 and have worked closely and cordially ever since. Thus, his separation . . . will be a personal loss as well as an official one."

Throughout his career, Mr. Loveland's chief aim has been to better the dairy industry of the State and Nation. He believes that this job can be done through dairy herd-improvement associations. When he became dairyman in 1928 there were 17 associations in the State; today there are 38.

● Boys and girls from the State of Washington and the Territory of Alaska will join in the 1949 Washington State 4-H Club fair at Yakima.

The invitation to Alaska to take part in the Washington 4-H fair was made by Charles T. Meenach, State 4-H Club agent. The acceptance was made officially for Alaska by Director Lorin T. Oldroyd of the Alaska Extension Service and followed a conference between Director Oldroyd and Mr. Meenach while both were attending the National 4-H Club Congress in Chicago recently. Director Oldroyd of Alaska was formerly extension agent in Pierce County, Wash.

As Rural Women See It

(*Continued from page 79*)

place to rest after the day is done but a happy, pleasant place in which to live richly, abundantly, and graciously.—*Mrs. J. B. Williams, Tennessee.*

New Ideas

Uncle Sam realizes that his farm group is an important part of his big family, and he has some of his best men and women working to get new ideas in the science of farming and homemaking to pass along to us through his extension agents.—*Mrs. J. Edgar Hankinson, South Carolina.*

No Discrimination

Home demonstration club work is by far the most inclusive organization of today; neither race nor creed, nor social status, nor financial condition is a barrier to membership.—*Mrs. Beulah V. Apperson, North Carolina.*

Beyond the Walls

Our interests have broadened far beyond the four walls of our homes. From the goal of better homes to better communities to a better world has been a logical step. Through home demonstration work we are taking that step.—*Mrs. Reedy Turner, Arkansas.*

A Higher Plane

I have no measuring stick by which I could measure and yet do justice to the home demonstration program. It has brought about some things in our community that no other agency had yet accomplished. It has lifted men and women to a higher plane of living. "A little child shall lead them." It has been proved. Through the interest and enthusiasm of the rural boys and girls they have unconsciously led the parents to have a greater desire for better stock, better crops, and a better standard of living.—*Pennsylvania.*

Every Task Easier

Most every task in the home during the whole year's work has in some way been made easier or been better done because of Extension. Kitchen planning, living-room studies, all the regular projects have each helped me in some definite way. Our home demonstration agent always has some helpful suggestions.—*Ohio.*

Friendships

Who can say definitely how much it can mean to meet women who are interested in homes and family life? I count among some of my dearest friends those women who for 1 week lived together in the "Homemaker's Camp." The spiritual uplift—the renewed determinations to do our job as a "woman" more efficiently, more gloriously, to get from the rural life something more than an existence—these are some of the intangible values of Extension Service.—*Massachusetts.*

The Yeast

When women have met in a community to study together for nearly 20 years, community fellowship and knowledge gained in that club are like the yeast in the loaf of bread; they have grown and grown.—*North Dakota.*

A New Dignity

It has given a knowledge of handling common duties, a dignity which robs them of the old notions of drudgery. Knowing how to do things well brings satisfactions which are the ultimate goals of successful living. The farm home is the nearest approach to a castle in America. It is the cradle of independent action, independent solutions, independent thinking. It is the least hampered by bosses. A person in charge of such a combination of independent action, independent privliiges, and duties should be taught to approach them with dignity, common sense, and intelligence. The home demonstration program has done much to help women to respect their work and do it well. Such a contribution to the army of farm women is no mean legacy.—*Nebraska.*

Well Marked

Belgreen Home Demonstration Club in Franklin County, Ala., has launched a new project. They call it "Name Your Landmarks." When the women are through each road will have a name and be marked with signs spaced along its limit. Each church and school will have its name in black and white mounted over the door. Throughout the community, small signs will indicate distances from certain roads and other communities.

Today's Home Builds Tomorrow's World

The theme of Home Demonstration Week was portrayed graphically in window displays and tea-table decorations from the Atlantic to the Pacific. This tea table decorated by the women of Watonwan County, Minn., is typical.

Trends in Rural Recreation

(*Continued from page 83*)

and Girl Scouts, 4–H Clubs, F. F. A. and F. H. A., and older youth clubs of various kinds; and many of the cooperatives.

This desire on the part of these many organizations and the church and school to provide at least part of a recreational program to a part of the community has given rise to a number of major organizational problems. Particularly is this the case when we realize that, like the church, the major interest of these organizations is almost always in some other field, with only a secondary interest in recreation. One of these problems is the need for these various groups, each with somewhat different points of view, to get together on some sort of area basis and plan for the total needs of the total area.

It is this situation and this need that has led to the development in many areas of informal programs of community cooperation and also to the development of community councils. Frequently in practice these councils have become virtually recreation councils, and some are recognized by that name. There are today increasing illustrations of successful cooperation such as this to the mutual benefit of all concerned, not only in the recreation field but also in health services and many other fields.

Another recognized problem coming out of this trend toward organizations is the need for "trained recreation leaders." Many, but not all, of our recreation activities are of a group nature and necessitate group leaders with certain knowledge and skills. Very seldom have preachers, or teachers, or organization leaders obtained much training along recreational lines. Very few professional recreation leaders are available, even if rural communities wanted to employ them. The immediate solution, therefore, is to try to provide some of the needed vision and understanding and skill to large numbers of volunteer leaders. It is this task that the Agricultural Extension Service in a number of States has been and now is carrying on. It is this task in an expanded way that a number of States are now carrying on through the Recreation Leaders Laboratory movement.

In Wisconsin, for example, the Recreation Leaders Laboratory Association, in cooperation with the Agricultural Extension Service, each year through its State, regional, and county workshops provides recreation training to hundreds of leaders and prospective leaders. This includes training in community music, dramatics, handicrafts, nature study, painting, folk games, and other social recreation, also recreation organization and planning. This laboratory association is a cooperative effort between churches, schools, rural and village organizations, cooperatives, welfare agencies, and the Extension Service. This movement for the training of volunteer recreation leaders is growing because it is meeting a need that is keenly recognized by many people at the present time. It is a way in which the Extension Service can best serve rural people recreationally.

A portrait of H. J. C. Umberger, Director of Kansas Extension Service, now retired, was presented to the Kansas State College at the Epsilon Sigma Phi dinner during the annual extension conference in December. (Left to right) R. I. Throckmorton, dean of agriculture; H. A. Praeger, president; H. J. C. Umberger; George E. Gemmel, Kansas Extension Service, who made the presentation; Ralph Snyder, former president, Wichita Bank for Cooperatives; Senator Arthur Capper; and J. C. Mohler, secretary, Kansas State Board of Agriculture.

Getting Together With the Consumer

(*Continued from page 87*)

home agents are assisting in the presentation of both marketing and nutrition information to consumers. Home economists are cooperating in the preparation of use and cooking suggestions. Both press and radio are being used, but group meetings are emphasized as a means of presenting supply, condition, quality, and movement data. Exhibits, displays, and charts have been developed. Public eating places are included in this program.

WISCONSIN has a program to acquaint Milwaukee consumers with new ways to use dry milk and thus expand the market for dairy products.

UTAH is developing a State-wide program to help consumers locate and use abundant foods in season. Tours to production and distribution centers will be used in addition to the usual press, radio, and discussion methods.

WASHINGTON is developing a program at Seattle to help consumers in that city buy food more wisely. It is anticipated that home agents in nearby counties will be able to adapt the Seattle information to local circumstances and in this way to serve a larger area. Labor and trade organizations will cooperate in this program of consumer education.

That, in brief, is the food marketing story early in 1949.

IN FAR AWAY SAIPAN, a girls 4–H Club of 29 members has recently been organized by Genevieve Feagin, Hawaiian home agent at large, who spent a month on the Island of Saipan. The little girls have already made 4–H aprons and head bands and are eager to learn to cook the American way.

We Study Our JOB

4–H Fellow Studies County-Wide 4–H Club Events

VARIETY is the spice of 4–H activities. Well-planned county-wide events that bring boys and girls from different 4–H Clubs together add considerably to the spice.

A study made by Dorothy Arvidson, 1948 National 4–H Fellow, brings out some interesting information on what goes into successful county-wide 4–H events. From her survey of 1-day events held in all parts of the country, Miss Arvidson concludes that county-wide 4–H events are more successful when you (1) plan carefully in advance, (2) carry out according to plans, and (3) follow up the event.

Miss Arvidson selected for intensive study 33 county-wide 4–H events held in 1947–48 in Hawaii, Puerto Rico, and 15 States. The States were Colorado, Indiana, Georgia, Kansas, Maryland, Massachusetts, Minnesota, Mississippi, Montana, New Jersey, New Mexico, Oklahoma, Oregon, South Dakota, and Virginia. State 4–H Club leaders in these 15 States, Hawaii, and Puerto Rico, together with Federal 4–H Club field agents, cooperated in setting up criteria for judging successful 1-day county-wide events for 4–H boys and girls.

As a guide for county extension agents in organizing county-wide 4–H events, Miss Arvidson has summarized the findings of this study as follows:

When you plan your event—

1. Ask members and leaders to assist in the planning.
2. Decide on a purpose that is in line with the goals of 4–H Club work.
3. Base it on a 4–H problem, situation, or need.
4. Outline all duties and assign responsibilities.
5. Add a new feature or surprise if the event is one that you had last year.
6. Include some recreation in an educational event; make sure the recreational events are also educational.
7. Use several different types of advance publicity, such as circular letters, radio, personal contacts, newspaper stories, and reminder cards.

When you carry out your event—

1. Follow the plans and the time schedule as closely as possible.
2. Be sure members and leaders help carry out the event.
3. Provide means for members to make presentations before the entire group if possible.
4. Provide a way for all attending to participate in some way.
5. Invite parents and others in the community to attend or help sponsor the event.
6. Remain in the background, guiding those in charge of the various phases.

When you follow up your event—

1. Ask members and leaders to (a) decide whether or not the purpose has been reached, (b) list good points, (c) list things to avoid, and (d) list new ideas.
2. File these recommendations for future events.
3. Prepare follow-up publicity.
4. Check on the influence that the planning and carrying out of the event has had in your county:

(*a*) Are local clubs holding special activities for members?

(*b*) Are members planning the activities, and are they assisted by the leaders?

(*c*) Are the activities carried out and followed through by members with the leader as a guide?

(*d*) Do members, leaders, and parents show increased interest in 4–H Club work?

Further information on this 4–H Club study is given in Dorothy Arvidson's thesis, presented to the school of education of the George Washington University, entitled "Case Studies of Successful County-Wide 1-Day Events for 4–H Club Members." The Indiana Extension Service has published a report of this 4–H study by Miss Arvidson, who is a member of its State 4–H Club staff.

Readable Report Communicates

JEWELL GARLAND, associate leader, Mississippi Field Studies and Training, has reported the study of Winston County extension work in a very readable bulletin. As interesting as the report itself are the wide uses made of the findings. The Winston County Journal ran a 2-column story on the front page. The report was discussed at meetings of the 20 home demonstration clubs and home demonstration council. It is being used in adult education at the college, as well as in training extension agents.

The Winston County study is the second in a series of Mississippi studies piloted by Miss Garland. As in Pontotoc County, where the first study was made (reported in April–May 1948 REVIEW):

A higher percentage of the "middle-group" farmers in Winston County is reached than either the highest or lowest educational groups.

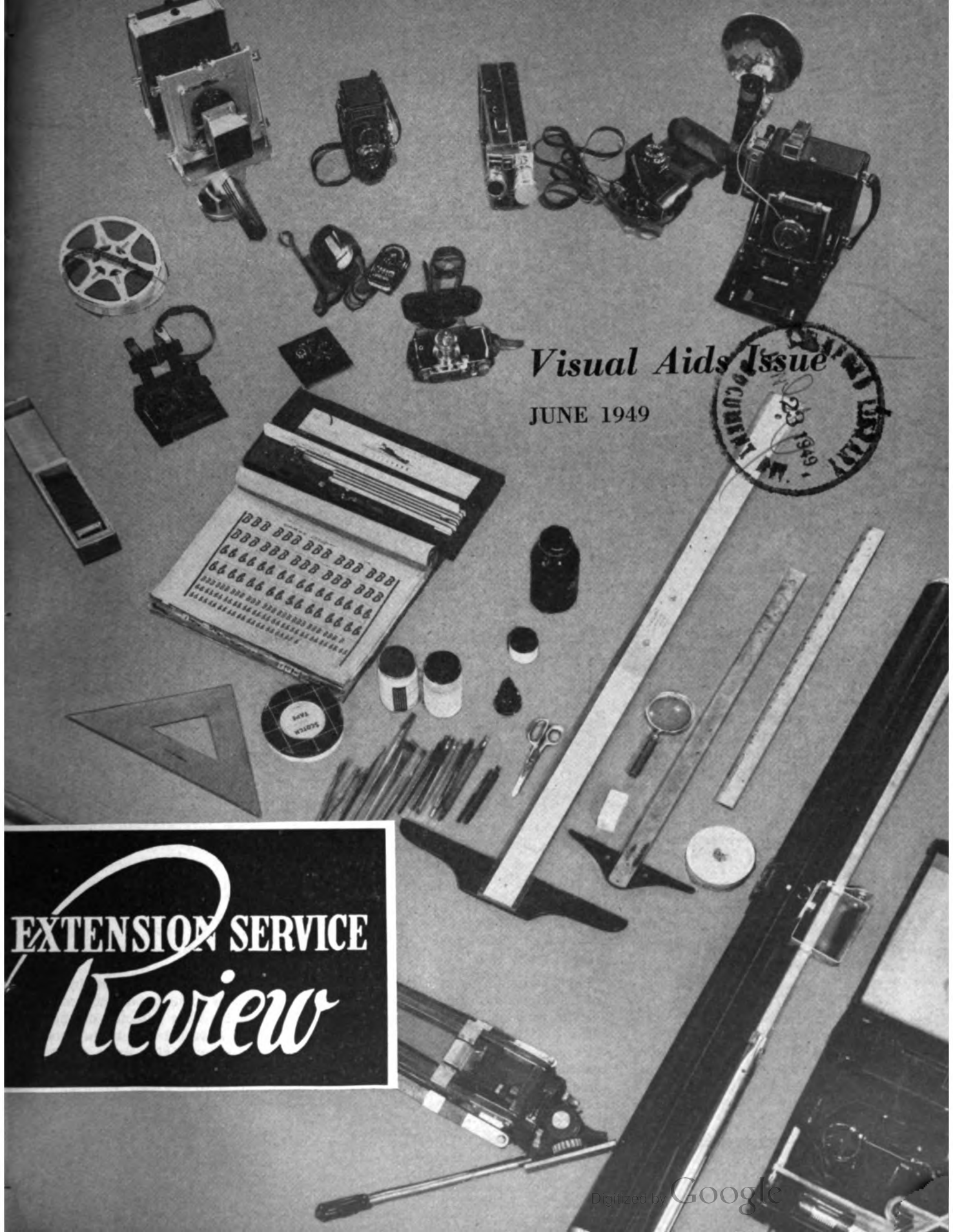
The study based on interviews with 204 white farm and nonfarm families reveals that more than one-half of the people have a fairly correct conception of the Cooperative Extension Service. About 95 percent of the farm owners and 51 percent of the tenants interviewed said they knew the county agent; about 77 percent of the wives of farm owners and 40 percent of the renters' wives knew the home demonstration agent.

Seventy-five percent of the people subscribed to the county newspaper. Forty-two percent of the homemakers and 48 percent of the farmers who had access to the paper read the home agent's and agricultural agent's columns regularly. Many who did not take an active part in extension activities said they received helpful information from the agent's columns.

What can you do to encourage 4–H Club girls and others to train in home economics for work in Extension? Do they know that the career of a home demonstration agent gives them the chance to exercise initiative, originality, and leadership? How about the joy they will get by working with young people and the satisfaction of helping homemakers?

A Live-Wire Career for Girls

U. S. GOVERNMENT PRINTING OFFICE: 1949



EXTENSION SERVICE Review

Visual Aids Issue

JUNE 1949

This Month

• Articles on visual aids flowed into the editorial office in such numbers that it was difficult to make a selection. When all 24 pages were filled there were still some left over. The articles printed in the following pages were chosen for variety in methods used, and subject matter illustrated, as well as to include representation from all parts of the country. Articles crowded out this month will appear in the next few issues and include some of the best.

One of the Authors

• T. R. Robb writes in his article that you can evaluate an agent's success by the visual aids he uses. It seems to work out in the case of George Mullendore, author of the item on page 114, who was recently designated "Most Useful Citizen of Pike County" and presented with a silver loving cup by the local newspaper.

Next Month

• "Don't Fire Your Wife" is the intriguing title of Mrs. Doris Anderson's article on JMT in New Jersey. A mass demonstration idea will be described as it worked out in Lycoming County, Pa., in cooperation with the county veterans' training program. A forward-looking Oregon agent will tell of his nitrogen fertilizer demonstrations. Minnesota will report on a talent show put on by the young men and women to help improve hospital facilities. Connecticut will give the results of its "Seeds to Europe" campaign. Iowa's Ruth L. Foster, home demonstration agent in Washington County, will recount the adventures of the local women on a good-will tour to neighboring States.

Visual Aids Held Over

• Among the good things to be offered are Agent J. Roland Parker's account of local color movies in Douglas County, Oreg.; Fred Huffine's and Ira J. Hollar's experiences in Oklahoma.

In this issue—

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE WASHINGTON 25, D. C.

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Prepared in the Division of Extension Information
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To Motivate, ILLUSTRATE

F. H. SHUMAN, County Agent, Whiteside County, Ill.

THE big reason why I started using pictures to illustrate superior extension practices was because a good newspaper friend of mine told me how dumb I was not to avail myself of the most effective method known in the field of education. Said he: "What you read or hear you may doubt, but what you see with your own eyes you never doubt."

About the same time, Joe Blink, a 65-year-old farmer, gave me my most impressive lesson in visual education. In June 1937, our county was blanketed with a 4-inch rain between midnight and 4 a. m. Joe lived on a loessial-type soil which goes into solution like sugar into coffee. He had built the first terraces in the county and was the first pioneer to contour his corn. The morning of the deluge Joe popped out of bed and hurriedly walked to his contoured cornfield which had just been plowed once. He raced back to the house, jumped into his car, and drove 12 miles to my office, where he was waiting for the door to open. "You've got to come to my farm today," Joe exclaimed. "I can't, Joe, I've got two meetings," I replied. "You've got to," repeated Joe. I again replied, "Why, Joe, that is impossible. Just tell me about it." This unrelenting conservationist again said, "You've got to. If you don't come, you'll never believe what I tell you—you have to see it." And so I did! For 12 miles on the way out to Joe's, cornfield after cornfield was gullied to the bottom of the furrow.

When we got to Joe's field he said: "*Look*, Frank, *Look!* Not one single drop of water or soil has gone out the terrace outlet or has left the field. I've saved it all." And Joe was right. I wouldn't have believed it if I hadn't seen it! That fall Joe's contoured field made 119 bushels of corn per acre, which, at that time (in 1937), was a record yield even on a level field.

"I'll never be guilty again of using weather as a crutch for a low yield," was Joe's parting statement.

Extension work has grown in Whiteside County so that we require a full-time youth assistant and also a full-time soils assistant. All three of us carry black-and-white cameras. We also have two cameras for color shots. Black and white and also color are essential in carrying out effective extension work. The black-and-white pictures are used in the monthly publication, using enamel paper and a 100-line screen so as to insure detail. We also send our best pictures to all newspapers. They are hungry for good stories with pictures. We use pictures with every good story. Again I say: What you hear or read you may doubt, but what you see you never doubt. Pictures are one of the "musts" in motivating people to action.

In motivating people to action there is no substitute for colored slides. Color is even better than black-and-white pictures. In fact, it has no equal. I have proved it to my own satisfaction in our soil work here. In the past 4½ years, soil samples have been brought to the laboratory by 2,119 farmers for limestone, phosphorus, and potash determinations. In that period I have held 207 soil clinics. Hunger signs in plants and the response to plant-food applications are all shown in color, with a detailed description accompanying the picture. This volume would never have been possible without the use of pictures. If you want to motivate—if you want to activate, you must illustrate. Colored slides have no equal in the educational field.

In early July 1948, Glenn Nelson, who lived on a sandy loam soil, came to the office and said: "I wish you could see my corn where I put on a 3–18–9 fertilizer as compared with a 0–0–21. This 3–18–9 is great stuff. It looks like a sure bet."

Glenn had tested his soil in our soil laboratory, and I knew it tested high in phosphorus and badly needed potash. The corn receiving the 3–18–9 was at least a foot taller on July 4. It looked like a sure bet. However, I cautioned Glenn not to shuck his corn in early July but to wait until the harvest.

As the corn matured, the corn which appeared stunted on July 4 grew normally and continued to show a dark-green color. The 3–18–9 or starter fertilizer provided a fine early start but failed to provide enough potash for a "round trip ticket."

The so-called stunted corn not only made 10 more bushels to the acre but far surpassed the early stimulated corn in quality.

The story is a good one. But with the pictures to illustrate, the effectiveness of the story is, in my opinion, more than doubled—yes, even trebled.

In extension work it has long been said: if we are to motivate people to action, we must illustrate. I say again: Pictures are one of the musts in effectively motivating people to action.

833530—49

Extension Story Told With PENNY PEEP SHOW

DEAN C. WOLF, Assistant Extension Editor, Iowa

EXTENSION dairymen at Iowa State College have given an old idea a new twist to make it easier to teach farm folks how to produce high-quality milk.

The old idea is the penny arcade machine, time-proved as an appealer to human curiosity. The new twist is replacing the picture stories commonly found on the machines with the story of producing high-quality milk and cream on the farm.

And the idea is paying off as a teaching aid. The machine was given its first real test this winter in conjunction with 37 better milking clinics held throughout the State. More than 3,000 farmers deposited a penny in the machine and watched the visual story about producing high-quality milk. The machine was turned on for about 3 hours during each clinic, with an average of 85 persons viewing the picture series. Folks kept the machine pretty busy, as is evidenced by the fact that in the 180 minutes 85 persons on the average viewed the pictures, which required 75 seconds to run through.

A. W. Rudnick was responsible for the new idea in presenting the extension story. The idea came out of a clear sky one day as he thought back to the time when he was a youngster. He recalled the tremendous appeal the then-popular penny arcade machines had. He wondered why in the world he couldn't sell better dairying with such a technique.

On inquiry through a theatrical agency operated by a friend, Rudnick found that some penny arcade machines were available in Des Moines.

Rudnick bought one machine for $5, made a handle to wind it up and a key to lock the money drawer, and set about getting a picture story.

For the story, Rudnick chose the quality problem, which is one of the most difficult programs to sell to the farmer. The plot of the story is centered on a young farm couple. The opening scene shows the housewife cleaning out a bureau drawer after being married 3 years. At the bottom of the drawer she discovers three red tags. Those tags brought back memories.

She recalled how just 3 years ago she and John were married and started dairying. She remembered how they both thought their parents were just a little old-fashioned about milk handling. They decided to take a few short cuts.

That's where the young couple ran into trouble. One morning the milk hauler came to the door and asked the couple to come out to the truck. Four cans of milk were on the ground. On each can was a red tag with the word "REJECT."

Both the young bride and John decided that their folks should never find out about their sad mistake. They both felt sheepish—the cuts didn't work. That's "The Secret of a Farmer's Bride."

But Mary recalls that they didn't go along producing poor-quality milk. They talked the situation over with their fieldman and started improving their dairying methods.

The couple bought a low-cost heater to provide hot water at the barn. Then they got an automatic water heater which saved time as well as helped them to keep equipment spotlessly clean. It also provided handy hot water for washing udders, which helped them produce more and cleaner milk. Mary washed each can again just before using. Then the couple bought a dome strainer and used large pads to get rid of sediment in milk. They discovered that the cooling-tank cover needed tightening to keep dust particles ever present in the air from getting into the milk. Cans to be opened on the farm were protected by plastic hoods. Parchment paper was placed on full cans on their way to the plant.

"Yes," Mary sighed, "we learned our lesson—for the price of four cans of milk."

Each of these points is made clear with a photograph and a short caption. There are three frames in the machine; and, like all stereoscopes, it requires two identical pictures in each frame. These must join at the exact middle of the frame to show a clear scene.

The most difficult job is to cut down the captions to the point where they can be read in 6 seconds. This is about as slow as the machine can operate without special attachments on the governor. Another reason for not wanting to slow it down beyond that point is that it would drag and consume too much time between pictures, thus breaking the continuity of the story.

Even more important is the "headline." In the case of the penny arcade machine, I refer to the title of the story of the machine. This title must make people curious enough to want to see the pictures. "The Secret of a Farmer's Bride" has proved to have the qualities that will pull a farmer over to the machine and nudge him until he drops in a penny.

Of course, a good story must fol-

(Continued on page 116)

Pass the Camera, Please

M. G. HUBER, Agricultural Engineering Specialist, Oregon

OREGON farmers have the "show me" attitude. They'll sit politely and listen to someone expound new ideas and methods for doing a better job of farming. But I have learned that it's visible proof that convinces them. The experience of the Oregon Extension Service with a grass silage program, which is under way at the moment, is a good example of where "seeing is believing."

By 1945, the word-of-mouth methods for pushing grass silage had succeeded in getting it fairly well established in two counties, but general acceptance was slow in other sections of the State.

The usual stumbling block ran something like this: "What equipment is needed?" "Isn't it rather hard work?" On that first question, just try to give a comprehensive oral picture of a forage field chopper. Or, how would you describe a low-cost, stave silo, to be constructed without scaffolding, unless you have pictures? The question of hard work, meanwhile, is something a person wants to answer for himself.

Of course, farmers may view equipment or actual field operations if machines are in operation close by. But travel is costly as well as time-consuming. So, we took grass silage to the farmers by the use of pictures, movie and still, and through the use of models.

A movie was made of all common equipment and methods used to harvest and store grass silage. Colored slides as well as black-and-white shots were taken.

As a side light, it might be mentioned that what is normally bad picture-taking weather really paid off in our film on grass silage making. In western Oregon, much of the first hay cutting, year in and year out, is spoiled, or at least damaged, by late spring rains.

But you should see farmers sit up and take notice when they view grass silage equipment in our movie operating in the rain!

After having shown the picture to many audiences during the past 4 years, I am positive that the first film would not have been nearly as effective had we waited for a "photographer's day" of bright sunshine. Of course, we did expose a portion of film on days when the sun was out to show grass sileage making on both good and bad days.

The field of agricultural engineering, moreover, lends itself particularly well to the use of visual aids—perhaps better than many other fields in extension work. How else but through photography, charts, or models can you show equipment methods, practices, buildings, and building plans when the real thing is not available?

A case in point is bringing a State of Maine silo to Oregon. Particularly fitted for our grass silage needs is the wooden stave, which was used rather extensively in Maine. One particular advantage this silo has is the fact that it can be constructed with absolutely no staging or scaffolding.

We showed Oregon farmers the silo through a series of 16 silo demonstration days during 1948. These 2-day affairs were well attended, and we demonstrated every step from framing to tightening the hoops after the job was finished.

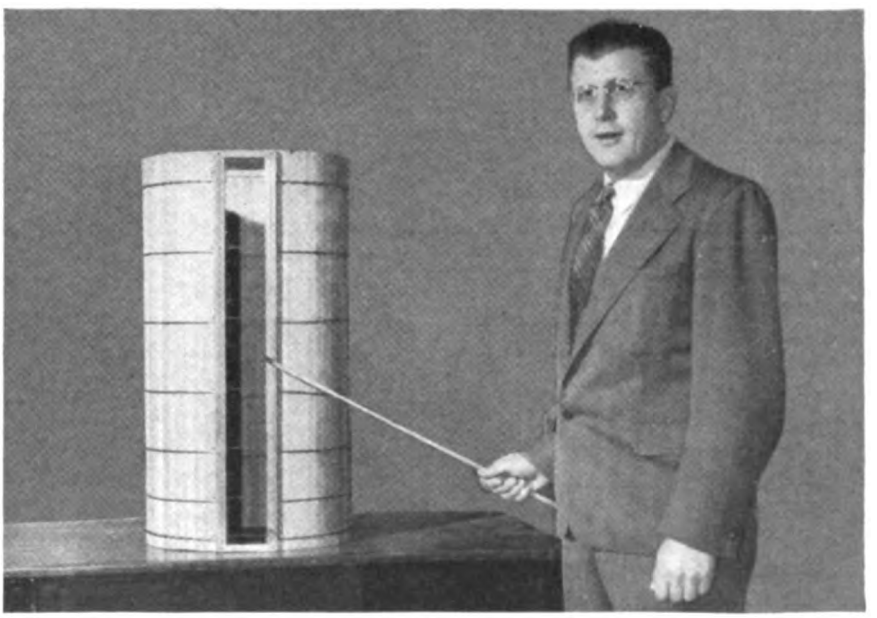
The demonstrations, as well as showings of the grass silage picture, have brought grass silage before Oregon farm people in a way they understand and can appreciate.

I have also turned the camera on subjects other than grass silage. For example, last year a sagebrush-clearing demonstration was held in a southern Oregon county where old methods and new for eradicating sagebrush were shown.

It's obviously much easier to show the sagebrush eradication movie than it is to attempt to repeat the demonstration in one-third of the counties in the State.

Another picture on a mechanical prune shaker has done much to eliminate the old, tiresome process of hand-shaking.

Whether you are out to get rid of sagebrush, shake prune trees, or build silos, it's easier to do that job by appealing to the eye as well as the ear. So, pass the camera, please.



Engineer Huber demonstrated the art of making the Maine silos so effectively with this model that county agents in five Oregon counties went ahead and helped farmers build them.

My Best Exhibit

C. L. MESSER, JR., County Agricultural Agent, Cayuga County, N. Y.

PROBABLY the most successful exhibit I had anything to do with was the big tri-county potato marketing exhibit at the New York State Fair at Syracuse 10 years ago.

That, however, was just one of a long line of exhibits at State, county, and local fairs which began during my first year as a county agricultural agent, back in 1924.

Many of my exhibits were solo affairs, working entirely on my own, whereas some were put up with agents from one or two other counties cooperating. The earliest exhibits were mostly of the "Chamber of Commerce" type, that is, attempts to show all the varied agricultural products of the county, weighting the products shown in proportion to their census value in the county's economy.

I liked best those exhibits in which some other agent helped. As we gained experience we found that displays which had the greatest consumer appeal were best—and they really made us feel as if we were actually making progress or, rather, making a more constructive contribution to the whole fair, as probably at least half the visitors were city and town folk—in reality, the ultimate consumer.

"Beamed" to Consumer Too

With this in view we decided to "beam"—to use a more recent term—our exhibits then, to both producer and consumer, and to teach a lesson to both groups.

Our 1939 exhibit, planned and set up by two other county agricultural agents from the State, besides myself, showed the producer how his potatoes, if they are of good enough quality, could be sized, graded, and packed to meet the requirements of a special Empire State Quality label, based on U. S. Grades.

The exhibit also showed the consumers who visited the fair the various processes necessary in turning out a package of high-quality potatoes, and we felt that it made them appreciate more the care and extra labor necessarily reflected somewhat in the cost.

The exhibit itself occupied a space about 75 feet long by 20 to 25 feet wide. It consisted of commercial grading, brushing, and packing machinery lent by the manufacturers. Large supplies of potatoes, freshly dug, were trucked to the fair grounds and to the exhibit every morning, with the operations being carried on throughout the day. In addition to several young men employed especially for the job, a Federal-State food products inspector closely supervised the operations for quality control and issued regular inspection certificates on each lot packed.

The potatoes were packed in new, white, attractively labeled, 15-pound paper sacks and, during and after State Fair Week, were on sale in two large retail food chains, plus a few independent fruit and vegetable stores within a radius of from 25 to 75 miles.

As an extra publicity feature, "King Spud," one of the county agents in a large papier-maché potato over his head and body walked about the fair grounds calling attention to the potato exhibit. In one hand he carried one of the packed 15-pound sacks.

Although there was plenty of activity going on at the exhibit during the fair, as much and more energy and thought were expended by the three county agents long before the fair in making the arrangements and in thinking through the details. First, a machinery manufacturer had to be found who would furnish the machinery. Then, a farmer who would have enough potatoes, mature enough to dig early (the fair was held during the last week in August) could furnish and deliver a constant supply to keep the exhibit in constant activity. Of course, the cooperation of the fair officials had to be obtained, and probably the biggest job was to sell the chain store buyers on the idea of merchandizing the 15-pound sacks of potatoes and on the advertising value of the "State Fair Brand."

Other jobs that had to be arranged for in advance were the labor force, the signs used in the exhibit, suitable uniform smocks for the workers to wear to protect their clothing, and, of course, advance publicity.

The smocks worn by the men had the words "Farm Bureau" embroidered on the back, because it was through this organization that the purchase and sales of potatoes were made. The smocks were of a light tan color—resembling closely the color of the potatoes—with the lettering in dark brown.

I feel that this exhibit was a distinct contribution to potato marketing in that it convinced consumers that really good potatoes, carefully handled and graded, are put in consumers' packages. It also showed producers that care is necessary in putting up consumer packages.

Visual Aids-Silent Salesmen

L. L. LONGSDORF, Extension Editor and Program Director, Kansas

WERE we in the investment business and we could get 15 to 20 percent interest, that would be good returns. Of course we'd be stopped by regulations from reaping such a harvest.

But there is no rule that says we can't use that measurement of accomplishment in our educational work. If that interest rate is applied to visual instruction, the intake of knowledge by the visual method runs between 15 and 20 percent. The lecture method rates about 5 percent.

The importance of visualization of county extension work needs to be thoroughly evaluated. Likewise, it needs study on a State basis, for without adequate appreciation at the central office, it can definitely lag in the counties.

Our agents tackle with enthusiasm and seriousness their assignments in the county, but the majority of them have had little, if any, training in "what clicks in visual instruction."

Pros and Cons of Movies

Take motion pictures as an illustration. They have their place as an audience builder, as an idea promoter, as an instructional medium. But it takes equipment to show sound films. Once projectors are acquired, then comes the need for the right kind of films that will meet the best standards of showmanship, color, and education, and that will give authentic information. County agents may resort to pooled orders through commercial film libraries at a small rental fee per film; they may borrow films from adjoining States, running the risk that the subject matter may not be applicable. They may seek aid from their land-grant college library, always limited in number, variety of subject matter, and quality of films, some of which are provided by the Department of Agriculture and many by loans from cooperating commercial concerns. Sources of suitable subject matter films are limited, to say the least.

Budgetary provision, sufficiently large to purchase an adequate film library at State levels for loan to agents, should be a great boon to film-seeking agents. Agents want them. They can and will use them to advantage.

For economy and ease in operation, upkeep, and getting the job done, there is the time-tried 2- by 2-inch slide method. Many agents are using these slides with success. By using a miniature camera, color films, and a projector, they have an ideal method for localization of the extension story. Here is where most agents would welcome helpful ideas on taking better pictures, arranging them in story sequence, and making the best use of them in their teaching work. A subject-matter source library of 2- by 2-inch slides, carrying the lecture guide sheet, for loan to agents should find a valuable place in the visual aids section of the central office of each State. Such a library should be kept modern, lectures properly edited and remodeled at all times to meet changing subject matter. These sets make for localization of subject matter by the agents who can readily substitute their own slides for those not applicable to a county.

Subject-Matter Slides Are Useful

Every county office could use sets of subject-matter slides, preferably in color. Similar sets, in black and white, 8- by 10-inch prints or larger, make good looking illustrations when working with small groups of local leaders.

Display racks for bulletins are but another visual aid. They help sell printed literature. An attractive county office display, readily visible and handy to the visitor, with proper over-head lighting, tells what is available.

Then this bulletin rack idea may be carried to banks, libraries, business houses, community centers, and other places where farm and home people gather.

Transparencies in color, for office or portable use, and properly lighted are silent salesmen. Even the small 2 by 2 slides, in color, attractively arranged where the "waiting customer" can view them, will stimulate the progressive mind to plan for improvement in farm and home methods.

Enlarged photographs, of easy carrying size, are salesmen, too.

Many agents make use of the visualization method through their local newspapers. A series of subject matter methods planned on a monthly or weekly basis will do a share in telling the extension story. A cut costing $5 to $10 in a small weekly will visualize a single method for about 1,000 families. It is a sales method for reaching both country and town audiences.

Exhibits, if attractively made with the commercial technique applied to them, are extension program sellers.

Turn On the Floodlights

Every stage production is staged under lights. We wouldn't think of running a stage show in the dark. The most successful county agents and extension workers floodlight their exhibits and their demonstration. The cost, where electricity is available, is negligible. For $10 to $12, portable floodlights on tripods can be obtained. That's visualization.

Visualizing extension work is neither an easy nor a cheap method. Provision should be made for time out to visualize, with adequate budget to do a commendable job of it.

County agents and extension workers have a truly scientific story to tell. The scientists have ferreted out the secrets. It is our job to promote the scientists' findings for the benefit of our people. Extensioners can do it more efficiently and effectively by "taking away the basket from over the candle" so the light will shine upon their work with visual aids as the tool.

Are Visual Aids Too Expensive?

Agents From Minnesota and Pennsylvania Answer the Question

Russell M. Smith

Royal K. Anderson

J. I. Swedberg

BY using facilities on hand and purchasing moderately priced equipment, the home demonstration agent and I have been able to use color slides at an average cost of 44 cents per meeting in Forest County.

In 1938, 1 year after color film in 35 mm. size for miniature cameras was introduced, the Agricultural Extension Association, Tionesta, started their new visual instruction program by purchasing a $25 camera and $5 worth of accessories.

For $13, the standard lantern slide projector owned by the association was adapted to show the smaller slide. A beaded surface tripod screen was purchased for $18, and later an exposure meter at a cost of $21.

In 1943, $68 was invested in the display-type file cabinet with a capacity of 1,170 slides. Film and miscellaneous supplies cost about $24 per year. The total equipment and supply cost for the past 11 years was about $480. This investment produced more than 2,200 2- by 2-inch color slides.

A different set of slides is usually made for each meeting by adding or substituting pictures taken in that respective community. This is easily done with the help of the visual-type file where 90 slides can be seen at one time when a panel is pulled out and light is provided back of it.

An illuminator is the most recent piece of equipment added to the extension association's visual aids inventory. It is a ventilated boxlike structure with a white interior containing a 60-watt ordinary light bulb. The opal glass front of the illuminator holds 25 slides.

The illuminator filled with color slides has been used as the central feature of educational exhibits in Forest County fairs and National 4-H Club Week window displays. It also has displayed slides to small groups during office calls or meetings. For convenience of the person viewing the slides, a magnifying glass is attached to the illuminator.

A silent motion picture projector is used to show films that are lent in about 10 percent of the meetings.

In recent years more sound films are shown in some of the county's larger meetings. The projector is rented at a nominal fee from a local service club.

However, under Forest County conditions, 2- by 2-inch color slides likely will continue to be No. 1 visual aid.—*Russell M. Smith, County Agent, Forest County, Pa.*

PICTURES make extension teaching more effective, and extension work must compete with high-class advertising to attract followers. A county agent, in going to a meeting, is selling new ideas. An illustrated type of teaching capitalizes on the fancy of every extension audience. The county agent is noted as a clearinghouse of ideas. A good picture flashed on the screen brings home the idea as a practical demonstration on the particular subject; it is concrete evidence that clinches one's statements. The cost of taking pictures with the 35 mm. camera is reasonable as the price includes the processing of pictures, in color, into usable 2- by 2-inch slides. I find that the average cost of all my pictures runs about 18 cents a slide for outdoor pictures and 33 cents for indoor pictures. I carry my camera with me on all trips. When taking a picture I usually check as to whether it meets these tests:

1. Will it appeal to others?
2. Is it an unusual situation?
3. Will the showing of this picture tell a story?
4. Does it illustrate an idea?
5. Will a series of pictures tell a complete story?

I also find that these pictures make a fine record of accomplishment over the period of years.—*Royal K. Anderson, County Agent, Lake of the Woods County, Minn.*

DO visual aids cost too much in time and money? I would say "no." At any rate, visual aids that are inexpensive are available, and their value should be appraised as well as their cost.

To begin with, why visual aids? The answer is, I think, that we're eye-minded. What we see makes more of an impression than what we hear. Suppose you want to discuss oriental poppies in a meeting. However, it's wintertime, and you have no poppy. In that case, a color shot of a poppy would fill the bill and a lot better than trying to describe it.

Speaking of pictures, we should be able to get a still color shot for 15 cents to 25 cents. Mounting in glass would add some. Also wastage in taking. Let's say that the cost would be around 30 cents each. Also assume that 25 slides will cover a subject. That's $7.50. Chances are you'll show them to 100 people. Only 7½ cents each. And you'll probably reach 500 with your set.

Prints for newspaper work are economical, too. We can use them in our newspaper stories. Suppose your newspaper has a circulation of 4,000 and that 10 percent of the subscribers read your story. You reach 400 people. Well, you figure from there. Cheap on a per capita basis. Also, without the picture not so many would read the story.—*J. I. Swedberg, County Agent, Redwood County, Minn.*

The Common Chart Is Still Useful

F. H. ERNST, Extension Specialist in Illustrative Materials, California

OF all visual aids, the oldest and still the most widely used is the cloth or paper chart. One of the reasons why charts play such an important part in extension teaching in California is that the late Director B. H. Crocheron, during his 34 years of service, stressed the use of charts. Mr. Crocheron himself was an expert in using charts to vitalize statistics and extension information so that it became interesting when used in a lecture. His ability to use charts so effectively was emphasized to all who worked for and with him. By his very example, as well as by his urging, charts became important in California extension teaching.

In 1948 a total of 221 new charts were prepared in the State office. Charts are used by all of the specialists because charts lend themselves to continuity in the promotion of extension projects over a period of years.

Charts are often summaries of result data of fertilizer or variety trials, or they may consist of bars, pies, lines, maps, circles, or pictographs of cost records or of economic studies, or they may pertain to irrigation practices or any of the other many extension subjects that may be under discussion. Every county office is equipped with chart-making materials such as a chart board, stamp letters, inks, pens, poster paints and brushes, and chart cloth and chart paper. By comparison with the State office, county extension offices usually require only a small number of charts each year, and the charts are therefore made with stenographic help. It has been found good practice for the county extension agent to prepare a preliminary chart outline on 8½- by 11-inch paper. Coordinate paper is usually used, especially if the chart involves bars or lines that must be drawn to scale. Material presented in chart form must be well organized. The tendency is to make the chart too complicated to picture more than one comparison or one idea. However, most county extension agents soon become reasonably proficient in the preparation of charts and in their use.

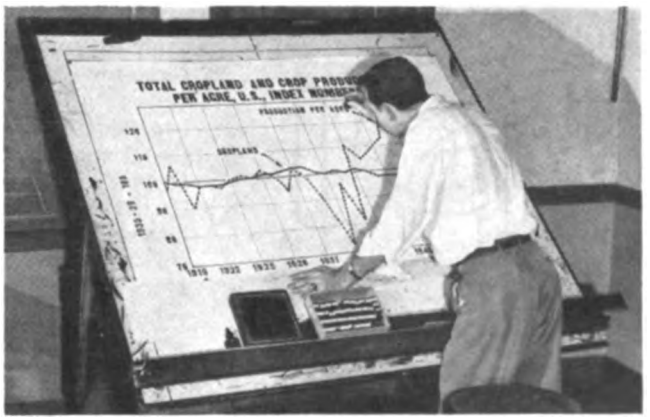
Where experienced county help is not available to make charts some county agents are using the blackboard chart for small meetings. This type of chart can be made by painting sign cloth with blackboard slating, a Scotch way of using up old charts. The blackboard chart serves as a blackboard and takes chalk quite well. Material may be sketched or printed upon it with chalk. Usually the blackboard is placed flat on a table when summaries or graphs are drawn upon it. This type of chart can then be used alone or with others in a series of charts.

Sign cloth and muslin have been the common materials used in chart making. However, sign cloth and muslin are both expensive. Uncoated blueprint paper has been found satisfactory for charts that need to be used only once or twice, and this type of paper is certainly superior to butcher or wrapping paper. More recently a 30-pound 100-percent rag paper has become available. It is quite tough, of excellent white color, and is available in several widths. Paper charts may be used repeatedly when reinforced at the edges with a suitable soft binding tape.

Other equipment that has been found necessary includes the chart stand and chart sticks. A rather heavy type of chart stand extending to a height of 88 inches is generally used in California. The chart sticks are of a standard 56-inch length and are made of two pieces of wood. The bottom piece is ⅜-inch thick and 2 inches wide, and the top piece is 3/16-inch thick, 2 inches wide, and has a slot cut in the middle for fastening to the chart stand. Four bolts with wing nuts are used to fasten the charts between these two sticks.

To illustrate the value of the consistent use of charts over a long period of years, let us take the story of the California dairy herd-improvement program. Cow testing and the breeding of dairy cattle on the basis of dairy cow family production records have been promoted through the extensive use of charts. Dairy Extension Specialist G. E. Gordon reports that there were 46,464 dairy cows enrolled in dairy herd-improvement associations, and the average annual butterfat production of these cows was 280 pounds in 1923, that is, 25 years ago. In 1948, 176,525 cows were enrolled, and the average butterfat production of these animals was 378 pounds. The present average annual butterfat production of cows in the cow-testing associations is now 101 pounds greater than is the production of all cows in California. California now leads the States in number of cows being tested, and charts helped Gordon and the county agents put the story across.

During the 34 years that the California Extension Service has been in business, charts have been one of the most commonly used and one of the most effective visual aids.



Making a chart in the State Extension office. Stamp letters are used for the legends and figures, a line pen or colored Scotch tape for the lines.

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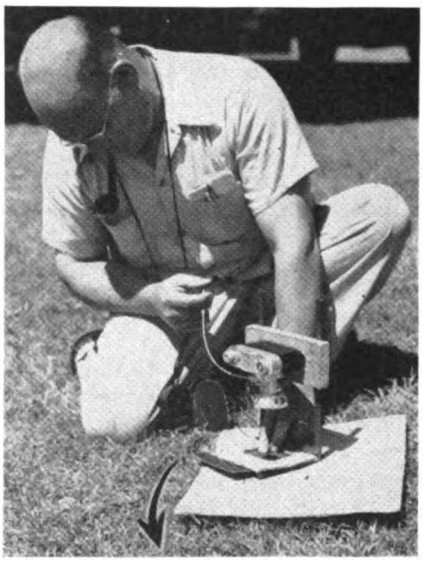
Teaching With Close-Ups

These gadgets for taking close-up pictures have made extension teaching more effective

CALTON O. CARTWRIGHT
Associate County Agricultural Agent, Essex County, Mass.

EXTENSION workers throughout the United States have done an excellent job of taking pictures of local farm and home practices with a 35-mm. camera. Many have found the slides very effective in presenting farm problems and practices to both rural and urban people.

To supplement these local slides with a graphic presentation of further facts and figures, I experimented with Portra plus 3 and plus 2 supplementary lenses. A special device for holding the camera and the charts to be photographed was made with the cooperation of the Essex County Agricultural School Farm Shop Department.



This gadget was successfully used with artificial lights for pictures of tables, graphs, and labor-saving equipment plans. Plus X film was used and, after developing, transferred to positive film for slides by a nearby photo finisher.

Results were excellent; and soon came the idea, why not extend this method to insects, diseases, and varieties outdoors.

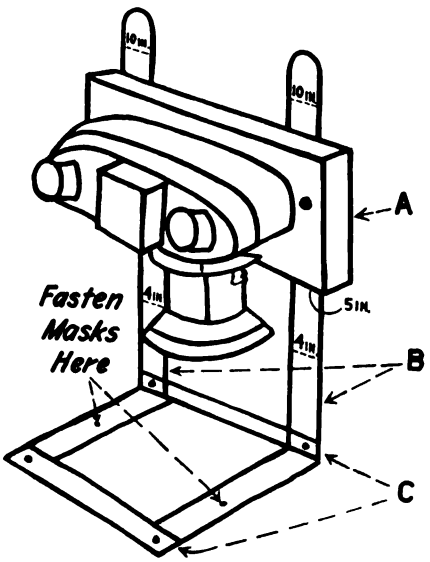
Another gadget for use outdoors was made. This equipment has been used successfully for close-ups of fruit and vegetable varieties as well as insects and diseases of horticultural plants.

However, many insects, particularly in the egg stage, are so small that it is impossible to get satisfactory pictures with a Portra plus 3 lens.

From experience gained with the Portra lenses, the author made many inquiries for ways to get greater magnification.

A camera company, upon request, supplied information on "Extreme Close-up Photography with Portra Lenses." They suggested the use of two Portra lenses together and also the possibility of having a plus 10 Diopter lens made by an optician. Dr. Elmer Kerwin, a local optician interested in photography, made up a plus 10 Diopter lens to fit my Kodak 35 camera.

The gadget pictured here was made by the author to take pictures from 4 inches to 10 inches from the subject. The results have been most gratifying, and the author feels that more effective teaching was accomplished with such pictures.



Anyone having a few tools can make a similar gadget for his own camera. The materials needed include a wood block 2 by 3 by 10 inches; a 40-inch piece of ⅛- by ⅝-inch strap iron; a 22-inch piece of 1/16- by ½-inch strap iron; a 4-inch piece of ⅜-inch strap iron; 8 flat-head ½-inch screws; 4⅛-inch and 3¼-inch stove bolts.

The wood block (*a*) is carved to fit the camera and the strap iron cut and bent to form a frame (*b*) which is braced at (*c*). The block is notched at the bottom to allow the frame to slide forward and backward. It is held in position with four short pieces of strap iron. The two ⅜-inch thick irons are drilled and tapped in the center to take ¼-inch bolts which hold the wooden block firmly in place.

The table on page 118 shows the range and size of pictures which can be taken with this gadget and a Kodak 35 camera.

In practical use, for the two plus 3 Portra lenses (+6) and the plus 10 diopter lens only the infinity settings are needed. An F 16 or smaller lens opening should always be used to get maximum depth of field.

To take close-up pictures, one will need an adapter ring, a retaining ring, and a lens hood to fit his camera, 2 plus 3 Portra lenses, and a plus 10 diopter lens to fit the adapter and retaining rings.

A good light meter to which the proper exposure for your particular camera has been previously checked is essential. My camera requires only

(*Continued on page 118*)

Do Look Now . . .

Pointers on Making Mimeographed Circular Letters Attractive

GERTRUDE L. POWER, Art Editor

THE circular letter that gets results must be read, of course.

And to be read it first must attract attention—catch the eye. Sometimes that is a big task for the modest circular letter, competing as it often does with expensive commercial advertising. No matter how important its subject matter, no matter how well written it is, if it looks just like another letter and arrives with many flashy pieces of mail, it may never get a look into its message.

So the circular letter needs to be dressed up. It needs to look as though it has something to say that should not be missed. Here are some suggestions that may help bring this about:

1. ART WORK can do much to brighten letters. A good drawing, especially one that suggests the subject matter, will get attention and interest. But it should be a simple drawing. Why? Because complicated, involved drawings often suffer under the hand of the stencil cutter. They are hard to trace or cut. The same is true of some very sketchy drawings—those made up of many loose, c h o p p y strokes. As the stencil cutter is rarely an artist, the drawing that stands the best chance of coming out well is usually made up of a few easy-to-follow lines.

2. Clean, clear STENCIL CUTTING helps. The inexperienced stencil cutter may at first cut the stencil so deep that it fuzzes and tears, or he may be too gentle and not cut deep enough for ink to go through. It takes practice. In a little while even a new stencil cutter will know just what weight on a stylus will give the best results.

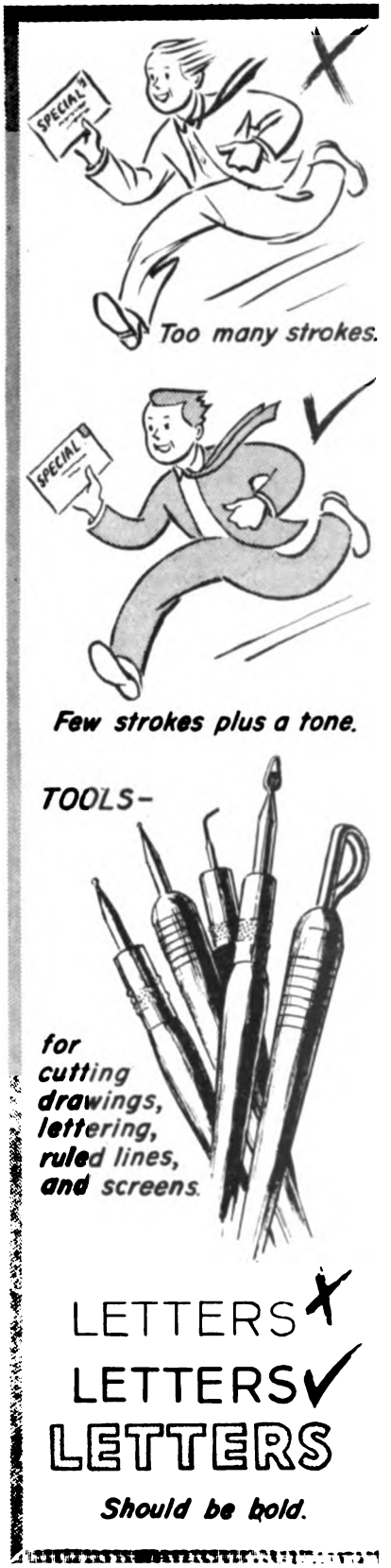
In cutting drawings, the lines should stop just short of joining each other. Drawings or parts of drawings cut like islands run the risk of falling out of the stencil. If drawings clipped from newspapers and magazines are used, is is a good idea to trace them first with pencil on thin paper before transfer to the lighted mimeoscope or other tracing devise. Otherwise the type on the back of the clippings may shine through and confuse the cutting.

The stencil cutter needs and deserves a few good tools, such as a fine ball-pointed stylus, a slightly coarser one, a ruling stylus, a lettering stylus, one or more lettering guides, a stylus for screens, and at least one screen. This screen will make a flat tone which may often give snap to a weak line drawing. For most purposes a fine dot screen is best. When c o a r s e screens are used the screen pattern is likely to get more attention than the drawing; and that, of course, is not desirable.

3. LETTERING is very important. As mentioned before, you should have at least one lettering guide—to help your stencil cutter put in captions at the tops or bottoms of your letters. These captions should be attention-getters. Word them so they really are catchy, and be sure they are cut in strong, legible letters. Catch lines cut in feeble, whispered strokes do not have much impact. It is hard to believe they are saying anything worth while.

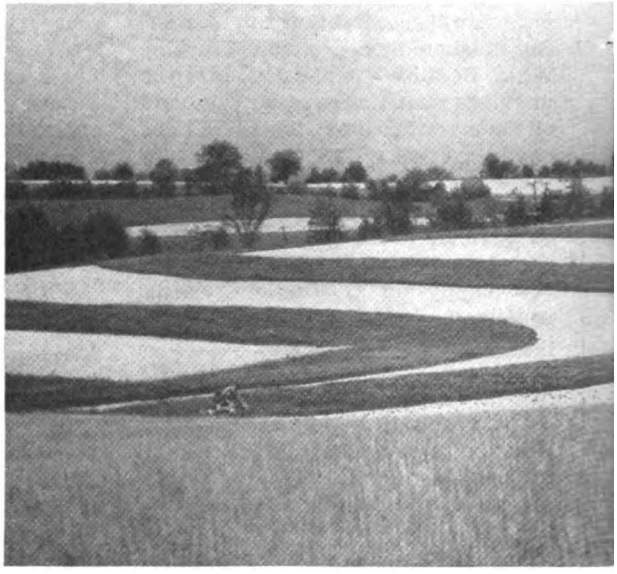
4. LAY-OUT is a term that commercial artists use a great deal. It merely means "arrangement"—the design of a page. Some circular letters have only one page; some have several, in which case the first page is the most important from the lay-out standpoint. But every page should be carefully planned; its arrangement should be good. And what is good arrangement? That may be answered by saying "A page that looks inviting and is easy to read is well arranged." But how do we get a page to look inviting? By making it orderly, which means that it will have wide margins, and that each drawing will be surrounded by a

(Continued on page 116)



Human interest combined with authentic detail and background blend themselves together to make a successful picture. Harmonious backgrounds should carry as much detail as subject.

Add human interest with authentic detail if at all possible. (Note stubby pencil and bandaged finger.) Farm shed for background gives authenticity and establishes genuine farm location.



Contrast lighting plus a Wratten G filter gives snap

A 23–A red Wratten filter will produce a smooth, medium-dark sky without destroying the quality of objects in the foreground. This filter is also used for semidramatic effects.

Picture H

GEORGE C. PACE, Specialist in V

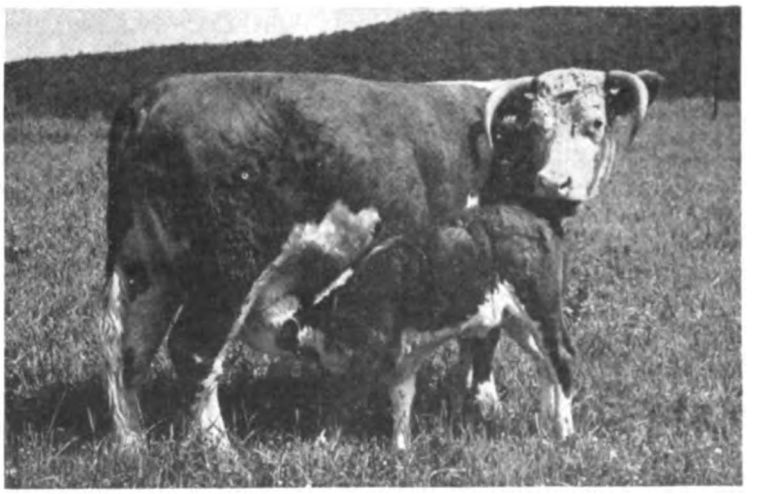
High-altitude or low-angle shots are often the solution to a photographic problem. Backgrounds should be lighted if important to the substance of the picture; otherwise they should be subdued as in this picture.

d a quality sky when the level of illumination is low.

igh Lights

ual Aids, Federal Extension Service

An S curve plus six flash bulbs and a small diaphragm stop leads to a pleasing composition, good lighting, and a crisp picture of milk testing.



Cross lighting is a *MUST* when detail or texture is all important. Backgrounds should be out of focus when texture or detail subject is utilized in foreground.

Roadside Signs Show the Way

S. D. TRUITT, County Agent,
Fulton County, Ga.

ONE hundred and forty roadside signs calling attention to services offered by the county agent's office and urging farm families to cooperate in a progressive farm program have proved the value of visual aids in Fulton County, Ga.

You might say we were forced into using them. The two newspapers published in the county seat, Atlanta, cover the State and do not have a great deal of space for items of interest to farmers in our county. The same is true of the Atlanta radio stations.

Use Billboard Techniques

So, we decided that roadside signs might be helpful in keeping both farm and city people reminded of the work being done through our office. Business houses use such signs successfully.

Our first decision was to make the signs all metal—no wood in them. That would make them permanent.

We visited business concerns handling metal products and, through gifts and reduced prices, collected enough scrap metal to cut 140 signs 36 by 36 inches. From these same business concerns and others, we collected old 4-inch boiler tubes at little or no cost.

These materials were taken to the county prison metal shop and there the prisoners began work on the sign painting in spare time.

In the meantime we in the county agent's office were preparing and testing messages to go on the signs. Such things as "For Farm Information, See Your County Agent" and "Enroll Your Boys and Girls in the 4-H Club" or "Cooperate With Your County Agent in Preventing and Controlling Forest Fires" were selected.

At the same time, we asked the county engineer for permission to erect these signs along roadsides. At convenient times we also explained the project to farmers and asked about erecting signs at suitable places on their property.

When the signs were painted—with black letters on a yellow background—and when the boiler tubes were cut into 8- and 9-foot lengths and bolted to the signs, we were ready to go! My two assistants and I took them out into the rural sections of the county and placed them where motorists could see them easily. Usually, holes were dug 2 to 3 feet deep. We tried to place each sign so that it would be on a level with the eyes of the occupants of a passing automobile.

To prevent the signs from turning in a strong wind, we inserted 4-inch bolts at the base of the boiler tubes in the shape of a cross. These prongs served as anchors.

It was no trouble at all to obtain permission to erect the signs. After we started the project and farmers saw them, several men came to us and asked us to put up some on their farms.

Almost immediately visits to our office and phone calls began picking up. All this happened 3 years ago, and today we can hardly handle the many requests for help. In February 1949, 1,420 phone calls came into our office. My two assistants and I made 150 farm visits.

In our county we have 935 4–H Club members in 29 clubs. Three communities have clubs organized to boost community improvement. More than 1,000 Atlanta "city slickers" own farm land in the county or dabble in farming. In addition, several hundred Atlanta men own land in other counties and in 7 or 8 States.

In our group we feel that the roadside signs help to remind these people that the county agent's office wants to help them with their problems. And those reminders or hints on good farming and the suggestions for participating in youth and adult farm organizations are of much value, too.

Signs in California

Highway signs, 126 in all, were erected on the highways of California in 1948. These signs are usually placed just outside the city limits of the county seat where the extension office is located so that the many new settlers in California may become aware of such sources of information.

The signs are of 18-gage steel with a baked-enamel finish and are blue with gold lettering—the colors of the University of California and of the State. They are 44 inches high and 72 inches long, large enough to be seen even at 70 miles an hour. The signs were erected by the California State Division of Highways, and they are maintained by this same agency so that they may continue through the years to present an attractive appearance.

Motion Pictures Have Dual Role

GUY L. ROBBINS, County Agent,
Routt County, Colo.

MOTION pictures are used in extension work in Routt County, Colo., for two purposes. One of these is to stimulate interest in extension programs in communities where interest is lacking. The other is to give information on subjects of interest to various groups.

An example of the use of films to stimulate interest was that made of them in the Elk River community in Routt County. The aim was to enroll all boys and girls living in the community in 4–H Club work; but both parent and child interest was lacking, and the only club had seven members. Meetings were held once a month with the seven members, the leaders, and the parents. Motion pictures were shown after the club's business meeting and before a lunch which was provided by 4–H Club mothers. The film program lasted from 1 to 2 hours.

Stimulates Interest in 4–H

The program consisted of one educational film like "Richer Range Rewards" and a travel film obtained from the railroad companies. Occasionally a war picture such as "The Stillwell Road" or an entertaining film like "Tom Sawyer and Huckleberry Finn" was used. Boys and girls tended to lose interest in motion pictures when only educational films were shown.

Results of the experiment at the end of 12 months were the enrollment of all boys and girls of 4–H Club age who lived in the community, attendance of most parents and many neighbors at the meetings, and the formation of five 4–H Clubs which hold supplementary meetings with leaders. The original seven-member lamb club had grown into a large community club. The community club was then divided into five clubs according to projects, but the community club continued to be popular.

At meetings of the project groups, leaders were lent a 35-mm. slide and strip film projector with films and mimeographed syllabi on breeds of sheep, fitting cattle for show, judging various classes of livestock, and similar subjects. Informational movies on subjects in which the group was currently interested were shown occasionally at these meetings.

Advantages of this method are that the number of boys and girls who complete their projects is unusually high, the 4–H Club program has continuity, and the county agent meets frequently with most people in the community. Much business besides 4–H usually is transacted, and follow-up business after each meeting increases.

On the Debit Side

A disadvantage is that attending night meetings takes a county agent away from home. He could carry a program of this kind only in smaller counties. In large counties which have 4–H Club agents the program could be effective if club agents worked afternoons and evenings instead of the usual hours. A second disadvantage is that the number of entertaining films which are available free or at a cost most counties can afford is limited. Free films or films at a minimum cost would greatly help the program.

Uses made of visual aid material for giving information are many. Recently a group of young ranchers was given a short course in genetics. A high light of the course was the U. S. D. A. film, "In the Beginning." The film consisted of actual photographs of cells dividing, and it illustrated other genetic processes.

Additional educational films were used in organizing a new soil conservation district. Motion pictures made in the West, which illustrate western problems are badly needed; but those available demonstrated how a soil conservation district functioned, and they introduced rural audiences to soil conservation thinking.

Other films were used to compare various methods of making hay, to show improved methods of irrigation, to demonstrate how to handle livestock en route to market, and to acquaint ranchers with practices which would improve their ranges. The motion picture is an excellent means of demonstrating. It enables one worker to present many demonstrations. Without films a worker can give only a few.

In addition to showing films made by others, motion films are also being taken in Routt County. Among activities filmed are local 4-H Club tours and projects, soil conservation work, livestock improvement programs, weed spraying, and anything else related to the county's agriculture. Film is furnished by soil conservation districts, 4-H Clubs, and businessmen's groups and ranchers of the county. It will be about 2 years before the first film will be ready for public showing, but when it has been completed it will be valuable for stimulating local interest in extension programs, and it will be used for advertising the county's agriculture.

● County Agent John O. Stovall, Jackson County, Tex., has a homemade daylight screen in the office. The device consists of a shadow box combined with a mirror and projector, swings from the ceiling, and is lowered when needed. The sand-blasted plate glass is 24 by 36. The distance from mirror to plate glass is 14 inches. The mirror is about 18 by 24 inches. He has it fastened together with rods and a black cloth cover to make a dark room. It enables the agent to show slides in the daytime without darkening the room and he says, "It has proved to be the most valuable thing that we have ever used in carrying on our educational work."

From Blackboard to Motion Pictures

VIOLA HANSEN

Home Demonstration Agent, Linn County, Oreg.

WHEN I first started extension work I thought the blackboard was a phobia with college specialists; whether they were discussing an organization or demonstrating how to patch overalls, they had to have a blackboard. Sometimes they used it; sometimes they didn't. But after several homemakers said: "If you could only draw us a picture . . ." I was convinced that I, too, would be socially obligated to pack a clumsy blackboard, a dusty eraser, and a pocketful of chalk if I wanted to reach that elusive goal called success.

The blackboard is only one of the many visual aids, however, that I have found save the tongue and yet drive home the point.

Dress Review—A Visual Aid

The largest home economics result demonstration held in Linn County, Oreg., was the reviewing of 288 cotton dresses made at cotton dress workshops. The review was held at the annual spring festival. Women modeled their dresses at the morning session and discussed them at the luncheon session. The results were similar to workshops.

Our county extension agent, O. E. Mikesell, has conducted standing result demonstrations on pasture crops. The first demonstration showed the preparation of the seedbed and sowing seed. A second demonstration was held at the same farm the following year to show the established stand of pasture and its utilization. Demonstrations of this kind have assisted in increasing seeded pastures from 5,000 acres in 1943 to 13,000 acres in 1948.

After becoming accustomed to the importance of blackboards, I was introduced to what the specialist called "kits." Like children in some families, they varied in size from small packages to some too large to carry. One gets tired of lugging them around and keeping them in order; but, as with children, one never has any to give away and does not see how the world could go on without them. The materials in a kit must be appropriate for its intended use and suited to the community in time and place. I remember a kit we had on window treatment prepared by Mrs. Myrtle Carter, Oregon house furnishing specialist, which included samples of materials ranging from tricky cotton prints to beautiful brocades and hand blocks. The prints were in the right price range for most of the loggers' wives, as well as being appropriate for their small cottages, whereas the hand blocks and brocades took the eye of the wealthier women in the valley. The kit also included some excellent pictures cut from magazines and advertisements showing elaborate window treatment. Cartoons were included. They helped drive home a point or made an effective introductory note.

For Housing Try a Flannelgraph

Flannelgraphs are excellent for housing meetings. With a twist of the wrist you change a doorway, move a wall, and even change the entire location of the house. Flannelgraphs can be prepared in advance and to scale, thus giving a true picture of the situation. I think we all are guilty of using our blackboard and chalk and saying "It should look something like this." Perhaps our spectator's imagination isn't as powerful as ours, so his image of the situation might be somewhat distorted.

In Linn County we use the color slides in promoting 4-H Club work. The agents make a practice of taking pictures at fairs, on home visits, at club meetings, or other special events. As a result the office has a good collection of pictures that can be shown at organization meetings or farm meetings. Children enjoy seeing themselves in pictures and feel it an honor to have their picture taken. One little dreamy 10-year-old told his mother he knew the agent liked him because she took a picture of him. The truth of the matter is, the picture is a perfect illustration of how "the calf can show the boy." Five years from now he will loathe me for it; but I have all the faith in the world that he will be a good showman, and by that time we can have a picture showing his progress which will be a perfect illustration of "we learn by doing." Slides are also used in home economics and agriculture. They are rather expensive and require skilled photography to make a picture worth showing.

The importance of visual aids cannot be overemphasized in our extension work. Anything from blackboard to motion picture will help bring a more varied, real, and meaningful experience into both teaching and learning.

● The formation of an audio-visual laboratory to evaluate the usefulness of films, radio programs, and telecasts for adult education was announced by Morse A. Cartwright, executive officer of the Institute of Adult Education, Teachers College, Columbia University.

The laboratory is an outgrowth of a 3-year experiment in evaluating documentary films for use in adult education. It will center its attention on the evaluation of existing program sources and the analysis of specific educational needs which are not being met by available radio, television, or film offerings.

A new audio-visual supplement to the "Adult Education Journal" published by the American Association for Adult Education was begun in January to carry the findings of the Teachers College unit. The supplement features critical reviews of new 16-millimeter film releases and all major radio and television events.

Farmers used visual aids such as this large-scale map to show their neighbors crops and soils arrangement.

DEMONSTRATIONS Plus Color Slides Give Results

S. P. DENT, Associate County Agent,

Tishomingo County, Miss.

TISHOMINGO County extension agents and farmers have faced the problem of how to improve soils and crop yields. They have used the original extension idea of demonstrations that portray the value of methods or practices in terms of results that speak for themselves.

Definite demonstrations conducted on 200 farms were identified and marked with painted, labeled stakes to indicate treatments. Each 4-H Club boy and adult participating in production contests is required to carry check areas, properly identified, so that the demonstration shall have educational value. These actual field tests were visited by 1,800 farmers in 19 community tours and 2 county-wide tours during 1948.

The use of color slides, all taken in Tishomingo County have been invaluable aids in showing results to those unable to see the real field tests. The Tishomingo County Farm Improvement Association, serving as a local cooperative, has provided a good 35-mm. camera, together with a slide projector and screen, and has authorized extension agents to develop a complete library of color slides showing results and other local scenes having educational value. In 6 years, more than 1,000 slides have been made, covering the whole extension program.

These slides, along with charts based on local information, are used in all types of meetings, frequently at farm homes. Most Tishomingo County people have seen either the real demonstrations or color slides involving those tests.

In showing the color slides at meetings, scenes taken in the local community, if available, are always used. Extension agents do very little lecturing, as they prefer to encourage the local people to do the talking about the subjects shown on the screen. Statements and questions by agents are designed chiefly to bring out the desired information from the audience.

Statements made in newspapers, letters, or lectures can be debatable; but actual field demonstrations, records, and photographs are hard to deny.

The value of lime, phosphate, other fertilizers, legumes and other treatments, methods and practices, has been demonstrated and recorded both in figures and photographs.

Visual aids used in extension programs in Tishomingo County are based on the time-honored theory that "seeing is believing." Color pictures, with figures and other supports from neighboring farmers, are second only to seeing.

Color Slides Report for Agents

GEORGE A. MULLENDORE

County Agent, Pike County, Miss.

COLOR slides of local people, organizations, and demonstrations in Pike County tell the story of Extension.

This series of slides has a script to explain each individual slide and is so arranged that one 4-H member can show the slides while another reads the script. This gives the audience the impression that local leaders are giving a report on the work of the extension agents rather than the agents. Adult leaders, Home Demonstration Council officers or members, and 4-H leaders can also "put on the show" at meetings of civic, business, or professional groups, or county officials.

The preface explains how Extension is one part of the land-grant college, the other two being the experiment stations and the campus teaching staff. Pictures of the administration building at Mississippi State College head the series of 56 slides with pictures of the extension building, the experiment station building, and the farm following.

After the introduction, the slides cover all major enterprises of the county extension plan of work. The home demonstration agent took pictures and developed the narrative to accompany each slide, showing the Home Demonstration Council at work, demonstration gardens, improved homes, and other phases of the program. The assistant agent in home demonstration work obtained pictures and stories of girls' 4-H work. The county agents developed slides and stories of such organized farm groups as the artificial breeders' cooperative. They tell the story of work in dairying and boys' 4-H Clubs. The slides and narrative are so arranged that the pictures show a balanced program.

HORTICULTURE With Eye Appeal

R. O. MONOSMITH, Extension Ornamental Horticulturist, Mississippi

THE use of visual aids among extension workers has greatly expanded in recent years since the advent of easily processed color film adapted for slide use. This is a long step in the right direction, but there is still a need for more extended use of all forms of visual aid material among extension workers. The workers in the counties, especially, need visual aids to supplement their other teaching methods.

There are several major problems in developing a really substantial visual aids program. These are techniques, reproduction, and presentation.

Fifteen years ago, I entered the Extension Service as assistant horticulturist in Oklahoma, after 5 years of college teaching experience. It soon became apparent that college lecture technique supplemented by blackboard illustrations was not adequate for extension teaching work.

An appeal to extension specialists in other States brought a suggestion from O. I. Gregg, former landscape specialist of Michigan State College, that I have used ever since. It is a flannelgraph of a "before and after" picture of farmstead landscaping. A copy was made of this demonstration from Mr. Gregg's original, and it has been shown about 1,000 times to approximately 100,000 people in 6 States since 1934.

In addition to this specialist's use of the demonstration, patterns have been sent to five other States where copies have been made, and 10 copies have been used in Mississippi for the past 6 years. The most interesting psychological fact noticed in connection with the use of this flannelgraph is that persons give the same close attention when seeing it the second time as they did the first time they saw it.

The close attention of an audience can be intensified by the use of a strong spotlight on the picture.

The use of flannelgraphs should be expanded in extension work. This technique enables a speaker to create a realistic picture in a very short time. It has another advantage over chalk talks in that ability to draw is not necessary.

The flannelgraph consists of 3 principal parts, all easily carried: The collapsible frame, the background, and assorted pieces for the build-up—there are a total of 49 pieces in the original demonstration by Mr. Gregg. The background and build-up are all made from canton flannel, a material that has one fuzzy side and one smooth side. The painting can be done with water colors and tempera paint or with oil paints that have been thinned. The water paints are preferred because they do not add weight to the cloth.

The background is painted on the fuzzy side, and the build-up pieces are painted on the smooth side. This allows the two fuzzy sides to be placed together, holding the build-up pieces where placed on the slightly sloping surface. The possibilities for developing new ideas with this technique are innumerable.

A variation of the chalk talk is now being used by the specialist at leader-training meetings with good results. Several sheets of newsprint are thumbtacked to a drawing board that is supported by a collapsible easel. A box of colored crayons is used in drawing the pictures.

The method demonstrations given in chalk talks cover a number of subjects in horticulture. A quite successful one involves the use of photographs of homes to be landscaped, which are brought to the leader-training meeting by persons in attendance. These homes are sketched and plantings suggested (in color), benefiting all persons present. The sketches are carefully torn off the board and later assembled for use by the county extension workers in community meetings.

Color slides offer the greatest possibilities for expanding the use of visual aids on a county basis and fit the personnel organization of the Extension Service to a "T."

The specialist is constantly building a library of color slides in his field. These slides are being duplicated where necessary and then built into series on specific topics. The sets are sent to the counties with accompanying script to be used at county meetings. A wide circulation of these slide sets has already been established. The county extension workers are now making color slides of local scenes to add local interest to the slide sets sent from the State office.

Ten years of experience with color-slide preparation and use prompts these suggestions: (1) Keep a 35-mm. camera loaded with color film with you at all times. (2) Get that picture; don't pass up a good chance because you are in a hurry. (3) Plan a series of pictures over a period of time; they tell the best stories. (4) Use a portrait lens attachment that will allow you to make close-up pictures at distances of 1 to 2 feet. (5) Keep only your good pictures; don't clutter your slide library with poor shots. If a picture is worth having and exposure or composition is poor, plan to shoot it again. (6) Mount pictures in glass mounts as they are made; don't wait until there are several hundred slides, as you may not mount them at all. (7) Label all pic-

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The Best Kind of Education

NORMAN M. EBERLY, Assistant Extension Editor, Pennsylvania

A FIRM believer in visual aids, County Agent W. Irvin Galt makes good use of them, particularly 2 by 2 slides. Simple but adequate indexing and filing make his slides readily available. Through frequent use they are contributing substantially to his whole program of extension teaching in Cumberland County, Pa.

Growing at the rate of 150 a year, his file contains 1,039 slides, 810 of them in agriculture, the rest in home economics. His first slides were in black and white, but since 1942 nearly all new work and replacements have been in color. Now all but 200 of the 1,039 are in color. Frequent revisions keep the whole list alive and in working order.

More than 800 of the slides are the product of a 35 mm. camera which cost $15 in 1941 (now $32.50). A successful although amateur photographer, County Agent Galt manages to get 18 or 19 good transparencies from a 20-exposure film, and of these, usually 15 or more are selected for mounting.

Tripod and floodlights are used for indoor pictures, but in the open, where most of them are taken, the camera merely is held tightly against his face. As the view finder frames the composition for his right eye, Galt gently but firmly squeezes the shutter release. Few of his pictures show camera motion.

Transparencies are glass-enclosed in cardboard frames to give him slides averaging in cost 15 cents each for 36-exposure film, and 20 cents for the shorter film roll. All supplies and equipment, including projectors and screens, are budgeted at $100 per year.

In 1948 Galt and other members of the staff working out of the Cumberland County extension office at Carlisle used slides at 65 different meetings, averaging 40 at each. Attendance averaged 35 or more persons, a total of about 2,300. This meant slides were viewed individually 92,000 times.

Thus, if the entire visual aids budget were charged to slides, they would still average less than one-ninth cent per individual viewing. By showing slides from their own files, visiting specialists nearly double the total number used.

To enlarge his permanent file, and for loan sets for special needs, Galt draws upon the slide file of State extension headquarters at the Pennsylvania State College. He reciprocates, as do other Pennsylvania agents, by permitting the State office to copy his originals, thereby making them generally available to specialists and to other counties.

This county agent makes no attempt to estimate the full value of his 2 by 2's, but "as teaching aids, we wouldn't want to be without them." The president of his extension association, Ivo V. Otto, nationally known dairy farmer, thinks Galt's slides (he has seen most of them many times) are "the best kind of education."

"John is coming on," Galt chuckles with evident satisfaction. John F. Fogel, assistant county agent, already is sharing the picture taking; and the home demonstration agent, Anna Doerr, and the assistant, Mrs. Mary Kelso, have caught the visual aids enthusiasm.

Each slide has its card with full information typed on it. Cards are filed separately, according to subject matter, and subdivided by crop variety or section of county for quick reference. Each set (card and slide) and slot in slide file all have the same number. A master sheet lists all slides in numerial order and identifies them further as to place of origin.

In preparing illustrated talks, the agents need only the card index. In a jiffy they select the cards of slides to be used. The office secretary takes the cards, arranged in order, and in a minute or two has the slides in corresponding order in a small carrying case ready to go. The cards go, too. They contain sufficient information, thus making added written preparation unnecessary.

After they have been used, cards and slides are restored to their respective cases. Again, the whole system is in order, ready to serve at a moment's notice .

Office Secretary Louise Albright mounts and files the slides.

Do Look Now

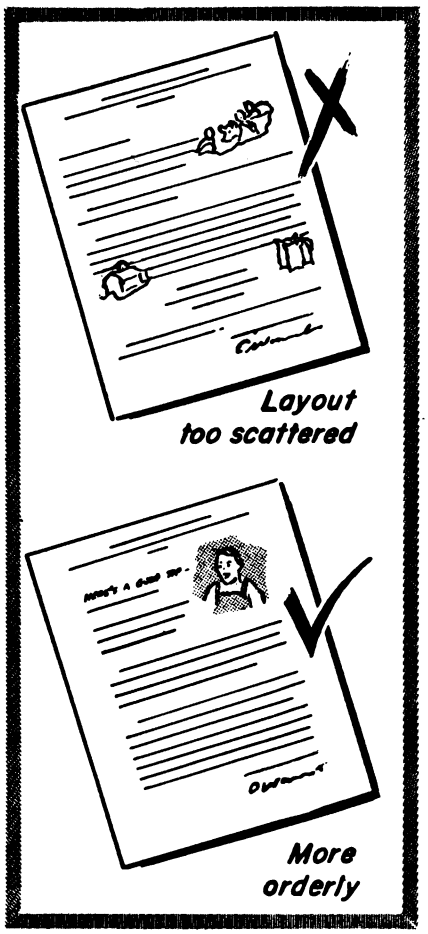
(*Continued from page 107*)

frame of blank space to keep it from appearing smothered by the text.

In dressing up our circular letters we should be careful not to overdress them. Often it is better to use one good, appropriate drawing than several that are just thrown in to break up the text or fill up space. Don't be afraid of space. It is very useful. But it should be used where it is needed, and that is around the edges of a letter, and around the illustrations. Keep the text of the letter together. Big chunks of space in the text make a letter look patchy.

5. COLOR is a subject on which there are several schools of thought. However, it is generally accepted that color does have pulling power—that the average person will respond to a colored piece of reading matter more quickly than to its counterpart in black and white. But here again, it is not necessary to overdress. Black with one color may be just as effective as something mimeographed in several colors, and one very simple way to get color is to use colored paper. Be careful, though, to avoid papers that are too dark to offer good contrast to the typed text. For the text holds your story. Don't make it difficult for that story to come out from the page. In other words, use colored paper, but use it in light to medium tints. Yellows, light oranges, warm light greens are good bets in colored paper.

This does not begin to cover every point about the appearance of circular letters. But if you use good, simple drawings—and not too many of them on one page—if you have clean, clear stencil cutting, orderly arrangement, bold lettering, and color, your letters will have a better chance to catch the eye, be read, and get results.



Extension Story Told With Penny Peep Show

(*Continued from page 100*)

low the headline. Each picture and caption must fit into a plot strong enough to hold the attention of the viewer. The following captions are used underneath pictures illustrating the points:

"Three years ago four cans of our milk were rejected."

"This never happened to my folks."

"We agreed to keep it a secret from Mother."

"We needed the money—something had to be done."

"Low-cost heaters provided hot water at the barn."

"Then the a u t o m a t i c—it saved time."

"Now we had hot water for washing udders."

"Washing p r o d u c e d more and cleaner milk."

"I washed the can again just before using."

"We got a dome strainer and large pads."

"Then we tightened the cooling-tank cover."

"Cans to be opened on the farm had plastic hoods."

"Parchment paper was placed on full cans."

"Only once in 3 years but still a secret from Mother."

Extension dairymen at the college are thinking about presenting other stories about better dairying to farmers by using the penny arcade machine. They may even buy more machines. They feel that it is another economical device that fits into telling the extension story. The initial cost is low; probably the biggest expense is photography. For this job, a dairy specialist spent about half a day setting up the shots; and it required about 6 hours of the photographer's time for shooting the pictures and another three-quarters of a day processing and mounting. Of course, the cost will vary with the photography set-up. Where a full-time photographer is employed and equipment is at hand to do the job, cost will not be so high. At least, we in Iowa feel that the cost is not prohibitive.

Offsetting the cost in a minor way is the penny "take" from the machine. The income from the winter tour of this particular machine has run about $30. The main reason for charging is that a count of the viewers can be taken. Men who have observed the machine in the field say that farmers do not object to the penny cost. In fact, they think it adds to the drawing power of the machine.

It is possible that other departments will make use of this technique in their educational work. A logical place for the machines to be set up is at county fairs and other similar events.

Along with the picture story on the machine, the story is told completely in printed form. True story technique was used here because the story lent itself to that handling. The multilith job looks something like a page from a magazine.

● County Agent N. H. Hunt of Frio County, Texas, is getting good results with his library of 400 color slides which he has shown to 20 different groups. Each slide is marked and dated. These slides also serve as a record of accomplishments.

Education Plus Entertainment

Means 2 by 2 Slides

T. R. ROBB, Extension Entomologist, Wyoming

EDUCATION and entertainment with nothing to see would be very little of either. No modern extension worker would think of attempting to convey information to any 4-H or adult group by words alone. Appeal to the mind is constantly being made through the eye by means of pictures, films, slides, charts, diagrams, and illustrations. No extension worker questions whether or not he shall use illustrations as a means of education or entertainment, but the alert, thoughtful worker seriously questions what illustrations he shall use and how.

The advent of color film and its uses in movie films and colored slides have given the extension worker an instrument so creative and powerful that it should not and cannot be overlooked. Color has brought new sparkle, a keener realism, and a greater interest to all fields of education and is, no doubt, of equal significance in the vast field of entertainment.

Color Up the Slides

Charts, diagrams, and other illustrations used to convey information to 4-H Clubs and adult groups are excellent and indispensable—but here, we should take the hint given us by the flashy, colored signboards and the colored magazine and catalog advertisements. Paint and color up your charts and diagrams and make all other illustrations as colorful and attractive as possible.

Every experienced extension worker knows the value of demonstrations in 4-H Club and adult work, and also knows that without proper visual aids and other equipment the demonstration would be worthless as a method of education. In other words, "the success of an Extension Service worker might be measured by the visual aids he uses in his work."

Visual aids may be of many kinds and descriptions, and the extension worker must decide what type of visual aids he will need for the particular job at hand.

Slide sets, pictures, charts, diagrams, and illustrative material such as preserved specimens of insects, weeds, crop seeds, or other suitable objects will aid in presenting the subject in a visual way. The material should be so prepared that it can be explained to the group and then passed around so it can be handled. Selected and properly prepared visual aids, presented by the speaker at the proper time, will raise any average meeting to the superior class.

Watch Out for Movies

Extension specialists and agents who have access to silent or sound movie projectors, the latter with loud-speaking system and phonograph attachments for record playing, have time-consuming and expensive sets of equipment. This equipment is wonderful for entertainment but is far less effective as an educational device. There are many sound movie films available on agriculture that are classed as educational, but the entertainment and advertising features outweigh the educational value of the films.

The specialist in visual education should preview the available movie films and class them according to their educational and entertainment possibilities for the area where they will be shown. Many of the scenes on a movie film are taken thousands of miles apart and show practices and equipment that are often not suitable or available to the area. The films thus presented lack the local touch and appeal so necessary to a good educational film. For entertainment, the sound movie equipment is "tops," but the extension worker must know the possibilities of the films he is presenting, because an educational film that turns out mostly entertainment and advertising is not good.

For educational and entertainment uses, the 2 by 2 colored slides and efficient projector rightly deserve the highest praise and consideration as the most valuable and effective visual aids accessible to extension workers. The low cost of equipment, the low cost and ease of producing slides, and ease of operation make this form of visual aid a must with extension workers. Pages could be written on the merits and different uses to which this equipment can be used to advantage.

Extension specialists and agents, realizing the great importance and effectiveness of localized visual aids in the extension program, can build up sets of colored slides of local interest on any project desired. Any extension worker who has taken and used the small colored slides has definitely proved their value and is wasting no time in building up sets of slides to use in his extension work. The 35-mm. camera, the projector and colored slides, and a good-sized beaded screen are godsends for the extension agent and "lifesavers" for the extension specialist.

A Sure-Cure Vitamin Pill

A good extension worker will by no means limit himself to the use of projection equipment, if his visual aids program is to be entirely successful. There are dozens of other useful visual aids just waiting to be brought to light and used by the resourceful worker.

Colored song slides of the 2 by 2 size are now available with the words of 4-H Club, patriotic, and favorite songs printed on the background of a beautiful scene that is suggestive of the words of the song. The colored song slides are excellent for all kinds of meetings and really give singing a boost wherever it is part of the program.

Visual aids are "sure-cure vitamin pills," and they should be used by the extension worker to keep himself and the meetings he conducts from becoming dull and lifeless. Use the "aids" regularly and enjoy a happy and successful extension life.

Horticulture With Eye Appeal

(*Continued from page 114*)

tures on mount mats under the glass with date, location, and subject; someone else can use them then. (8) Get a convenient slide file library holding 1,000 to 1,500 slides. You will use your slides more often and more effectively if you have such a cabinet. (9) Get a projector that is adapted to your use. A 300-watt machine is satisfactory for night meetings but not very good for daylight shows, unless a material such as blue denim is used to cover all windows. Get a 500-watt machine or, better still, a 700-watt projector if most meetings are held in daytime. (10) Use these powerful projectors with a beaded screen. (11) Last, but not least, limit the number of slides used for one showing to 50 slides or fewer.

The program of visual education should not stop with public lectures and method demonstrations. The phenomenal growth of magazines using many photographs in their format during recent years points to a wider use of pictures and drawings in extension circulars and bulletins. A series of illustrated guides to subjects in ornamental horticulture was started in Mississippi in 1940. This has been extremely popular and useful.

It should be stated that slides, flannelgraph, chalk talk, and illustrated bulletins are only a long step in the right direction of extension education. There is no substitute for group participation in practice techniques at result demonstration sites. The county meetings on farm home landscaping planned by the specialist consist of an all-day program wherever possible. The morning period consists of flannelgraph work, showing of color slides, then chalk talk and discussion. In the afternoon, the group goes to a farm home where a landscape planting is made according to a plan prepared by specialist, county extension agents, and farm family before the day of demonstration. The necessary shrubs and tools have been assembled.

The final outcome of the meeting held by the specialist is a series of community meetings conducted by county workers. Thus, effective use of visual aids is instrumental in bringing about an action program that gets results.

Teaching With Close-Ups

(*Continued from page 106*)

one-half the exposure called for by a Weston meter. A cable release is also very handy. No correction of exposure is needed, other than a close-up reading near the object.

If one follows a few simple precautions: (1) Be sure the object is not *thicker than the depth of field.* (2) Take pictures on sunny or cloudy bright days. (3) Always use F 16 or smaller lens opening, he can get excellent pictures of horticultural varieties, insects, and diseases. These slides can be blown up on a 40 inch screen to 20 times normal size. For example, an adult Mexican bean beetle, which is normally ¼ inch long, will be 5 inches long on a 40 inch screen when photographed with a plus 10 diopter lens.

Pictures taken by the author include 40 fruit varieties, from 1 to 4 life stages of 70 insects and 27 diseases of horticultural plants. These pictures include eggs of European red mite, bud moth, pear pysila, corn borer, and asparagus beetle, which can be clearly distinguished on the screen. After one has shown these pictures a few times he, as well as his audience, will learn to recognize these pests in the field.

Experiment by taking pictures of the same object at different distances, varied by only 1/16 inch when using the +10 lens. As soon as the extreme depth and size of field, centered with your camera lens, for each supplementary lens has been determined make a cardboard mask for each field size. Your camera is now ready to take close-up colored pictures.

Anyone interested in detailed plans for making this gadget or the technique used to adapt one to their own camera may obtain them from the author.

Camera focus	Distance from adapter ring to rear of field	Supplemental lens	Approximate size of image on slide	Size of field	Depth of field
	Inches			*Inches*	*Inches*
4 feet	10½	+3	⅛	5 x 7½	1¾
4 feet	6¼	(2+3's)	+⅓	2⅞ x 4¼	½
Infinity	7	+6	−⅓	3⅛ x 4¾	¾
4 feet	4	+10	−⅜	1⅝ x 2½	⅓
Infinity	4¼	+10	−½	1⅞ x 2¾	¼

A Backlog of Savings Bonds

DEAN W. I. MYERS, of Cornell University, chairman of the National Agricultural Savings Bonds Committee, says: "A financial reserve in United States savings bonds is just as important a part of a well-managed farm or ranch as are land, livestock, and machinery. Farm and ranch people need to have their financial reserves in the safest possible form and where they will always be readily available. United States savings bonds meet these requirements.

Every owner of a United States savings bond has a special stake in good management of the financial affairs of the country. Widespread holding of savings bonds helps insure this. Investment in savings bonds by farmers is an important part in spreading the debt. The farmer buying bonds becomes a shareholder in the Government; and he also receives his due portion of the interest on the national debt, now amounting to more than 5 billion dollars a year. By owning savings bonds he builds himself a backlog against emergencies such as crop failure, accident, sickness, and falling markets and puts himself in financial position to take advantage of future opportunities.

One Slide Worth More *Than Page of Notes*

J. B. TURNER, County Agricultural Agent, Fayette County, Ill.

WHAT I considered my most effective job of teaching with visual aids was done 4 years ago last February. I had a request from the local county AAA committee to give a field trip or a demonstration to 80 township committeemen on the importance of terraces, grassways, contour farming, and strip cropping. I remembered that 2 years previous to that we had conducted a demonstration on farm planning out on a farm with this same group. The weather man was very much against us, as it was cold and snowing. Under these adverse weather conditions it was impossible to hold the attention of such a large group, and we felt that the meeting wasn't satisfactory.

After consulting with the county AAA committee, we decided to hold the meeting inside and use slides to show these important conservation practices. Then the next morning a light snow had fallen on our farms. By noon the following day the sun had melted just enough of the snow to make the rows of stubbles and grasses show through. The chairman and I drove over the county and took a number of photographs of examples which they wished to have presented. Some pictures demonstrated good practices; others demonstrated poor practices which could be corrected. Some of these pictures, demonstrations, good and poor, were taken on the township committeemen's farms. The pictures were made into 2 by 2 positive slides. At the educational meeting these slides were shown to the committemen. All the slides illustrating poor soil conservation practices were shown in reverse, so that no one would recognize his own or his neighbor's farm. All pictures showing good practices were thrown on the screen the right way.

At the beginning of the meeting we announced that all pictures that would be shown were taken on local farms and some were taken without their knowledge on their own farms. They were all very attentive, and we felt that they all learned more by this method than any other. In 1 hour's time we were able to show them more about conditions than we could have done in a full day hauling all 80 of them around to the different farms.

I consider good local pictures more interesting and instructive than commercial pictures. I feel that slides are more convenient and versatile than film strips. One good slide of pasture improvement showing vegetation might be used in a discussion in any one of the series of slides demonstrating soil fertilization, soil conservation, fertilization, or pasture improvement. If this picture happened to be in a film strip, it could only be used on one subject which the film strip was demonstrating.

Local movies, because of their expense, are almost out of the question, as far as the local county extension people are concerned. Slides offer more opportunity for discussion, as one can leave a slide on the screen as long as it is desired, which is a distinct advantage. Slides are the most economical forms of visual aids to make locally. If one picture of a set becomes obsolete, it can be removed from a set and a new, improved picture used to take its place. If one forms a habit of carrying a camera along on tours through the county, many pictures can be taken, without losing much time, of good extension practices, which might be useful at a later date in a meeting. I would rather have a colored slide showing a good extension practice than a whole page of notes on the same subject. I consider that a good set of slides on a subject is surpassed only by a field demonstration in very favorable conditions. A field demonstration can only be seen at a certain given time or season, whereas a set of slides of the same demonstration can be reviewed time after time, after the field demonstration material is past presentation.

In short, a field demonstration of the effects of different fertilizers on growing wheat can only be shown just before wheat harvest. Colored slides of these differences can be shown any season of the year.

My library of slides, which I have been accumulating the last 13 years, contains pictures on many subjects. The biggest task and disadvantage I have experienced is to keep all these subjects cataloged so I can readily find them.

A Good Shipping Box

Mrs. Alta Smith, agricultural extension staff worker at the University of Minnesota, is using one of the new shipping boxes to send out a slide set to a county extension agent. The box has solved one of the problems many State extension services have had since visual aids have been used. It has a sliding cover with a holder for the address card or Government frank slip. The box is put out in two sizes. The standard box will accommodate 60 slides, whereas the small one holds 32. Both sizes weigh under the 4-pound limit for franked mail, when filled with glass-mounted slides. Space for a script to accompany the set has been provided under the cover, and a large rubber band fastened at the back of the box is an added safety factor in mailing.

U. S. GOVERNMENT PRINTING OFFICE 1949

Don't Overload Your Visual Aids

- **AN ILLUSTRATION should usually emphasize or clarify one point only.**

  Eliminate the nonessentials unless they add harmony!

- **A COVER PAGE should pull attention to a publication and suggest its content.**

  Put the story inside—not on the cover!

- **A PAGE LAYOUT should look inviting and be easy to read.**

  Make the arrangement orderly. Don't squeeze!

- **A CHART should present factual high lights so that they are quickly understood and remembered.**

  Use several simple charts rather than one complicated one.

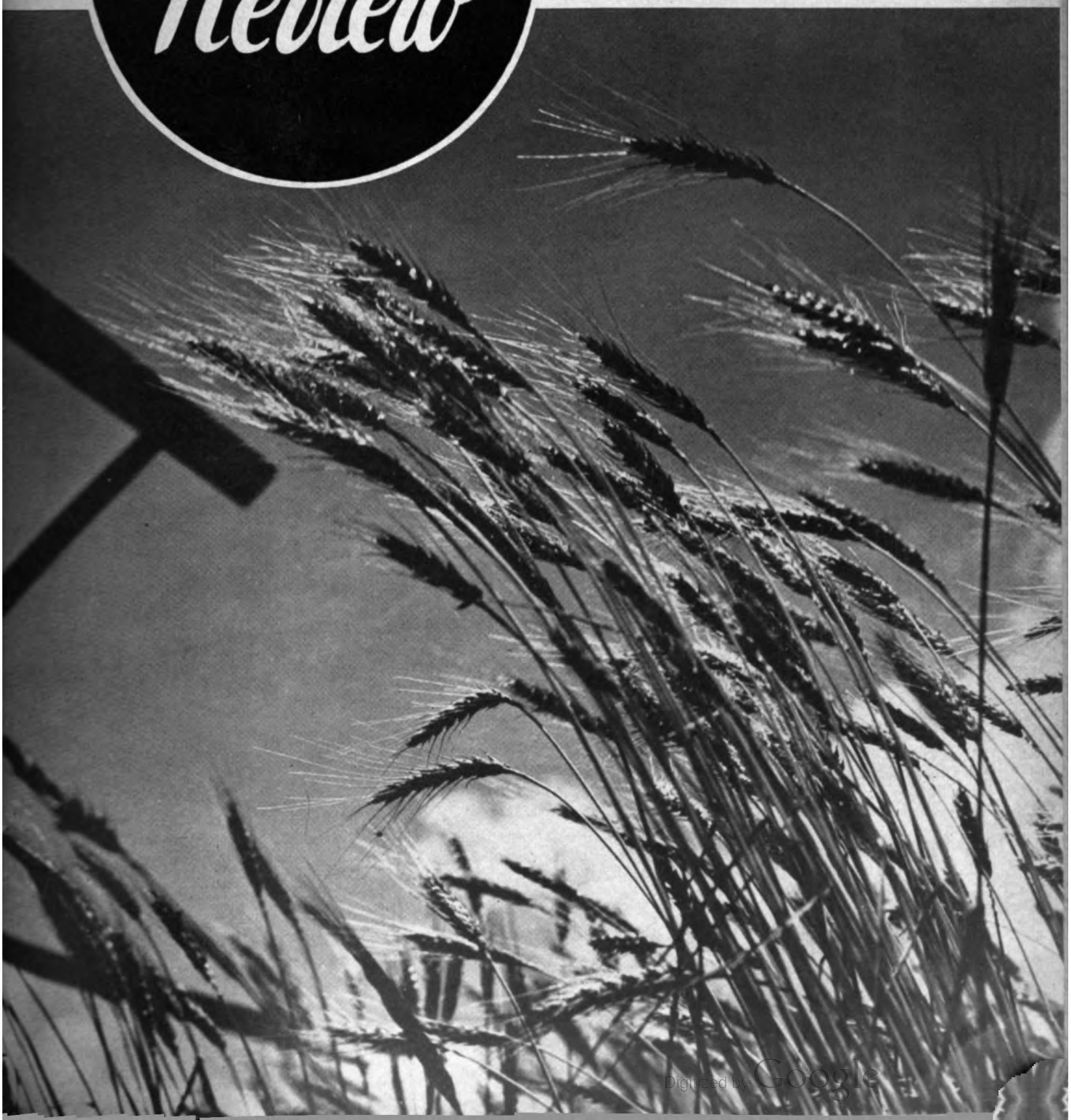
- **A POSTER should put across a message at a glance. It will fail if it tries to tell too much.**

  Don't overload!

EXTENSION SERVICE Review

JULY 1949

Demonstrations by the Dozen . . . *Page 123*



This Month

● **Overflow articles from the Visual Aids Issue include Al Mortenson's account of a series of charts visualizing the local economic facts needed as background in over-all planning, J. Roland Parker's report on his successful color movie on improved pastures, W. O. Mitchell's story of how his visual program grew, Amos Monroe's advice on making the pictures tell the whole story, three visual testimonials from Oklahoma, Texas experiences with television, and Ray T. Nicholas' examples of the successful use of pictures.**

● **Front cover picture of wheat was taken by J. W. McManigal, Horton, Kans.**

Next Month

● **A challenge to Extension is found in cities, writes Karl Knaus in an article which states that "farm people are finding a community of interest with urban dwellers in the solution of such problems as marketing, consumer education, community services, and agricultural policy."**

Introducing the speaker may be an everyday job to extension workers. How often is it done with finesse—so that the audience is ready and eager for the speech? Bill Clark in a recent Wisconsin conference spoke on this subject to such good effect that one listener asked to have the same discussion in the Extension Service Review. Bill accommodatingly wrote it, the editors like it, and we hope you will, too.

Interest in work with young men and women is reflected in two short items. From Delaware comes an account of home demonstration clubs that visited young mothers to find out what type of material and services they most needed. From North Dakota comes the report of Home Demonstration Agent Mrs. Magdalene H. Clausen's survey to locate all the young men and women between 17 and 30 years of age in Stutsman County.

In this issue—

EXTENSION SERVICE Review

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE WASHINGTON 25, D. C.

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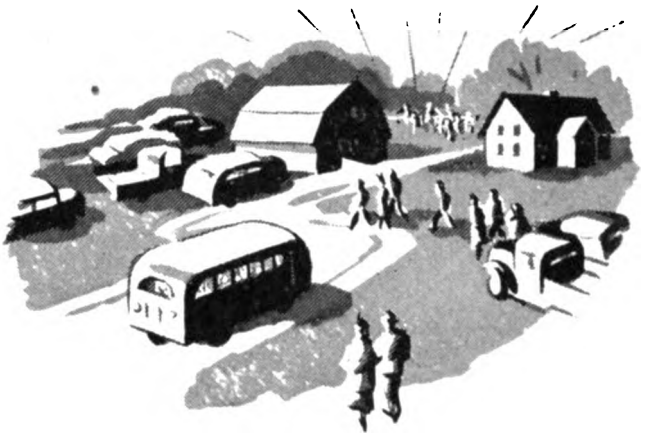
DEMONSTRATIONS by the Dozen

The County's biggest 1-day program in out-of-school education



N. M. EBERLY

Assistant Extension Editor
Pennsylvania

FARMERS in White Deer Valley, Lycoming County, Pa., are still talking—and are likely to be for some time—about a recent farm conservation day on the Carl E. Jarrett farm, 8 miles south of Williamsport. Staged as a multiple demonstration of improved farm practices, the event attracted 3,000 persons and proved an effective instrument in mass agricultural education. Results more than pleased the joint sponsors—the Agricultural Extension Service and the county veterans' training program.

Spectators came on foot, by automobile, truck, and chartered bus. Most of them were Lycoming County farmers and their families, although about 20 additional counties were represented, or about one-third of the entire State. County Agent H. K. Anders and Pennsylvania State Police estimated the crowd for the day at 3,000 or more, with an average of 2,000 on hand from the time the program opened at 9 a. m. until it concluded at 4 o'clock in the afternoon.

They saw land drained, fields contour-stripped for erosion control, vegetables planted, plows adjusted, lime spread, trees set out, a pond built for water supply and recreation, and a paint spray gun in operation. Farm women were interested spectators as well as men. In the Jarrett home a nursery set up for the youngest visitors provided a child care demonstration. The county home economics extension representatives, Cecile Gebhart and Carolyn Hocking, were in charge. They also explained conservation methods in making children's clothing and toys at home.

Jarrett, ex-GI who bought his 234-acre farm (190 in cultivation) a year ago, supplied materials. Machines and labor were donated. Farmers, including veteran trainees, were eager for the chance to lay tile, handle a paint gun, or plant trees. They manned most of the operations. A bulldozer provided by a construction company and a traction ditcher owned and operated by a Muncy farmer took time off from custom work as goodwill gestures. The bulldozer heaved up ramparts for a three-quarter-acre pond and stayed on the job until it was finished. The ditcher, opening a 16- by 30-inch trench (true to grade), showed that ditch digging—no longer feasible by hand—is again practical in its cost.

How To Plant and Paint

An experienced Montoursville trucker planted asparagus and strawberries in the Jarrett garden, discussing the merits of different varieties and explaining planting methods as he went. R. S. Christ, Montoursville, and Paul K. Winer, Williamsport, at work on the barn, explained painting procedures. Farmers can paint their own buildings, and at minimum cost, they told onlookers, by pooling ladders, scaffolding, and other equipment or by sharing what they have with their neighbors.

Extension specialists from the Pennsylvania State College, assisted by veterans' training instructors, described important factors in the demonstrations and explained how farmers could apply these practices on their own farms. Frank G. Bamer and Albert E. Cooper, extension agronomists, took turns at the speaking end of a sound system and in the field nearby to demonstrate and explain, step by step, the procedure for laying out fields in contour strips. The strips, they said, would help prevent soil erosion, conserve moisture for growing crops, and build up fertility. They were assisted by Frank S. Zettle, assistant county agent, and T. R. Heim, Cogan Station, a veteran's instructor. E. F. Oliver, instructor in agricultural engineering at the college, showed how to make adjustments to plows, "most abused implements on the farm."

Wood Lot Set Out

Along a hillside that was too steep and rough for cultivation and not practical for grazing, 1,250 trees of 6 different species were planted to enlarge the farm wood lot—a lesson in reforestation. Frank T. Murphy, extension forester, had charge. While the pond building and tile installation were under way, C. Howard Bingham and Charles G. Burress, extension agricultural engineers, answered questions and kept up informal, running discussions on these operations. A power spreader attached to a truck made short work of a lime application in an adjoining field. Other veterans' trainers who assisted included M. L. Welshans, John E. Shirey, John Solomon, and Howard C. Eck.

Detailed planning, ample advance preparation, and good teamwork among all who had a hand in the day's activities, combined with choice location and ideal weather (a crisp,

(Continued on page 142)

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Seeds to Europe

OWEN S. TRASK, Assistant Extension Horticulturist, University of Connecticut

CONNECTICUT'S third "Seeds for Europe" campaign came to a successful close with people in western Europe the recipients of 450 packages of vegetable seed. Through the efforts of the Connecticut Federation of Rural Youth and 4-H Club members and leaders, and assistance given by newspapers and radio stations, $929.50 was contributed in this campaign. The project, which is the third of its kind, originated from an appeal to help ease the food shortage in Germany.

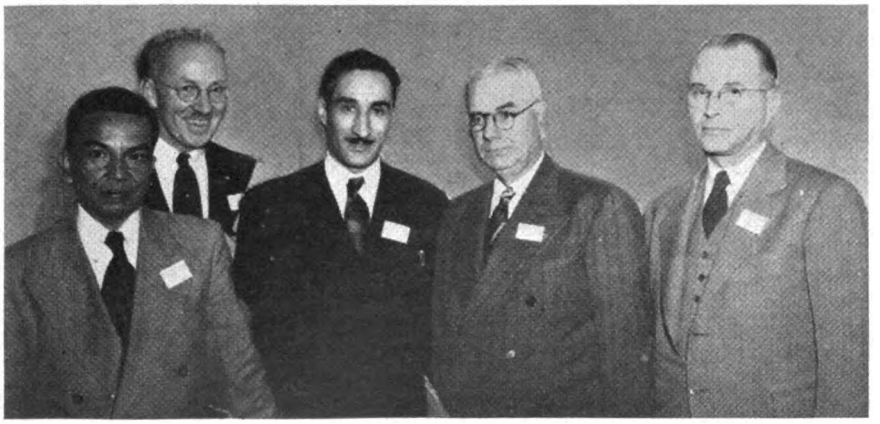
Here's how the campaign came into being: Early in 1947, Lt. Lynn C. Keck of the Bremerhaven Enclave, Germany, wrote to Connecticut's State 4-H Club office. He said: "There are 110,000 school children in this area. We are trying to urge and interest the German youth in gardening. This program is set up both to ease the German food shortage and to encourage the policies of 4-H Club work." Then Lieutenant Keck asked if there was some way in which vegetable seeds could be sent.

The problem was turned over to the University of Connecticut 4-H Club at Storrs, and a campaign entitled "Garden Seeds for German Youth" was started. A special collection of 12 different kinds of seeds suitable for planting in Germany to sell for $1 was prepared by a Connecticut seed company. 4-H Clubs and other groups throughout the State contributed $736, enough to buy, package, and ship 600 collections to Lieutenant Keck. Although the seeds arrived too late for planting that year, many letters were received from German youth groups expressing appreciation for the "seed gifts" which would be used the following spring.

In January 1948, a Nation-wide plan was set up so that anyone in the United States could send vegetable seeds to relatives or friends in 22 different western European countries. A special seed collection of 23 varieties of seeds was suggested by the American Seed Trade Association. The University 4-H Club again sponsored a "Seeds for Europe" campaign starting February 15 and ending March 31. Arrangements were made with the same Connecticut seed company to supply the seed assortments. By guaranteeing that at least 100 assortments would be ordered, the price was set at $2.75 each, including all costs.

Contributions of $803.60 were received by the club, and 275 packages of seeds were sent to 11 different western European countries. Where donors did not name a recipient, the contributions were used to send collections to some of the German youth groups that had been given seeds the previous year.

Last October Connecticut's 4-H Club agents felt that the many letters of appreciation received from Europeans and the worth-whileness of the project were indication enough that another "Seeds for Europe" campaign should be carried on in the State. To make sure that seeds arrived in Europe in time for planting it was suggested that the project start in December and end January 15,



Extension on International Front

Extension took a leading part in the Second National Conference of the United States National Commission on UNESCO held at Cleveland, Ohio, March 31–April 2. The above picture shows (left to right) Mr. U. Ba Tin, extension student from Burma; Director C. M. Ferguson of Ohio; Mr. Jorge Bolton, extension student from Chile; Director M. L. Wilson; and County Agent George Ganyard of Franklin County, Ohio.

County Agent Ir. Carolus Wilhelmus Cornelis van Beekom for the isles of the Dutch province of Zeeland meets Director M. L. Wilson. He is in charge of 33 young Dutch farmers now on American farms.

1949. The closing date was later advanced to January 31. The Connecticut Federation of Rural Youth offered to sponsor the campaign instead of the University 4–H Club, whose members would be away from their campus during the Christmas recess and would later be busy with term examinations.

Materials giving the details of the campaign were prepared at the State 4–H Club office and sent to all 4–H Clubs by the club agents. A news release announcing the campaign was sent to all newspapers and State and county publications. Frank Atwood, WTIC Farm Program Director, publicized the project on his radio programs. Although no definite goal was set, it was hoped that at least 300 seed collections could be sent to Europe.

A collection of 22 kinds of seeds was prepared by the seed company to sell for $2, including costs of packaging and shipping. The seeds weighed just under 2 pounds and were enough to grow several thousand pounds of vegetables. Donors sent their contributions to the campaign chairmen of the counties in which they lived. Those giving at least $2 could name a person in western Europe to whom the seeds would be sent. Smaller contributions and those not earmarked for any particular person were combined to buy seeds for youth groups in the Bremerhaven area. County chairmen forwarded their orders to the seed company at the end of each week and turned over all donations to Joanne Fritch, Federation treasurer, Torrington, at the end of the campaign. To each contributor was sent a receipt for his donation. The name and address of each donor was enclosed in the seed package.

Contact was made with Major Lionel Mann, German Youth Activities Officer at Bremerhaven, who made arrangements for distribution of the seeds sent to youth groups in that area. A total of 168 seed collections were sent to him during February and March. A special assortment of peas, beans, carrots, cabbage, broccoli, cauliflower, and onions was shipped to the Deutscher Jugenbund, a Bremerhaven youth group, to be used to grow vegetables for a summer youth camp.

Although the campaign officially closed January 31, contributions were sent in after that time. An interesting side light developed from a news release prepared by the United Press and sent out over a Nation-wide radio program. Telegrams and letters were received from several people on the west coast asking if they could contribute. Information was sent, and the donations received were used to buy seeds to send to Major Mann.

The results of this project should help materially to improve friendly relationships between this country and western European countries. Many pen friendships have been established in the past between some of the donors and young people in Germany and Bavaria. This is just one way that 4–H youths and their friends in Connecticut are doing their part to make this world a better place in which to live.

Seeing the Factual Background

AL MORTENSON, County Agricultural Agent,
Arapahoe County, Colo.

WHEN I was first employed in Arapahoe County a year ago, I observed that there was a vital need for county over-all planning in the various projects in which the rural population is concerned. The question was how to impress the need for county planning upon the minds of the leaders. It was fundamentally necessary to get to them the factual information on which our economy is based. Only with the use of background information could this be done. Yet background information, even at its best, can be boring or uninteresting.

Through the cooperation of Mr. Avery Bice, associate extension economist, and Mr. George Gale, visual aide specialist, we prepared a series of charts to make the information more interesting. These charts carried background information such as the use of land in farms, farm operators (classified by total value of farm products), years located on present farm, number of farms in the county, rural farm population, type of operator and acreage operated, average acreage per farm, number of farms by size, distance to an all-weather road, type of farm and value of products, and, from the home economist's standpoint, home conveniences. In addition to this type of background material, we prepared charts indicating the trend of acreages of the various crops, such as alfalfa, barley, all tame hay, all wild hay, grain sorghum, corn, and sweet sorghum.

After making up this material in chart form, Mr. Gale helped me prepare Kodachrome slides from photographs. This material, used with a carefully planned talk, was a tremendous advantage in getting the leaders in the county to feel the need of democratic county planning.

The leaders in the county are now beginning to understand what is meant by planning, and we have held our first road planning committee meeting, called by the interested people of the county. This meeting was attended by all members of the board of county commissioners. Sufficient results were obtained at this meeting that the county commissioners have been called upon to attend similarly called meetings over the county to discuss road problems on "home ground."

Photographs of the chart material have been produced and reproduced in our local papers. I credit a considerable amount of my first year's progress in Arapahoe County to the use of this visual aid program. A meeting of our county planners was called, at which time they invited the chairmen of all commodity groups, preparatory to outlining a year's "over-all" program.

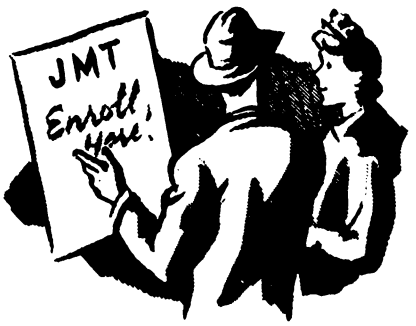
839017—49——2

Don't Fire Your Wife—

Enroll Her in JMT

DORIS I. ANDERSON

Extension Home Management Specialist, New Jersey



SHOULD your wife be fired?" asks an efficiency expert in a recent magazine article. He claims that if the little woman worked for industry the way she does her housework, she'd lose her job.

Here in New Jersey we say: "Don't fire your wife—enroll her in job methods training."

New Jersey homemakers were the first to apply industry's job methods training principles to cut the drudgery time and lighten the load of household chores.

And their husbands are proud of them! They admire the businesslike way their wives are studying their household jobs.

In fact, men who have taken the course in industry often remark that their wives make as good or better use of the four-step plan than they or their colleagues did in industry or offices.

After 5 years New Jersey's JMT continues to have popular appeal for homemakers as well as press and radio feature writers. Foreign students and extension personnel from other States ask to see JMT in action. These requests are easily filled because 15 counties now offer JMT training.

All work is done by direct teaching on the part of the home agents who have completed the 40-hour trainer's course.

Time involved limits the number of courses on our agenda, but about fifteen 10-hour courses are held each year. Heading the list is Essex County, where Home Agent Margaret Shepard has given 18 courses since 1944.

Feeling that JMT can be used to advantage in 4–H Club work, we now are working on a 4–H project in agriculture and home economics with four counties acting as pilot counties.

Of the 755 women who have enrolled in JMT, 600 have received certificates for completing the work required. To qualify for a certificate, each homemaker has given a class demonstration. The demonstration is based on her written break-downs of the present and proposed methods of the job she chose to simplify.

Why do women drop out? Illness of family or home duties have accounted for a large percentage of casualties, as the classes cover a period of 2 to 3 weeks.

A few are disappointed when they discover that JMT isn't "magic" in the sense that it will solve their problems for them. When they find out that self-discipline is essential to learn better work methods, they may not return.

Generally, though, if a homemaker returns to the second meeting with a break-down of one of her jobs, she usually is sold on the JMT method.

Here is how we present the JMT course:

At the first meeting the agent explains the four-step plan. We use the Bill Brown radio shield demonstration perfected by industry. Then the agent gives two or more illustrations of how this plan can be adapted to homemaking. The majority of agents use the demonstration on the preparation of potatoes for baking. Some prefer a demonstration on rearrangement of storage spaces.

Between the first and second meetings, the homemaker applies the plan to a job in her own home. She has been urged to fine-screen small tasks or coarse-screen routines. She presents her findings at the second or third meeting.

Mrs. Mary W. Armstrong, Union County home agent, has found that she can profitably spend 15 to 20 minutes at the second session, giving additional help to those who failed to grasp the idea of how to make a break-down.

Preparation of some part of a meal is a job most often analyzed. Cleaning the house comes second, baking third, and laundering, dishwashing, and setting the table follow closely.

Other tasks analyzed vary greatly and include improving storage space, bedmaking, ironing, mending, sewing, and caring for children, pets, and plants.

The "give" and "take" discussions that take place after the first session always are interesting and spirited. Brides argue with experienced homemakers on the how and why of new methods.

New Jersey has developed a JMT card for use in both agriculture and homemaking. The homemaker hangs this 6- by 8-inch card in her kitchen to serve as a constant reminder.

Some agents show movies taken in the State to help with the instruction period. Kodachrome slides, principally of storage spaces improved by JMT, are available. The film strip from the Household Finance Corporation on cleaning the refrigerator has been used with good results. Dr. Elaine Weaver's Ironing a Shirt has been popular.

Homemakers report that they are grateful to JMT not only for showing them how to save time, steps, and energy, but also for developing in them a greater respect for their job of homemaking.

Somerset County alumnae have been meeting at regular intervals for 4 years. As they are a cross section of women interested in improving homes and homemaking methods, Home Agent Charlotte Embleton consults them before starting new projects.

Farm Tests Prove Value of Nitrogen

E. M. NELSON, County Agricultural Agent, Wasco County, Oreg.

AN INDICATION that eastern Oregon soils are beginning to show greater age comes from the response of nitrogen fertilizers to wheat. The fact that Wasco County, Oreg., farmers could have had a million dollars additional income in 1948 if nitrogen fertilizers had been available and used on all its 70,000 wheat acres was demonstrated this past season.

Thousand-acre fields are common in this area, and the use of commercial fertilizer has been virtually unheard of. Some old-timers had been so optimistic as to think the good, fertile soil would continue to produce abundantly forever. There was pretty good reason for thinking so, too. Experiments had demonstrated only 10 years previously that land on which wheat had grown for 50 years but was properly handled during the fallow season had given no evidence of increased yields from the application of nitrogen fertilizers. Other fertilizer elements were demonstrated to be present in abundance, too.

Differences apparent even to the untrained observer prove the value of fertilization on test plots of wheat at the Ray Marvel ranch, Friend. Wasco County Agent E. M. Nelson displays small bundles of fall-sown wheat. Bundles in each instance represent the amount harvested from a fixed area; and additional straw and heads, increasing progressively from left to right, indicate the boost in productivity as the result of heavier "stooling." Bundles (from left) are: (1) "Run-of-the-field" sample, unfertilized, (2) ammonium sulfate used at the rate of 100 pounds an acre, (3) complete fertilizer (nitrogen, phosphate, potash) used at the rate of 166⅔ pounds an acre, (4) ammonium sulfate, at the rate of 200 pounds an acre, and (5) complete fertilizer, 333⅓ pounds an acre.

However, with increased moisture such as prevailed during the summer and fall of 1947–48, it seemed that nitrogen fertilizers might pay dividends. Most farmers shook their heads when the idea was suggested, but enough farmers became interested to warrant ordering a car of ammonium sulfate. This was applied at the rate of 100 pounds an acre during the late fall and early spring on approximately 600 acres of fall-seeded wheat by 10 growers.

Plots to check yields were then established on eight farms in four communities. For the average of the eight plots, each 1 square rod in size, the use of ammonium sulfate at the rate of 200 pounds an acre increased yields by 16 bushels over check plots or run-of-the-field plots where no fertilizer was applied.

Ammonium sulfate applied at the rate of 100 pounds an acre increased yields by 7 bushels, or about half the increase from the use of double the amount of nitrogen. The increases in the yields of the wheat were in proportion to the amount of fertilizer used. No burning effect could be observed on any of the plots.

So-called complete fertilizers analyzing 12 percent nitrogen, 20 percent phosphate, and 8 percent potash also gave increases in yields in proportion to the amount of nitrogen they contained, but no benefit otherwise could be found.

M. M. Oveson and his assistants at the Sherman Branch Experiment Station, Moro, made test weights per bushel and also threshed the samples and figured the yields. The test weight per bushel from check plots averaged 58.1 pounds, which was about a pound less than that from plots receiving the heavier application of fertilizer. The test weight of wheat from the complete fertilizer plots was no heavier than that from plots where nitrogen alone was added.

● ARDEN S. FOSTER (B. S. from Michigan State, 1938; M. S. from Rutgers, 1941) has been named to replace W. H. Armstrong as associate dairy husbandman in charge of dairy herd improvement work in Virginia. Mr. Armstrong resigned last summer to go to Tennessee. In his new position, Mr. Foster will help plan programs for Virginia's 50 associations.

4-H Leaders Complete Their Workshop

H. W. HARSHFIELD, Assistant State 4–H Club Leader, Ohio

FOR the third consecutive year, 4–H Club leaders in 27 northeastern Ohio counties have held 4–H leadership development workshops. These workshops were organized at 6 locations during the month of March, with 4 to 5 counties participating in each. Three evening meetings were held at each point, one night each week for 3 weeks. The name "4–H leadership development workshop" was used to describe the purpose as that of working out programs and materials. The 18 sessions had an average attendance of 80 leaders, junior leaders, and agents. A dinner was arranged at the final meeting at each of the 6 points.

The 1949 program covered three subjects, with one meeting devoted to each subject: (1) Working with people, with Mrs. Eunice Kochheiser, assistant home demonstration leader, as resource person; (2) 4–H health program, under the direction of Sewall Milliken, health organization specialist; and (3) recreational programs, with R. Bruce Tom, specialist in rural sociology, as leader.

The program at each point was carried out by a committee of extension agents. Each followed a similar pattern. Committees were appointed to have charge of "mixers" for early comers and a recreation period at the end of each session. The committees also organized work groups, assigned leaders, and arranged for reports.

Subjects considered at the 1948 workshops were the use of junior leaders, program planning, and demonstrations. A total of 36 different demonstration outlines were developed by different work groups. A committee of extension agents representing the 6 workshops compiled a 23-page report, which was distributed to leaders of the 27 counties.

The 1947 workshops were devoted to camp programs. The combined 44-page mimeographed report covered camp philosophy, camping to meet interests and needs, camp management, counseling, campfire programs, vesper programs, music, crafts, and game leadership. These workshops differed from those of 1948 and 1949 in that work groups continued with the same subject for all three meetings.

This activity covering the northeastern district represents a part of the total program in the district participated in by O. C. Croy, district supervisor; Mrs. Eunice Kochheiser, assistant home demonstration leader; and the writer. The use of agent committees to make recommendations for larger unit programs has been followed for several years. During 1947–48 every agent in the district served on one or more of 14 committees, which included a 4–H and youth committee. These committees have reported before district conferences of all agents. The workshops were one of the activities planned and carried out by the 4–H and youth committee. Workshops generally are of most benefit to those who participate. This 3-year experience would indicate that local leaders like this kind of training program.

Will there be workshops in 1950? That's a decision for the district 4–H and youth committee. Mrs. Bertha Phillips, 4–H Club agent and chairman of the committee, said, "This workshop has been so good and the leaders so enthusiastic, I am wondering what we can do next year."

Local leaders liked the training program which called for active participation of each one in developing materials and programs.

Iowa Women Take "Good Neighbor" Tour

RUTH L. FOSTER, Home Demonstration Agent, Washington County, Iowa

WHEN the 35 rural homemakers of Washington County, Iowa, returned from their 1-week "good neighbor" tour of four Midwest States, they had fulfilled three goals: (1) To learn first-hand of farm family living conditions in certain areas; (2) to meet farm homemakers, broaden friendships, and discuss mutual problems; and (3) to visit historical spots and see agricultural and industrial developments.

The tour covered 1,700 miles and took the group into parts of Missouri, Illinois, Kentucky, and Indiana. It was an outgrowth of the year's world relations project. The women felt that if they were to come to understand their world neighbors better, they first needed to have a keener appreciation of their next-door neighbors.

Extension leaders in the States furnished background information which was assembled in outlines by the world relations chairman and used for study and discussion previous to the trip.

As a response to the remark, "Let's go see for ourselves," a tour committee was appointed to investigate the possibilities of such a project. This committee outlined the purpose of the trip. Then we wrote to the State home demonstration agent leaders. From all the ideas that poured in, the committee outlined the schedule. Thereupon further contacts were made with county home demonstration agents through their State leaders. They helped us obtain comfortable overnight stops and made arrangements for our group while we were in the area.

Visit Historical Sites

Historical points visited included the Mark Twain Museum at Hannibal, Mo.; "My Old Kentucky Home" and St. Joseph's Cathedral at Bardstown, Ky.; Pioneer State Park at Harrodsburg, which has a replica of Fort Harrod and historical relics of the first settlement in Kentucky; the Kentucky State Capitol at Frankfort; and Lincoln's home and tomb at Springfield, Ill.

Ruth Foster, Washington County extension economist (left of photo), and 35 Washington County, Iowa, homemakers start out on a 1,700-mile "good neighbor" bus trip to visit their next-door neighbors in Missouri, Illinois, Kentucky, and Indiana. So successful was their trip that now they are looking forward to a similar venture next year.

View Farming Areas

A visit to the Ross Thompson farm near Rolla, Mo., gave us a first-hand view of how balanced farming helps to improve the farm and give the family a better income and standard of living. We stopped to see the granite pits and tiff mining area of southern Missouri, also.

At the Dixon Springs Experimental Farm, owned by the University of Illinois and situated in southern Illinois, it was plain to see how unproductive land can be reclaimed through good land use. The demonstration farmhouse exemplified good points in planning new homes.

For Iowa homemakers who can tell you much about growing corn the trip into Kentucky to view the raising, curing, and selling of tobacco was most interesting. They also enjoyed the blue-grass region of the State and their visits to such large horse farms as Faroway, Whitney, Calumet, and Dixiana.

There was much to learn about Indiana agriculture, also. En route home through the south-central area of Illinois, we journeyed through the oil and coal mining areas and learned how these industries are affecting living conditions of that area. The peach and apple orchards and commercial daffodil farms of Union County, Ill., presented still another side of agriculture.

Make Many Friends

The tour was not without its social aspects. Myrtle Weldon, State leader in Kentucky and home demonstration agents and rural homemakers in McCracken, Christian, and Warren Counties entertained at dinner, luncheon, and tea. Friendships were widened as a Kentucky homemaker was hostess to an Iowa woman. There was an exchange of ideas on

(Continued on page 143)

Local Color Movies Sell Permanent Pasture Idea

J. ROLAND PARKER
County Agricultural Agent, Douglas County, Oreg.

VISUAL aids helped to sell a permanent pasture program to farmers and stockmen in Douglas County, Oreg. Color motion pictures and slides were first taken and used in 1941. From that time on, interest in permanent pastures developed rapidly and it has continued to grow each year. More than 12,000 acres of permanent pasture was seeded in the county in 1948, the best perennial grasses and legumes being used. Ten years earlier, 3,000 acres would have been an unusual acreage, and annual grasses would have predominated in the mixtures.

In 1935 a pasture improvement project was started. Grass and legume nurseries were established, and small demonstration plots of permanent pasture mixtures were seeded in several communities. Meetings at the nurseries and demonstration plots were first held in 1936 and were continued each year. Attendance was small, and interest shown by farmers was disappointing. Color motion pictures and slides taken of the nurseries and demonstration plots, when shown at community meetings, attracted attention and aroused interest. Attendance at field meetings improved, and the acreage of permanent pasture seeded showed a substantial increase year after year.

The motion picture, particularly in color, has many advantages in developing interest in new practices and in selling ideas. People like to see pictures; and pictures in natural color are more interesting, hold attention better, and are no more difficult to take or use than the old black-and-white films. Pictures make it possible to take a method or result demonstration to any community in the county. They can be used to illustrate talks and emphasize important facts much better than words. Moreover, pictures can be kept and used for years to show the progress being made in a community or in the county as a whole.

Little difficulty was found in taking good colored motion pictures. Instructions furnished by the manufacturer of the films and camera were studied and carefully followed. Poor pictures resulted when attention to details were slighted or overlooked. Less than 20 percent of all motion picture film purchased has been discarded because of poor quality.

Good pictures take time and planning to obtain the desirable results. Time is required to locate the subject to be photographed, and several trips may be necessary before the subject is at the stage of development desired. Then weather and lighting conditions may be unfavorable, and the taking of the picture has to be postponed. Although it takes time and often patience to get good pictures, an extension agent can be richly rewarded for his efforts.

Colored motion pictures put over the permanent pasture programs in Douglas County and are still influencing farmers as the years roll along.

Television Is Better

THE Texas county extension agents, W. A. Ruhmann and Gayle Roberts of Fort Worth, Tarrant County, present a regular weekly television show, "Gardening Can Be Fun," over WBAP–TV. Layne Beaty, RFD of WBAP, acts as interviewer and "stooge."

Says "Doc" Ruhmann, "We have a good spot on Wednesday night. The first few shows were on vegetable gardening. Garden plots were prepared on the set; and we gave actual demonstrations on soil preparation, seed treatment, plant selection, and planting."

Other programs have been devoted to fruit production with demonstrations on planting, pruning, spraying, and fertilizing of fruit trees; setting out lawn grasses; and pruning shrubs.

WBAP–TV's spacious studios are well adapted to this type of presentation. Said a visiting television expert of the main studio, "It's big enough for elephants." That gave the WBAP–TV people an idea; the next time a circus came to town, they ran a herd of elephants in front of the cameras.

The station has been well pleased with the response and interest in the agents' programs, which have pulled more mail than any regular feature. The subject matter in the series has been planned to be timely and to meet the requests of both rural and urban families. WBAP–TV has a potential audience of 7,500 sets with an average of 5 listeners per set.

"Television has radio beat a country mile in putting over extension work," Mr. Ruhmann and Miss Roberts report.

To Make the Idea Convincing . . .

Three Oklahoma Agents Recommend Visual Aids

Wire Recorder Supplements Color Slides

LAST summer we had a series of 22 meetings to increase the fall planting of winter legumes. A short movie film was followed with colored slides made on farms that were doing outstanding work on growing winter legumes of the kind we were recommending. I had a Webster Wire Recorder connected with a public address system that allowed the farmer himself to tell his story when his particular colored slide was placed on the screen. Those at the meeting could actually see what the farmer was growing, hear his statement in his own words, and could check with the individuals at some later date on the results. When the colored slides were made, we made some black-and-whites that were run in the newspapers, emphasizing the legumes, as advance publicity for these meetings.

Colored slides are also effective in livestock work. Last winter we took a group of businessmen on a tour to actually visit the farms where boys had beef calves and barrows on feed. Extremely bad weather prevented making all of the stops that were scheduled. The party finished the event by eating dinner at a farm home, and the county agent showed colored slides of 4-H projects in Muskogee County.

A Recmar 33 camera to take black-and-white pictures for newspaper publicity, and records, and an Eastman 35 camera for use in slides, are a very necessary part of my equipment. I have a carrying case which makes it possible for me to have these two cameras in my car at all times. Both local newspapers are extremely anxious to have pictures made of any agricultural developments or success stories in the county.—*Ira J. Hollar, Muscogee County Agricultural Agent.*

Working Models

TO MAKE an idea convincing enough so that rural people will try out a new method or practice they must be shown the new method or practice. If we can clearly illustrate the method, it will insure to a greater degree the success of the trial. In other words, "I've heard about it" is fine, but "I've seen it" is excellent; and, of course, "I've done it" is the thing we are striving for.

Wherever possible, I actually do the thing I am trying to get adopted; but if this is impossible, I use a working model to accompany pictures and words.

Working models illustrate the construction and use of an efficient and inexpensive head-gate. Cattle are a part of almost every farm, and means of properly handling livestock are practically nonexistent on many farms. A model, one-third actual size, with a model chute and release gate shows how this equipment works. It can be easily taken apart and the construction procedure illustrated step by step. I supplement this with a mimeographed "take away" which shows the gate, gives dimensions, distance, and bill of material. I believe this "take away" is a necessary supplement, but it must agree with the model.

I also use working models, one-third actual size, for a concrete septic tank. The model is so constructed that it can be assembled in the same manner as a farmer would do it on his own farm. I used cardboard backs painted to illustrate the ground and hole, and it actually supports the form as it should. I also offer a detailed "take away" with dimensions and cross sections shown.

Portable farm loading chutes, electric pig brooders, 20 by 20 straw loft laying houses, poultry house equipment are among the working models I have used. I try to build them to look like the real thing, just shrunken in size, and not like toys. In my beekeepers association, I use actual hives and apiary equipment for instruction, as it is not too bulky to haul.—*Fred Huffine, Stephens County Agricultural Agent.*

Pictures Sell Ideas

Before and after pictures effectively show the women of Canadian County, Okla., the progress made in home improvement. Home Demonstration Agent Margaret Edsel uses a Kodak reflex camera, a solar enlarger, and the kitchen as a darkroom. She uses pictures in the local newspaper and on the bulletin board to encourage better work and to interest others in taking part in extension programs. Pictures come in handy for the annual report. She also photographs 4-H Club Members with their projects for their record books. Pictures have proved a valuable tool for implementing the home demonstration program in Canadian County.

The New Trend in Recreation

What About Extension's Part?

This is the fourth and last in a series of short articles on Recreation Trends in the Rural Community by Prof. A. F. Wileden, extension rural sociologist at the Wisconsin College of Agriculture. He raises here a real question for Extension.

IT was pointed out in previous articles that from a historical and cultural point of view recreation in rural America has been closely associated with the work habits of rural people and that this association has left a definite imprint on the philosophy of rural people with regard to recreation. It was also indicated that at present recreation is in a second stage of development—that of recreation as a function of rural group life through schools, churches, and other rural organizations of all kinds. This has given rise to the need for recruitment and training of volunteer leaders, and many ways for going about this training are being worked out.

Public Responsibility Grows

However, it is becoming increasingly obvious that we are today moving into a third stage in the development of a program of leisure-time activities which is probably the trend it will take in the future. That is its development as a public responsibility. Education for work and the carrying on of adult educational programs concerned with earning a living have long been considered a responsibility of government. I believe we are at the threshold of a similar development in the field of education for leisure and in the general direction of leisure-time activities. The public library movement has, of course, pioneered in this field. Furthermore, regardless of how we may have felt about it at the time, the recreation program carried on during the recent depression years by the Works Progress Administration gave the publicly sponsored recreation movement a great impetus. Even though the leadership was often weak and poorly qualified, many people for the first time envisioned the possibilities of a broad recreation program. All of us, I expect, know of cases where people who had tried to provide their own recreation leadership on a volunteer basis found it more convenient to call on WPA to provide that leadership and when WPA was terminated found themselves caught short. The simple fact is that the idea of a publicly paid recreation leadership, similar to other fields of education and welfare, was planted in many areas. The USO movement, through returning service men and women, has given it further impetus. The idea has taken root.

The results are that today even some very small communities are employing recreation directors out of public funds. Menomonee Falls, Wis., Palmyra, N. Y., Mount Morris, Ill., and others are examples. Other small communities have expanded the appointment of one or more members of their high school faculty to 12 months and given them the increased responsibility of providing recreation leadership for the entire community, with special emphasis on children during the summer months when they are not in school. Some States are passing enabling legislation that makes it possible for counties or parts of counties to employ recreation supervisors through the use of public funds; Indiana is a notable example. These are rural adaptations of a plan rather generally accepted in our larger cities and even in many of our smaller cities that have almost fully staffed recreation departments.

Probably the two major factors that have retarded the rapid expansion of publicly sponored recreation programs have been the usual reluctance on the part of public officials to allocate tax money for new purposes and the lack of adequately trained professional recreation leadership. Up to this time much of the emphasis by professional leaders in the recreation field has been on physical education, with special attention to competitive athletics. This has been true both in and out of the public school system and has been the characteristic emphasis in our newspapers and over the radio. A much broader concept of recreation is developing today and is being demanded by rural and village people.

This trend is necessitating a type of professionally trained leadership which up to this time has been inadequate to meet the needs. It was to meet this demand that the University of Wisconsin a year ago launched a curriculum for training in such leadership. The bases for this curriculum are an adequate background in the social sciences, training in several fields of skill, and training in professional methods and techniques. Other universities and colleges are developing similar curriculums.

The Use of Public Funds

I do not wish to imply that I believe all professional recreation leaders should be employed through public funds. Many private agencies such as the YMCA and YWCA, Boy Scouts and Girl Scouts, Red Cross, labor unions, industrial plants, farm organizations, and cooperatives should and will continue to provide their constituencies with staffs qualified in this field. However, I venture a prediction that more and more such personal working in the interest of all the people will be provided through public funds. Neither do I wish to imply that I think such professional leadership will supplant all volunteer leadership. I do not think this would be

sound policy, and neither do I believe it will happen. The very essence of a recreation program is its voluntary aspect, and one phase of voluntary expression is voluntary leadership.

It seems to me that what is likely to develop in the small rural community is professionally trained direction for the program but with the use of a staff of voluntary leaders. In many communities, as already indicated, this will probably take the form of an expansion of the available professional recreation leadership in local schools to the whole community. However, this will often require teachers trained in a different way from those the schools have employed up to the present. It is also frequently going to require an expanded vision of the responsibilty of the modern school to the community. There is considerable evidence that, through our centralized or unified school systems, we are moving in this direction.

What Role for Extension?

But the time has arrived when the Extension Service might well consider the role that it is going to play in this rapidly developing field. Extension has already done a great deal in the encouragement and training of volunteer local leaders. It has encouraged in-service training for extension personnel, including some training in the recreation field. Some States have provided full-time professional leadership, especially in selected skills, on a State-wide basis. Is Extension at the point where it is ready to provide professional leadership to promote, organize, and supervise recreation and rural life activities in both county and State? It seems logical that Extension, out of its broad background of experience in working with adults and with young people, might be the proper agency to expand the scope of responsibility of its professional personnel to include this important task. Certainly it is not too much to assume that ways for doing it can be worked out. The alternative may be the setting up of entirely separate departments of recreation. Some States and some counties are already moving in this direction. And a bill has now been introduced in Congress to establish a separate Federal agency for recreation. Is this the direction we want to go?

Here it seems logical to summarize briefly what I have tried to point out in this series of four articles on the recreation trends in rural communities. First, I have pointed out that we are in need today of a much more positive emphasis in the field of recreation. Second, I have said that this emphasis should be increasingly focused where the need is greatest—on the small community.

With these two needs before us, I sketched, third, how, out of our cultural backgrounds, our philosophy and approach to recreation have slowly changed with the times. In pioneer days, largely of necessity, we closely associated play with work. This attitude gradually gave way to a more formally organized approach through schools, churches, and a multiplicity of organizations. At present, rural areas and small communities are largely in this "organized" stage, which depends greatly on voluntary recreation leadership. We are currently much concerned about training volunteer recreation leaders for helping organizations and about coordinating their separate efforts into a broader and more inclusive approach to the problems of the community. Finally, in the fourth place, this development of recreation through volunteer leaders and the increasing demand for organized recreation are gradually making a place for the professional recreation leader, a trained person with a broad vision and a social approach to the field. The indications are that increased responsibility in providing this leadership is going to be assumed by the public. Should cooperative extension work assume a larger role in this trend, or none at all and leave recreation up to a professional public agency?

● A circulating library is doing a good job in Las Animas County, Colo., reports Mrs. Georgia Lee Wren, home demonstration agent. The women are proud and appreciative of this project which encourages them to read and keep up to date on the latest books.

Accent on the Children

This is one of the 12 nursery school groups developed by Maine Home Demonstration Clubs to care for the children during the regular meetings for their mothers and at the same time give the mothers helping with the nursery school some new ideas in child care and training. To help with the spread of these new ideas, the nursery schools held open house during Home Demonstration Week.

(Left to right) Martin L. Mosher, Enos J. Perry, James W. Cameron, Dale L. Wedington, Charles H. Hartley, Otis S. O'Neal, Harry L. Case, Gertrude L. Warren, Ella May Creswell, W. A. Billings, Leonard J. Kerr, Ira O. Schaub, Ira J. Hollar, Carl G. Ash, Ottis S. Fletcher.

Extensioners Receive Superior Service Awards

ON Monday morning, May 16, beneath an overcast sky, 16 extension workers who have distinguished themselves in their work were among 53 persons who received the coveted Superior Service Award from Secretary Charles Brannan. A throng of Department employees and close friends gathered on the Sylvan Theater grounds in Washington, D. C., to pay tribute to these people who have carved for themselves an everlasting niche in agricultural history. Among the extension workers were:

Carl G. Ash, county agent, Crookston, Minn., for exceptional ability and zeal in developing and maintaining a well-balanced county extension program with intensive effort on every problem whether concerning the farm, the home, rural youth, or the community at large.

William A. Billings, extension veterinarian, St. Paul, Minn., for promoting and popularizing the "confinement" plan which reduced the mortality rate in turkeys caused by "blackhead" by approximately 75 percent and for the prevention and control of other livestock diseases.

James W. Cameron, county agent, Wadesboro, N. C., for exemplary competence, initiative, and zeal as a county agent in promoting widespread adoption of sound systems of diversified farming and in the development of improved living conditions in his county.

Harry L. Case, county club agent, Norwich, N. Y., for exemplary educational leadership, skill, and ingenuity in developing and maintaining on a continuing basis a county 4–H Club and young adult educational program of outstanding characteristics.

Ella May Cresswell, State home demonstration agent, State College, Miss., for exceptional ability as an organizer, leader, and administrator of home economics extension work of broad scope, including effective pioneer emphasis on improving rural health conditions, improving the nutrition of the people, and enhancing the training opportunities for rural youth.

Ottis S. Fletcher, county agent, Eugene, Oreg., for exceptional ability in organizing and conducting effective extension work for and with rural people and for pioneering in the development of and reliance upon a county agricultural policy committee to help guide adjustments in the agriculture of the county.

Charles H. Hartley, State 4–H Club leader and acting director, Morgantown, W. Va., for outstanding educational vision and steadfast adherence to an ideal of rural leadership which has resulted in a broad and purposeful 4–H Club program facilitated by a system of 21 county 4–H camps and a State leader training center developed largely through his initiative.

Ira J. Hollar, county agent, Muskogee, Okla., for vision and ability in developing an exceptionally effective and comprehensive county extension program which has contributed most significantly to agriculture and rural living in his county.

Leonard J. Kerr, county agent, Memphis, Tenn., for exceptional organizational, teaching, and leadership ability as reflected by an unusually meritorious record of accomplishments in serving both rural youth and adults of the county, as well as numerous residents and interest groups of a large metropolitan area.

Martin L. Mosher, extension farm management specialist, Urbana, Ill., for especially meritorious service to agriculture through pioneering leadership in the field of farm management extension work.

Otis S. O'Neal, special Negro county agent, Fort Valley, Ga., for outstanding ability, ingenuity, and perserverance as a county agent in conducting extension work among and with the colored farm population of his area.

Enos J. Perry, extension dairyman, New Brunswick, N. J., for outstanding vision and educational leadership in developing farmer acceptance of the technique of improving dairy herds

through artificial insemination resulting in the establishment of the first Artificial Insemination Association in the United States and the subsequent development of similar associations in 44 States within a 10-year period.

Ira O. Schaub, director of extension, Raleigh, N. C., for outstanding service to American agriculture and rural life through exceptional educational leadership contributing significantly to the widespread application of science to agriculture and the development of wholesome rural living.

Fred B. Trenk, extension forester, Madison, Wis., for exceptional ability and ingenuity in conducting effective educational programs in connection with farm forestry and related land use problems.

Gertrude L. Warren, 4-H Club organization specialist, Washington, D. C., for inspirational, zealous, and practical leadership in the development and guidance of 4-H Club work in this country, and for her contributions to international understanding and friendly relations through counseling with foreign governments in the establishment of similar constructive youth programs.

Dale L. Weddington, executive assistant, College Station, Tex., for exceptional ability, integrity, and resourcefulness in developing and administering an exemplary fiscal system to insure accurate and efficient accounting for the use of all extension funds.

Two extension offices were among 17 units that were cited for outstanding work as a group. They were:

County Cooperative Extension Service Staff, Marinette County, Wis., for outstanding educational leadership in developing an effective county land use policy and program involving voluntary participation by land owners and operators, as well as accompanying and related governmental action by county officials.

Cooperative Extension Service Staff, Puerto Rico, for their outstanding contributions to the welfare of the rural residents of Puerto Rico in a relatively short period of years of operation and under unusually difficult conditions.

These unit awards will be made at a later date amid appropriate ceremonies.

How a Visual Program Grows

W. O. MITCHELL, County Agricultural Agent, Clearfield County, Pa.

LOCAL visual aids of some form have been used in the majority of meetings held by the Clearfield County Agricultural Extension Service in the last 23 years.

Our picture taking dates back to 1926 when pictures of various agricultural projects were photographed with the aid of a 2¼ by 3¼ roll film camera, and these pictures after enlarging were used at small meetings to point out good agricultural practices. This first camera had an f 6.3 lens. About 1930, with the use of this camera, we began making up standard-size black-and-white slides and continued their use until 1938. During those 8 years we made up approximately 183 slides for local use. A bedsheet or a white wall was usually used as a screen.

Enter the Exposure Meter

One of the early drawbacks to getting good pictures was correct exposure under the varied conditions that extension pictures must be taken. In 1938 a photoelectric exposure meter was purchased. The local photographer stated that the value of our pictures increased by 50 percent after we began using the exposure meter. This is one of the most valuable picture-taking aids we have used.

The executive committee of the County Extension Association was already relying upon the use of visual aids in extension teaching when color film made its appearance. In 1938 they authorized the purchase of a 35-mm. camera equipped with a Compur shutter and having an f 2.8 lens. This camera has been used to take approximately 2,000 2 by 2 local pictures showing good farm and home practices. The slides are filed in a cabinet built especially for the purpose that permits rapid selection of the slides for getting a series of slides ready for a meeting.

As soon as we began using color we found that the sheet used for showing black-and-white pictures did not make a satisfactory screen, and a beaded screen was purchased. A solid tripod was also found to be a necessity in getting sharp pictures.

In 1941, a plate-back camera was purchased with the idea of furnishing farm pictures to the local papers. The papers seemed to be glad to get pictures and readily accepted good pictures that told a story. The paper shortage as a result of the war ended our plans to use many pictures in the local papers. Since 1946 the papers have again been using as many pictures as we have to offer them.

In 1942 we began taking movies. The war made it difficult to get film, but we tried to make up one or two 400-foot reels each year. We now have nine reels of agricultural movies, two of which are devoted largely to 4-H Club work. One reel of a local yoke of oxen doing all kinds of farm work usually makes a hit with both town and country people. People like to see themselves in the movies, and advertising a meeting where local movies will be shown usually brings out a good crowd. Local colored slides plus local movies make a combination that is hard to beat.

My Most Popular Picture

"Crop Insurance," a picture taken in 1942, has been one of my most successful pictures. It shows a 10-row potato sprayer in action in a large potato field. This picture won third place in the farm machinery division of the WJZ Photo Contest in 1947. It has since appeared in several national farm magazines and was used by WJZ in a farm calendar.

Each year a part of the extension budget is set aside for film and other equipment. The executive committee of our County Extension Association believes that colored slides, motion pictures, and black-and-white pictures are essential in an over-all agricultural teaching program.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

New B Vitamin

THE family of B vitamins has been increased by B_{12}. This vitamin, a red crystalline substance, was recently isolated from liver as a bacterial growth stimulant in the laboratories of a chemical and pharmaceutical company. H. R. Bird and his fellow workers in the Bureau of Animal Industry have found that B_{12} is identical with an "animal protein factor" known to exist but not isolated. The "X factor" found by C. A. Cary and A. M. Hartman of the Bureau of Dairy Industry is closely related to if not identical with the new vitamin.

Dr. Bird found that B_{12} is needed for growth of chicks, the need becoming intensified as percentage of protein in the diet is increased. Deficiency of the vitamin retards growth in chicks and in hens causes high mortality of embryos. He found that B_{12} could be administered to chicks in feed or by intramuscular injection. One injection of 1.25 micrograms so stimulated growth in chicks as to show B_{12} to be the most potent of the water-soluble vitamins.

Pyrethrum Synthesized

PYRETHRUM, an insecticide made from the flowers of plants that must be imported into the United States, has long been important because it is a potent insect killer and yet is comparatively harmless to man and animals. Now for the first time, pyrethrum-like chemicals that kill insects have been made synthetically. This development, the culmination of about 17 years of study in the laboratories of the Bureau of Entomology and Plant Quarantine by F. B. LaForge, M. S. Schecter, and their associates, is considered comparable to the synthesis of rubber.

The structure of the toxic chemical in pyrethrum was discovered about 2 years ago. Further intensive study has recently brought about the synthesis. Entomologist W. F. Gersdorff, in laboratory tests with the compounds produced, found one of them to be six times as toxic to housefies as natural pyrethrum.

This discovery has great possibilities. But much remains to be done in the laboratory before synthetic pyrethrum will be commercially available.

Farm Produce Up in the Air

NO, we are not referring to the high cost of food but to air transport of fruits and vegetables. The Civil Aeronautics Authority wanted to know whether the high altitudes reached in air shipment would be damaging to perishable agricultural commodities and got the Secretary of Commerce to request the Secretary of Agriculture to find out. A study was made by the Bureau of Plant Industry, Soils, and Agricultural Engineering in cooperation with the Lockheed Aircraft Corporation, which maintains equipment at Burbank, Calif., for making altitude tests. Extensive tests on 34 fruits and vegetables indicate that the quality of such produce is not impaired by the conditions of normal flight and that special equipment in cargo planes for maintaining sea-level atmospheric pressure will not be necessary apparently, farm produce of the kind under test is not harmed by normal flight so long as temperature is kept low and humidity is controlled.

In the giant Lockheed altitude chamber, flight conditions are simulated by decrease in air pressure for ascent and increase for descent. Temperature and humidity as well as "altitude" and rate of "climb" are controlled. In one test, trays of fresh fruits and vegetables were placed in the chamber and simulated ascent was made at the rate of 3,000 feet per minute to an altitude of 30,000 feet, with descent at the same rate. When a warm, dry flight was simulated, produce which had not been precooled became dull and wilted after 2 hours. Some products lost 6 to 15 percent in weight. When precooled to about 40° F. and at a relative humidity of 55 to 75 percent, the fruits and vegetables remained fresh and lost very little weight.

DDT Displaced in Dairy Barns

IN the days when DDT was being hailed as the miracle that would at last bring victory in man's battle against many harmful insects, warnings that further study of its effects was needed were usually brushed aside. But now, after several years of study, toxicologists state that DDT should not be used for controlling insects on dairy cows or in dairy barns.

Food and Drug Administration and Department of Agriculture scientists found that DDT thus used finds its way into the milk. Though the quantity of the insecticide that gets into the milk is extremely small, Food and Drug officials feel that even small quantities in a food such as milk might in time prove harmful, especially so as milk is the chief diet of infants and children. There is no evidence, however, that anyone has been harmed by consuming milk from DDT-treated cows. The recommendations against its further use on dairy cattle and in dairy barns are precautionary.

The entomologists of the Bureau of Entomology and Plant Quarantine are recommending a substitute for DDT in dairy barns. Methoxychlor, a new compound, can be used for the same purpose as DDT, and it is not a health hazard.

The federal entomologists have not changed their recommendations for the use of DDT in controlling insect pests on livestock other than dairy cows, or for fly control in barns and elsewhere where milk is not subject to contamination.

We Study Our JOB

What Are Exhibits Worth?

TO get 80,000 people out to see extension exhibits is worth a story; especially when many of the folks "clocked in" did not attend extension meetings regularly. Getting 16,000 people to request publications during this tour of exhibits in 30 counties is still more to the credit of visual aids and the Iowa extensioners who planned them. Requests for publications on the subject matter displayed in the exhibits came from every county in Iowa as well as from other States.

This caravan of 13 exhibits in Iowa's Farm and Home Labor Saving Show gave farmers and homemakers ideas on how to make their farms and homes more efficient and comfortable. The information presented through these exhibits was well received, and as a result many farm people have made use of the suggested labor-saving devices.

A study made in Cass County, Iowa, brings out some reactions of farmers and homemakers who attended the show in Atlantic, Iowa. When asked "Do you think it was the kind of show that is beneficial to farm people?" nearly all of the farmers and homemakers interviewed gave an enthusiastic "Yes." Nearly all of them said they would attend a similar show if one were planned the next year. Some of the people expressed a desire to hold an annual show of exhibits of this nature.

The farm people were particularly enthusiastic about being able to talk to the specialists in person about the different exhibits. A third of the people said this was the first time they had an opportunity to talk with extension specialists. Later, more than half of the specialists and supervisors who had taken part in the show reported an extensive increase in requests for more information on practices recommended in the exhibits. These requests came from people who attended the show as well as from people who heard about it.

The four exhibits of most interest to farm operators attending were: Weed and pest control, water and sewage systems, good pastures and pasture improvement, and farm safety. Homemakers indicated they were most interested in the exhibits on arrangement of kitchens, home storage of clothes, kitchen and laundry labor savers, and farmstead planning and remodeling.

The farm people interviewed were asked what other fields of interest they would like included in another exhibit. In response to this, farm operators indicated the following: Electric pig brooding, automatic water, conservation practices, more emphasis on livestock, and farm implements. Homemakers made these suggestions: Gardening, landscaping, flowers, interior decorating, house plans, child development, sewing short-cuts, and foods and nutrition.

Findings in this study are based on personal interviews with farm operators and homemakers in 228 households in 78 sample areas in Cass County. Fifty-eight farm families in the group interviewed had attended the show of exhibits.

The study was divided into three sets of interviews or surveys. A "pre-show" series dealt with the farmers' attitudes toward changing practices; familiarity with the services offered by the Extension Service, and the use of such services in the past; and the current use of practices that were to be recommended at the Cass County show held on February 25, 1948.

The second survey in the series was taken a month after the show, to learn what families attended the show, their attitudes toward the things they saw, and which ideas they intended to adopt.

The third survey was made 7 months after the Cass County show to determine what practices recommended at the show had been adopted by the people attending. Each farm operator and homemaker was asked if the practice was in use and when it was adopted. The study brings out that the people interviewed had adopted more than one-third of the practices that they decided to adopt after seeing the exhibits; another third were planning to follow some of the recommended practices.

The most widely adopted practices were those in the following areas: Farm safety, pasture improvement, poultry brooding and housing, dairy sanitation, and weed and pest control.

Although these practices had all been recommended by Extension for a number of years, they had not been generally adopted. Apparently the exhibits had the necessary visual appeal to motivate some of the people to act.

As would be expected, the people differed in recognizing the original source of what prompted them to change a practice, and the actual source of information and help needed when the change was made. They were asked the question: "If you were going to make any of these changes, where would you get the necessary information to help you?" Most of them mentioned the Iowa State College or Extension Service as the source of information they would turn to. Newspapers and magazines were second in order of frequency mentioned as their source of information; and "personal experience" and "other people" were rated third.

This Cass County study was planned by the Iowa Extension Studies Committee and carried out by Neil Raudabaugh, leader of studies. More details are given in Iowa's report of the study, entitled "An Evaluation of the Farm and Home Labor Saving Show in the Atlantic, Cass County, Iowa, Trading Area, 1948."

One Story From Beginning to End

AMOS MONROE, Assistant County Agent, Clay County, Miss.

VISUAL aids are used in our county extension work when we want to put across some particular program. A program is most effective when we use slides and pictures of local people and their projects and demonstrations.

We try to do this by telling a story from its beginning to its end. Some of the more important demonstrations that we are presenting to the people through the medium of visual aids are pastures, fertilization, 100-bushel-per-acre corn, farm machinery, conservation, dairy production, and winter grazing.

Many 4-H activities, such as camps, social affairs, Club Congress, and livestock shows, are photographed and later shown to groups of 4-H Club members. Each year, just before the time for our annual 4-H Club Camp, we show on the screen pictures of the previous camp. When action scenes of camp organization, softball, swimming, stunts, crafts, volley ball, horseshoe and washer pitching, and folk dances are shown to a group of youngsters, a great deal of interest is aroused, and we have a definite increase in camp attendance.

Visualizing Quality Milk

Visual aids with 4-H demonstrations have worked well together at quality milk programs throughout the county. These programs, held in connection with a milk plant drive for a better quality of milk, were presented to more than 5,000 people in 1948. The visual aids were in the form of an educational movie, and the demonstration on the production of clean milk was given by two 4-H dairy club members. Sediment tests made after these programs showed cleaner milk with a lower bacterial count.

We try to take detail pictures of each subject we want to teach by the use of visual aids. Some of the pictures are not usable, because some unnecessary shots will unavoidably be made in getting a complete picture story.

To get a complete picture story, here is the way we did it on a 4-H project, "The Conservation of Farm Machinery": with color film for slides, pictures were first taken of farm machinery that had not been properly cared for—machinery that had been left in the fields when the crops were "laid by" in late summer. After a survey of a community had been made by two 4-H Clubs to determine the amount of machinery that was not properly cared for and to determine the extent of loss, the information was printed on cards and photographed. Then photographs were taken of the two club boys demonstrating the proper care of farm machinery from the time it was removed from the field to the finished job of cleaning, oiling, painting, and putting under a shed.

These pictures have been shown to audiences of both adults and 4-H Club members.

In beginning a visual aids lesson, we flash a picture of the extension sign on the screen and explain briefly what it means. At the end of the lesson we again flash the sign.

Old and Young Use the Playground

A COMMUNITY playground is credited to the Lyon Home Demonstration Club of Coahoma County, Miss., according to Mrs. Judson Purvis, home demonstration agent.

Before voting to undertake the playground as a club project, members noted that in the 55 white families in Lyon there are 40 children ranging in age from preschool to early teens. Although the town is small, lawns did not provide enough space for the games children play, and many were playing in the street. Too, the need for supervised play was recognized.

Work on the playground began with construction of asphalt tennis courts and the baseball diamond. The county furnished labor and machinery without charge.

Necessary pipe, welding, and wood for playground equipment were largely donated by local welding and lumber companies. A total of $197 in cash was provided by individuals and firms of Coahoma County.

A field day was held to clean up the playground site, a city block long and 50 feet deep. Club members, their husbands, children, and others helped cut weeds and remove general rubbish.

As the playground neared completion, a considerable variety of equipment became available for the children. A sand box was constructed for smaller children. Five seesaws, three of the usual size and two for smaller children, were provided. There are a ping-pong table, whirling swings, the usual playground swings, a badminton court, croquet set, and lawn furniture.

Other games include horseshoes, Chinese checkers, and pick-up sticks.

Particular attractions are wading pool, improvised from a large army-surplus rubber raft, and a steel sliding board. Most of the cost of these items was paid when the club had the opportunity of serving the Mississippi State Alumni banquet in July.

Mrs. Dorothy C. Jones attended the supervisory school and was paid to supervise the playground. She was assisted by Jean Carroll, local college girl who volunteered her services.

During the vacation season, an average of 15 children were all-day visitors at the playground, with others coming at intervals. Mothers served refreshments on special occasions.

No accidents have occurred on the playground during supervised play hours.

Adults as well as children have access to the tennis court. It is planned to add a barbecue pit next year so that the picnic tables now provided may be put to full use by family groups.

Tools That Pay Dividends

RAY T. NICHOLAS

County Agricultural Agent, Lake County, Ill.

VISUAL aids are effective in capturing attention and holding interest. Pictures in Farm Bureau publications, enlarged prints exhibited at meetings, and 2- by 2-inch color slides have served me as valuable teaching tools.

Each has its own distinct purpose. The pictures in the Farm Bureau publication are used primarily to create reader interest. Two types of pictures are used—those that show personalities and those that tell a story. Both black-and-white and color pictures are taken at all extension meetings, tours, and demonstrations. A picture of the speaker in conference with members of a particular committee or with a number of cooperators is usually taken before or after the meeting.

These pictures are used to create interest in the story about the meeting and exhibit at future meetings, and if they are color pictures they are made into slides for projection at future gatherings.

I have observed that stories in the Farm Bureau publications are much more widely read when accompanied by a picture. People are interested in people. They like to see themselves and their neighbors in pictures. It takes time to write good stories. Therefore, if by the use of a picture we can get more people to read our well-written stories, the time spent in taking and making good pictures will pay big dividends.

Let's take a cue from the advertisers who spend millions to educate people to use their product. I wonder how many housewives are influenced in buying a certain brand of flour by observing a picture of a lovely cake or how many men are moved to buy a certain kind of livestock feed by looking at pictures of blue-ribbon winners raised on the feed. We have less money to spend than these commercial interests; therefore, we need to use the most effective tools.

I have heard some people say, "Well, doesn't it cost a lot of money to use pictures in your paper?"

I usually reply that it does cost money, but it also costs money to write good stories. And then I usually ask, "What's the use of spending time and money writing stories if the reader's interest is not aroused sufficiently for him to read the story?"

Last year I had a display of more than 150 black-and-white prints at the Farm Bureau and Extension Service tent at the Lake County Fair. These pictures were of all types: People at meetings, demonstrations, tours; pictures illustrating how someone did something; pictures of crop variety tests, fertilizer tests, and numerous others. Hundreds of visitors at the fair came in to see the pictures. They were thrilled to see their own pictures and those of their neighbors and friends. In many instances, seeing pictures of certain farming activities and test plots caused them to ask me questions about different farming practices, soil testing, feeding practices, insect control, and a great many other problems.

Uses Colored Slides at Meetings

I doubt if there is any extension worker who has not found the value of colored slides.

I recently completed holding a series of five 4-H Club meetings in different parts of Lake County. Among the slides shown were several pictures I made at District 4-H Camp Shaw-Waw-Nas-See last summer. These pictures showed the 4-H campers in their various activities and also the beautiful scenery along Rock Creek, which flows through the camp grounds. As a result of these pictures, it appears Lake County will have little difficulty in filling up its camp quota. Everybody wants to go to camp this year. The colored slides aroused an interest far greater than any speech I could have given.

I have taken a number of color pictures of crop variety test plots and fertilizer test plots. In the winter of 1947–48 I showed several colored slides which indicated the performance of various crop varieties and fertilizers. One slide in particular contrasted the performance of a strip of corn growing on land which had 200 pounds of ammonium nitrate worked into the soil ahead of planting, with another strip of corn untreated. So effective was this picture that nearly all who saw it wanted to use ammonium nitrate in a similar fashion the following year.

Another slide, made from a color picture of an oat variety test plot, showed Clinton oats standing erect, whereas on either side the two varieties had lodged. Needless to say, Clinton oats were in great demand the next spring.

The above are only a few examples of the way in which I have used visual aids as an effective teaching device. I feel that I am well repaid for the film used, the time spent in taking and making the pictures, and in using them as teaching devices. I would be at a loss without the two cameras I always carry with me.

Dr. R. C. Bradley, Christie Poultry Farms, Kingston, N. H. (left) presents a gold watch to veteran County Agricultural Agent James A. Purington, Exeter, in recognition of his 26 years of service to Rockingham County poultry growers. Dr. Bradley, former extension poultryman at the University of New Hampshire, made the presentation on behalf of the Rockingham growers at a county-wide poultry meeting at Brentwood.

About People . . .

● New Hampshire has a new State leader of home demonstration work and a new assistant 4–H Club leader. Appointed to the respective positions are Beatrice A. Judkins and Helen A. Bjorkland. Miss Judkins has served as home demonstration agent in Merrimack County since 1945. A graduate of Keene Teachers College, she has also studied at the University of Maine, Cornell University, and the University of New Hampshire.

Miss Bjorkland, county club agent in Washington County, Vt., for the last 2 years, is a graduate of State Teachers College, Framingham, Mass. and has studied at Columbia University.

● Five Tennessee extension workers were awarded 25-year distinguished service certificates at the annual dinner-meeting of Omega Chapter, Epsilon Sigma Phi, in Memphis, on November 4. They were W. C. MITCHELL, Henry County agent; A. J. CHADWELL, extension poultryman; W. C. PELTON, extension horticulturist, and ALEX McNEIL and P. W. WORDEN, district supervisors in test demonstration work.

● With the advent of the new year, CATHERINE PEERY undertook the duties of the newly created position in rural arts on the Virginia extension staff. Miss Peery has been with Virginia Extension since 1933, working as home agent in Highland, Giles, and Rockbridge Counties and as emergency food supervisor for rural youth in the State office. In her new position, she will work with agents and clubs throughout the State in art and music appreciation, drama and literature, handicraft, and handicraft marketing.

Seven extension agents of Puerto Rico were 4–H Club members during their childhood. Pictured left to right are: Roberto Ramos Barreto, county agent at Vega Baja; Miss María Rosa Mayol, home demonstration agent in Adjuntas; Miss Rosa A. Vargas, home demonstration agent-at-large in Bayamón; Pedro J. Olivencia, county agent in Trujillo Alto; Miss Ida M. Reboyras, special agent for cooperatives and consumer education in Arecibo; Miss Carmen Renta Geli, home demonstration agent at Villalba; and Luis F. Martínez Sandín, county agent at Trujillo Alto.

● On January 1 the Virginia Extension Service lost through retirement one of its early pioneers in the person of SALLY GUY DAVIS. Before her appointment as district agent in 1924, Miss Davis served briefly as assistant home agent in Clarke County and as home agent in Goochland County for 5 years. Commenting on her retirement, Assistant Director Maude E. Wallace said: "In her key position as guide and adviser to home demonstration agents during these years, she has done much to develop the philosophy and shape the program of home demonstration work in Virginia."

Miss Davis is succeeded by Lucy Blake, formerly district agent at large. A native of North Carolina, Miss Blake holds a B. S. degree from Woman's College, University of North Carolina, and an M. A. degree from Teachers' College, Columbia University.

● EDWARD W. JANIKE of Omaha has been appointed State 4–H Club leader at the University of Nebraska to succeed the late L. I. Frisbie. "Ed" was brought up through the 4–H ranks and is thoroughly familiar with the 4–H program. He graduated from the University of Nebraska in 1930, with a major in animal husbandry. He has been associated with extension work since 1930, having served in several capacities with the Nebraska Extension Service. In 1945 he resigned to become secretary of the Omaha Livestock Exchange.

● FLOYD S. "DUTCH" BUCHER, when he retired from the Pennsylvania extension staff on March 1, had completed 36 years of county agent work in Lancaster County—the county where he was born and reared.

"Dutch" considers discovery and promotion of Golden Queen and Lancaster Surecrop corn varieties as most notable of early achievements in

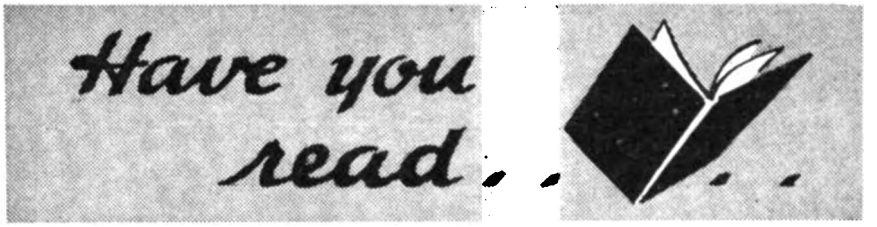
county extension work. More recently he was one of the first men in the State to encourage the use of hybrid corn, now almost universally used in the county.

"The Flying Dutchman," a name earned by his familiar figure seen scurrying around the countryside on his motorcycle, received recognition for his work in many ways. At the 1947 meeting of the National Association of County Agricultural Agents, he received the Distinguished Service Award; and last year he was presented with a Certificate of Recognition for outstanding extension work at the annual conclave of Epsilon Sigma Phi.

● In January DIRECTOR H. H. WARNER of Hawaii began establishment of part-time extension work on Lanai. Haruo Honma, who for the past 2 years has been working with J. L. Stormont in the 4-H department at the University of Hawaii, plans to spend 1 or 2 weeks of each month on Lanai setting the wheels of extension progress in motion. After the 6 months' experimental period, a full-time agent may be assigned if there seems to be need for the service, Mr. Warner says.

● Top honors were carried off by DEL H. LANDEN, Platte County agent, at Wyoming's second annual photo contest. Landen's purple-ribbon entry that won for him the grand championship trophy and cash awards was a colored flower grouping in a home beautification project. Reserve championship honors went to BEN C. KOHRS, Campbell County agent, for his black-and-white photograph illustrating soil conservation practices. Other agents winning cash awards and certificates of merit included HAROLD HURICH, Sublette County; MYRTLE B. BANG, Lincoln County; RAYMOND E. NOVOTNY, Albany County, and S. E. WEST, Niobrara County.

● On February 7, a pioneer in the field of extension entomology passed away. DR. E. G. KELLY of Kansas died at the age of 68. He was appointed extension entomologist in Kansas on July 1, 1918, and has rendered outstanding service for more than 30 years. His presence will be sorely missed by all who knew him.



RURAL ARTISTS OF WISCONSIN. John Rector Barton. University of Wisconsin Press, 811 State Street, Madison, Wis. 1948. 196 pp. Illustrated.

● Our agricultural colleges have, through the years, been generally fortunate in the caliber of men serving them as deans. By and large, our agricultural deans were not only capable administrators but also men of vision with certain definite ideas about the development of people. One such dean was Chris L. Christensen, who headed the College of Agriculture, University of Wisconsin, from 1931 to 1943. It was largely through Dean Christensen's vision that the University of Wisconsin brought the late John Steuart Curry to the University as "artist in residence." Last year the University published a book, Rural Artists of Wisconsin, as an inspiring memorial to Curry, the Kansas farm boy who became one of the Nation's outstanding artists. It was perhaps in the inspiration Curry gave to many Wisconsin folks of simple background to express their inner feelings through the creative arts that he will some day have earned his greatest fame.

Rural Artists of Wisconsin is more than a book. It points the way in the direction we must go if we want to help more people find an answer to the problem of getting the highest degree of satisfaction out of life. The book reveals the case histories of 30 Wisconsin people who had heard of the rural arts project conducted by the Agricultural Extension Service. Some had little education. Some were very poor. But all felt an inner urge to do something creative. Their imagination was kindled when they heard of the project carried on by the Extension Service and the Rural Sociology Department under John Steuart Curry's direction.

A modern view of personality development is that one of life's deepest satisfactions is self-expression. One of the greatest weaknesses in our society is the trend among people to rely on buying whatever they want. This trend is a product of our mechanized age. Buying what we need brings satisfactions when we confine it to material items like automobiles, tractors, electric refrigerators, and things of that kind. But it doesn't work out so well in satisfying our spiritual wants.

The significant point about the 30 case histories revealed in Rural Artists of Wisconsin is that each case history shows how the individual responded to the deep-seated impulse for self-expression. This impelling force, revealed in the lives of these 30 persons, is present in all of us, irrespective of our station in life. It required relatively little stimulation from the outside in the 30 case histories given. Each case history is accompanied by reprints of the respective individual's drawings.

In terms of education I regard the Wisconsin Rural Arts Project as a wonderful demonstration of what can be done to help people find creative outlets. Every rural county has folks with similar possibilities for creativeness. The spark to set them off can logically be expected to come from the Cooperative Extension Service. Considerable tribute is due former Dean Christensen on having inspired the project; to the late artist, John Steuart Curry, on having given it such wonderful leadership; to Mr. John Rector Barton on having so attractively documented the case histories; and to the University of Wisconsin Press on a fine job of printing and binding. I should like to see the book in every extension library. I should like to see extension workers and rural groups engaged in the planning of extension programs read the book and familiarize themselves with its message.—*M. L. Wilson, Director, Extension Service, U. S. Department of Agriculture.*

Do you know . . .

HERMAN J. BAADE, agent for 34 years in Napa County, Calif.

A LOT of water runs under the bridges in 34 years of Extension work. It can be said in a figurative way that almost every rural acre of Napa County, Calif., bears the footprints of Herman J. Baade, county agent. And those footprints have been good for the county.

Since he was assigned to Napa County on August 1, 1914, he has personally supervised the installation of more than 2,000 septic tanks and more than 250 miles of drain pipes, trained hundreds of fruit growers in a modified pruning method, run levels and set stakes for flood control levees and irrigation systems, and performed many hundreds of services in a California county which produces 30 crops commercially. Most of those years Baade carried the extension load in his county alone, but now four agricultural agents, two home demonstration agents, and two stenographers make up the extension staff in the county.

Many of the successful leaders in business and agriculture of the county today were formerly 4–H Club members whose projects he supervised over the years.

Herman J. Baade.

Before joining the extension staff, Baade was manager of a farm and taught classes in agriculture at the Napa High School.

Demonstrations by the Dozen

(*Continued from page 123*)

clear spring day), spelled out success for the whole event. A hard road, running through the Jarrett farm and near the buildings, provided easy access. Demonstrations were spread out to avoid conflict and confusion, yet the lay of the land permitted six to be viewed, at varying distances, one at a time. By prearrangement, the crowd (without knowing it) was encouraged to rotate among the different projects at periodic intervals. Veteran trainees of the county, divided into groups, showed the way for other spectators.

Most demonstrations operated on hourly schedule, each period a complete unit in its phase of the day's program. The large crowds, effectively organized, showed businesslike zest and intentness at each of the different stops.

Direction signs posted along approaching highways and about the premises served their purpose. An information stand set up at the main entrance distributed mimeographed information on individual events. A sod field to the rear of the barn afforded ample and convenient parking. Visitors drove in and out at will. Six State policemen handled traffic at nearby highway intersections and at the farm. Toilets had been specially constructed.

A Red Cross tent, set up by the Lycoming chapter, proved the foresightedness of the planners when minor mishaps required first aid. Two county granges, Eagle and White Hall, supplied hot dishes and other refreshments. Those in charge had no way of knowing in advance whether the attendance would reach 500 or possibly 5,000. They planned adequately and were handsomely rewarded. Visitors were pleased. Their interest reflected the worth, to them, of the county's biggest 1-day program in out-of-school agricultural education. County Agent Anders says that the event has already stimulated farmer requests for additional extension information.

Home Economics Scholarship

An annual scholarship to aid a deserving young woman to enroll in or complete her home economics education at Ohio State University has been established.

This scholarship, made possible through the initiative and voluntary action of the State and various county home demonstration councils, will be known as the Minnie Price Scholarship in honor of Miss Price, home demonstration leader in Ohio since 1923.

Work on establishing the scholarship was begun early in 1948 by the State Home Demonstration Council. Through the home demonstration councils in the various counties, 67 counties participated in the funds drive, with 29 counties each contributing $100 or more.

Largest contribution, of $200, came from Columbiana County, the committee said, and funds are continuing to arrive. By the end of December, the committee had passed the original goal of $5,000 by several hundred dollars.

As funds accumulate, the State council believes that eventually more than one scholarship can be awarded per year. At present, plans are under way to get nominations for the scholarship from the county home demonstration councils.

It is the hope of the State council committee that the young woman selected for the scholarship will either have an interest in home demonstration work or will decide to become a home demonstration agent upon completion of her college work.

Iowa Women Take "Good Neighbor" Tour

(*Continued from page 129*)

mutual problems, and each group became better acquainted with the other's extension program.

As a result of the tour, Washington County homemakers have a better idea of the economy of the neighboring States; they have enlarged their list of friends and broadened their horizons. As one woman said, "We are too quick to judge the peoples of another States by migrant workers from that area. I'm glad I've met the real people as we did on our trip." As the women give reports in their communities of the things they saw, the vision and understanding of others will also be broadened.

Trip Suggestions

As a home demonstration agent who had just experienced her first organized tour, I would suggest the following "do's" for planning such a trip:

1. Allow plenty of time to set it up. Three months is none too long.

2. Establish the goals of the tour and include activities that will accomplish those goals.

3. Enlist the help of your State home demonstration agent leader and those in the States to be visited, and through them work closely with home demonstation agents in each area. They can help you to make the most of the time spent in the area.

4. Work out a definite daily schedule; then let it help the women to enjoy the trip. (We averaged around 200 miles per day which gave time to see points of interest en route.)

5. Encourage a person familiar with an area to ride on the bus to point out things of interest—State extension personnel, home demonstration agents, county agents, or women's chairmen, are excellent.

6. Install a public address system on the bus—it is difficult to make all hear without it when the bus is in operation.

7. Make room reservations well ahead of the tour. If the list of women as they wish to room is sent ahead, checking in will be speeded up.

8. Reservations for evening meals can usually be arranged ahead of time. To facilitate breakfast and luncheon, check with the restaurant manager as to food supply and help before the group enters. This is essential if time is important and reservations have not been made. Avoiding rush hours for noon meals is good. Sometimes it is wiser to split the group to eat at several places.

9. Be sure the women understand that a week's traveling is strenuous. State of health may be more important to consider than age. If each person limits herself to one suitcase that she can handle, the baggage problem is lessened.

10. Obtain as good a bus as possible; good springs and comfortable seats make the trip easier. If several companies operate in an area, bids may be obtained. A friendly, cooperative driver is an asset.

11. If the women have studied the area ahead of time, the trip will mean more to them.

12. Make plans for them to discuss their tour in as many clubs and communities as possible when they return.

13. Check roads and bridges with the bus company—some have a load limit. As a 37-passenger bus loaded weighs some 16 tons it is important to plan ahead. Plan carefully if the trip includes side trips off main highways. Here the roadbeds, bridges, and width of roads and turns are of great importance.

Institutes for 4–H Leaders

Nearly 10,000 local adult and junior leaders of 4–H Clubs throughout Minnesota received special help in more effective leadership through a series of county-wide institutes which began the first of the year and continued through March.

The 4–H leaders' institutes were held in every county, according to A. J. Kittleson, State 4–H Club leader in Minnesota. They gave special attention to discussions of advanced livestock and home economics projects, emphasizing the importance of giving boys and girls a challenge to continue in 4–H Club work longer. They also presented effective materials for demonstrations and gave helps on recreation and work in judging.

NATIONAL FARM SAFETY WEEK

A Proclamation by the President of the United States of America

WHEREAS unsafe practices continue to cause needless injuries and death to farm people; and

WHEREAS widespread adoption of safer ways of working and living would save thousands of people from tragic injury or accidental death;

NOW, THEREFORE, I, HARRY S. TRUMAN, President of the United States of America, do hereby call upon the Nation to observe the week commencing July 24, 1949, as National Farm Safety Week, and I request all organizations and persons interested in farm life and welfare to join in a continuing drive against practices which endanger farm people in their homes, in the fields, and on the highways. I also urge each member of every farm family to study the hazards associated with rural life with a view to performing all tasks in the safest manner possible every day throughout the year.

Clover Clan in the Pacific

Kapulena 4–H Clubs in the Hawaiian Islands are building a park! They are using a half acre of wasteland made available by the Honokaa Sugar Co. A plantation bulldozer and trucks did the preliminary clearing. The 4–H'ers carried on from there. They are grading the land and planting grass, hibiscus, palms, and poinciana trees. A basketball court and a baseball backstop have already been built.

And that's not all these boys and girls are doing. They're earning money by growing and selling vegetables. Their goal this year is $300. They've already earned more than $100 on a fifth of an acre of beans.

Tom Okazaki is club leader—one of the most active leaders in the Territory of Hawaii. Tom is a truck-crop grower who has been active in the 4–H movement about 7 years. As a result of his enthusiasm and love for young people, the 4–H Clubs have become one of the most active forces for community betterment in Kapulena.

U. S. GOVERNMENT PRINTING OFFICE: 1949

Movie in Color on

Step-Saving Kitchen

You may get the motion picture on the Department's step-saving U-shaped kitchen to show to groups. This movie is a 14-minute film in color with narration sound track and is 16 millimeter size. One print of the film has been deposited in each State and may be borrowed. Federal and other Government agencies may purchase at the Department's contract price.

For further information about buying or borrowing prints, write to the Bureau of Human Nutrition and Home Economics, United States Department of Agriculture, Washington 25, D. C.

Copies of a printed bulletin, "A Step-Saving U Kitchen," MP 646, have been sent to States.

AUGUST
1949

EXTENSION SERVICE Review

Checking plans for a silo under construction in Virginia

In this issue—

EXTENSION SERVICE Review

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Next Month

• **A new extension field but an expanding one, that of consumer education, will be featured. The front cover sets the pace, and the back cover shows graphically how facts about foods are retailed to the ultimate consumer in New York where an excellent consumer education program is under way.**

Veteran of a year as field agent in marketing and consumer information in Kentucky, Mrs. Miriam J. Kelley, a former home demonstration agent, will tell of her work, the methods she uses, and what she sees in it. "Hard work? Of course," she writes, ". . . but along with the physical exertion, the challenge in realizing how far reaching the program may become, and an entirely new field of cooperation between many individuals and organizations." You will find her account of how she holds interest in her radio broadcasts readable as well as informative.

Loa Davis, another and more recent home demonstration agent recruit, now extension economist in marketing working on consumer education problems for the Federal office and former home demonstration agent for Frederick County, Md., reviews some of the activities now going on.

Another article which will attract your attention becouse it is out of the ordinary is Bob Pinches' pungent and pithy paragraphs on the methods used to choose 4–H leaders. He startled his fellow 4–H agents in Minnesota at their annual conference with his description of these methods and the visual aids he used in presenting them. He has posed for some pictures with a few of these visual aids.

When a home demonstration agent impersonates Cinderella and moves from office poverty to luxury overnight how does she feel? Mrs. Carrie N. Herring Bennett of Winston County, Miss., has just had that glamorous experience and writes about it.

Virginia Homes Modernize

MARY B. SETTLE

Extension Home Improvement Specialist, Virginia

A long-time housing program has steadily gathered momentum in the past 9 years. The Virginia Experiment Station began collecting data; agents received special training; other organizations were interested; builders and dealers were helped; and two specialists were added to the staff to keep up with the growing interest.

THE need for better housing was recognized officially by the Virginia Federation of Home Demonstration Clubs and the State Home Demonstration Service back in 1940 when they asked the experiment station for more hard facts on the present situation. Dr. W. E. Garnett, rural sociologist, took the job and began a study of the 1940 housing census and related materials. The war interfered; but in 1946 visits were made to 1,000 homes in 6 counties, and the picture of Virginia housing began to develop—a picture which emphasized the 2 extremes of very good and very poor rural homes.

Data recently reported in an experiment station bulletin, show only one-third to one-half of Virginia farm houses in good condition, reasonably convenient, and attractive in appearance. One-third need major repairs. More than one-half are below desirable standards in convenience and arrangement. More than 100,000 of the 209,208 occupied farm dwellings (1940 census) are considered "substandard in construction, condition, convenience, or esthetic qualities." Approximately about 10 times as many Virginia farm children are being reared in houses valued at $700 or less in 1940 as in houses valued at $3,000 and up. Virginia ranks below the national average in respect to each of about 20 farm housing and convenience indices. Conditions vary widely within the State, of course, among different sections, and economic levels, and somewhat according to tenure status.

The problem in rural areas today is not so much one of housing shortages as it is of the need for improvement in quality and modern conveniences. These needs continue strong in spite of renewed and increased peacetime production and in spite of progress made in repairing, modernizing, and building houses. For example, rural electrification increased from 25 percent in 1940 to 54 percent in 1947 and is estimated as approximately 70 percent at present. The percentage having running water increased from 12 percent in 1940 to 21 percent in 1945 and is estimated now as about 30 percent.

Limited incomes, limited information or education, and indifferent attitudes are three factors which have always been largely responsible for much of our inadequate or neglected housing. In spite of current high national income, more than half of our rural families still have individual incomes too limited to provide good houses and other family needs at current high prices. Many families do not know what housing improvements are possible and within their reach. And the condition of housing is definitely affected by the degree of appreciation of good housing which is possessed by families, whether con-

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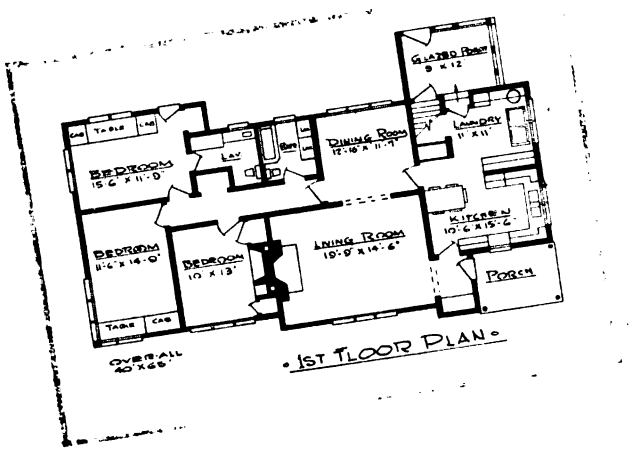
Survey showed need for modernization . . . and wide variety in housing.



Young Homemakers Chose This Plan

CATHERINE M. SULLIVAN
Extension Specialist in Home Management, Illinois

WHAT do farm families consider when they choose a plan for a new house or decide to remodel their present dwelling? In a study of ready-made plans for farmhouses, 31 Illinois farm families were asked to choose from among 8 plans the one most suited to their needs. All the plans were designed specifically for the farm situation. Four were one-story, three were story-and-a-half, and one was a two-story.

As farm families are not able to move readily from one house to another as the family size changes, the farmhouse must meet the maximum need for space. On the assumption that this need is most keenly felt by families with young children, the families in this study had either preschool or grade-school children, with an average of about two children per family. Both owner and operator families were included.

No estimates of cost were given, as the study was concerned with the amount and arrangement of space which the families felt to be desirable rather than with the amount of money they felt they could afford to spend. Although sketches of the exteriors were included with the idea of making the plans more interesting to the families, it was hoped that the choices would be made on the basis of floor plans rather than of exterior design. The questionnaire used placed emphasis on work areas.

Slightly more than 40 percent of these families chose one-story houses. Judging from the comments made during the interviews and on the questionnaires, there are two reasons why 60 percent of these families are not in accord with the trend toward one-story houses reported by some agencies. One reason is cost. If the families were convinced that as much space could be obtained in a one-story house for the same cost as in a two-story, more of them would probaly choose the one-story. A second reason is the problem of heating. These people had questions as to the ease and economy of heating a one-story house as compared with a house of the same size but of more than one story. Of course, custom might also have been a factor.

The most popular plan, however, was of a one-story house chosen by eight families. Living room, dining room, kitchen with dining space, first-floor laundry, three bedrooms, bathroom and separate lavatory, and glazed porch were provided. Some study of the space requirements for which families expressed preferences showed that many of them were included in this plan.

Three Bedrooms Needed

Three bedrooms are regarded as the minimum desirable. All except one of the plans offered the families provided for three. The only two-bedroom house in the group was not chosen by any family, although the number of bedrooms was probably not the only reason. These farm homemakers were reluctant to give up the dining room. This is no surprise, as other studies have shown that the preferred pattern is a dining room plus dining space in the kitchen. One homemaker who chose a plan without a dining room commented: "I would miss the dining room on the farm, for there are always guests to feed; but I guess I could adjust to trays, card table, or 'dining corner' in the living room."

Wash-up space for the men and a place to hang chore clothes is a definite need in the farmhouse. Nineteen of these 31 families consider the basement the place for these activities.

Twenty-five families chose plans providing auxiliary work space on the first floor, such as the laundry in the most popular plan. In discussing what they felt to be desirable features of such space, the homemakers consistently reported that they preferred work areas which were not passageways from the outside.

It is interesting to note that none of the eight families would follow exactly the uses of space suggested on the plan which they chose. Some would prefer a sewing room, office space, or play area instead of the second bathroom. Others would use the basement for laundry and convert the first floor laundry space to other uses such as have been suggested for the smaller bathroom space. From the comments of the families, it seems that farmhouse plans might well include space which could be used as a general-purpose room to provide an extra bedroom when necessary, play area for small children, or family recreation space as the children grow older, office, sewing room, study, or for other purposes.

There were indications that com-

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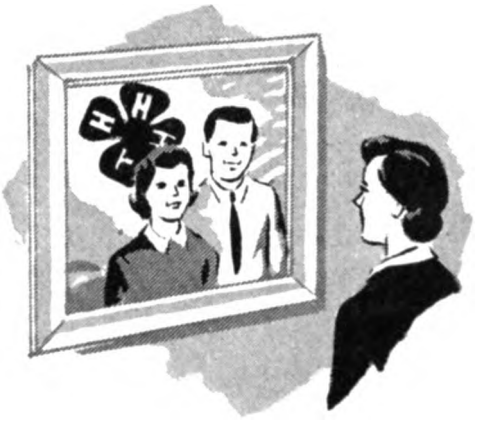
A Parent Views 4-H Clubs



Mrs. Walter Sandberg of Westport, N. Y., is a 4–H mother. Asked to participate in a local achievement program by her daughter who was serving as mistress of ceremonies, she had so many common-sense things to say that County Club Agent Donald Y. Stiles sent in the talk to be shared with other 4–H Club workers.

THE MOTHER-DAUGHTER idea in aprons, dresses, and hats still persists. And they are nice. Now we have the same scheme injected into a 4–H program. When asked to do this bit on a program already filled with good people and their equally good ideas, I was rather doubtful of the wisdom of the plan. I was told I should "smile sweetly and say I'd love to." After much pondering, I managed a grin and a hesitant "Well, I'll do the best I can."

After thinking things over, though, maybe it's not such a bad idea after all—the idea itself, not me. It suggests cooperation and teamwork; and if that doesn't start at home—mother-daughter, father-son, etc., it's hard to start at all. Those same high ideals which should be taught and lived in each home are those which are given places of honor in 4–H Club work.

May I say here that we parents do appreciate the time and efforts of the 4–H leaders and those so generously assisting.

Understanding Leader Is Essential

From where I stand, this 4–H picture looks good and will continue so if painted in the same true, clear colors in which the original masterpiece was done. A very real essential is a leader who understands and likes young people—one who will work with them and at the same time teach them by word and action the lessons and ideals of 4–H. A leader should be able and willing to devote much of his or her time to the club's plans and work and help carry them out. Of course he can't be expected, in this busy world of ours where everyone has three or four jobs to do, to give all of his time—nice as this would be. But neither should that leader expect his or her club members to devote so much of their time to 4–H that school and home work has to be neglected.

Interested Parents Complete Picture

The other half of the picture, the parents, is somewhat similar. We parents need to remember our part of this cooperation scheme. If we make it a point to meet and know the leaders of the clubs to which our youngsters belong, we would have a more personal interest in the things they are trying to teach. We can offer suggestions; maybe they won't be used, but then again maybe they will. It is said of George Washington that he listened to everyone's advice and then did as he pleased. But I am sure the present-day 4–H leaders welcome new ideas if they are offered in the right spirit of cooperation.

We can have—and show—more real interest in the work and plans of our 4–H boys and girls. Give them an opportunity to demonstrate at home the things they learn in their clubs. Talk with them about their work and their play. Let them invite their clubs and leaders to meet in our homes so that we can get better acquainted with them as individuals and learn more about their club projects.

When they plan public affairs let's stand firmly behind them and give them all the moral as well as financial support that we can. These youngsters of today are our civic and social leaders of tomorrow. The attitudes they'll assume are largely up to us. Let's not be too busy to be friends as well as parents!

We'd like them to have consideration for us—so should we have for them. Our often-quoted but not often-lived Golden Rule is a good basic regulation for every home and club.

Every 4–H member has a pledge of heart, head, hands, and health. A similar pledge for parents would undoubtedly show good results.

So let's continue to paint this 4–H picture with sincerity, belief in our youngsters and their leaders, and full cooperation in their work and play. Then—from where I stand—the picture still looks good.

Youth Community Center

Stevenson community in Jackson County, Ala., has made a bold effort to solve their youth recreational problems. Spearheaded by the home demonstration club, other civic organizations such as the mothers' club, junior book club, senior book club, and firemen's club soon joined in the movement; and before long a recreation center for the youth of the community became a reality. Two large rooms over the city hall furnish such entertaining features as table golf, a carom board, and other games. The Boy Scouts use the rooms 1 night a week, and on 3 nights a week the center is open to the whole community. On evenings when the center is not open it may be rented by other organizations.

The City Looks to the County Agent

KARL KNAUS

Field Agent, Central States, Federal Extension Service

INTEREST in expanding cooperative extension work to people living in urban areas is increasing. This expansion has been stimulated by the garden programs of the war period and by the increasing emphasis on bringing to consumers information about better purchasing opportunities of agricultural products. It may in part be due to recent trends toward decentralization of industry and the rapid increase of population in rural areas surrounding industrial centers. The desire of these people to grow at least a portion of their food supply has greatly increased demand on the county agents' time.

Like most new ideas, careful analysis shows that considerable urban work is already under way. For example, Denver now has more than 1,000 boys and girls enrolled in 4-H Clubs and employs a full-time 4-H worker. Several cities including Minneapolis, St. Paul, Syracuse, and others have for many years employed home demonstration agents, as described by Florence Hall in the April 1949 issue of the REVIEW. Regional marketing and consumer education extension projects are now operating in the New York, Boston, Louisville, and other metropolitan areas.

Beginning Where You Are

The work already under way often forms the best basis for expansion. It is only natural that extension work should have first developed with farm people. Although not restricted to farm people by legislation, it was clearly in the minds of extension pioneers that the United States Department of Agriculture and the State agricultural colleges had available more information which applied to the farm and the farm home than they had for city people. Now farmers' problems are less bounded by their own fence lines. Increasingly farm people are finding a community of interest with urban dwellers in the solution of such problems as finding markets for farm products, consumer understanding of good food buys, better community health services, and national agricultural policy.

It is only natural that there should be a shifting of extension activities toward more work with urban people. The Joint Land-Grant College-U. S. D. A. Committee recognized the extension contribution to urban life and noted the increasing numbers of calls upon extension agents for advice and assistance. When the Extension Editors' Advisory Committee met recently in Washington the members asked that the Washington staff brief them on the topic, "Extension Work in Urban Areas." The writer reported to the editors that agricultural agents had opportunity to expand their present work in five major areas.

Agent Serves in Public Relations

First, in the field of public relations, usually the county agent is a member of one of the local civic clubs. He is a member of the chamber of commerce. He has many contacts with businessmen. He finds that these businessmen have a vital interest in many of the same problems he is working on, such as the marketing of agricultural products, community health services, and national agricultural programs. Then, too, many businessmen have a more personal interest in agriculture as distributors of farm supplies and equipment, or because of home gardens, farms they own, or friends who are farmers. They develop a habit of bringing agricultural questions to the agent. They learn to know and like him as a member of their community and respect the work he does. They give him the responsibility for representing the attitudes and interests of rural people.

A second important activity comes about by means of information releases through the press, over the radio, or on the television screen. These are heard, seen, or read by city people as well as by farm people. This has dramatized urban interest in agricultural problems. These releases greatly increase the number of telephone and office calls on matters relating to gardens, small fruits, flowers, lawns, and shrubbery, and familiarize the city people with the work of county agents. Such questions as control of insects on the roses, leaf spot on the lilacs, varieties of grass and fertilizers for lawns, and desirable shrubs for landscaping are asked most often; but the questions asked almost cover the agricultural front. Many agricultural agents hold winter garden meetings with city gardeners, help organize custom spray and other services, and advise dealers in garden supplies on varieties, spray materials, and fertilizers which they should stock.

A third area of service developed during the depression years of the twenties when industrialists and city officials became concerned with the problem of feeding employees who were laid off or working only part time. Industrial gradens and com-

munity gardens were a part of the answer. Indiana, I recall, employed a full-time person to work with industrialists and city officials in developing garden programs. County agents in industrial areas cooperated in developing these gardens; they helped select a location with good garden soil and gave information and conducted demonstrations on cultural practices, varieties, insecticides, and fungicides. In many cases this common interest in the problems of gardening has spread to an interest in other phases of agriculture like the study of the nutritional value of fresh vegetables for the urban family. It is amazing how this interest in gardens has continued since the depression and the war periods.

Reaching Farm Owners in the City

Landlord-tenant relations is a fourth expanding area in which agricultural agents have been working with city people. In the early days of the agricultural adjustment programs, contacts with tenants soon brought out that their landlords who lived in the city had an important part in making adjustments in farm production. This led to specific efforts to have contact with and opportunity to explain the various adjustment programs to city residents who own farms. In many cities businessmen who own farms have joined together into "Farm Hand" clubs of which the county agent is an important member. Many such businessmen now belong to farm management associations which employ a field man to help manage their farms. These form an excellent nucleus for a real and broadening understanding of farm problems.

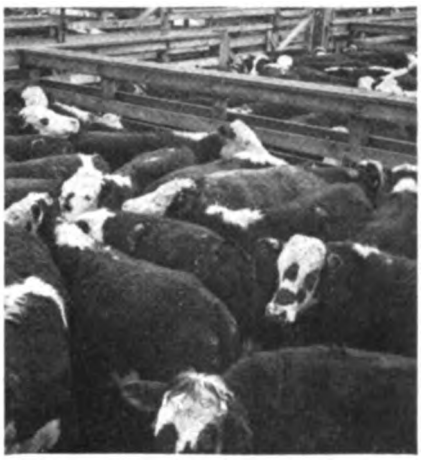
Help for Municipal Landscapers

A fifth area of agricultural service to city people has been assistance in landscaping the grounds of public buildings, planning playgrounds, sodding athletic fields, and rendering similar informational and educational service. In many towns the agricultural agent and the teacher of vocational agriculture are the only agriculturally trained people available for consultation on problems of this type, except perhaps the nurseryman.

A survey in the Northeast recently completed shows that agricultural agents in that area spend one-fourth of their time working with urban people. This has caused county agents to become interested in opportunities for exchange of ideas about extension work with urban people. Some twenty county agents from five Midwestern States serving in counties with large urban populations met at Purdue University in July 1947. There was a fine exchange of ideas, and many suggestions were offered for work with urban people. A group of county agents from Northeast States met at Wilkes-Barre, Pa., in May 1948 for a similar purpose. Indiana county agents have recently asked Associate Director L. E. Hoffman to set up a conference for Indiana agents from the counties with larger cities. The National Association of County Agricultural Agents has, for several years, had an urban extension work committee which has been studying urban work and reporting to the annual conference.

This article only outlines briefly some of the opportunities for service in this field. Extension workers do feel the responsibility for interpreting agriculture to urban people, for helping them in their agricultural pursuits, and for facilitating a common approach on their mutual problems. Funds and personnel are the limiting factors in a further expansion.

City people listen for farm radio programs.



From farm to stockyard to packer and city table.

Need for up-to-date information on growing community gardens brings apartment dwellers in touch with Extension.

Preparing the Way for Speakers

BILL CLARK

Associate Agricultural Agent

Dane County, Wis.

NEVER a week goes by that county and home agents do not present one or more speakers to an audience. The success or failure of that speaker often depends on how you offer him to the audience and the audience to him.

When I was in my twenties I underwent a dressing down from a professional lecturer that I never forgot.

"You're a pretty smooth talker, Bill, but a darn poor introducer."

The bluntness of the old Chautauqua lecturer's attack made me blink. My face and neck flushed.

Two minutes before Red's oratory had boosted the blood pressure of that little Missouri town's 300 citizens at least 20 points.

I thought that was a lot considering the day—temperature 100°—humidity terrific. Even the canvas of the old brown tent which usually sighed and creaked on quiet afternoons hung dead and limp to the supporting ropes and posts.

Red had worked hard on that audience. He'd started off with more stories than usual to "get them going" but attributed his difficulties to the heat.

And now he was blaming me.

"Bill," he said, "a good speech of introduction can make or break a speaker. Most speakers would have succumbed and let that audience die. You can thank the Lord that I'm an old circuit rider, a war horse. I didn't let 'em die on me, but most speakers would have."

Red then gave me the best lecture on introducing speakers that I ever heard before or since. Here's that lecture about as he gave it:

"Even the Saviour of mankind was properly introduced to the world," said Red. "Remember John the Baptist:

" 'I am the voice of one crying in the wilderness. Prepare ye the way of the Lord—Make straight his paths—and every valley shall be filled—and every mountain and hill be brought low—and the crooked shall be made straight—and the rough ways plain—and all flesh shall see the salvation of God.' "

"An introducer is a John the Baptist," he continued. "If God needed someone to pave his way into the world of men, we poor mortals who speak to audiences need good John the Baptists even more than he did."

I never forgot that little lecture. If you want speakers to do their best, audiences to respond favorably, you have to be a John the Baptist.

Neither did I forget a few of the little tricks Red taught me. "Create suspense!" he said. "Make that audience think I'm important—what I have to say is important to them—do it quickly, pronounce my name only once, and that at the end or climax of your introduction, then stand up there like a man and lead the applause until I get out in front."

I've always been grateful to Red. On that hot, muggy day 20 years ago he made me realize that introducing speakers was an art—just as great an art as giving the main speech.

I've stood on the receiving end of good and poor introductions. I've read books about how to be chairman of a meeting and how to launch speakers, but the essence of the art can be found in what Red told me 20 years ago when he was tired and hopping mad.

Red was positive. He didn't tell me what not to do, but it may help you if I begin by enumerating a few of the worst crimes some of us commit. These things are forbidden in a good speech of introduction:

1. A speech of introduction should not be long. The prima donna follows you. John, the Baptist preceded the Saviour, but he was not the Saviour.
2. Good introductions are not chronicles. They do not cover the date of a speaker's birth, the high school he graduated from, the number of his children, or the degrees he holds, unless those past experiences relate directly to what he is talking about today.
3. An introducer is not an apologist. The most terrible introductions are those where the chairman says he's sorry Mr. Jones, the eminent authority scheduled to speak, can't be present but has sent his chief assistant instead.
4. The speaker should not be roasted and made a fool of by the chairman. A little good-humored twitting is fine, especially if the speaker is versatile and can use the nose-tweaking to launch his own talk.

But now let's analyze what Red told me an introducer should do, and add a few things I've learned on my own:

1. The chairman, toastmaster, or introducer has the positive obligation of telling every speaker exactly how long he should talk. Remember this—all speakers, particularly extension people, talk too long. Here's a little trick I learned years ago which helps control some (not all) speakers. I take out my watch and say to the speaker: "It is now precisely 10 minutes to 1. I will get you started at exactly 1. These folks expect you to talk for 25 minutes and to leave 5 minutes for questions. We adjourn at exactly 1:30."
2. The final climatic word of any introductory speech should be the speaker's name. Don't say "I now present Professor

Jones, chairman of the soils department at our great university." Say, instead, "I now present the chairman of soils at our great university, Prof. Walter Jones." Lift your voice on the Walter Jones and start the applause.

3. Always remain standing until the speaker has taken his place on the platform. Then sit down. If you sit down sooner, the effect is about the same as if you had said "Here he is, boys, and may God have mercy on him."
4. Whatever you say about the speaker should be brief, but it should excite the interest of the audience and challenge the speaker to do his best. Your words should create suspense. The speaker's name should be the climax of that suspense.

There are many ways to create this suspense. You can even do it without words. All of us remember President Franklin Roosevelt's fireside chats. I've always liked to believe that F. D. R., great showman that he was, planned these introductions. Came the zero hour! Time for the speech! And suddenly the radio roared with static! A far-away announcer might be heard to say hurriedly, "Just a moment, please." The confusion increased as if some supernatural hand were trying to bring all the air waves of the universe into one single focus, and then suddenly out of the tumult came a calm voice: "And now, ladies and gentlemen, the President of the United States."

You might introduce a specialist from the college like this: "And now, folks, we've worried along for years with the problem of thistledown blowing over the countryside at harvesttime. We couldn't cut all the thistles because we didn't have time, and cutting destroyed part of our crops. But now at long last the man in the laboratory has brought us new hope. He's developed a new chemical which destroys the weed and leaves the crop. Thistles can be destroyed easily. To tell us about this new material, to help us with this problem, there has come to us today a man who has fought more weeds than anyone else in Wisconsin. He literally smells from this new weed killer, 2,4–D. Our good friend and adviser from the University of Wisconsin, Prof. George Brown."

Watch critically the next time you're at a banquet. You can always tell the dub from the artist by the way he attacks his first important job—introduction of the guests at the head table.

Many otherwise good toastmasters do this job badly because its significance never dawned on them. A few make the horrible blunder of requesting the audience to withhold applause until all have been introduced to save time.

Nonsense! Done right the applause takes only a few seconds. Further, it's the job of a toastmaster to provoke applause—not to suppress it. How better to warm up the audience than by getting them in the habit of applauding vigorously for six or eight distinguished guests?

How then to do this important job quickly and effectively? By being absolutely certain that each distinguished guest knows exactly when to rise for his bow and that the audience knows when to applaud.

Here's an example:

"You're probably wondering who these fine-looking people are sitting at the head table. We're going to present them to you. I'll begin at the left (point), and as I pronounce the name of each guest will he please rise and take a bow.

1. The distinguished chief justice of the Supreme Court of the State of Wisconsin—Justice Marvin Brown.

   Applause.
2. Our next has defied the old proverb that a prophet is without honor in his own country. He is with honor at home because his neighbors selected him to represent them in the legislature. He is with honor here because he's a member of our association—our secretary—Harry Olson.

   Applause.
3. How drab this table without ladies to lend color. One of our most charming and, I think, colorful employees—Mary Jane Jacobs.
4. Our next guest served the people of this State for 15 years as an extension man in the field of farm economics. He's still serving us—now more than ever—the new dean of our college of agriculture—Dean Ralph Whitson."

And so on until all are presented.

Follow the technique just illustrated, and you'll find guests rising proudly for their brief moment of glory, the audience will applaud, and you'll be off to a good start.

After I'd given a demonstration one time a little home agent came to me and said: "Here's how I was introduced by the retiring home agent when I came to my county a few weeks ago, 'This is Miss Smith. I hope you will like her'." Following this little gem, the old home agent sat down and took out her knitting while the new girl tried to overcome the barrier her predecesseor had built up with those cold, indifferent words.

Let's launch speakers right. Remember what Red told me 20 years ago:

1. *What* you say about the speaker must make the audience feel that he is important to them now.
2. *How* you say it must create suspense so that the audience is waiting for the speaker, and he is eager for the audience.
3. The speaker's name should be the final climactic words.
4. Provoke applause and stand up like a man until the speaker has taken his place.
5. Remember always—Be A Good John The Baptist!

The Veteran Speaks for Himself

The veterans' committee in Chenango County, N. Y., is one of the most progressive committees in the county, in the estimation of County Agent Howard Matott. This veterans' program was developed cooperatively by the teachers of agriculture and the county agricultural agents.

IT ALL started early in 1948 when the Extension Service scheduled three meetings for veterans, in cooperation with the teachers of agriculture. To these meetings these teachers brought their classes of veterans. The first meeting, held in January, was on the Outlook for Farming in 1948. In February the group met to discuss Soil Conservation and Ways of Getting Started Farming. Their March meeting, the last of the first series, dealt with Analyzing the Farm Business. All of these meetings were conducted by C. A. Bratton of the Department of Agricultural Economics at Cornell. He reports that there was a good attendance at these meetings and the veterans showed a real interest in the programs. They indicated that they would be interested in similar programs next year.

Anythony Kilcoyne, the assistant county agricultural agent who had charge of the project, conceived the idea of a veteran's committee. He felt they might help plan the next year's program. Each of the eight vocational agricultural departments in the county was asked to select one veteran to represent it on such a committee. The committee met in June and made out their program for the year.

Agent Kilcoyne opened the meeting by explaining briefly how the committee was selected and the purpose of their getting together. Dr. Bratton explained the importance of young farmers getting established on a sound basis and the changing nature of the business of farming. In the discussion that followed the veterans pointed out the problems they were facing. After getting these problems listed on the blackboard they indicated the things they thought the Extension Service could do to help them solve these problems. Their program, when it was completed; listed eight projects on which they wanted help during the next year. Four of these they thought could best be handled at county-wide meetings or tours under the direction of the Extension Service. The other four of their projects they decided could best be discussed in their home communities in connection with their veterans training program.

Ask Help on Four Projects

The four projects handled by the Extension Service on a county-wide basis were: (1) Consideration of the future of agriculture including probable prices of farm products for the next few years and opportunities in vocations other than farming. (2) Selection of good dairy cattle and the building of a sound breeding program. A tour was suggested to the artificial breeding headquarters at Cornell University and a discussion during the day of a livestock breeding program. (3) A tour in the county to study soil management, featuring the county soil conservation program and the methods that farmers were using to improve pastures and to produce better hay. (4) A wood lot field day to discuss wood lot management and to see demonstrated the new power tools available for work in the wood lot.

The four projects which they chose to discuss in their local meetings were listed as follows: (1) Selecting a farm. (2) Obtaining credit. (3) Equipping a farm. (4) Farm buildings and farm electrification.

It should be pointed out that the veterans on the committee represented their local schools; thus they were in a position to promote this program so far as the local veterans classes were concerned. As they had helped to make the program, this made an excellent arrangement.

Two of the events that have already been held in 1949 are the tour to Cornell University and the wood lot meeting. About 150 veterans and a few other young farmers attended each of these 2 events. The executive committee of the farm department of the Extension Service in the county feels that the program has been successful in carrying over the veteran's interest from their school training to the Extension Service program. Dr. Bratton in his report of this project says: "The agents of Chenango County are interested in coordinating the extension program with the Veteran's Training Program. In this way these young men are learning how the Extension Service can be of use to them as farmers. To my knowledge this is the first county in New York State to have a committee of veterans to consider general needs and programs for these ex-GI's who are getting started farming."

● Nebraska now has 38 active groups of young men and women, according to a report made by T. H. Alexander, State rural youth leader. The average size is 40 members. Thirteen additional counties have indicated an interest in forming such groups.

To help plan the yearly programs, a series of four program planning meetings was held in February for officers. The program at these meetings featured what young men and women can do in recreation, education, and community activities.

● HAROLD B. WHITE, JR., graduate in recreational leadership and former Boy Scout executive, recently joined the Pennsylvania Extension Service as rural sociologist. He is a native of Amherst, Mass., and received his education at the University of Massachusetts. During World War II, he served 4 years with the U. S. Army Air Corps.

Virginia Homes Modernize

(*Continued from page 147*)

cerned as tenants, owner-occupants, or as landlords.

Extension Service reports show that total numbers of Virginia families assisted each year with construction and remodeling dwellings increased somewhat during the war, even though program emphasis at that time had to be placed on maintenance and safety rather than building or improvement. The numbers of Virginia counties reporting such activities doubled between 1940 and 1945 but doubled again between 1945 and 1948. At the same time, the total number of white and Negro county home agents and assistants increased 81.8 percent between 1940 and 1948, from 66 to 120 workers.

When Virginia reports for 1940 and 1948 are compared, the numbers are not large, but the percentage change in some of the housing figures is gratifying. In respect to constructing dwellings, the 1940 report shows only 183 families assisted, but in 1948 such help was reported given to 1,559 families. This is an increase of 850 percent. In 1940 only 957 families were assisted with remodeling dwellings, compared with 3,811 in 1948—an increase of 400 percent.

The number of families assisted with constructing dwellings not only jumped greatly in 1946 but reached its highest peak in that year. This number has decreased slightly each year since. In regard to remodeling dwellings, the total number of families assisted continued to rise until 1947, then dropped in 1948.

With respect to modern conveniences and better furnishings, the numbers of families assisted also increased greatly in 1946. Although numbers rose sharply in that year they have, for the most part, continued their upward climb in succeeding years for several important items, namely, installing water systems, installing heating systems, selection and use of electric lights and householdhold equipment, and the selection of house furnishings and equipment (nonelectric). The largest number of Virginia families assisted in obtaining electricity was reached

(*Continued on page 156*)

Locating Young Men and Women

IN STUTSMAN COUNTY, N. Dak., the careful work of the home demonstration agent, Mrs. Magdalene H. Clausen, in locating the who and the where of young men and women between the ages of 17 to 30, is showing definite measurable results in an expanded extension program.

A plan for completing a survey of older youth, from 17 to 30 years of age, in Stutsman County was presented by Mrs. Clausen at the 1947 spring meeting of the County Homemakers' Council. Council members who attended the session agreed to cooperate in their local areas and suggested names of neighborhood leaders who might be willing to help.

In those areas of the county not covered by homemakers' clubs, Mrs. Clausen made contacts with interested individuals by letter and home visits so that by November of 1947 reports from 60 of the 64 townships in the county were in the office of the home extension agent. This was accomplished with the cooperation of homemakers' club presidents, 4-H Club leaders, chairmen of township boards, parent-teacher leaders, and other individuals. The results were reported back to Homemakers' Council at the fall meeting of 1947.

Every community leader who completed a blank with needed information received a letter of appreciation for service rendered to the community.

Some of the information obtained in the survey was used during homecanning season when a revised copy of the new time table for home canning, published by the State extension service, was sent to each of 212 young married women who were listed as living in the county. This table had also been sent to all homemakers' club members and 4-H Foods Club members and leaders. A good many young women took time to write a note of appreciation to the home agent for this service.

The results of locating the names and addresses of the young men and women in the county from 60 of the 64 townships showed that 818 young men and 626 young women between the ages of 17 and 30 were living in the county.

In addition to organizing, directing, and compiling the results of the survey made by the women in each of the 64 townships in the county, the home agent and the county homemakers' council president, at both fall and spring meetings of the County Council, stressed the responsibility of each local club in inviting young women to become members of their club or in devising a special plan which would help these young women to organize clubs of their own.

In urging this local action Mrs. Clausen referred to the survey to show the number of young women who were not at the present time receiving the benefit of organized extension teaching. Now what could be done to share this educational opportunity with the young women?

Homemakers' clubs in 6 areas accepted the challenge and helped in organizing 20 new clubs during 1947–49.

Although the membership of these new groups is made up largely of younger women, many more mature women also joined some of the new groups. A comparison of the age groups of Stutsman County women participating in the homemakers' club program now and 9 years ago shows that the knowledge of where the younger married women were in the county was a factor in forming the new groups.

A check made in 1940 on the age distribution of women participating in the homemakers' program showed that the largest group (28.7 percent) were between ages 30 and 39 and the next largest group (24.8 percent) 40 and 49, whereas the age group 20 to 29 comprised 18.5 percent. Since the 20 new clubs have been organized in Stutsman County, the age group 20 to 29 has increased to 24.3 percent, the 40 to 49 group decreased to 22.3, and the 50 to 59 group dropped from 19 to 13 percent of the total membership.

This does not mean that the older women have ceased to take part in the extension program but rather that they have interested more young women in taking part along with them.

Practical Education

NEGRO 4-H CLUB members of the St. Luke School in Bertie County, N. C., have developed a profitable and educational enterprise from a poultry project which began on a small scale, according to M. W. Coleman, Negro county agent.

The group of eight boys and girls formed a small business group with capital of $7 each for the purpose of raising broilers to sell.

After building a modern brooder house at the school and borrowing enough money for the first year's operations, the group had paid back the loan as well as paid for the house and all the equipment before beginning this year's operations.

In March of this year, 250 barred rock chicks were bought from one of the local hatcheries, and arrangements were made for credit on the feed bill. On June 5, not a single chick had died, and each of them averaged approximately 3 pounds, whereupon they were placed on a local market and sold for $221. The total expense for raising them was $130, therefore, a cash balance of $91 remained as profit.

"The venture was started to give the children some practical education in the things they might follow in later life," Agent Coleman said, "as well as to teach them the spirit of cooperation."

So pleased is the group over the success they have had thus far that plans are now under way to enlarge their facilities to be able to accommodate 1,000 chicks at a time, he said.

Young Homemakers Chose This Plan

(*Continued from page 148*)

mercial services in the form of food lockers and improved home equipment are causing farm families to alter their food-preservation practices. These changes are reflected in the amount and arrangement of space which is needed. Farm families who are planning to build or remodel should be encouraged to analyze carefully their needs and wants for equipment before making decisions on plans.

It is difficult to say what proportion of farmhouses are built with an architect's assistance. About one-fourth of these families indicated they would seek such help. If this is generally true, there is need for farm families to be aware of the planning helps which are available and for those agencies interested in farm housing to continue the development of plans and planning aids.

This study was made in a three-county area in northwestern Illinois. The cooperation of 26 families was obtained through visits made some weeks before the final questionnaire was set up. The other families were brought into the group through the interest of two homemakers included in the visits.

The set of eight house plans and a questionnaire asking for information on the present house and for the family's choice of a new plan were sent to each family. The questionnaire included questions as to where certain homemaking activities took place in the present house and where they probably would take place in the selected plan.

Three weeks after the questionnaires and plans had been sent the final visits were made. These were a source of many helpful suggestions; and, as the study was made in the winter, it was often possible to talk with both husband and wife. The sets of house plans were left with the families at the conclusion of the study.

Virginia Homes Modernize

(*Continued from page 155*)

in 1945, the number declining slightly each year since then.

Increased State-wide interest in rural housing led, by 1947, to a demand by the Federation of Home Demonstration Clubs for more specialist help in this field. As a result of their joining forces with other agricultural groups in presenting this need to the State legislature, two full-time housing specialists were added to the extension staff in 1948. One of these is an agricultural engineer, and the other is a home economist.

A number of special developments in the State's housing program, in the previous 3 years, preceded the appointment of the two additional staff specialists. The Extension Service, aware of the accumulated needs and family desires for improvement in housing and equipment, included 14 to 18 hours of instruction on housing in an in-service refresher course held for agents in 1945. The farm structures specialist gave an increasing amount of time to assisting agents with house planning and improvement problems, through leader training meetings, county-wide meetings for families, schools for carpenters, farm visits to individual families, and by redistributing house plans and other material.

A circular on "Farm Home Planning" was prepared by the housing Engineer in the Virginia Experiment Station and published by the Extension Service.

The home management specialist met as many calls as possible for help with kitchen planning and equipment, laundry equipment and arrangement, bathroom planning, and related problems. She prepared and had published one bulletin on "Convenient Farm Kitchens" and another on "Your Home Laundry."

A traveling "Labor-Saving Show" in 1947, with which all home economics and agricultural engineering specialists assisted, did much to stimulate interest and accomplishment regarding labor-saving household equipment. And the house furnishings specialist was handling increased requests for assistance with leader training work on interior finishes and selection and use of furnishings; for furniture reconditioning clinics; and with advice on remodeling of dining- and living-room areas.

The electrification of the farmhouse and the installation of home water systems have been the special concerns of two agricultural engineers in rural electrification and one in farm and home equipment.

The activities of a State Extension Housing Committe appointed by the extension director led to the holding of a State housing conference in May 1947. This conference, held for the purpose of promoting and coordinating programs for better rural housing, was attended by representatives of some forty groups and agencies, white and Negro.

Plans for 1949, with two new specialists in housing, were based upon the in-service training, and the experiences of the State's extension workers in the previous years. The farm structures specialist is now giving more general counsel and guidance in housing than specific housing help in counties. The home management specialist, through leader training, special groups, and farm visits, is continuing to emphasize kitchen arrangement, storage, equipment, and home laundries.

The housing specialist of the agricultural engineering department is carrying forward the specific kinds of housing work to which the farm structures specialist was able to give only part of his time. Special effort is being made to maintain and enlarge the farmhouse plan service. Individual families are being visited and helped with plans for meeting their particular needs. Assistance is being given through discussions and demonstrations in leader training meetings, special interest meetings, carpenters' schools, veterans' classes, and farmer club meetings, simple home carpentry schools, and household mechanics schools. An attempt is being made to get more housing articles published and to develop a better information service.

Expanding Services in 1949

The house improvement specialist of the home demonstration staff is emphasizing and interpreting family needs in housing and helping families to translate needs into practical plans. She is using such methods as leader training meetings, group meetings of families personally interested in specific housing problems, training meetings for federation housing goal chairmen, farm visits to individual homes to advise on plans for making the house meet the family's needs, and developing result demonstrations. Subject-matter materials have been prepared on several subjects for the use of leaders handling particular topics in their club meetings. Illustrative materials are gradually being assembled, some for the use of leaders and others for the specialists' use in group and county meetings. More visual aids are much needed.

The two housing specialists cooperate on many of their leader training and county meetings, and in the development of plans and materials. Their programs as a whole are closely coordinated. The home economics and engineering work in housing are also strengthened by coordinating plans and efforts with those of other specialists whose work in part contributes directly to the improvement of housing. The experiment station has recently added a man to work with the engineer in charge on the development of farmhouse plans.

We look forward to a strengthening of the housing program in this State through continued cooperation between the Extension Service and the experiment station, and the coordination of these efforts with the activities of other agencies.

One of Delaware's home demonstration club members (holding paper) does her part in the young mothers' survey by explaining to two women in her neighborhood the type of information on child care they can receive from the State extension service.

What Young Mothers Want

DELAWARE home demonstration club members undertook a survey during May to reach all mothers of young children who might welcome information on child care. Many homemakers who are unable to join an organized home-demonstration club have asked to receive this material, says Gertrude Holloway, State home demonstration leader.

Information on child feeding, clothing, storage of toys and clothing, physical and mental development of children, will be prepared by home economics specialists of the State extension service. It will be sent in the form of leaflets or bulletins at intervals throughout the year, from the offices of the county home demonstration agent.

Getting its push-off during National Home Demonstration Week, the survey was carried on by members of 71 clubs throughout Delaware, who called on young mothers in their communities and furnished them with cards to check, indicating the type of information they wished to receive and whether their children came in the preschool group or the 6- to 10-year-old group. The information will apply specially to children under 10.

About People . . .

● Appointment of MARY ANDERSON as assistant State 4–H Club leader was announced by Paul Miller, director of the Minnesota Extension Service. Prior to her present position Miss Anderson served as Goodhue County 4–H Club agent for nearly 3 years. She holds a degree in home economics from the university.

Director Miller also announced appointments of one home demonstration agent and two county agricultural agents. They are MRS. OLIVE B. OPP, of Hillsboro, who will serve as home demonstration agent in Pope County, and EARLE S. BERGERUD of Fergus Falls, who takes over as agricultural agent in Hubbard County. RAYMOND SWENSEN, Chisago City, became acting agricultural agent in Mille Lacs County, replacing George Bigalke.

● ROBERT G. LAUFFER, assistant county agent in charge of poultry work in Windham County, Conn., has been named extension poultry specialist on the staff of the Pennsylvania State College. He is a native of Passaic, N. J., and a graduate of Rutgers University, where he majored in poultry and was a member of the Rutgers poultry judging team.

● W. OSCAR SELLERS, Jefferson County, N. Y., agricultural agent, returned from 6 months' sabbatical leave in February. He has been Jefferson County agricultural agent since 1934, having previously served as assistant county agent in Chenango County for about 4 years. In 1948 Mr. Sellers received Epsilon Sigma Phi's distinguished service award for his radio programs, and the National County Agent Association's Distinguished Service Award. During his sabbatical, he engaged in actual farm operations, attended Columbia University, and visited 16 States, the District of Columbia, and Ontario, Canada.

● In April RICHARD F. FRICKE, assistant State leader of county agricultural agents, was cited for 30 years' service with the New York Extension Service. Fred B. Morris, county agricultural agent leader, made the presentation at a dinner meeting of county agricultural agents and assistants in Albany on Mr. Fricke's anniversary in the service.

● In February Wyoming Director A. E. Bowman added an irrigation specialist to his staff—GUY O. WOODWARD of Preston, Idaho. He was formerly field superintendent for the sugar company at Preston for 4 years, has 25 years' experience on his father's 475-acre farm, and 3 years' experience on his own farm. He graduated from Utah State Agricultural College in 1938 with a Bachelor of Science degree, having majored in agronomy and soils, and in 1940 did graduate work at the same college.

● R. J. RICHARDSON, assistant State 4–H Club leader in Georgia, has received word that the garden-seed gifts of Georgia's 4–H Club members have arrived in Germany and have been distributed to rural youth groups. A letter from the Georgia 4–H Club Council was included in each package of seed. It had as its theme "Seeds of Friendship."

● After serving for more than 25 years as State boys' 4–H Club agent, Dan Lewis retired from South Carolina Extension Service on January 1. He is now living at 216A Third Avenue, Southeast, Del Ray Beach, Fla., where he is recuperating from a recent illness. Commenting on his retirement, Director Watkins pointed out that during Mr. Lewis' tenure in office the annual club enrollment has grown from 7,000 members in 1923 to nearly 42,000 in 1948.

● RUDOLPH G. STRONG of Port Gibson, Miss., recently joined the staff of Louisiana Extension Service as entomologist. He graduated from Mississippi State College in 1946 and received his master's degree from the same institution in 1948. He taught zoology and entomology at the college from 1946 to 1948 and has worked with the Stoneville, Miss., Experiment Station and the United States Department of Agriculture, Bureau of Entomology and Plant Quarantine in Texas on cotton insect control.

● After 38 years of extension educational work in South Carolina, BESSIE HARPER, district home demonstration agent, retired on July 1. She began her career in home demonstration work in Aiken County in 1916 and received her appointment as district agent with headquarters in Aiken in 1919. This position she held until retiring.

Miss Harper was intensely interested and active in all social and civic programs and was a member of the State Home Economics Association, the State Federated Clubs, the Business and Professional Women's Club, and the Pilot Club. Miss Harper plans to reside with her two sisters in their ancestral family home in Kingstree, S. C.

● A. L. ("AL") SHEPHERD, Dutchess County, N. Y., agricultural agent since 1923, retired last December. Al began his extension career as assistant agent in Madison County in 1918, later that year moved to Schenectady County as assistant agent, and in January 1919 went to serve as county agent in Oswego County, which post he occupied until he took up his headquarters in Dutchess County.

OREN BURBANK, former assistant county agricultural agent in Steuben County, succeeds Al in Dutchess County.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Richer Colors for Cottons

Because cotton contains no nitrogen, it will not take all dyes satisfactorily. For example, wool, which contains nitrogen in its molecule, can be dyed with richer, warmer colors than can cotton. The Southern Regional Research Laboratory has recently developed a method for converting cotton fiber into a nitrogenous substance by a chemical process that adds nitrogen to the cellulose molecule. The treatment is called aminization. Aminized cotton fiber, yarn, or fabric will take the colors of wool dyes, and the breaking strength is unchanged by the treatment. Some aminized cotton fabrics dyed with typical cotton dyes came out in richer shades and were faster to laundering than untreated cottons colored with the same dyes.

This development opens up possibilities for the use of mixed wool and cotton fabrics, as the same dyes can now be used on the two kinds of fibers.

A patent on the cotton aminization process was issued to the Secretary of Agriculture in January 1949.

Sounds Unheard

"Heard melodies are sweet, but those unheard are sweeter," wrote Keats. But the sweetness of high-frequency sound radiations above the range of the ear may be doubted. In fact, such ultrasonic waves can kill. Scientists of the Agricultural Research Administration are testing their lethal effects on mosquitoes and other harmful insects. Mosquito larvae are killed in 5 seconds' exposure to the radiations. Up to a full minute is required for killing larvae of the codling moth, whereas larvae embedded in fruit were apparently undisturbed.

Other studies have been made to determine whether ultrasonics can be used for controlling fruit fly in citrus fruits. In the course of these experiments the researchers found that exposure to the rays decreased the vitamin C content of orange juice.

Other tests indicate that treatment with utrasonics reduces the germination period of certain seeds. The vibrations were also found to reduce particles of certain materials, including DDT, to smaller size than any other method used.

Other possible agricultural uses of ultrasonics being investigated are the biological effects on plants and animals, bacterial control, sterilization or pasteurization of milk and other food products, homogenization of milk, emulsification and coagulation, and, as mentioned, control of insects.

Delicious Citrus Products from California

Like citrus fruits? Most vitamin-conscious Americans do. The latest orange and lemon treat is frozen puree. Made from the fresh fruit by a new process developed at the Bureau of Agricultural and Industrial Chemistry's lab that just moved to Pasadena from Los Angeles, this product will please consumers and open up a new market for citrus growers. It is already in commercial production in California and being sold to bakeries, ice cream manufacturers, and other food concerns all over the country.

The purees are made from fresh whole fruit. When prepared by the laboratory's method and stored at 0° or −10° F., they keep the flavor and, just as important, the nutritive value of fresh oranges or lemons for a year or more. The purees give body and smoothness, as well as superior flavor, to the food products to which they are added.

One of the problems in making citrus purees was the effect on flavor of the citrus-peel oil. In navel oranges, there was a tendency to turn bitter. Both these difficulties have been overcome in the new process. Really large-scale production of frozen citrus purees is believed to be just around the corner.

Another citrus product from the same laboratory is bottled orange juice, refrigerated but unpasteurized. This juice is said to taste exactly like the freshly squeezed article. Because most of the air is removed in bottling, re-aerating the juice before drinking by pouring it back and forth between containers is recommended. At 30° F. the bottled juice retains its fresh flavor and vitamin C for 2 weeks or more.

Drying Seed Without Heat

Using calcium chloride instead of heat, engineers of the United States Department of Agriculture have shown that seed can be dried without the dangers of fire and reduced germination from overheating. The method is especially good for the small grower who cannot afford elaborate and closely regulated equipment for drying seeds with heated air. All that is required is a bin, which can be built by any man reasonably handy with tools, and a fan. The calcium chloride costs about 3 cents a pound. In farm tests with lupine seed, it took about 3 pounds of the chemical to reduce the moisture content of 100 pounds of seed from 17.3 to 13 percent.

The seed is dried in a tight bin with a screened bottom through which dried air is fanned. The moistened air from the top of the bin is then recirculated to the bottom of the dryer. In the dryer unit it passes first over brine from the calcium chloride, then over the flakes of the chemical, and then back to the bin again.

U. S. GOVERNMENT PRINTING OFFICE 1949

The Second Annual Regional 4–H Club Camp for Negro farm boys and girls was held at Tennessee State College, Nashville, July 26–August 2. Gathered at the encampment were more than 100 Negro youths who will help provide the future leadership for Negro farm people.

Theme of the camp was "Better living for a better world." Through 4–H projects, these boys and girls have seen the blueprint of better living for farm people; and through the camp program, they got some new ideas about how 4–H principles contribute to the development of a better world for all.

EXTENSION SERVICE Review

SEPTEMBER 1949

National 4–H Achievement Week is scheduled for November 5–13. Observances will feature the year's theme, "Better living for a better world."

Next Month

● "The forest problems of the Nation are serious and must be faced if we are to survive as a great lumber-producing nation," says Director Symons of Maryland in a challenging article on farm forestry as it relates to extension teaching. His convictions are the result of a study made for the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities.

With summer school experiences still fresh, the article on Nebraska's training program called "An Agent in the Making" is timely.

"Sometimes what we think will be just another problem in our busy workaday lives may turn out to be one of our richest experiences," writes Agent L. S. Nichols of Orange County, N. Y., of a visit from four German youth leaders.

A long step toward the coordination of teaching in the field of clothing came as the result of clothing construction workshops for both teachers of home economics and extension agents. In the nature of refresher courses they served to promote also an understanding of the problems of each group of workers.

Another clothing story deals with the results of a series of radio programs in Delaware.

The back cover emphasizes the need for trained leaders and larger 4–H enrollment in land-care projects if soil resources are conserved. An article by W. R. Tascher, extension soil conservationist, contains some practical suggestions for improving the 4–H activities in this field.

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Emphasis on the FOURTH "H"

JEAN B. CULBERTSON

Information Assistant, Iowa

Two 4–H Club girls get a dental check while the school nurse (left) makes the records for the doctor and his nurse polishes the instrument.

THE FOURTH "H", health, is something tangible to Carroll County, Iowa, 4–H Club members. An opportunity is offered the boys and girls each year to find out what their physical condition is and what, if anything, should be done about it. This year 111 girls and 38 boys took advantage of the opportunity.

In line with Iowa's emphasis on the 4–H health activity, Carroll County Extension Home Economist Mary C. Spellman and W. H. Brown, county extension director, have set up health clinics for 4–H'ers during the last 5 years. Arranged through the cooperation of the county public health service medical association, dental society, county extension organization, and a local hospital, the clinics are thorough and inexpensive.

Who Is Eligible?

Every boy and girl who has not attended one before is eligible for the clinic each year. Those who went the preceding year are eligible only if they corrected defects which were found. A card signed by parents, family physician, and dentist is presented by the member and certifies that he or she has carried out the recommendations made at the previous clinic.

The fee per club member is $2.50, which goes to the doctors and dentists who volunteer their services for the clinic. Each boy and girl from a club with 100 percent participation in the clinic gets a 50-cent refund from the county extension organization which also pays for laboratory and hospital services during the clinic.

Several weeks before the examination each year a letter is sent to the parents of every 4–H member announcing the clinic and urging parents to arrange for their children to go. With the letter goes the health examination form for the parents to see. They fill out the first page which asks for information about their children, including a record of communicable diseases, family history, and description of general condition and health habits. The club members bring that form when they come to the clinic, and the doctors fill out the rest of it. Just before the clinic a card goes to each 4–H'er reminding him of the date, time, and place.

The youngsters register when they arrive, pay their fee, turn in their examination forms and signify their eligibility. A folder made out for each one goes around through the clinic and is signed by a physician in each section who also writes comments and recommendations. As each one leaves, folders are checked to make sure no part of the examination has been missed.

As follow-up to the clinic, parents of each 4-H'er receive a record of the defects found. They are told the recommendations made by the various physicians and dentists in line with their examinations.

Of course the county 4–H committees volunteer their services and are used in various phases of the clinic. For example, they take weights and heights, thus relieving the volunteer nurses for more important things.

The defects most commonly found, according to the extension workers, are tooth decay and heart disorders. Besides the follow-up report to parents, most clubs stress correcting defects and other health betterment activities in their meetings during the months following the clinic.

The complete examination included weights and measurements, eyes, ears, nose, throat, teeth, chest, abdomen, spine, extremities, and urinalysis test. Tests for undulant fever and tuberculosis are available but optional.

Another part of Carroll County's 4–H activities is posture judging each year at 4–H girls' rally day. Each club holds its own contest and sends the girl judged to have the best posture to compete in the county contest. A posture queen and a runner-up are selected.

Through the cooperation of the various agencies concerned and the careful planning of all details, the clinics in Carroll County are smooth-running and efficient.

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Consumer Education in Marketing

LOA DAVIS, Extension Economist in Marketing, Federal Extension Service

"HOW can I get the most for my food dollar?" is a problem with which homemakers expect extension workers to help them. Extension workers need more information in order to deal effectively with this problem. However, once given the funds, personnel, and opportunity, 14 States have demonstrated that a good job can be done in helping consumers. Under the Research and Marketing Act of 1946 three kinds of consumer education projects have been set up—State, urban, and regional programs.

State Projects

State projects are operating in Connecticut, New York, Oklahoma, Utah, Puerto Rico, and Michigan.

As an example of how the work is carried on, Michigan has a State-wide project on "consumer education in the utilization and consumption of agricultural commodities," under the leadership of A. B. Love. Excellent teaching materials have been developed with the help of Extension Economists G. N. Motts and Mary Bodwell. Prepared for discussion clinics, 60 large charts illustrate important production, marketing, and consumption problems or situations confronted by growers, shippers, middlemen, or consumers of fruit and vegetables in Michigan.

Arrangements have been made with discussion leaders of the county extension organizations, lecturers of the Grange, and with other groups such as vocational agriculture teachers, labor groups, and home economics clubs and teachers to carry on discussion meetings. The Michigan State College Extension Service prepared a special discussion pamphlet to be used at such meetings.

District meetings at which the project was discussed have already been held with all county agents. Two pamphlets, "Is the farm program to blame for high food prices?" and "Are hard times ahead for the farmers?" have been prepared and some 22,000 copies of each distributed.

The grower-grocer clinics, grocer clinics, consumer clinics, consumer food facts weekly radio broadcasts, and projects on grades and grading are meeting with success. A weekly food news series is a new addition to this program.

Michigan set up a method of collecting data so that more accurate information concerning the availability of agricultural products can be obtained for the local areas. Counties which would be representative of different areas of the State were selected.

County home demonstration agents get from representative grocers the selected list of foods, based on the Basic Seven Food Needs, which are available in plentiful, moderate, or light supply, with the price per unit or the range in price. Facts on supply and prices are obtained from chain, supermarket, and independent grocers. The information is used locally for news and radio information by the county extension office and sent to the consumer education project leader for use in a State-wide market news analysis report. Such a service should bring about a better distribution of food, and homemakers should be more acutely aware of the possibilities of utilizing these foods for their families.

Urban Projects

Urban consumer education work for Kentucky was started in Louisville through contacts with service groups, buyers and handlers of food, producers, radio, press, and consumers. Through personal contacts and meetings Mrs. Miriam Kelley was able to get cooperation of these groups. A program is planned with the idea of giving consumers up-to-the-minute information on foods available in local markets and making suggestions for buying for purposes such as canning, storage, freezing, and daily consumption. Home-grown foods receive special emphasis. Two of the chain stores featured for 4 weeks only home-grown sweetpotatoes. A good educational program was carried on, and Jefferson County sweetpotatoes sold readily. Housewives become more aware of home-grown products on the market.

Interesting demonstrations for groups have been given on the selection of fruits and vegetables. An exhibit of the fruit and vegetable supply for a family for 1 week was used.

If you lived in or near Louisville, you could hear Mrs. Kelley on "Be Market-wise" broadcasts every weekday morning at 9 o'clock. Two times a week you could read her column in the paper, receive her regular good-news letter, and pick up in a local market or store one of her recipe sheets featuring foods in abundance. If you are fortunate, you might even see this busy person on her regular visits to markets to check on supply, price, and quality.

The Louisville consumer education program now reaches out and serves Lexington, Versailles, and Paris with the help of the home agent.

Urban projects are being carried on effectively in Birmingham, Ala., Atlanta, Ga., Baltimore, Md., Seattle, Wash., and Milwaukee, Wis. South Carolina's program is in urban, city, and rural areas of three counties. In Louisiana projects were started in New Orleans and Baton Rouge but now include four more cities.

Regional Projects

The task of the Extension Service in its marketing work with consumers is to provide usable information concerning agricultural products and the services rendered by the marketing system. State and urban consumer education projects are set up for this purpose. Regional projects develop out of a need for an effective program to improve marketing conditions in an area that extends into two or more States and where joint action

is desired. An area served by one market may need a regional project to supplement the work done in the States and to help them pool their efforts. One such project is centered in New York City, and two more are off to a good start—one in New England and one in the Kansas City area.

Even though it is often spoken of as the "food marketing service" in New York City, from this metropolitan office there has developed a program which includes not only the five boroughs of the city but nine counties of southeastern New York, three of Connecticut, and four of New Jersey.

Get the Facts and Make Them Known

The program has two distinct phases: (1) Obtaining data and developing sound, accurate, pertinent, current information relative to food supply and (2) dissemination of the information to the consumer.

In the assembling of information, help is being received from the Production and Marketing Administration, Federal and State Market News Services, the New York State Department of Agriculture and Markets, New York State Division of Markets, Connecticut Department of Farms and Markets, New York State Colleges of Agriculture and Home Economics, New Jersey State College of Agriculture, University of Connecticut, county extension personnel, trade organization, and other organizations. From these sources, weekly food marketing bulletins are prepared and distributed.

Dissemination of information is first through the weekly food marketing bulletin, 360 copies of which go to extension agents and other persons conducting information programs with the consumer. These include public health and social service agencies, welfare agencies, child care centers, colleges, public schools, educational agencies, commercial concerns, food editors of newspapers and magazines, and radio stations.

Brides' schools, designed to teach wise buying of food, as well as its economical utilization through food preparation and meal planning, were held and proved very popular.

Four sessions, 1 each week, were held with 5 separate groups, with a total attendance of 2,178 people. Meetings are conducted with special interest groups.

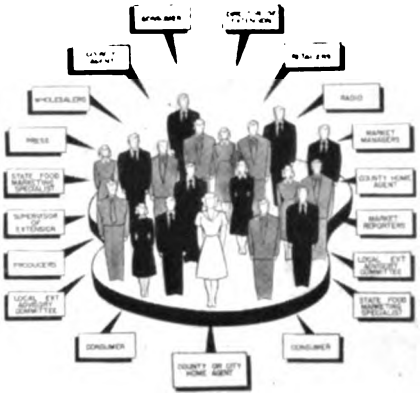
Extension agents in the area made a tour of the New York City wholesale markets.

Helping Agents Localize Data

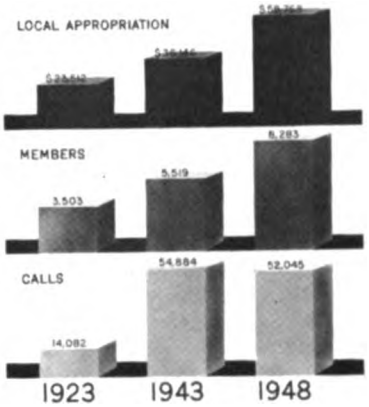
Dr. Carlton Wright and Mrs. Lorraine Houlihan conduct conferences at their New York City office and in the cooperating counties to help extension agents make wise use of the food information as they adapt it to their local situations and use it in meetings, news letters, and through the local press and radio stations.

Through the consumer education projects under the Research and Marketing Act, Extension has an opportunity to broaden its program. Both home demonstration agents and county agricultural agents will find many ways in which they can contribute to the consumer education program through their regular work. They will also find the consumer program one which furthers their own objectives. Alerting homemakers about commodities in abundant supplies helps the producer move his crops to market at a reasonable profit. As more projects—State, urban, and regional—are developed, a real contribution will be made to both rural and urban living.

EXTENSION SERVICE ORGANIZATION FOR A CITY FOOD MARKETING PROGRAM



GROWTH OF CONSUMER EDUCATION IN THE EXTENSION SERVICE IN BUFFALO, ROCHESTER & SYRACUSE



Mrs. Lorraine Houlihan finds New York City brides interested in a marketing demonstration.

Pick Your Method
of Getting 4–H Club Leaders

ROBERT PINCHES, 4–H Club Agent, Hennepin County, Minn.

The following article is based on a speech made by "Bob" Pinches at the 1949 annual 4–H Club agent's conference in Minnesota. Mr. Pinches is president of the Minnesota 4–H Club Agents' Association and has been club agent in Hennepin County for 4 years.

"Bob" Pinches shows Paul Moore and Kathleen Flom, Minnesota's rural youth leaders, how the fishing method often results in catching an old shoe.

The STREAMLINER METHOD is the one we need to use in recruiting leadership, Pinches tells Glenn Prickett, Minnesota's assistant 4–H Club leader.

MOST of the difficulties we have with an expanded 4–H Club program stem from inadequate leadership in local communities. We need at least one good 4–H leader for each 10 young people. In a club of 20 members we need at least 2 leaders. And, if the club is going to be stable for many years, we need 1 or more assistant or project leaders in training for general leadership later. For practical purposes let's take a club program of 20 members with 3 leaders as an average and see where this leads us in thinking of a county program.

If we have 200 members in 10 clubs of 20 members each, we will need 3 times 10 or 30 leaders. If we have 800 members in 40 clubs of 20 members each, we will need 120 leaders. And if we push the percentage of young people in 4–H Clubs to 50 or 75 percent, as has been suggested by some able people connected with the Extension Service, a great many counties will need to consider leadership for a membership of 1,500 to 2,000 or more. For example, 2,000 members should have 300 leaders if club work is to be a stable program.

Some of the methods we have used in getting local adult 4–H Club leaders in the past are not going to stand up under an expanded 4-H program. As agents we are going to need to use every method at our disposal to obtain and hold an adequate staff of local leaders. Here are some of our present methods and what I think about their effectiveness in the light of increased memberships:

The Vacuum Method—Concentrated personal persuasion. The agent is on one side with the potential leader on the other. When you make a mistake or leave the county they will drop out of the program.

The Fishing Method—Quick acceptance of those who come forward. The agent suggests to some folks in a community that he or she would like a leader for a local club. The volunteer rises to the bait. Sometimes you get a good northern pike—sometimes you get a carp or an old shoe.

The Shaking Method—Strong measures applied to a group or community. The agent complains to group of lack of local leaders, shames them into shoving someone forward with

little thought or understanding. This is like shaking money out of a piggy-bank. Sometimes you get a good nickel—sometimes you get a counterfeit.

The Scalpel Method—Appointing the most able and the busiest person in the community. The agent looks over the able people and with a deft, quick stroke puts them in the leadership position. The problems are going to be the agent's in about 3 months.

The Miracle Method—Taking those who make a special effort to become leaders. In this method the agent sits in the office and waits for the telephone to ring or for a leader to walk through the door. If this happens to you, take time to offer a short prayer of thanks.

The Bandwagon Method — Making leadership so interesting and attractive that others want to share the experience. This is a good method. In it the agent, working with the other leaders, builds such an interesting program that it catches the imagination of those who are not leaders. This assumes that you have at least some leaders with which to start. It also assumes that you have several years to work up to that point.

The Dynamite Method—Boldly assuming that leadership will be found as soon as the children get together to form a club. In this method the agent goes into a schoolroom and tells how interesting and valuable 4-H Club work is. He gets the enthusiam of the young people to a very high pitch—asks them to bring their parents to a meeting—keeps his fingers crossed that through adroit manipulation leaders can be found among them. This works in some cases—fails in better than 50 percent.

The Teeter-Totter Method — Asking the already existing 4-H Club to elect its own leaders. This assumes that the leaders elected will serve. This is the orthodox method. It works when the club has strength, community understanding, and no previous difficulties with leaders. It is easy for a club to elect good leaders it already has. It may also add one or more project leaders. When the club is just starting or on the

(*Continued on page 173*)

Laying the Ground Work

MARGARET STUART,

Home Demonstration Agent

Livingston County, Mich.

HOW TO GET started in a new county is a problem. Starting out 2 years ago as the first home demonstration agent in Livingston County, Mich., I became interested in a study of neighborhoods being made by Paul A. Miller, rural extension sociologist, Michigan State College. One phase of this study was reported in an article by Mr. Miller in the August–September 1947 issue of the Extension Service Review, entitled "Pattern of human relationships gives clue to successful leaders." Local agencies cooperated in this study to help determine the relationships of people in neighborhoods which contributed to leadership in community affairs. It offered me a chance to study the processes involved in the organization of extension groups. I decided to study the principles of working with people in neighborhood groups.

With the help of the extension secretary, records were made of the steps taken in starting each new group. Interesting similarities in organization procedure soon became evident. A study of these records often clearly indicated how to proceed with the organization of the new club. The case histories were also a wonderful resource in better planning for the 22 new clubs which have been organized during the 2 years in the county.

For example, one group developed as a result of a lady visiting a group organization meeting. As a visitor, she learned the purposes and possibilities of extension groups. Visiting informally with her own neighbors brought out the evidence that there were a sufficient number interested in her neighborhood for a group. Contact with the home agent was made before she decided to go ahead with officially organizing a group of their own.

Using her own initiative, this interested leader held the first meeting at her home. Officers were elected, and the group requested the home agent to present a lesson they had just missed. The home agent answered this request by presenting the lesson on hat remodeling.

Another township proved to be a more difficult problem. A resort area with few farms promised to present difficulties, as city people were not acquainted with the Extension Service.

How could a new agent enter this territory without benefit of previous contact with the people? Puzzling over the correct approach led to the conclusion that perhaps a policy of "watchful waiting" was in order. Discussion with the county agent confirmed the advisability of this decision. Months passed with no answer to the problem. Finally, another extension member who had taught school in this township offered a clue to the situation. Gratitude for some assistance offered previously prompted this teacher to introduce the home agent to an influential family in the "problem" township. This contact led to the formation of two groups. An afternoon group has the membership of women whose children are in the early teens, and an evening group answers the need of young mothers. Formal, as well as informal, publicity on the activities of these groups has prompted the organization of two more groups in the same township. This township has organized these four groups in less than a year's time.

Groups have resulted from the contacts made at church, county extension organization meetings, 4-H, and other youth meetings, and exhibit booths displaying completed projects of extension groups.

Slip cover and furniture workshops have stimulated much community interest which helped to add new members. These activities have been particularly popular with the clubs.

Let's Help the CONSUMEI

MIRIAM J. KELLEY, Field Agent in Marke

"SEND ME a food list that will take care of the meals for my seven children, my husband, and me for a week so that we won't be spending all our $35 a week for food." The request is simple, but what about the answer?

That is only one of the interesting questions that has led to an interesting new experience and equally interesting new friends I have met during the past year as field agent in marketing and consumer information in Kentucky. Let's not overlook, too, that in this new program in the extension field, there's been a bit of glamour interwoven.

Hard work? Of course. But, along with the physical exertion and the feeling of responsibility, each day has brought something new—encouragement from seeing results take positive form, the challenge in realizing how far-reaching the program may become, and an entirely new field of cooperation between many individuals and organizations in which the personalities play all the major roles.

There was the problem of obtaining cooperation of local food handlers. I had worked as a home demonstration agent in one of Kentucky's larger counties, but in which one felt at home because of knowing the people one met on the street. Here the situation was different—big business, little me. Fortunately, I had the help of the men from our university department of markets who went with me to meet and explain our plans to fruit and vegetable buyers. Without exception we were given an interested hearing. Furthermore, the same was true as I made more contacts with representatives in every branch of the food field, ranging from meat packers, poultry producers, dairy producers and distributors, to the owner of the corner grocery.

The Fish Dealer Helps

There's Eddie, the fish dealer, who taught me to scale and bone a fish. Eddie helps his customers who know little about fish, as I did, by arranging on his counter each variety in the same location week after week. Often I've heard one of his customers say: "I'd like more fish like you gave me last week, but I don't know what kind it was." If she can show him where it was on the counter, she goes away satisfied.

Eddie gives the information on not only what to buy in fish this week but adds to the supply story something about why prices have gone up or down or describes a faster means of getting fresh fish to local markets.

I'd like for you to meet another fish dealer and the friendly host at his hideaway where on "hucksters' row" any variety of fish, in season or out, will be served in a wharf-side atmosphere. Leo, as well as Eddie, knows how fish should be prepared for eating at home and is eager to pass on a suggestion I can put on the air as part of my "fish today" broadcast. To know Leo is not only to know a good source of information but also a personality often referred to as the "largest inland fish handler in the country."

Let's go back to the "mother of seven" who wanted help in spending her food money. The request was followed up, suggested menus and shopping lists were provided, and the associate county agent visited her home with me. We helped her plan a partially home-produced food supply so "all the $35 a week need not be spent for food." This mother, as well as her family, has become an example of coordination of marketing

The owner of a fish market discusses varieties in season with Mrs. Miriam Kelley

Mrs. Margaret Klepper, interviewer i customer who ha

information, consumer buying tips, and family cooperation with a working relationship between the family and our program as a source of information that will not only help her save money but also help her give her family the food they need for good health.

I Really Do as I Talk

New friends I have made at the radio station have in a measure made up for the fact that the listeners to 5 minutes of "Food News" I do on WKLO each morning at 9 o'clock are an unseen audience whose immediate reaction to mention of "good buys and what to do with them" cannot be determined. As I chat with Charlie Farmer, Radio Farm Director (and I always thought RFD meant Rural Free Delivery!), we often have an announcer's studio audience. Not only is Charlie able to toss me questions with an understanding of women's food shopping problems, but our watchers through-the-glass have developed a curiosity for seeing what will be in my bowl, or what I'll have to say about the eggs we have on the table as we talk.

In giving Food News, I have found it much easier to have in my hands as often as possible the things we are discussing. One morning it was two cooked eggs, one hard boiled, one hard cooked. We shelled them and found it simple to discuss for the unseen audience the differences in texture, color, and digestibility caused by the above- and below-boiling temperatures. There was the morning I prepared a pineapple for canning, telling the simplest way I'd found for peeling and cutting. The following day, I gave the directions for canning. With Charlie munching a cookie, it is much simpler to give the recipe, and he can vouch for the taste-test results as he makes his own comments. Perhaps some of these devices have been in part responsible for a listener's comment: "Mrs. Kelley sounds as if she has really done the things she talks about." And that helps sell an idea, be it new or old.

Consumers have not received all the attention, for the project has served to bring better understanding of related problems all the way from the grower through the buyers and handlers and processors to the consumers. Early in the program I visited a number of the local growers, talked with them as they weeded the turnip patch about the extra trouble and time it takes to wash and tie the turnips in bunches to please the white-gloved shopper. A grower's wife called in to say this: "What you said about greens looking as if they'd been cooked in the field was true, and we appreciated how you explained the effect of hot weather on a higher price."

Plus the Grower

Through the cooperative program of the associate county agent with my program and with the help of the men in our department of markets, producers, handlers, and consumers are getting together to solve common problems.

Louisville has long been a "horse-corn roasting-ear" market. Last year a growers' committee planned an experiment to determine if local consumers would eat top-quality yellow sweet corn. Fifty acres of yellow hybrid sweet corn were produced this year for the study. Recommended practices were followed in production and fertilization, control of corn ear worm. The corn has been gathered in late afternoon or early morning, ice-water chilled, and delivered direct to six of the larger food stores agreeing to cooperate with the experiment.

In the store the corn is sold from refrigerated display counters and reaches the consumer "fleld fresh." Interviewers in these six stores are finding housewives eager to tell how

(Continued on page 172)

nsumer preference study, talks with a
t purchased corn.

Mrs. Kelley watches a sweet corn grower, and Associate County Agent H. C. Brown, of Jefferson County, ice sweet corn.

Cinderella—*An Office Version*

MRS. CARRIE N. HERRING BENNETT

Home Demonstration Agent, Winston County, Miss.

Moving from the old office to beautiful, spacious new quarters made the home demonstration agent akin to Cinderella.

ONLY THOSE who have experienced conducting a public office under cramped conditions in one room over a period of 12½ years will be able to appreciate the difference in space, attitudes, and arrangements when one suddenly moves into spacious quarters.

When we left the upstairs, 225-square-foot room, we moved into an 865-square-foot department. The home demonstration department is on the southwest end of the ground floor of the recently completed annex to the courthouse.

Our people are proud of the large assembly and laboratory combination which has a seating capacity of 50. The board of supervisors of the county have been most cooperative in providing for this room an exhaust fan, 4 large fluorescent ceiling lights, 14 pairs of wall electrical outlets or receptacles, 6 base cabinets, a double-drain sink, 13 wall cabinets, 1 electric hot-water heater, and a built-in ironing board. Under the stairway in this room is a large storage space for surplus tables and chairs. Plans are under way for the addition of an electric range, deep-freeze unit, refrigerator, and washing machine, for which the outlets and space are already provided.

From this assembly room are doors leading to the vestibule, secretary's office, and private office of the home demonstration agent. In the home demonstration agent's office is located the clothing, fitting cabinet with double-mirrored doors, space for hanging clothing, and drawer space for demonstration material. This clothing unit occupies the space along one wall. There is an opening from this office into a storage closet 4½ feet by 7 feet, provided with six sturdy shelves for stacking illustrative and demonstration material, bulletins, and charts for our adult patronage. Space has been reserved for the two sewing machines which will eventually be added. A wide, folding, metal, sitting ironing board and metal stepladder are added features here. A private rest room for the office personnel is especially appreciated. A public rest room is found adjoining the vestibule. A connecting door enters the secretary's office from the home demonstration agent's office. Both offices are provided with excellent fluorescent lighting and steam heat.

In the secretary's office is a built-in display and supply cabinet. We have moved from the old office and refinished a large base and upper cabinet, plus an extra base cabinet, which supply storage space for 4–H Club girls' supplies. The plans for completing this room call for a new secretary's desk, chairs, and files.

The laboratory, under the sponsorship of the home demonstration club council and the 4–H Club junior council, held a formal opening on March 12. At this time past presidents of the home demonstration club council, together with Addie Hester, district agent, and Earle Gaddis, assistant State home demonstration agent, formed the receiving line to welcome 250 registered guests. Our 4–H Club girls acted as ushers and served refreshments. Seven home demonstration club members demonstrated and explained equipment and furnishings throughout the day. Our 1948 national 4–H Club frozen-food champion, Betty Ann Carter, was present to demonstrate the deep-freeze unit. Displays of gifts such as china given by 4–H Clubs, crystal by home demonstration clubs, silver, coffee makers, roasters, pressure cookers, pressure boilers, jars, closures, pyrex, and other small equipment given by manufacturers were arranged on tables throughout the day.

The floors throughout the laboratory are asbestos tile. The woodwork is finished in natural color, and all ceilings are eggshell white. The walls of the two offices are light ivory trimmed with darker ivory. The laboratory and general assembly room are done in a soft tint of green.

Home demonstration and 4–H Clubs have contributed $225 toward necessary expenses on small equipment. These councils are using hostess clubs to serve luncheons on their monthly meeting days, which expression of hospitality is bringing returns in larger group attendance. The laboratory is serving as a center for training leaders in foods, clothing, home management, and other phases of our 4–H and home demonstration club programs, as well as for regularly scheduled council meetings.

Big "N"

Motorists on the highway between Coquille and Myrtle Point, Oreg., have been attracted recently by a green letter "N" on a nearby hillside. As one motorist said, it looks as if it's carved out of grass.

Others guess the big "N" stands for the nearby town of Norway. But, now, the truth has come out.

County Agents George Jenkins and Jack Woods in Coos County explain the big "N" is theirs—or at least the idea is. And, the letter"N" motorists see on the hillside stands for *nitrogen.*

You see, that big 30- by 50-foot letter "N" was carved out of grass after all. Jenkins and his staff received a shipment of ammonium nitrate last fall to use for demonstration work. They spread it on a letter "N" staked out on the hillside near Norway, and waited to see what would happen.

About the middle of February, the "N" took shape. Now, they say, the "N" stands out as if it were painted on that Coos County hillside. The whole idea, the county agents explain, is to show what a little nitrogen will do for grass crops.

For an ingenious example of a visual aid which tells the story, County Agents Jenkins and Woods take the prize.

Twenty-three Years of BROADCASTING

IN THE spring of 1926 Charles Messer, county agricultural agent in Cayuga County, N. Y., put his first 15-minute program on the air over Station WMBO at Auburn. The program has been a weekly feature of the station ever since, except for two short periods when calamity took the station off the air temporarily.

The first of these occurred about 4 years after the station opened. At that time WMBO consisted of one small studio and a control room on the top floor of a business block in Auburn. One day, on his way to the station to broadcast, Charley heard the fire engines clang by. When he arrived at the building occupied by WMBO, he was stopped at the second floor by a policeman who informed him that the place was on fire. Fifteen minutes later Station WMBO crashed from the top floor to the cellar of the building.

About 2 weeks later the station was back in business in another building, and Charley was on the air again. A few years later an abandoned church next door to the new location caught fire, the fire spread, WMBO's quarters were ashes once more, and again the station was moved to new quarters. Except for those two periods, for which he disclaims any responsibility, Mr. Messer has a record of 23 years' continuous broadcasting on the same station. The program is presented from 12:45 to 1 p. m. He tried an early morning time and also an evening hour, but those hours were not so satisfactory.

Messer is a firm believer in radio as a supplement to meetings and personal contacts with the farmers in his area. His programs are informal and ad lib but well planned. He aims for variety within each program as well as from week to week. A résumé of the 10-20-30-years-ago column in the Cayuga County Farm Bureau News is a monthly feature. He uses guest speakers frequently, farmers who have made a success of some new practice, specialists from the New York College of Agriculture at Cornell University, and visitors to the county who have something interesting to contribute. He makes time available to local farm organizations for announcements, and he always presents 5 minutes of seasonal information. From time to time he broadcasts over several other New York stations.

He says that getting the program ready and getting the guests to the radio station is a little easier than it was back in the twenties. He still remembers some nightmarish incidents involving driving an uncertain car over frozen back-country dirt roads to collect a guest. However, he considers the time and effort well spent because he feels he can carry his program out to the county in a more personal fashion.

Cayuga County is long and narrow, reaching from the shores of Lake Ontario half way across the center of the State. There are more than 3,000 families living on its farms, and practically all of them as well as many townspeople are included in Mr. Messer's listening audience.

Farm operations are diversified and include dairy, poultry, fruit growing, and sheep raising, with cash crops of beans, potatoes, and small fruits thrown in for good measure. Last spring Mr. Messer celebrated his twenty-fifth anniversary as county agricultural agent there. As he looks back on the various activities of those years, it is his considered opinion that the radio has been one of the most effective methods of building up in the minds of listeners a knowledge and appreciation of what the Extension Service means to rural people.

Young Men and Women Serve Their Community

SPICE O' LIFE, an original 2-hour talent show, was recently produced by the Houston County Rural Youth group at Caledonia, Minn., to raise funds to carry out their community service activities. A profit of $350 was realized and is being used to help improve hospital facilities in the county.

Employing a cast of 70 Rural Youth members and other local talent, this variety show was written, directed, and produced by a committee of members, headed by Leroy Eikens, chairman of the community service committee of the organization. The proceeds were used to buy needed equipment for the Caledonia Community Hospital and to furnish a nurses' lounge in the hospital at Spring Grove, Minn. In addition, small contributions have been made to the Red Cross and cancer drives in the county.

The committee in charge wished to allow as many Rural Youth members as possible to participate. This led to the use of the variety program instead of a three-act play. By intensive efforts Rural Youth members were able to prepare the script, obtain the talent, and incorporate it into a theatrical production enjoyed by all of the large crowd attending. Using a "mock-television" broadcast as their theme, they included a great variety of dramatic and musical talent in the six programs making up the show. They selected the name for the production after recalling the old proverb, "Variety is the spice of life."

Expenses in production were small. Payment of royalty was unnecessary, and the village of Caledonia donated the use of the stage in the Caledonia auditorium. Stage properties were made and handled by members of the Rural Youth group.

Banker Uses Poster

A LEADING Kansas bank president thinks so highly of the poster listing the 10 points in the over-all program of the Kansas State Extension Service he has hung it in his office in Manhattan.

"I use your Balanced Farming and Family Living chart virtually every time I talk with a farmer or a farm family about a loan. It points out some fundamental facts that must be observed if the family is to succeed," the banker, Evan Griffith, recently told Director L. C. Williams, of the Kansas Extension Service.

"You can start with the first point, 'Soil erosion stopped on the entire farm,' when you're talking about good farming practices. Then you see the second point, 'Soil building on all cropland.' They're fundamental."

The next three points name income-producing practices: Year-around pasture, including native, tame and temporary pasture; right kinds of livestock balanced with feed and pasture; big enough farm business with high crop yields and efficient livestock production to provide a good family living.

Points 5 to 10 deal with the home, family enterprises, and improved farm living. They are worded as follows: Well-placed buildings and lots kept in good condition; attractive place with a nice yard, trees, and shrubs; modern farm home suitable to family needs; wise use of family resources through home food production, home sewing, home carpentry, and shop work; well-kept farm and home account books as guides in operation.

At the bottom of the poster is a summary line which reads: "A Balanced Family Living Program can help you provide a good living, security, education, health, recreation, and spiritual well-being for you and your family."

Director Williams has made the posters available to all bankers in Kansas who request them.

It so aptly stated good farming practices, Evan Griffith, left, president of the Union National Bank at Manhattan, framed and hung the Kansas Balanced Farming and Family Living program poster.

Let's Help the Consumer

(*Continued from page 169*)

much better the specially handled corn is. Growers are happy because they are selling more corn; store managers are happy because their corn sales have jumped; and consumers are happy because they are getting better corn.

Not only have there been new friends, but old friends renewed. As I have worked in Kentucky for longer than it is necessary to mention, it has been a real thrill to have letters and cards from homemakers with whom I had lost contact, but wrote me after hearing the radio program.

During the year, nearly a hundred thousand copies of recipe sheets have gone out through markets in Louisville and many other Kentucky, southern Indiana, and Tennessee towns. Every sheet serves as an introduction to a new friend and, along with the radio programs, have brought such comments as: "You give such easy-to-do things" and "Your interesting broadcasts have solved so many food- and meal-planning problems for me." Listeners even enjoy the mistakes I make as shown by this comment following my telling of my own mistakes as I gave a recipe: "Put me on your mailing list—it's good to hear your program—I really enjoyed the one when you told about forgetting to sift the flour."

There is also the large group of new friends, and unseen, too, I've made through weekly news articles in the county papers and the Negro publication in Louisville, as well as the once-a-month article directed to farm families and published in the Kentucky Rural Electric Co-op News.

Though we have planned our entire consumer information project to center on the daily radio program as a continuing source of food shopping information, I have met with a number of groups to discuss food selection and food buying, considering not only cost but the contribution of the food to the family well-being. There was the Nazareth College foods class to whom I gave a simple demonstration in selection of a variety of vegetables and fruits, the wives of workers in one of our industrial plants, and an adult Negro class in home economics.

Pick Your Method

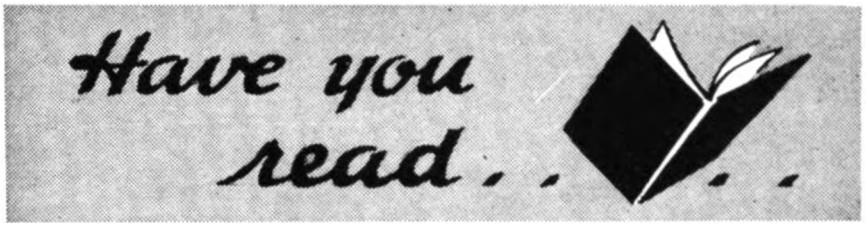
(*Continued from page 167*)

road down, this method is not too satisfactory.

The Three-Legged Stool Method—Study and analysis of the local community and its people until the proper leaders are known. In this the agent talks with the young people, the active and busy people of the community, the church leaders, the school officials, the parents of the club members, the adult organization leaders, and others. From this the agent is able to make a good decision as to the top potential leaders. He is able to say that he knows the situation as to the desires of the young people, the desires of the community, and the abilities of the potential leaders. This is an excellent method, but it is very time-consuming; and it makes the agent responsible for the success or failure of the program—not the community itself.

The Streamliner Method—Working closely with a sponsoring adult organization or committee appointed by the organization. In this the agent has arranged things so the responsibility for local leadership is in the hands of the local people where it belongs. They know the situation better. They will be more effective in convincing the potential leader that the local community wants them to take the responsibility of leadership. They will also be able to offer support for the work in the local neighborhood. The agent in this case must have done much work with the adult group and have cleared the responsibility lines with those who determine the policy of the organization. This is a high type of organization work and the one toward which we must move if we are ever to reach greater numbers in the 4–H movement.

● MRS. MINNIE RICHARD, at 76 years of age, does a good homemaking job, and is an active leader and a booster for better farming and homemaking, according to MARY A. SHAW, home demonstration agent in Henry County, Ala.



THE SCHOOL COMES TO THE FARMER, the Autobiography of T. M. Campbell, with Foreword by Jackson Davis. Longmans, Green & Co. Printed in Great Britain. 1947. 64 pp.

● This is an abridgment of the author's earlier book, The Movable School Goes to the Negro Farmer, but gives the same intimate picture of early extension work with Negro farmers done by Tuskegee Institute. The origin of the Movable School is traced to the week-end trips made by Booker T. Washington and George W. Carver over the country roads near Tuskegee to talk with Negro farmers, show them a few simple exhibits, and demonstrate the use of a few tools. When the first movable school, the "Agricultural Wagon," was ready for operation in 1906, Tom Campbell, just graduated from Tuskegee Institute, was given the job of conducting the demonstrations, a responsibility he carried a number of years. When, in 1945, he assisted in a study of rural education and agriculture in West Africa and the Belgian Congo for the Foreign Missions Conference of North America and the British Conference of Missionary Societies, he was asked to prepare this abridgment for publication in England. It is also available through United States representatives of the publishers.—*Althea E. Thacker, Assistant in Extension Information, U. S. D. A.*

TRAINING EMPLOYEES. George D. Halsey. Harper & Bros., New York, N. Y. 263 pp.

● This practical, down-to-earth book should prove interesting to many extension workers. The author has made an intensive study of training programs of 24 large organizations to identify the most successful training practices. First he discusses the purpose and importance of training; then the teaching principles that can be applied to training. He then develops what he calls a basic training pattern against which he describes training methods and devices that apply to this basic pattern. The major part of the book outlines specific training areas such as training new employees, industrial and office workers, employees in retail stores, outside salesmen, and fitting the college graduate into the organization. It contains many suggestions for making meetings interesting, improving employee attitudes, safety, planning and evaluating training programs.—*Dan M. Braum, Administrative and Supervisory Training Section, Office of Personnel, U. S. D. A.*

FOOD FOR BETTER LIVING. Irene E. McDermott, Mabel B. Trilling, and Florence Williams Nicholas. J. B. Lippincott Co., New York N. Y., 1949. 579 pp.

● In this textbook for high-school students the enjoyment of food in the home has been skilfully interwoven with facts on the nutritive value of foods, cookery techniques, buying, and meal planning. If perfection enters the picture, it is in relation to the fun of living.

The first seven units deal with the basic seven food groups. The planning, buying, and management phases of family meals and special occasions are discussed in the last three units.

I believe those who prepare 4–H Club bulletins would gain from studying the philosophy of these authors.—*Eleanore Davis, Washington State Extension Service.*

THE RECOVERY OF CULTURE. Henry Bailey Stevens. 247 pp. Harper and Bros., New York, N. Y. 1949.

● Director Stevens is an able writer, and this is a very readable book which has much material for reflection. Although it has a great deal of originality, many of its assumptions are speculative. Doctor Stevens, is the author of Tolstoy, Johnny Appleseed, Paul Bunyan, and several one-act plays.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Science Plus Cooperation Can Control Grasshoppers

New chemicals that make grasshopper bait more effective—chlordane and toxaphene—applied from airplanes, combined with vigorous cooperative action by counties, States, individuals, and the Federal Government, can save crops from grasshoppers. The Federal Government matches funds raised by State and county agencies in areas where outbreaks cannot be controlled by farmers working individually or cooperatively. In many counties, the county agent's interest and enthusiasm are the key to the success of an antigrasshopper campaign.

The Bureau of Entomology and Plant Quarantine makes surveys of grasshopper eggs that tell where the outbreaks are likely to be severe during the coming season. It is important to apply the bait while the grasshoppers are hatching if the crops or grasslands are to be saved the same year. Spraying or baiting later will have no effect until next year.

The grasshopper problem in the East is different from that in the West. In eastern croplands, the insects hatch, live, eat the plants, and die on the same land; and individual farmers can protect their own crops from them if they get and carry out the proper information and instructions from the county agent. In the western ranges and grasslands, if one county or rancher does not cooperate, or if an area of waste or abandoned land is not protected, hoppers migrating from these areas may ruin the grass crops of landowners who have spent their money and effort for control. Thus cooperative action and control measures on all lands in the infested area are necessary, and plans should be made well in advance.

Because much smaller quantities of the new chemicals are effective, the amounts of money, bait, time, and labor needed to combat grasshoppers have been drastically reduced. It is now possible and practical to control on breeding grounds from which they migrate to croplands.

For Better Beef

The first major effort to coordinate beef cattle research on a national scale was initiated at a meeting of research workers from 38 States and the U. S. Department of Agriculture at the U. S. Range Livestock Experiment Station at Miles City, Mont., in July. Beef cattle producers are vitally interested in the program, which is seeking methods by which more and better beef cattle can be produced.

ROP (Record of Performance) studies with beef cattle under range conditions have been carried on at the station for about 25 years. Rapidity of growth and good carcass quality are the criteria by which calves are judged in "proving" their sires as good or poor. At the meeting technical problems of evaluating meat quality, using body measurements as indices, methods of measuring performance, and ways and means of establishing lines of breeding were discussed.

Sturdier Transplants Through Use of New Compounds

Studies of plant-growth-regulating substances have led to the discovery that six chemicals based on nicotine retard the lengthening of the stems of bean seedlings. Plants treated with any of the compounds were stockier when grown in the dark, where most seedlings tend to be spindling, as well as in the light.

The name of the most effective of the six substances tested is—excuse it, please!—2,4-dichlorobenzylnicotinium-chloride. Let's just call it "2,4-DNCL," as the chemists themselves do. One fifty-six thousandth of an ounce, or ½ milligram, had a great effect in keeping down the elongation of bean stems. Height of seedings 13 days old treated with the 2,4-DNCL was 66.1 percent less than that of untreated seedlings, and diameter of the stems was 85.6 percent greater. To obtain the maximum effect seedlings must be treated when very young.

Potato Angles

Wide adoption of improved varieties of potatoes by farmers is one of the reasons why crop failures are so much less frequent now than 25 years ago. Other reasons are the use of certified seed, concentration of production in favorable areas, and more effective control of insects and diseases.

The National Potato Breeding Program of the Agricultural Research Administration and many State experiment stations is responsible for much of this improvement. Each year it releases new varieties better suited to certain areas.

Dr. F. J. Stevenson, U. S. D. A. potato breeder, has collected some interesting figures on the popularity of potato varieties. According to the lists of certified potato seed, 51 varieties were planted in 1948. Of these, 20 were in use before 1900, and 31 are only 17 years old or less. The old varieties, such as Irish Cobbler, Triumph, White Rose, Russet Burbank, and Green Mountain, account for more than half the certified seed sold. But Katahdin, leader of the new potatoes, nearly all of which have Indian names like Chippewa and Sebago, tops all individual varieties.

Potato progress is by no means at a standstill. Dr. Stevenson looks forward to making new combinations of desirable characters with breeding stock already available.

About People . . .

● W. R. WICKS, agricultural agent in Douglas County, Nebr., since 1944, retired on July 1 after 30 years of service. Mr. Wicks, known affectionately as "Pop" to most extension workers, has been a real leader in agricultural educational work in Nebraska. Mr. Wicks began his extension career in Red Willow County in July 1918 and subsequently served as district agricultural agent in the Imperial area and county agent in Furnas and Thayer Counties.

● R. L. HANNON, former Negro county agent in North Carolina (Rockingham County, 1939–1946), has been chosen by the Governor of the Virgin Islands and the Department of the Interior as agricultural extension agent for the Virgin Islands. In June he received his master's degree in agricultural education from the Negro Agricultural and Technical College of North Carolina.

O. W. NEALY, Negro county agent Gainesville, Fla., has also been chosen as a county agent to report to the Virgin Islands in late summer.

● One of Extension's pioneer 4-H Club leaders, A. J. KITTLESON, of Minnesota, passed away at his home on July 1—only 6 hours after he had retired from active work. Mr. Kittleson had spent 31 of his 65 years as a member of the State 4-H Club staff, serving as State leader since 1940. In commenting on his death, C. H. Bailey, Dean and Director of the University Department of Agriculture, said: "Rural Minnesotans have lost one of their best friends with the passing of Mr. Kittleson. His staunch adherence to the idealism and integrity of 4-H work will long stand as a guidepost for those connected with the movement." Mr. Kittleson was the second club leader in the 37-year history of club work in Minnesota; and, as Director Paul E. Miller said: "The influence he has had on rural youth will live long after him."

● On June 3, R. N. (DICK) MILLER, senior member of the Washington State Extension staff, died suddenly at the Finch Memorial Hospital. Just last December 64-year-old Dick Miller was honored for having completed 34 years of service with the Extension Service, the longest record of any member of the staff.

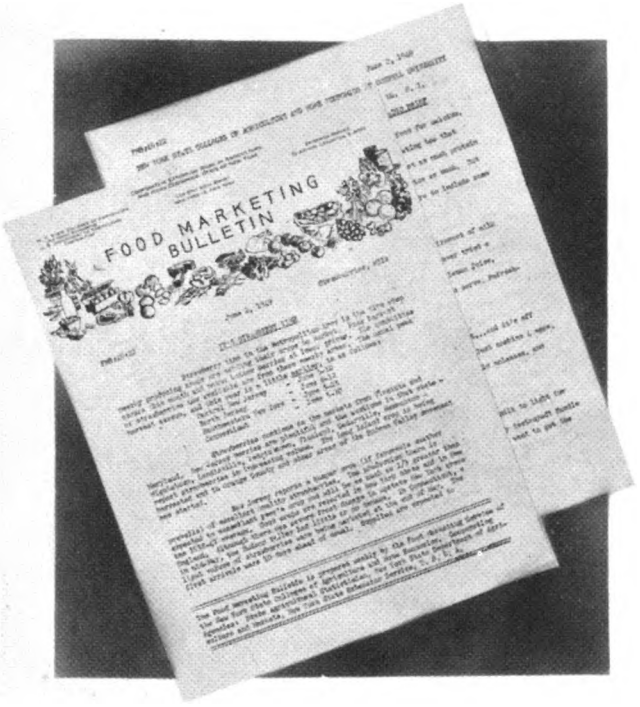
Immediately following his graduation from Washington State College in 1908, Mr. Miller joined the staff of the Western Washington Experiment Station as assistant horticultural agent. He served as a State inspector in Chehalis from 1909 to 1913, and as assistant agronomist in Woodward, Okla., in 1914. He joined the Pullman extension staff late in 1914.

Under Mr. Miller's direction, much of the pioneer land-clearing work in western Washington was started and carried out. He acquired national reputation as a pioneer in the field of home refrigeration.

● DR. GLADYS GALLUP, assistant chief of the Division of Field Studies and Training, in the U. S. D. A. office of the Cooperative Extension Service, was honored by the Iowa State College Club of Chicago on June 11, when she was presented with its Alumni Merit Award. Inaugurated in 1932, the award is bestowed upon outstanding alumni for meritorious service in "their fields and their contributions to their fellow men."

All are or have been agents in Orangeburg, S. C. They were caught at the first South Carolina Sweetpotato Festival held at Orangeburg last fall. The present county agent acted as chairman. Standing in the order of their service, left to right: J. C. McCOMB, now agent; DAN SUBER, 1939–1945, who is now a large sweetpotato buyer and storer at Orangeburg; L. B. MASSEY, 1935–1939, now district extension agent at Spartanburg; R. FRANK KOLB, 1925–1935, now State Director, Farmers Home Administration; DR. JULIAN C. MILLER, 1923–1925, perhaps the world's greatest sweetpotato breeder at Louisiana State University; and L. S. WOLFE, 1915–1923, with the State Department of Agriculture and author of the book, Farm Glossary. The picture was sent in by J. M. Eleazer, well-known South Carolina information specialist, who adds: "The county has been fortunate in getting good agents all the way through."

EXTENSION SERVICE DISSEMINATES MARKETING INFORMATION IN THE N.Y. AREA



1. CITY PRESS
2. COUNTY PRESS
3. RADIO COMMENTATORS
4. COUNTY EXTENSION AGENTS
5. INDIVIDUALS
6. PUBLIC HEALTH CLINICS
7. INDIVIDUALS

360 COPIES DISTRIBUTED WEEKLY

This chart shows how one State puts out weekly food marketing facts.

U. S. GOVERNMENT PRINTING OFFICE: 1949

EXTENSION SERVICE Review

OCTOBER 1949

Next Month

● Health will be highlighted with a cover page emphasizing the importance of medical facilities to growing children.

Speaking of medical facilities, a special committee studying the subject in relation to home demonstration work made a report at the San Francisco meeting of the American Home Economics Association. The survey of work now under way and recommendations for expansion are summarized in a significant article.

Another health article records a pioneering achievement among the Negroes of Charles County, Md., who established a health center and obtained the services of a doctor and a public health unit through organization, hard work, and good leadership. One of the spark plugs was County Agent Milbourne Hull.

Another feature describes the popular health program, Magic From Milk, carried on in 41 of the 55 West Virginia counties. It culminated in a big State celebration at the State 4–H Camp in Jackson's Mill when the State king and queen were selected. Glamour added to a good food has increased milk consumption.

● Fire prevention has been worked out in an efficient way in Kent County, Mich. The full story has been obtained through the good offices of Extension Editor Earl Richardson and County Agent Richard Machiele.

Wisconsin schools for office secretaries have been found to be effective stimulants to better office practice and to a more detailed study of general office procedure, says Josephine Pollock, who reports on this series of training schools.

● The back page is devoted to the Americans taking part in the International Farm Youth Exchange who, on November 4, return to their homeland after 3 months in Europe living on farms and working with the young people of other lands.

In this issue–

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE
COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

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Prepared in the Division of Extension Information
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DOROTHY L. BIGELOW, *Associate Editor*
GERTRUDE L. POWER, *Art Editor*

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4-H Clubs Plan More Conservation

W. R. TASCHER, Extension Soil Conservationist, U. S. D. A.

ACCORDING to 1948 annual Extension reports, 161,019 different 4–H Club members received definite training in soil and water conservation during the year as compared with 86,200 in 1945. Though the members have increased they still are but 10 percent of the total enrollment in 4–H Club work. Is this a large enough percentage of boys and girls to get training in conservation during the 4–H Club span of years?

Some factors making for widespread participation of youth in conservation activities are present now which were not formerly. The public schools are focusing attention on facts about land care and the philosophy behind conservation. 4–H Club work can balance this school work with farm practice. There are widespread demonstrations in the use of successful soil and water conservation practices in all parts of the country for young folks to see.

Soil conservation districts, organized and managed by farmers and ranchers, have been set up under State laws, including about three-fourths of all the farms in the United States. The more than 10,000 members of the governing bodies of these districts have a keen appreciation of the significance of favorable experiences in land care by young people and are an available resource for 4–H Club conservation leaders. Approximately 20,000 representatives of a large industrial organization are also ready to aid the local efforts in 4–H Club work in soil conservation. The growing knowledge that a constructive conservation philosophy must be established to assure the welfare of people supports expansion of 4–H Club work in conservation activities.

What can be done effectively in the 4–H span of years? Some boys and girls will have only 1 year and some at the other age extreme will have 10 years. But here, as always, the principal resource in the 4–H Clubs is the boys and girls themselves. The environment, needs, and desires of boys and girls must guide an effective program.

In essence, soil and water conservation is a physical and biological matter. It is important, in addition, to recognize that it does involve people. Soil may be viewed as inert matter or as living and life-giving material. How it is viewed will determine the educational response.

Many more people must understand the importance and significance of intelligent land care both to us at home and in our expanding world relationships. Soil and water are of vital concern to people—people who live on the land and by the land. The farmer grows plants of various kinds upon which animals feed. Plants link land and people. They tap the life-giving energy of the sun which is the only source of energy for crop production. Improper land care may restrict the flow of energy and make impossible its optimal use. This is a cold biological fact but when interpreted in terms of scientific agriculture and its relation to the welfare and happiness of people it can be dramatic and interesting. The challenge to extension workers is to make an arresting "case" for proper land care.

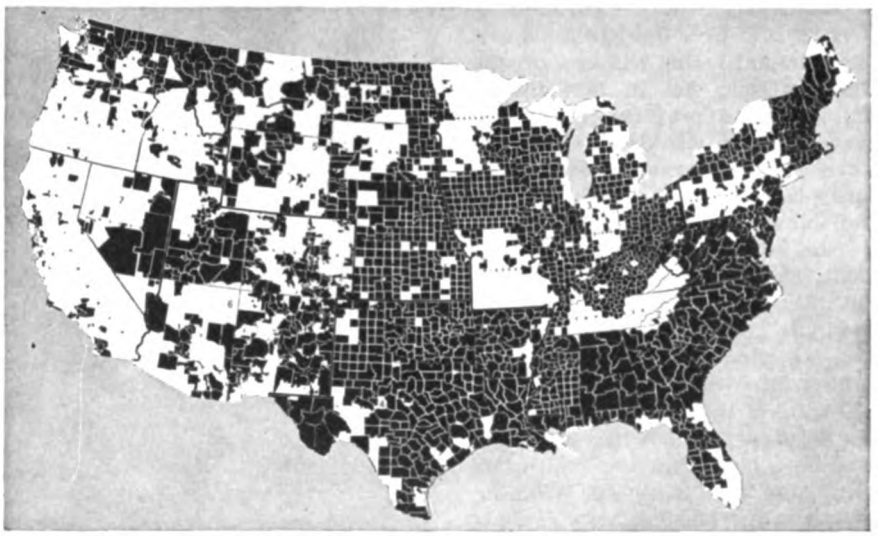
During the year a group of people representing the Cooperative Extension Service, the Soil Conservation Service, the National Committee on Boys and Girls Club Work, and the commercial firm which cosponsors the National 4–H Club soil conservation program met to consider specific things which might be done to help 4–H Club work in soil and water conservation. The group came to the following conclusions pertaining to a course of action for expanding and improving this 4–H Club work:

(1) The national 4–H Club soil conservation program should be revised to provide separate sections of suggested activities for the younger and older members, adjusting recognition to this age grouping and increasing emphasis on local awards.

(2) A guide for leadership development in soil conservation 4–H Club work should be developed.

(3) The preparation of suitable

(Continued on page 186)



These 2,164 soil conservation districts contain 77 percent of the total number of farms. They bring increased demands for educational assistance from extension workers

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Farm Forestry—*a Challenge*

T. B. SYMONS, Director of Extension, Maryland

As chairman of the subcommittee on forestry, Director Symons has given considerable study and thought to extension forestry problems for the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities.

FARM FORESTRY is truly Extension's challenge. We have seen all other types of agricultural production increase steadily throughout the past 35 years. But during that same period our farm woodlands have been depleted, wasteful cutting practices have continued, and the majority of our woodland has been so poorly managed that future crops will be limited. For the good of farmers, for the good of the Nation, and for the good of future generations, we cannot ignore the challenge.

Extension has long had an interest in forestry problems. The need for putting the farm woodland under better management was recognized as early as 1915 in a few States; but it was not until the passage of the Clarke-McNary Act in 1924 that a limited national program in farm forestry extension was definitely established. This program advanced very slowly due to (1) the limited funds available for the work under section 5 of the Clarke-McNary Act—only about $65,000 for the whole country; and (2) the difficulties involved in growing a crop such as timber which does not offer immediate returns as do most other farm enterprises.

In spite of these difficulties, extension forestry programs have gone forward on a pioneering basis with one or two men in most States. Working with these specialists, county agricultural agents have assisted farm people by encouraging the practice of forestry and integrating it with other farm work. County agents for many years have conducted such forestry demonstrations as tree planting, thinning, and timber estimating. 4-H Club work is included in the program. Educational means such as training schools, meetings, tours, bulletins, leaflets, the radio, and the press have been used.

These activities have helped establish demonstration farm woodlands in many counties throughout the country. They have definitely proved that such educational work is effective and that improved farm forestry practices pay. However, the work has been too limited for a problem of such tremendous proportions. We find ourselves today with a reservoir of only 10 percent of the 461 million acres of virgin timber which was in this country when it was settled. Our forest potential is now largely in the hands of private owners with 3¼ million farmers holding 139 million acres of commercial forest land. The forest resources in small ownerships produce now, and should produce in the future, a substantial part of the timber products used in industry. In general these commercial farm woodlands occupy good tree-growing sites and are nearer the market centers—two distinct advantages. But the Forest Service has found that cutting practices on only about 29 percent are sufficiently well managed to provide for a practical timber crop. On the remaining 71 percent, little or no conscious provision is being made for future crops.

One step toward timely action was taken by the Land-Grant College Association and the Association of State

Power saws make it easier to cut low stumps—a good forestry practice which also provides closer utilization.

Foresters when they adopted "A Suggested Outline for a Working Relationship Between a State Forestry Department and a State Extension Service." Part of this statement suggests action that is needed immediately when it says:

"SEC. 6. It is recommended that State foresters and State Extension directors take the lead in inaugurating a joint study by all agencies to ascertain the needs for carrying forward a vigorous and broadly conceived forest program in each State. It is suggested that in each State, in cooperation with Federal authorities, State foresters and extension directors jointly prompte State and regional conferences for the purpose of arousing public interest and cementing all groups and individuals behind a united and coordinated forest conservation and development program."

The statement also spells out the responsibilities of these two agencies when it states in section 2:

"It is recognized that the Land-Grant College offers an effective agency for conducting general educational and demonstrational work. It is also accepted that the State Forestry Department is an effective agency for fire protection, public forest land administration, the growing and distribution of forest planting stock, and service and regulatory work. It is therefore recommended that a suitable agreement be entered into to provide for work in these respective fields."

The challenge presented by the farm forestry problem now confronting the Extension Service is many-sided, but a few definite goals may be picked. There is the need to lessen existing waste and to capitalize upon the enormous forest potentialities available in this country.

Forestry experts tell us that from now on our timber will have to be grown as a crop on cut-over forest lands and on other available land which is best suited to the production of trees. Much of this land is in the hands of farmers, and they are the ones needing extension help.

To accomplish these objectives the Extension Service must help develop a vital transmission line carrying the latest "know how" on the economic production of timber to farm people. Existing work must be strengthened and new methods used to encourage farmers to undertake the production of this long-term crop. Our ability to apply such "know-how" to American agriculture has obtained production standards which have amazed all of us as well as our foreign neighbors. I am sure that equal effort and application will achieve equally satisfactory results in the field of forestry.

Cooperation is essential in a program as serious and as extensive as that now facing us. Extension should lead the way in gaining complete cooperation with State Forestry Departments in the distribution of tree planting stock, cooperation in teaching farmers how to plant trees, and stimulating interest in the prevention and control of forest fires.

The forest problems of the Nation are serious and must be faced if we are to survive as a great lumber-producing nation. The timber resources on our farm lands must be built up, and a forest economy dependent thereon must not only be maintained but strengthened.

County Agent Becomes State 4–H Leader

BEFORE leaving his job as agricultural extension agent in Blue Earth County, Minn., to become the new State 4–H Club leader, Leonard L. Harkness gave some last-minute tips to the county's 4–H Club agent, Florence Klammer. A former 4–H boy himself, boys and girls in his county have been close to his heart. Enrollment in clubs has increased from 450 to 725 in his 3½ years as agent. Minnesota's most typical 4–H Club was selected from Blue Earth County in 1947.

Shortly after graduating from the University of Minnesota College of Agriculture, Mr. Harkness enlisted in the Naval Air Corps 5 months before the outbreak of World War II. He spent a lengthy term of duty in the Pacific and was awarded the Navy Air Medal for action in the Solomons and received a commendation from Admiral Hoover for action in the Saipan area.

Mr. Harkness succeeds A. J. Kittleson, whose death followed just a few hours after his retirement, July 1.

Teacher-Agent Workshop

How Iowa Extension Service and State Home Economics Education Department Conduct Clothing Construction Workshops as Told by the Iowa Clothing Extension Specialists

MOST recent of the cooperative ventures between the Iowa Extension Service and the State home economics education department has been a series of clothing construction workshops.

These workshops were an outgrowth of requests from high school home economics teachers and county extension home economists for a refresher course in construction.

Strategic locations throughout the State made the meetings convenient to attend and saved time and expense. They were held during the last week in May and after the first of June, immediately after high school classes were dismissed, so that high school home economics departments, where sewing facilities were adequate, could be used.

Groups were limited to 20 persons, including approximately the same number of extension agents and teachers.

Extension clothing specialists conducted the training, each specialist taking responsibility for a group of 2-day schools.

The purpose of the workshop series was twofold. It gave home economists throughout the State opportunity to compare ideas and coordinate their methods, keeping them up to date on new sewing techniques. Second, it pointed up the possibilities for the more effective use of the demonstration method of teaching.

Each home economist attending was instructed to bring sewing equipment and material enough for a simple cotton dress. The patterns used were required to have set-in sleeves, a set-on collar, a seam at the waistline, buttonholes, and a slide fastener.

With everyone working on a similar project, each process was demonstrated by the specialist before the group applied it to their own garments. At the end of the 2 days all the techniques for completing a garment had been demonstrated, and each member of the group had had an opportunity to try them.

Emphasis was placed on eliminating unnecessary, but time-consuming, steps in clothing construction. The aim was to help the individual save on sewing time and still attain well-fitting, well-constructed garments with a professional look.

Correct fitting was stressed as one of the most important criteria in sewing. Adjusting patterns according to measurements before any cutting is done, stitching with the grain line and stay-lining all edges where stretching might occur were pointed out as ways to insure a well-fitting garment and save time in the long run by eliminating sewing errors.

Out of these group meetings came definite values—the realization that the demonstration method can be made a more effective way to teach clothing construction, the realization that it is constantly necessary to evaluate and revise sewing methods, and keeping up to date.

The response to the question, "Were the workshops worth while?" was enthusiastically "Yes." Aside from learning new construction techniques, the participants felt that they had gained understanding of each other's problems and agreed that each could accomplish more individually by working cooperatively.

National 4-H Achievement Week, November 1-7

PLANS and accomplishments of 4-H Clubs have always been made with better living in mind. The substance of which better living is made always grew in 4-H fields, gardens, and flocks. Then, for the year 1949, the 1,800,000 members of 4-H Clubs lined up all their efforts under the theme, "Better living for a better world," and their accomplishments make a showing of which they, their parents and local leaders, and the Cooperative Extension Service may well be proud.

Acreage in food crops and garden products reached a new high of 700,000. 4-H members raised 850,000 head of livestock. In their poultry flocks were more than 8 million birds. Their pantry-shelf statistics include such impressive figures as 2 million pounds of food dried or cured, 180,000 gallons of food brined, 27 million quarts of vegetables and fruits canned, and 3 million pounds of food frozen. In their exploration of the science of foods, they planned, prepared, and served 30 million meals.

Surroundings of 120,000 homes and interiors of 650,000 bear evidence of these young people's interest in improving them.

In learning to use modern means for efficient farming and homemaking, 50,000 club members engaged in agricultural engineering activities, electrical and general farm repair work, and 500,000 participated in fire and accident prevention.

With minds turned toward the problems of attaining a "better world," they discussed some of the important social and economic forces operating in their own and other countries. They did much to help those in distress, such as victims of polio, floods, and earthquakes.

These are but a few examples of what resulted when 1,500,000 rural young people put Head, Heart, Hands, and Health into action for Better Living for a Better World.

Radio Teaches in the Home

A SERIES of 15-minute radio programs every Monday morning for 5 weeks called "Sewing Can Be Easy" carried its message right into Delaware homes. It was planned particularly for those who had no transportation to meetings and those whose young children kept them at home, reports Miss Adeline M. Hoffman, State clothing specialist. These younger women are often receptive to new ideas and in need of advice and help.

Modern methods of sewing were featured, beginning with the selection of pattern and materials and finishing with bound buttonholes and tailored pockets.

Bulletins on the subject of each broadcast were prepared and mailed to those who enrolled for the series so that the bulletin would arrive 1 day before the program came over the air.

Most of the 191 people who enrolled were within the county, as the Dover station was difficult to get outside the county. Of these, 125 reported on the value of the series. Few had heard all 5 broadcasts, but a large group heard 4 of them.

More than half of the group felt that they got more out of the bulletins than the broadcasts, but they liked the combination. Of the group, 25 did little sewing, but about 40 made almost all of their clothes. As to new methods learned, the bound buttonhole was oftenest mentioned. Staylining, speed methods in cutting, neck-line facings, and zipper plackets were other new methods which the women listed.

The home demonstration agent carried the news of the broadcasts to 35 of the enrollees. Thirty of them heard about it from other people; 28 read about it in newspapers; and 22 heard about it on the radio.

The Dover broadcasting station liked the series so well that it was willing to continue it. Because of this experience Miss Hoffman started a weekly broadcast from a Wilmington station called "Sewing Club of the Air," featuring news and better methods, occasionally offering a free bulletin, and answering listeners' questions about home sewing.

4-H Clubs Raise Polio Funds

OKLAHOMA'S 62,000 4-H Club boys and girls found a more satisfying means of spending dimes and quarters than on movies and summer play activities. They raised $10,592.18 for the polio foundation.

Oklahoma, gripped by one of her worst polio epidemics, found hospitals where polio cases are accepted crowded and the need for more equipment and isolation wards acute. Each of the State's 77 counties accepted a quota, as did all local clubs in the counties.

The money was raised largely through individual member contributions, with several county 4-H groups abandoning summer camp plans and giving their money instead to the polio campaign. Bud Whitehead, of Stillwater (shown in picture), enlisted the aid of his playmates at his sidewalk stand. Luella Koethe rode her bicycle all over the community to collect $190 from 267 people. Oren Krager, himself a victim of the disease, collected over half of his county's $400 total. These are but a few examples of the fine work done by the boys and girls.

The 4-H polio drive had the full support of Oklahoma's county agent association, headed by President J. B. Hurst, of Enid, as well as the association of county home demonstration agents, of which Mrs. Irene B. Woods, of Ardmore, is president.

The check was presented to the Infantile Paralysis Foundation by Donald Bliss, State 4-H Club president, at a recognition luncheon in Oklahoma City.

United Nations Celeb

Everywhere men a
24 to a better understan
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Nations came into being
In the 4 years since
the representatives of ma
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vided an opportunity for

The Declaration of Human Rights sets universal standards to live up to.

The UN has helped improve world production of food.

The Security Council of the United Nations votes to consider knotty international problems for which the Council has s the peace.

tes Fourth Birthday

omen, boys and girls, are dedicating October
of the United Nations. On this day in 1945 all
the Charter had been deposited. The United
the Charter took effect.
day, the United Nations has brought together
Nations to consider the means of improving their
roblems considered were those of poverty, hun-
lack of freedom. The deliberations have pro-
cussion and mutual understanding.

Regional commissions tackle economic problems.

rther the Palestine question. This is just one of the many
d as a mechanism for adjusting differences which endanger

School gardens interest young folks all over the world.

Women everywhere find a community
of interest in the home.

That Extra Job

SOMETIMES what we think will be just another problem in our busy, workaday lives may turn out to be one of our richest experiences. Quite frequently extension workers are being asked to take part in the foreign student program. In this connection, Montgomery E. Robinson, professor in extension service, New York, sent us a letter written on June 10 by L. S. Nichols, 4–H Club agent of Orange County, N. Y.

We quote Club Agent Nichols:

"When I first received your letter of May 21 announcing that the delegation of four German youth leaders would descend on us for 2 weeks, I was quite disturbed. I lost my assistant in February and her replacement does not start work until June 14. I have had hardly a single free evening for my family since March 1. Believe me, I could not imagine how I could possibly find more time for them.

"When I met them I was deeply impressed by their sincere love for youth, democracy, and world fellowship. As time went on and we became better acquainted, I learned so much more. I know not how well qualified they are to tackle the almost impossible task which lies before them—obstacles which would cause most of us to turn our backs and run. From their magnetic personalities I believe I have captured a bit of their vision which sees beyond the horizon.

"They have made friends with all of us in Orange County. I do not believe Germany could possibly supply four more able good-will ambassadors. Their frank, honest sincerity dispels all prejudice, fear—yes, and even complacency.

"I do not want this letter to be a report of our activities or accomplishments, but I do wish to tell you of one achievement which will indicate the progress we have made. The Middletown Chamber of Commerce, supported by the three city service clubs, has guaranteed up to $500 to sponsor the exchange of one German boy and one American boy in the interest of agriculture, youth, democracy, and world fellowship. It took our German ambassadors less than 5 minutes to start the movement which jelled in 24 hours.

"Last evening they spent in my home. Now they are 'Joy,' 'Heidi,' 'Gustav,' and 'Oscar.' I can't remember when my wife and I have enjoyed entertaining so much or gained so much personally from our guests. If they could not have spoken a single word of English, we still would have found mutual understanding.

"I want to thank you, 'Monty,' for sending them to us. These have been the most valuable 2 weeks in the 10 years of my extension experience. I can say no more except that the fear I felt when I removed my soldier's uniform 3 years ago has been replaced by a living hope and faith that my boys need never gird the sword of war. I know now that war is not inevitable."

Authority for the sponsorship of an exchange of one German and one American farm boy is presented to the delegation of German youth leaders by William Tremper, president of the Middletown (N. Y.) Chamber of Commerce and the Middletown Rotary Club.

4–H Clubs Plan More Conservation

(Continued from page 179)

State projects and activity literature for 4–H Club work in soil conservation should be encouraged.

(4) New and more adequate material may be needed or old material used in a more effective educational way.

(5) A story on leaders in soil conservation should be published in *Soil Conservation*, the official magazine of the Soil Conservation Service, and reprinted separately for wide distribution. The September issue of *Soil Conservation* includes a story about eight 4–H Club members who won honors last year in soil conservation.

(6) 4–H Club work on soil conservation and leader development should be emphasized in the Extension Service Review.

While the above-suggested action will contribute much to county extension work in soil and water conservation, the way it is made a part of the county 4–H Club activities will determine its usefulness.

Care of the land in a very real way is a family matter. Lists of suggested activities should include ones suitable for girls. 4–H leader training in soil and water conservation probably will be one of the more important considerations to get enlargement of the county activities in 4–H Club work in soil conservation.

In several States committees for planning and guiding youth activities in soil conservation have accomplished good results. The programs developed by these committees can outline activities in such a way that current and long-time accomplishments will be achieved through the most efficient use of the resources.

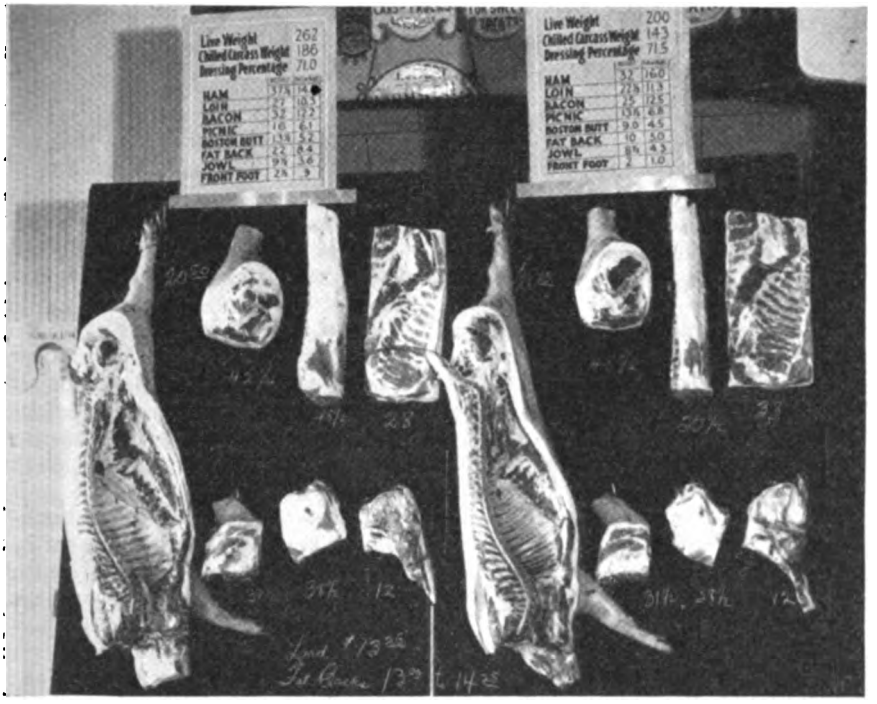


Exhibit Dramatizes Meat Story

JAMES J. LACEY,

Extension Animal Husbandman, Wisconsin

GOOD EDUCATION in meat animal production and meat animal carcass quality cannot be done through abstract lectures. It is not easy to define grades and finish. It is not easy to make a lasting impression on the minds of producers through comparisons made in words. It is generally even less effective to use figures and mathematical contrasts without something visible or tangible to emphasize them.

Displays do help. In meetings in Wisconsin last winter we used pork carcasses to bring out the lessons of production and to call attention to the reasons for penalties on heavy hogs. Lard was selling during these months at about one-half the price of hogs on the hoof. Excessive fat deposits on the carcasses are not easy to show unless the back fat and leaf lard are present. Heavy hams and heavy loins make no lasting imprint except by comparison made with lighter cuts. The display helped to bring the facts on overfinish direct to the producer.

Fitted with refrigeration facilities, a light truck was used to transport two hog carcasses of different weights. One was from a hog of 200 pounds, with highly desirable quality. A second carcass, from a hog of 262 pounds, gave evidence of the unnecessary lard covering and showed the wasteful layers of fat on all major cuts.

Audiences were quick to condemn the lard accumulation. In 30 counties where shown, the display brought home the reaction of consumers to the heavy cuts that a bountiful corn crop was building, and at a time when lard prices were slipping because of low consumer demand.

One-half of each carcass was divided into the six major cuts—ham, loin, side, picnic, butt, and jowl. A table of percentages, with primal cut weights, amplified the story of overfinish. Prices quoted on cuts of various weights added extra information for the benefit of producer. With 14-pound hams selling at 48½ cents per pound, and 16-pounders and up selling at 42½ cents, a penalty of 6 cents per pound, the hog grower could readily understand public rejection of heavily larded cuts. With about equal spread between light and heavy loins, and light and heavy butts and picnics, the information to producers needed little extra boost as an argument against too much corn for too few hogs.

From production standpoint emphasis was placed upon the additional feed required per 100 pounds gain after the 200-pound weight had been attained. Extra weight meant extra feed use, and likewise meant accumulation of unwanted lard. The exhibit was an answer to the present meat problems of consumer and grower.

Landscaping and the Ladies

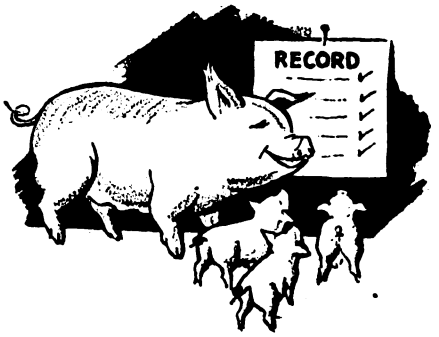
Landscaping and the women's home demonstration clubs went a long way last year in Texas.

More than 20,000 women were enrolled as demonstrators who improved their own home lawns. Of this number, more than 1,300 gave demonstrations and assisted in conducting training meetings for their clubs. The leaders assisted in making 34 study tours to experiment substations, and they opened their own homes and helped conduct 351 achievement day tours to see neighbors' accomplishments.

Sadie Hatfield, extension landscape gardening specialist in Texas, says that 65 tours were also made to homes of garden club members. Control of insects and plant diseases were among the landscaping programs conducted. Other accomplishments for the year included teaching their neighbors how to prune trees and shrubs, build barbecue pits and outdoor living room furniture, and arrange flowers.

The demonstrators say they learned more than the people they taught. Not only were they benefited materially, but here are the figures to show the actual number of yard improvements made. Nearly 4,500 outdoor living rooms were arranged and furnished, and more than 2,300 drives and 2,700 walks were built. Nearly 29,300 shrubs and trees were grown from seeds and cuttings.

Swine Selection Co-op



THERE'S less guess—and gamble—when you keep careful, systematic records. That's the idea behind the Wisconsin Swine Selection cooperative, a record-keeping organization which this year boasts more than 300 members in more than 40 counties.

These farmers are keeping records on more than 20,000 pigs. And on the basis of these records they will hold back the gilts that will raise their pig crop next year.

Their system is simple. Pigs are marked at birth and are weighed at 5 months of age. That, plus a few notes on the litter size and other important information, is all there is to it.

From these records each pig is rated. Members get this rating long before they sell their pigs and can save the very best gilts they have.

But why go to all the trouble? Why not pick out the best-looking gilts and save them?

Walter Ashmore, of Fennimore, who's been in the organization since it started in 1945, has the answer. "The 'best-looking' gilt is often not the best one," he says.

Farmers have known for a long time that size of litter, economy of growth and gains, good type, and mothering ability are inherited. But on the average farm the pigs from several litters run together, and in a few months you can't tell which pigs belong to which sow.

With these problems in mind, 40 farmers came to the college of agriculture in 1945 for help in working out a system of keeping track of the sows and their pigs. They wanted accurate records, and they wanted records easy to keep.

Thus started the Wisconsin Swine Selection cooperative. Life membership costs only $2. There is an additional annual charge of 75 cents a litter, which is graduated down to 50 cents if enough litters are enrolled by a farmer.

This fee pays the cost of weighing the pigs and analyzing the records, a job done by the State organization.

The record for an entire litter is kept on one card. It shows how many pigs were in the litter, how many were raised, and the 5-month weight. This 5-month information gives a good idea of the sow's mothering ability and the pig's inherited ability to put on low-cost gains.

Here's how the pig's index is figured:

It gets one point for every pig born in its litter. A pig that comes from a litter of eight starts out with eight points.

It gets two points for every litter mate raised to 5 months.

It gets one point for every 100 pounds the litter weighs at 5 months of age.

And it gets seven-tenths of a point for every pound it weighs over 75.

Last year the average index of pigs enrolled in the program was 90. But the program is not a contest, says Dave Williams, swine specialist at the University of Wisconsin.

Indexes are mailed to the farmer and are kept confidential. A farmer gets a report on his own pigs and on the average for the State and can compare them for his own benefit.

The main idea of the index is to show each farmer which of his gilts have inherited the ability to give him the best pigs next year.

Bridging the Gap

MEADE COUNTY, which is South Dakota's biggest, is 78 miles east and west and 66 miles north and south, at its biggest dimensions. Sturgis, the county seat, is at the west edge. Outside of Sturgis, Faith (which is 109 miles from Sturgis), and Piedmont, there are no towns in the county. Scattered over this vast area are 1,200 farms and ranches, averaging more than 1,700 acres—almost 3 square miles each.

Getting extension work done under those conditions presents a different problem from that of an ordinary county. To help bridge the gap between the extension office and the farm, County Agents Kenny Leslie and Donald Klebsch have been using "bulletin boards." There are 23 rural post offices scattered over the county, combined with stores and filling stations. People go to these places pretty often to get their groceries and mail. They spend quite a bit of time there waiting and visiting.

Bulletin boards, each 16 by 30 inches, have been set up at the post offices, labeled "County Extension News." Every 2 weeks Kenny and Donald send out a news letter. These are mimeographed and usually give directions and recommendations about some practice. They use illustrations (from circular letter illustrations) freely to attract interest or tell the story.

A typical set of bulletins includes tree planting directions, feeding of poultry, how to recognize and control alfalfa weevil, control of hog mange, description of recommended small grain varieties, value of and how to treat seed, and a report on the cattle spraying for grub control.

"We issue these bulletins about every 2 weeks," Don writes. "The storekeepers put them on the bulletin boards which are in a conspicuous place. We are well pleased with the results. However, it depends a lot on the news letter. If it concerns something they are interested in, the results are good."

Five-County Tours

THE FIVE COUNTIES in southern Maryland got together for a week of soil conservation touring in the heat of the hottest summer for many a long year. But for all that more than 2,000 people heard the experts explain soil conservation practices and the farmers tell about rotations used, or how they planted the hills on the contour, and how it worked.

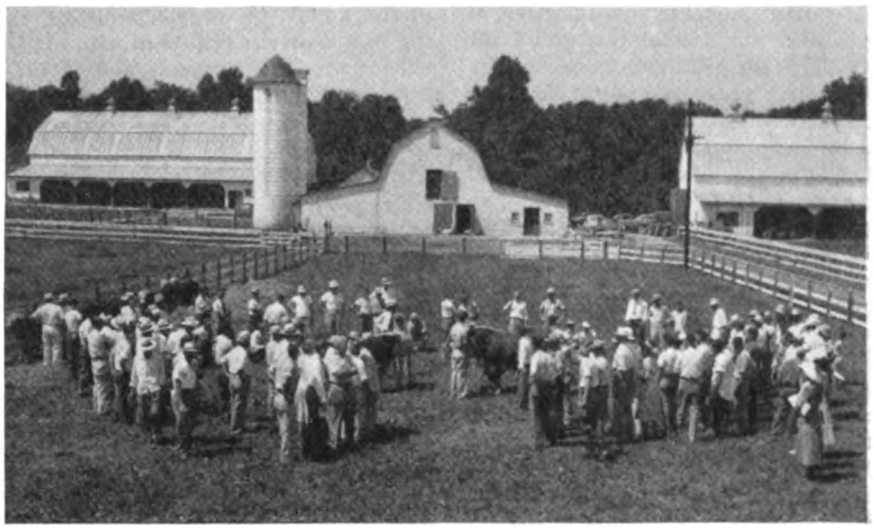
Between the Potomac River and Chesapeake Bay, this area is historically rich tobacco land. Much of the virgin fertility has washed into the broad rivers and closed ports which once loaded ocean-going vessels. The need for soil conservation is evident.

"This first Southern Maryland Soil Conservation Week," said Director T. B. Symons "was the most progressive step yet taken in southern Maryland for the promotion of soil conservation activities. The 10 farms visited demonstrated beyond the shadow of a doubt that conservation pays dividends for the tenant, for the land owner, and for the general public."

The success of the venture was due to careful planning and hard work of many folks. County agents, soil conservation district officials, personnel of the Soil Conservation Service, local editors and businessmen, the church women, and the fire company auxiliary who served the lunches, the Army who furnished the sound trucks, the Boy Scouts who marked the way, the farmers who got ready for the crowd and told of their experiences, and many others helped make it a success.

Governor Lane opened the week's education program with a real bang when he set off a charge of dynamite to open a drainage ditch in Anne Arundel County. Each day's tour was in a different county but many farmers also visited in neighboring counties as well as their own.

A rump session under the trees.



A demonstration of profitable livestock farming in tobacco country.

A good press chairman helped the local papers get the story.

Diversified farming and good soil practices paid for the farm and supports seven fine children, testified Farmer Hunt of Charles County.

About People . . .

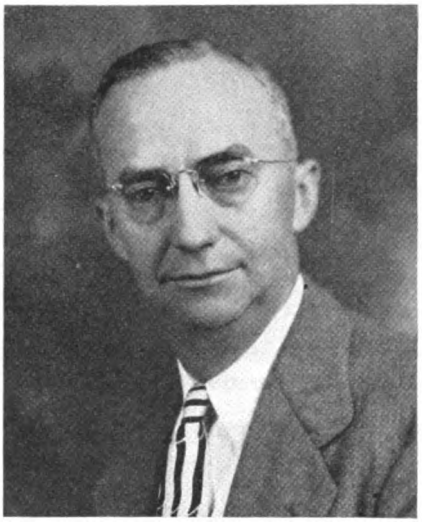
● DEAN JOHN A. HILL of the University of Wyoming's College of Agriculture has been chosen as the honor guest for the American Society of Animal Production at its 1949 annual meeting in Chicago. Thus Dean Hill joins a select list of animal scientists previously honored by the society for their contributions to the livestock industry. Dean Hill has received many notable honors during his career, including his selection as consultant in animal husbandry for the U. S. Bureau of Animal Industry (1928–32); judge of wool at both the Chicago International Livestock Exposition from 1932 to 1934 and the San Francisco World's Fair in 1939; member of the advisory committee to study the national livestock marketing conditions from 1940 to 1945; and judge of the American Royal Livestock Show at Kansas City in 1947 and 1948.

The University of Wyoming's wool department was started by Dean Hill in 1907 when he was wool specialist. A nationally recognized authority in the sheep industry, he was awarded an honorary doctor of law degree by the University of Wyoming in 1947.

During the International Livestock Exposition this year, Dean Hill will be honored at a formal banquet, at which time a life-size bust oil portrait of the dean will be presented to the Saddle and Sirloin Club.

● "It's been a marvelous 30 years," is the way MILDRED C. THOMAS summed up her career in extension work for the Worcester, Mass., Sunday Telegram on January 23. Miss Thomas, of course, was referring to the 30 years she has served as home demonstration agent in Worcester County. Miss Thomas has shared in many pioneering steps made in the Worcester County extension program. When she first entered Extension, home demonstration work was in its infancy in Worcester County. Now there are 3 home demonstration staff members and more than 900 volunteer leaders. The number of volunteer leaders changes from year to year, but it is constantly on the increase.

● JOHN STOOKEY, Niagara County, N. Y., club agent, recently received his master's degree in extension education from Colorado A. & M. Thus, another first was accomplished in the annals of extension history—the first master's degree in extension education to be awarded—John Stookey, the first extension recipient.



● DR. W. G. KAMMLADE, professor of animal science at the University of Illinois, was recently appointed associate director of the Extension Service in that State to succeed Prof. J. C. Spitler, retired on September 1. A native of Wisconsin, Dr. Kammlade did his undergraduate work at the University of Wisconsin and received both his master's and doctor's degrees from the University of Illinois. He is widely known for his work as chairman of the committee in charge of the 5,000-acre Dixon Springs Experiment Station in southern Illinois.

● G. G. (HOOT) GIBSON took over the helm of the Texas Extension Service on June 1. Director Gibson is a native Texan, graduated with a B. S. in agriculture from Texas A. & M. in 1929, and holds a master's degree from Iowa State College received in 1930. He served as a dairy specialist with Iowa State College before joining the Texas Extension Service in 1935 as an assistant dairyman. In 1943 and 1944 he managed a private dairy farm near Waco, Tex., returning to Extension as dairy husbandman in 1944. Director Gibson is the author of a number of extension publications in the dairy field and is well known throughout the State for his work with dairy herd improvement.

● MYLO S. DOWNEY, Maryland's boys' 4–H leader, left the first week in July for Greece on an assignment for ECA. Working with the Ministry of Agriculture and ECA, Mr. Downey will concentrate on building a program for boys and girls and older youth. His assignment will keep him abroad for 4 months.

● MRS. LUCILE DAVIS WILLIAMS, Negro home demonstration agent in Clarke County, Ala., passed away on April 14. A graduate of Selma University, she also attended Tuskegee Institute. Mrs. Williams joined the Alabama Extension staff in 1925, serving as home demonstration agent in Dallas County until 1929, when she resigned to enter the teaching profession. She rejoined Extension in 1944 as home demonstration agent in Clarke County, which position she held until her death.

● LLOYD E. ADAMS, entomologist, moves from Missouri to the extension staff in Pennsylvania. A graduate of the University of Missouri, he is a member of the American Association of Economic Entomologists. He served four years with the field artillery in the Pacific area during World War II.

● DIRECTOR J. O. KNAPP, of West Virgina, returned from Germany in June, where he had been on an assignment since the middle of March. He served as a consultant to authorities in the American Zone of Occupation on the establishment of extension work.

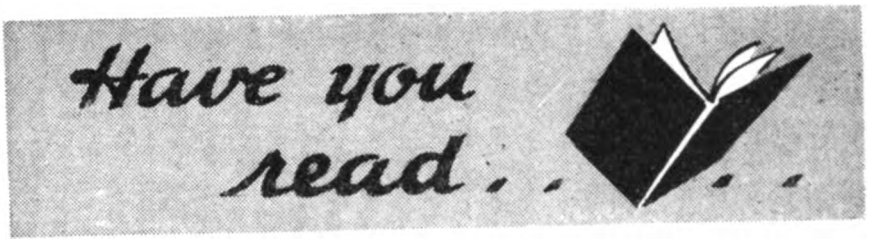
● Okfuskee County, Oklahoma, mourns the loss of two former Negro agents, JAMES R. COUNCIL and CLARENCE E. JOHNSON. The latter served from 1926 to 1946, when he retired. His coworker, Lula B. McCain, home demonstration agent, writes: "Through his untiring efforts, the entire county of farmers was organized into a working group that functioned under the County Agricultural Council." His work lives on in the life of the Negro farmers of the county.

● A welcome visitor to the Washington, D. C., Extension Service in July was COUNTY AGENT H. E. WAHLBERG, of Orange County, Calif. He stopped here in the course of his vacation trip. Mr. Wahlberg has the distinction of serving in one county for more than 30 years.

Via Radio

Older youth like to get their information by radio, according to a survey made by extension agents in Delaware County, N. Y. A visit to 283 homes outside villages showed that new farm developments came most commonly by radio, though 47 percent did read bulletins, 40 percent the farm bureau news, 21 percent remembered attending extension meetings, and 19 percent had received a farm visit.

COUNTIES in northeast North Dakota recommended their 4-H market livestock event held last fall. This annual event gives an opportunity for 4-H members with market classes of beef, lambs, and hogs, to bring their livestock to a central point where the commercial grade can be determined. Club members get training in market grades and classification and in marketing problems.



THE STORY OF FAO. Published by the Food and Agriculture Organization of the United Nations. 1949. 22 pages.

● This leaflet gives in a readable fashion the world problems which led to the establishment of FAO, how the organization was set up and the more interesting and significant achievements. A limited supply is available in the editorial office and single copies can be obtained by writing Editor, Extension Service Review, U. S Department of Agriculture, Washington 25, D. C.

MILK AND MILK PROCESSING. B. L. Herrington, Professor of Dairy Chemistry, Cornell University. McGraw-Hill Book Co., New York, N. Y. 343 pp.

● After a short and interesting chapter on the history of the development of the dairy industry, the first half of the book deals with the constituents of milk, their chemistry and nutrient properties.

The last half of the book deals mainly with problems of the processing of milk into its various commercial products, market milk and cream, butter, cheese, ice cream, concentrated milk, and dried milks.

As a textbook for students preparing to enter dairy technology or manufacturing and for home economics students, the main reason for its preparation, the book seems admirably adapted.

The possibilities of new commercial uses of the byproducts of milk, now largely used as livestock feed, or in some cases wasted, are well brought out as offering a stimulus for further research.

Though simplified to an admirable degree, the discussion of the chemistry of milk constituents and what happens to them in the human body is still somewhat complicated.

Although the book might be of general interest to him, the average extension worker has given little thought to chemical processes since his undergraduate days and might find little which applied directly to his work.

To extension workers in the fields of human nutrition and dairy manufacturing or technology it should be a very useful reference book.—*Roy C. Jones, extension dairyman, U. S. Department of Agriculture.*

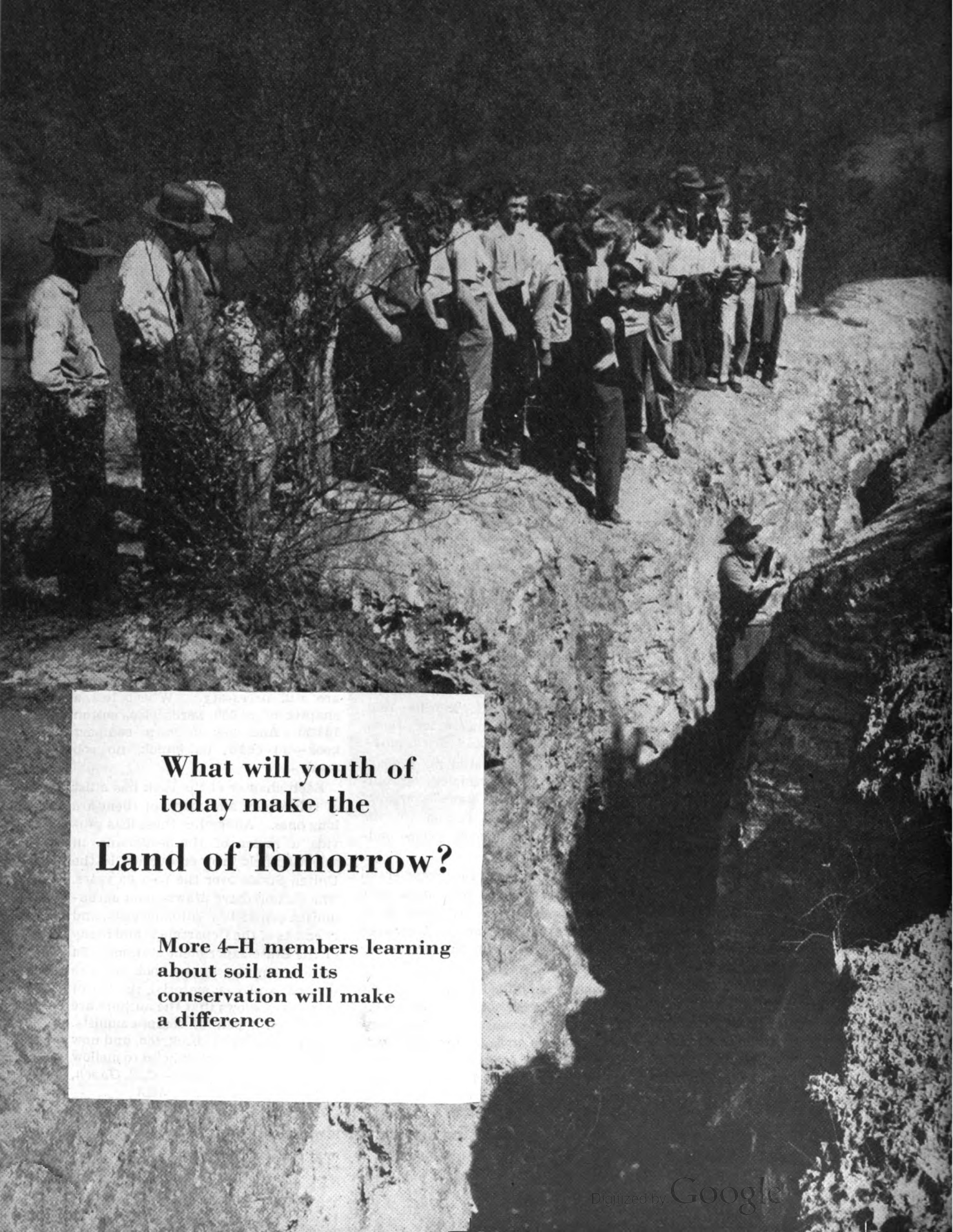
PRINCIPLES OF FIELD CROP PRODUCTION. Dr. John H. Martin and Dr. W. H. Leonard. The Macmillan Co. 1949. $6.

● Dr. John H. Martin, Division of Cereal Crops and Diseases, ARA, U. S. D. A., and Dr. W. H. Leonard, professor of agronomy, Colorado Agricultural College, are coauthors of a new book on Principles of Field Crop Production.

There are 39 chapters, and the one on corn contains 20,000 words, an extent understandable in view of hybrids, the new nitrogen feeding, closer spacing, more machines, and a lot of things that aren't so new but are still necessary. Wheat has a chapter of 20,000 words also, cotton 10,000. And yet it is a compact book—no chaff, no kapok, no cob meal.

Each chapter of the book has a list of references, and many of them are long ones. Altogether these lists provide a roster of the leadership in scientific field crop production in the United States over the past 60 years. The authors have drawn upon agronomists, geneticists, entomologists, and chemists of the Department and many of the State experiment stations. In spite of the size of the book and the quantities of new material, the list of references shows that the authors are a successful pair of compressionists. There is lore in the book, too, and now and then an aside that helps to mellow the whole weighty crop.—*C. E. Gapen, Information Specialist, ARA.*

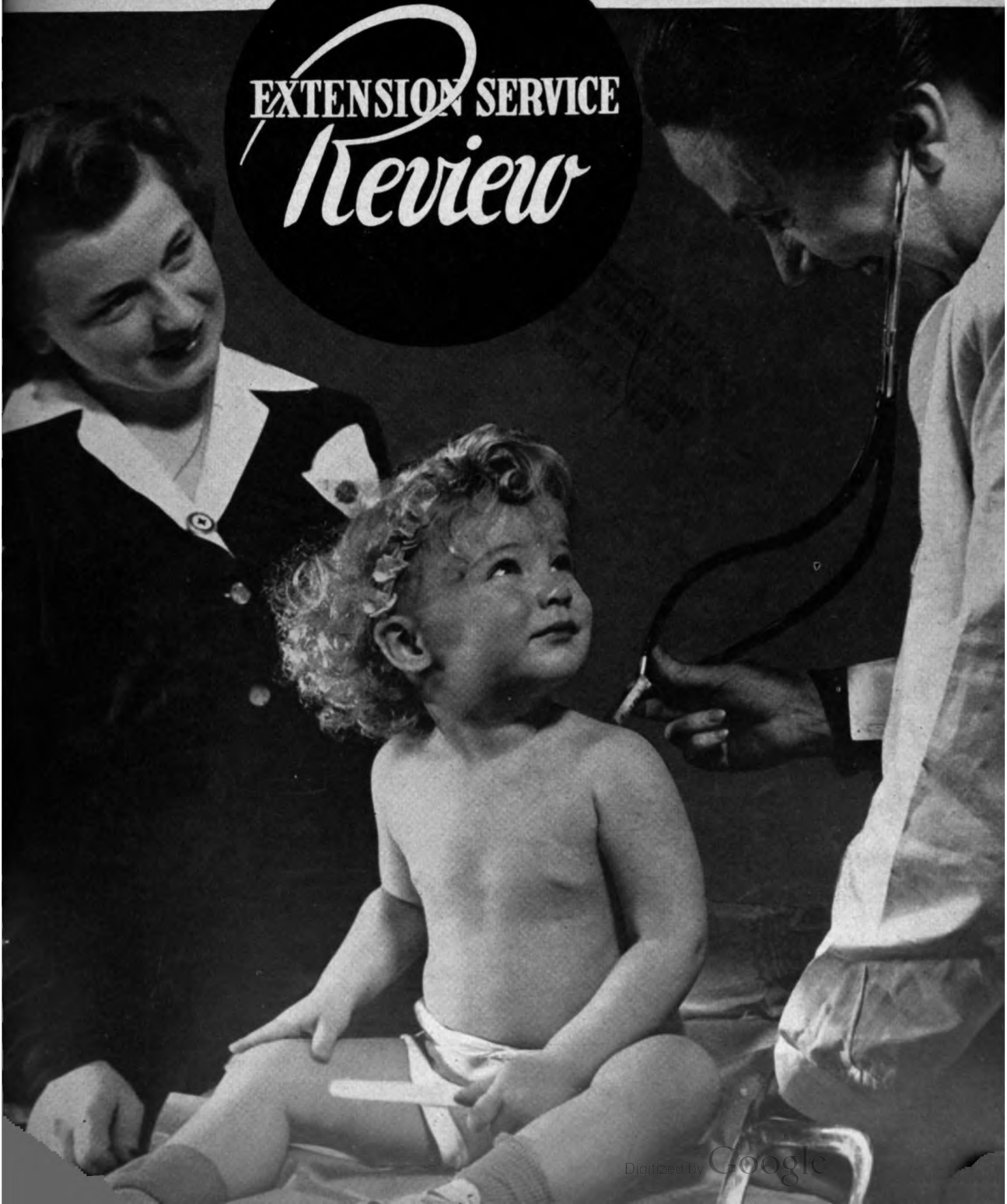
U. S. GOVERNMENT PRINTING OFFICE: 1949



NOVEMBER 1949

Featuring Health

EXTENSION SERVICE Review



Next Month

- December is a triple header Christmas issue featuring the house, the family, and the local leader—a great extension triumvirate.

Under the heading of the house is a brief statement on the new housing act of 1949 and its provisions which apply to the Extension Service. As a case report on a comprehensive extension housing program now in full swing, you won't want to miss the account of how Washington State is solving its acute housing problems.

- Featuring the family is the eyewitness account of the National Home Demonstration Council meeting in Colorado Springs, Colo. Dorothy Bigelow, the associate editor, attended and air-mailed the story, special delivery to make the December issue. She features the 9-point program adopted by the 2,500 women for the coming year. Point number one is a plea for bigger and better family life programs—a particularly good theme for Christmas thought.

- Including the whole family in planning extension programs is the theme of a thoughtful article by the county agent of Geary County, Kans.

- The local leaders get their inning in "What a Local Leader Expects From the County Agent." If you want to see yourself through the eyes of a shrewd "down Easterner" read it.

- A typical American success story is that of an Arkansas local leader who decided that electricity was the missing link in attaining a higher level of living in her neighborhood and went ahead to do something about it.

- Something new was added down below the border in El Salvador when the very first county agent in that county saddled his donkey last August and started for his hill county. The story is illustrated with pictures of his activities.

In this issue—

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

VOL. 20 NOVEMBER 1949 NO. 11

Prepared in the Division of Extension Information
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Can FIRE LOSSES Be Cut?

Folks of Kent County, Mich., thought they could and this is how they went about doing it, as told by County Agent Richard Machiele.

County Agent Richard Machiele (left) discusses fire-fighting problems with the fire chief.

HOW'S THE FIRE chief today? Those familiar and gratifying words don't greet this county agent's ears any more. Maybe it's because the Cooperative Extension Service in Kent County, Mich., was graduated from the fire prevention and fire control field. At least that's the opinion of C. V. Ballard, Director of Extension at Michigan State College, on our position in this field. Let me explain.

For a period of 5 years the job of organizing the fire program fell to Extension Service. As a neophyte assistant county agent my first job was to organize rural Kent County into fire-fighting units. This area surrounds highly industrialized Grand Rapids. The job was made possible by an appropriation of $25,000 from the Kent County board of supervisors.

A survey was made to determine how the money was to be spent and five areas in the county were determined to be critical areas. These were organized into five fire districts. In cooperation with the county road commission, fire-fighting units were housed in the road commission garages and services and operated by road commission personnel, during the commission's regular workday. On Saturdays, Sundays, and holidays a special driver was hired so that each truck had an operator at the garages each day of the year, 24 hours each day.

We bought high-pressure fire trucks operating under at least 500 pounds pressure.

The next step was to get a crew to operate the equipment. Each township was responsible for its own organization. Fire districts were set up depending on population, natural boundaries, and other factors, and a district fire chief was appointed in each. All the districts in each township were united under a township chief.

Each township chief was to see that his township unit operated properly. He arranged training meetings for his district crews.

The district volunteers distributed a fire card to each home in the township which told anyone reporting a fire how to proceed. First, call the fire truck, the first number listed on the card. Second, call your district chief. That's all. The chief had arranged to call out his crew. This is all done by telephone.

Besides distributing fire cards the volunteers did a good fire prevention job by asking each home owner several questions. How many fire extinguishers have you? How many ladders and how long? How many feet of garden hose? Do you have a cistern and what is its capacity? What is the nearest source of additional water? The answers were listed and compiled for each township. It certainly worked wonders in getting people to buy extinguishers for buildings that had none. In short, it made people fire conscious.

We're not as close to the program as before. Why? The county felt that this program was so big that a full-time fire chief was needed. The position has been filled and since then we have watched the program grow. Instead of five trucks there now are nine plus a number of auxiliary trucks for water transportation owned and operated by the township.

You might now ask, does such a program pay? We kept an accurate record of each fire and now have accumulated figures on 100 fires. Our fire fighters saved $1,732,520 and during that period losses were $941,487.

Another item which we as extension folks should be interested in is the type of fire fighter to use in the rural areas. We have a situation in every rural township of the United States that makes a fire control program hard to manage and that is water supply. Unless we have water we cannot fight fire. Therefore, let me offer proof from our records that the high pressure unit is more efficient and more effective on rural fires than any other types we had an opportunity to try.

Health Education Programs Studied

AN EXTENSION program in health and medical facilities for rural areas was given special study by a committee of the extension department of the American Home Economics Association. The report given at the San Francisco meeting last June emphasized the importance of the home demonstration agents providing leadership in health education.

The prerequisites for leadership were given as a thorough knowledge of all health agencies, both public and voluntary, in the State and county, and an understanding of existing conditions that affect community health and resources available for improving these conditions.

The home demonstration clubs offer a real opportunity to an agent interested in health education. When the health problems of the homes and community are discussed with members of the groups, they in turn may discuss them with other residents of the community. Free discussion and exchange of ideas bring about an understanding of health problems and an appreciation of what is needed.

Health projects now under way can be strengthened.

Home demonstration groups have made progress in health programs, which the committee recognized; but the committee thought that this work could be strengthened and many projects already under way could be coordinated for a greater emphasis on the health phases.

The committee recommendations were based on a questionnaire sent to State home demonstration leaders. About 80 percent of the States reported efforts to strengthen existing health work. In 17 States there is a health committee in the State home economics association, and 17 States also have a health committee in the Extension Service. In at least two States, Michigan and Wisconsin, this extension rural health committee and other staff members have formulated a health education policy statement for the field.

The State home demonstration council has a health committee in 22 States and Hawaii. Local home demonstration groups have health leaders in 29 States. Arkansas has a health chairman or leader in each of the 1,646 local home demonstration groups. In Colorado all county councils and local groups have health chairmen. Health programs were featured as a part of the annual extension conference in 17 States and had an important place in Farm and Home Week programs or similar gatherings of rural people in 34 of the 41 States reporting. Health discussions were scheduled in a number of States on programs of farmers' institutes, county-wide rural women's days, camps, and other general meetings. In Illinois both sides of the national health legislation proposals were presented at the summer conference for home bureau presidents and vice presidents.

Study kits, including information on such subjects as cancer, undulant fever, heart disease, tuberculosis, polio, and rheumatic fever, have been popular in several States.

Among the significant developments in health education were the health conference in the State of Washington, jointly sponsored by the State health departments and the Extension Service, and the assistance given by the Virginia Extension Service in the organization and planning for State and local health councils. More than 25 counties are doing active work on health in Virginia.

In New York members of the home demonstration staff work as a committee with the State board of health and State nutrition committee. In Vermont the State health council, which the State medical association helped to set up, includes members of the extension staff. The Vermont Rural Policy Committee, sponsored by the Extension Service, has also worked on health problems.

As a result of these findings, the committee of the American Home Economics Association suggested that each State set up an extension health committee to develop policies and plans for an extension health program and commended the steps taken in many States to coordinate health work in such activities as farm and home planning and quality dairy production programs.

(Continued on page 206)

The Home Demonstration Club is a good place to talk about health problems and health facilities in the local community.

A Good Food Glamourized

A 4–H HEALTH program that caught the imagination—Magic From Milk—means not only health but fun to West Virginia 4–H Club members. For the past year club members have eagerly accepted the challenge of discovering for themselves the "magic from milk"—a 4–H health program carried in 41 of the State's 55 counties.

Most everyone in town came down to see the parade put on by 4–H club members in their "magic from milk" campaign.

Young Folks Make Their Own Plans

The program was planned to meet a long-felt need among youth for a better understanding of the health-giving values that make milk and its products the most nearly perfect food. It was developed by county and State extension workers, local leaders, and in large part by the members of 4–H Clubs themselves.

The idea appealed to the young folks, who discussed the subject and made plans for improving the lot of the family cow, for surveying the amount of milk being consumed by the boys and girls in the club or community, for making unusual new milk dishes or colorful posters to put in store windows, and for serving milk at club meetings and parties.

Each county carried out its program in its own way. Here's how one county did the job:

A county milk council, composed of one member from each club in the county, launched the Webster County program. The council served as an information bureau to keep all clubs informed.

A contest produced 416 attractive posters, which were first shown in local communities, then at a county-wide exhibit in the county seat, and later at the county camp and the county fair. A 4–H ring was presented to the member who had the best poster in his club. A pennant bearing the 4–H pledge was given for the best poster made by a high school club member, and a similar award went to the winner in the grade school.

Sixteen demonstrations were given in the county milk demonstration contest. Four teams took part in the milk production division and 12 in the milk consumption division.

The big event in Webster County was County 4–H Milk Day, when approximately 2,000 people watched 500 county 4–H boys and girls, leaders, and sponsors on parade. Twenty-three of the county's 27 clubs participated. Songs and yells about milk were presented and judged, and the county milk king and queen were crowned. At noon, a local service club served ice cream and a county farm organization furnished a half pint of milk to each person. The business and professional men were so delighted with the County 4–H Milk Day that they volunteered their services to promote a similar event next year.

The climax of the State program came in August at the eighth annual State dairy show at Jackson's Mill, West Virginia's State 4–H Camp, where county kings and queens from 19 counties competed. Through demonstrations or illustrated talks, county entrants outlined individual, club, and county participation in the program. Other considerations included written county reports and the individual narratives of the county kings and queens. A point-grading program was used in making the selections.

Webster and Randolph Counties shared high honors. Ohio and Wetzel Counties stood next. These four counties received blue ribbons for their efforts during the year. Hollis Ray Hall, of the Holly Jolly Club, Webster County, and Barbara See, of the Ski Hi Club, Randolph County, were crowned State king and queen to reign at the Magic From Milk festival. Strolling down "the milky way" attended by princes and princesses, they were crowned by Director J. O. Knapp and enthroned on milk-bottle thrones with a 7-foot milk bottle in the background.

The results of the program have been far-reaching. In some communities the interest created has led to better and cleaner methods of caring for milk in the home, more family cows, a glass of milk for every school child at lunchtime, and better prepared milk dishes with a resultant larger consumption of milk. One club reports that in school the boys and girls are beginning to substitute milk for soft drinks. Milk-conscious 4–H Clubs in the Mountain State are demonstrating that there is "magic from milk."

County Health Center Serves Negro Farmers

Public Health Nurse Mrs. Jackson weighs and measures a young visitor to the health center.

AN EXAMPLE of what a rural community can do for itself is the new Pomonkey, Md., Health Center, first in the country to be launched by colored farm people, says Maryland District Extension Agent Martin G. Bailey.

Three years ago there wasn't a single colored physician among the 7,000 Negro residents of Charles County, a public health nurse, or a clinic where the colored residents could obtain adequate health services.

Today, however, largely because the people got together and worked for what they wanted and a forward-looking agent worked with other community leaders, the county has a colored physician, a public health nurse, and a clinic.

In wagons, trucks, and cars, and on foot, people now come to their clinic from all parts of the county for examination, preliminary treatment, training, and advice. Often as many as 40 adults and children are served in one afternoon.

"I don't know how they ever got along without this clinic," says the district extension agent, "and I wonder how the clinical needs of the people in hundreds of counties without this facility are being met."

But getting the clinic, the doctor, and the nurse was not an easy task. It took 3 years and a lot of work. Back in 1946, County Extension Agent Milbourne Hull, Supervisor of Schools J. C. Parks, and a few Parent Teacher Association leaders met to study their county health problems and to seek a solution. Out of this meeting came a health center committee.

The responsibility of this committee was to get a public health nurse, attract a colored physician to the county, and initiate plans for the establishment of a county health center.

Within a year, through the cooperation of Dr. William A. Harris, county public health director, the committee had found a nurse, Mrs. Theresa Jackson, trained at Baltimore's Provident Hospital and New York's Maternity Center Association, and a physician, Dr. Percival Smith, a graduate of Howard University's medical school.

"Getting the clinic was the really difficult task," says Mr. Bailey. He points out that first the committee acquired an old schoolhouse which the men of the county moved 5 miles to a site in the Pomonkey Community. But both site and building proved unsatisfactory.

Then the committee launched a drive to raise money for a new building. It begged at churches, solicited all of the county organizations, and gave dinners to raise funds. By last summer, the committee had $700, mostly in nickles and dimes.

Led by Superintendent Parks, County Agent Hull, and James T. Slater, retired navy yard worker who has lived in the county for more than 60 years, the committee went to the county commissioners, told them of their health care needs, explained what they were trying to do, and plunked down the $700. So impressed were the commissioners that they hired a contractor to build a four-room health clinic on a lot donated by the county board of education.

The clinic was built and equipped at a cost of $6,300. During the dedicatory ceremony last March, a cornerstone was laid in honor of Mr. Slater for the important part he played in obtaining the site and building for the clinic. Dr. Roscoe C. Brown of the United States Public Health Service, the principal speaker, said that the center is perhaps the first rural clinic which the people themselves have taken the lead in establishing.

The clinic is open part of each day, 5 days a week. On duty are two public health nurses, Mrs. Jackson, and Mrs. Temple McCombs, white, and two part-time physicians, Dr. Smith, and Dr. Frank A. Susan, white.

The center is devoted largely to preventive work. It offers prenatal and postnatal care, child hygiene, examination and treatment of venereal diseases, and training in midwifery.

Later, a dentist is to be added to the staff, and some additional equipment, including an X-ray machine, will be purchased, says Dr. Harris, the director. He points out that there is a high incidence of tuberculosis and heart disease in the county, but a low rate of venereal disease.

Television

A 6-week series of farm television shows, called "Summertime on the Farm," was recently completed at WFIL–TV, Philadelphia. These were the first television shows produced by Pennsylvania Extension Service.

Charles K. Hallowell, Philadelphia county agent, was in charge of the series and most of the shows were produced by Elton B. Tait, extension radio editor. In all the shows motion picture film produced by George F. Johnson, extension visual aids specialist, was used.

4-H Members Learn Feeding Operations

A PRACTICAL education in feeding operations, with a net profit of $246.28 included, has been completed by six 4–H Club members of Wellington, a northern Colorado community.

These boys took part in a commercial lamb-feeding project, designed so they could learn feeding operations from the time the animals were purchased until sold. Tried for the first time in Colorado, the project was termed a success by Don McMillen, Larimer County agent.

The project was cosponsored by the Wellington local of the Larimer County Farm Bureau and an advisory committee composed of a banker, a rancher, a feeder, a 4–H leader, and the county 4–H agent. Parents and neighbors took a great interest in the practical feeding project.

The boys planned the ration for the lambs. When the lambs were trucked to market the boys had the final say-so as to accepting the market price offered that day.

Through Regular Market Channels

Ninety lambs, averaging 70 pounds per head, were purchased from a Denver commission firm at $22.50 per hundredweight. When the 6 lots were sold, they ranged from an average of 92.7 to 102.3 pounds per head per lot. Gross sale price was $2,011.85, which was $24 per hundredweight, with 4 head out at $23 and 1 out at $21. Selling was done on the basis of 90 fat lambs, but each lot of 15 was numbered and weighed separately.

Each boy had to pay for his lot of 15 lambs when delivered. If he did not have the cash, he could borrow it from a bank—that is one reason the banker was on the advisory committee. Shortly after delivery of the lambs the advisory committee visited each boy's farm and helped him to get a start.

The advisory committee members made arrangements for a representative of a Denver commission firm to accompany them on a visit to each boy's farm with the idea of advising when to sell the lambs. So in mid-February—after 109 days of feeding—the lambs were taken to Denver and sold through regular channels to a packing company.

Dinner and Tour Wind Up Project

Following the sale, the Denver Union Stockyards, Denver Livestock Exchange, and Great Western Sugar Company jointly sponsored a dinner for the boys, their dads, neighbors, and committee members. They were told of the central marketing system, saw buyers in action, and finally saw the dressed carcasses of their lambs at the packing house. The boys by this time had completed the entire cycle.

The average daily net gain per lamb was 0.26 pound which is just about what regular feeders will get, according to Agent McMillen.

The boys ranged in age from 12 to 16 years. All fed alfalfa hay and barley, four fed corn, two fed beet tops, three fed dried pulp, and two fed wet pulp.

The project was open to any 4–H Club member who cared to take part. Three different clubs were represented by the six boys who signed up to get the practical education in feeding operations.

T. V. or Not T. V.

LIKE a small boy sticking his toe into the cold water of the old swimmin' hole before the first swim of the summer, Extension for the past year has been gingerly testing the unfamiliar waters of television. Although a few hardy editors have been acquainted with the video pool for a number of years, most of Extension's pedal digits received their first moist TV application during 1948–49.

From the first splash it seemed evident that one of Extension's major jobs in television was to tell the farmer's story and dramatize America's agricultural process.

If some of us hesitated at the brink and, shivering there in our information birthday suits, looked back to the warm bathtub of press, or the wading pool, of radio, it is understandable because the stores of ghosts, ghouls, and gobblins that dwell in the television depths are enough to shake the faith of any Extension worker.

The twin hobgobblins of cost and difficulty of production, together with a ghost labeled "special talent," appear to lead these mythical bogeys. At times it seems that an extra effort is being made to make television participation by Extension look hard. Note that we use the word "participation," not production. Technical production in television is a specialist's job. We are not television producers. There are rules in TV, just as there are in radio, or press, but they are well within the ability of Extension people.

The very foundation of Extension provides what television wants from it, the Extension demonstration.

Such a demonstration method requires little or no altering for television from the original which is used at a farm meeting. Most certainly it requires no change in talent, or the powers of presentation. A county agent on TV is still a county agent, as he should be, not a professional actor.

But the use of television as a new Extension tool does not necessarily mean that it is just another medium to tell the farmer "how to do" his work. Television may best be suited to turn our information traffic the other way and send agriculture's story to the city. By building understanding, appreciation, and interest for agriculture TV can render the farmers of our Nation a tremendous service.—JOE TONKIN, Extension Radio Specialist, USDA.

Demonstrations With Variations

Betty Williams, formerly home management specialist in Arkansas, tells of a demonstration method she found especially helpful. On July 1 Miss Williams took over the duties of regional home economist for the Rural Electrification Administration, working in Texas, New Mexico, and Arizona.

RURAL FAMILIES who come to the Fruit and Truck Branch Experiment Station, Hope, Ark., on visiting days, saw experiments inside as well as outside the home. They learned new ways of making work easier and carried away simple but sound ideas to put into practice in their own homes. Among the demonstrations were two improved kitchens.

Among farm families interest in kitchen improvement has been keen since the war's end. With this interest in mind, the kitchens in two homes on the grounds of the experiment station were selected in March 1949 to serve as result demonstrations. Plans were made to open these kitchens to all families who came on visiting days in May and July. Showing these two kitchens, one large and one small, proved to be a convincing way of demonstrating what a family can do to an inconvenient kitchen—if there is a will!

But there is more to the story than selecting and exhibiting. "What?" and "How?" are always important questions. If there had been no what and how, there would have been no exhibiting.

There was plenty of "what!" These two kitchens underwent much in the way of face lifting—all accomplished in the 6 weeks between the dates of selecting and exhibiting. And that's not any time to spare considering all the routine duties involved for families who live on an experiment station farm, and the extras, too. Being specific, some of the "whats" were: Moving the range, refrigerator, home freezer; building step shelves (oh, how many!), racks for spices, flavorings, knives, dish towels, cleaning materials,, and paper bags; vertical and horizontal filing positions between shelves, partitions in drawers and under sink, extra shelves, bins for shelves, planning center, broom and mop closet, cabinet for canning and canning equipment on castors; installing additional lights; rearranging work center; and reorganizing supplies, utensils, and equipment at the various work centers. And on and on could go the list of what was done, even painting and the like. Seems as though there couldn't have been an idle moment around those kitchens in those short weeks!

And as to the "how": The families themselves, with the help of the carpenter on the station, did all the work; and it was of high-quality workmanship. The families were assisted in making plans for improvement by two members of the State extension staff—the home management specialist and the district home demonstration agent. The problems in these kitchens at that time, as discussed by the families and the professional workers, sounded quite like those often heard—too much walking, not enough places to put things, too much stacking, too hard to find things, too much to move to get what you want. The home management specialist made a second visit to the families in April, approximately 2 weeks before the first scheduled visiting day. The plans that had been made previously were well under way, work in full swing and well in hand.

Came visiting day. The first of the visiting days brought approximately a thousand persons to see the kitchen—farm men, women, youths; vocational teachers of agriculture and home economics; extension workers. For the most part, they arrived at each demonstration kitchen in groups of 30 persons conducted by a member of the Extension Service. Those who missed the groups heard about the demonstrations from others and came individually or in twos and threes. But whether it was to individuals or to groups, the story, the why's, the what's, and the wherefore's were carefully explained to every interested visitor who came.

The visitors were enthusiastically complimentary of what they saw. Frequently heard remarks were: "That's what I need"; "I am going to make one of these when I get home"; "I can make one like that."

This type of exhibit had definite advantages over those that are dismantled and removed after the visitors go home. It has a certain veracity. The lived-in, worked-in atmosphere is proof of the value. Advantages of lasting quality remain for use of the families who participated and, as examples, can be seen by other visitors who may come to visit the experiment station on any of the 362 days other than visiting days during the year.

It has the advantage of being attended by the crowds present on the experiment station visiting day and all the effectiveness of the traditional demonstration.

Recordings on Family Life

A library of recorded programs on family relationships is being built up at Cornell University for the use of adult study groups and educational institutions on request.

The project was started about a year ago to meet the many demands for specialist help from the 200 child study groups in New York State. Topics for the programs are chosen from study club requests.

Each record in the series, which is called "The Family Grows Up," runs from 10 to 13 minutes and consists of a dialog discussion between a child development specialist at the college of home economics and Mrs. Nita Albers Jager, home economics radio editor. The records may be played on any phonograph.

The scripts are written by Mrs. Jager from information supplied by Dr. Russell Smart, of the child development and family relationships department. Each transcription is accompanied by a list of reference reading, suggested questions for group discussion based on the transcription, directions for playing the disk, and a mimeographed copy of the script.

The series is added to each month. There are now about 30 transcriptions in the library.

Even in Bad Weather

Around 20,000 people came to the county 4–H fair in Rock County, Wis., this August. Among the visitors was George Pace, in charge of Visual Aids in the Extension Service, who made the photographs.

R. T. Glassco, county agent there since 1918, told him that more than 9,600 entries were made in classes including farm products, home economics, horses, cattle, poultry, sheep and swine. The Rock County 4–H Junior Fair has its own grounds with home economics buildings, boys dormitory, and cattle barns new last year. Mr. Glassco gives much credit to the 200 adult leaders and 75 junior leaders in the county.

All 30 clubs had a float in the parade.

Exhibitors stayed near their animals.

Members entered 600 dairy cattle.

Style Revue had a smart background.

The Queen led the mile-long parade.

Even 4–Hers get tired.

4–H members exhibited 160 sheep.

They Demonstrate 4-H's in Hawaii

ON THE FIRST day of the third territorial 4-H conference held at the University of Hawaii in June, the 4-H'ers crowded the senate chamber in Iolani Palace to present Gov. Ingram M. Stainback gifts of the land—taro, rice, bananas, papayas, pineapples, mangoes, litchis, lettuce, celery, sweetpotatoes, coffee, avocados, and macadamia nuts. (Iolani Palace is the Territory's capitol building—a remnant from the days of the monarchy.)

"Hawaii has always been and will continue to be an agricultural community," the governor said, as he received the gifts. "The soil is our only resource. We can never become an industrial community because we lack cheap power."

Governor Stainback said the knowledge of scientific agriculture and homemaking that they gain in club work will prepare 4-H'ers for a happier, more efficient life whether they remain on farms or move to cities.

Demonstration and judging contests, group discussion, tours of Honolulu, and talks by prominent men and women of the community were features of the week-long conference for the 96 delegates, 18 club leaders, and 17 extension agents. There was time for fun, too—picnics, parties, and stunt programs.

Frederico Bicoy and his brother Puncho won first place in the boys' demonstration contest. They demonstrated how to grade and candle eggs. These boys are brothers who live on the Island of Molokai. Their parents came to Hawaii from the Philippine Islands.

Kenneth Michitani and Richard Miyashiro of east Oahu (the island on which Honolulu is located) placed second with their demonstration of anthurium culture. Anthuriums are exotic plants with large red flowers. They are becoming an important export crop in Hawaii. Kenneth and Richard are of Japanese ancestry.

In the girls' contest, first place was given to Midori Tashima and Chizuko Kinro of the Kona district of the Island of Hawaii. They demonstrated the making of lauhala handbags, using lauhala squares in combination with cloth. Lauhala is the dried fiber of pandanus tree leaves. Native Hawaiians use it extensively for floor mats, table mats, hats, and purses. The Japanese people in Hawaii have taken up lauhala weaving and become very skillful at this homecraft.

Second place in the girls' contest went to the team from the Island of Maui, Lurline Taba and Velma Nakamura, who demonstrated how to launder a woolen sweater. Yes, woolen sweaters are used occasionally in the high, cool mountain areas of Hawaii.

Group discussions on the conference program dealt with 4-H'ers in the home, the community, and the world.

4-H delegates brought "The Fruits of Their Counties" to Governor Ingram Stainback, of Hawaii.

Achievement Day

TWO 4-H CLUBS, the Merry Bakers and Rock Creek Rangers, of Todd County, S. Dak., having completed their second year of work, put on an achievement day program at the city auditorium in Mission that did them credit.

The two clubs which had the achievement day are the only clubs in Todd County. This county is a vast, sparsely settled region, part of the 200 by 200 mile territory in which Mrs. Joy A. Paine, home demonstration agent, administers to the needs of 4-H and home demonstration clubs. It is a tribute to the zeal of these little girls and boys and their parents that, without the aid and encouragement of extension agents, they put on their own achievement day.

The average age of the club members was 12 years, and 19 of them took some part in the festivities. Among the exhibits were 41 in foods, 7 in livestock, and 1 in poultry. Twenty-four received a blue ribbon indicating a superior product, and 17 received a red ribbon classifying their product as average.

A program in the afternoon featured singing and an explanation by the boys and girls of just what 4-H Club work meant to their club, their community, and their country. Seven food demonstration teams competed for a chance to repeat at the Todd County Fair. "Tricks with Toast" won the honor.

Office Secretaries Look at Their Job

JOSEPHINE H. POLLOCK

Assistant State Leader, Home Economics Extension, Wisconsin

ONE-DAY training schools for office secretaries are making for better morale as well as more efficient office practice in Wisconsin. One such school was held recently in each of the seven districts in connection with county extension agent training conferences on 4-H Club work to facilitate transportation.

Advance preparation accounted for much of the success of the conference. Five secretaries in each district were asked to prepare a 5- to 10-minute talk on one of the following topics listed as part of a secretary's job: (1) Office hostess and managerial responsibilities, including the giving out of information when the agent was absent; (2) telephone technique; (3) taking care of the mail, including place or arrangements for taking and transcribing dictation; (4) keeping records and making reports; (5) planning one's work. They responded enthusiastically. This made excellent preparation, which enabled the discussion to start off promptly and carry along briskly and to the point.

Every secretary was asked to be ready to enter into discussion and bring up any questions she wished to have considered. The secretaries brought along one or two sample letters which they considered their best mimeograph job, their best news letter, circular letter or card. They also supplied the names of reference volumes or handbooks which they had found particularly helpful. This material, with some selected annual and monthly reports, made up an interesting exhibit at each meeting.

References used, available in every county office, were the Department of Agriculture circulars, A Handbook for County Office Secretaries, and Telephone Manners.

To further set the stage for discussion, Rupert Rasmussen, formerly with the department of agricultural journalism and now of the State 4-H staff, presented his set of colored slides showing good letter lay-outs and examples of typical extension letters. The film strip Job for Two was also shown, followed by a listing of the problems to be considered during the day.

The afternoon was devoted to bringing the secretaries up to date on techniques of typing, taking shorthand, and the professional touch in mimeographing. This was in charge of a qualified person from the commercial department of a vocational school or business college in the area. These men and women put much thought and care into the preparation of concise and pertinent presentations.

It was apparent from the prepared talks, from the questions asked, and from the discussion that there was wide variation in the efficiency of the offices. Secretaries and clerks differed greatly in the amount of preparation they had had for their jobs. Most of the girls had had little or no training beyond high school.

The morale among office secretaries was high. Time and again the secretary showed her loyalty toward the agents for whom she worked. Each one wanted the others to believe that the agents in her county were "tops."

After taking part in these seven conferences, we concluded that there is a real need for some set of standards which an agent can use in hiring an office secretary. There should be a clear understanding as to who in a county office is to take the initiative in interviewing and hiring the office help. There should also be an understanding of what is expected of an office secretary.

The division of time and priority of claim on a clerk's time should be defined and understood by all concerned when a clerk works for more than one agent.

When more than one secretary or clerk is employed, a definite understanding is needed about the responsibilities of each and who has supervisory responsibilities.

Every extension office should have the following aids to good letter writing and office procedure: (1) A good standard dictionary; (2) a handbook for County Office Secretaries, USDA leaflet, 1945; (3) Telephone Manners; (4) a good handbook for secretaries.

This series of conferences has been a helpful experience and a preliminary step to a more detailed study of general office procedure and management by the agents.

A Filing System That Works

A filing system that works the same way in every Tennessee Extension office is several steps nearer reality as a result of the State-wide information schools conducted by the information department. The system, fashioned after the classified advertisement section of daily newspapers and incorporating some ideas from other leading filing plans, was evolved and simplified by Editor A. J. Sims, who explained the system to county agents and secretaries at extension conferences. Incidentally, he impressed upon secretaries the importance of their part in selling Extension as creators and builders of good will. The filing system has passed every test thus far, and it has attracted considerable interest from beyond the State's borders.

Science Flashes

What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Information on Nematodes

Every extension worker knows about nematodes, and the damage they do to crops. Only a handful of scientists in the whole country are working on this enemy of agriculture, but they have made a lot of headway in recent years. The latest news is that all root-knot nematodes do not belong to one species, as commonly believed, but that at least 5 separate species have been identified. There may be many others. The clue to this discovery was provided by experiments on host plants. A study of morphological structures confirmed the belief that different species exist. A basic discovery of this kind may not seem important to the layman, but it was just such a discovery by a Department entomologist several years ago that led to the successful control of screw worms in cattle.

Single Germ Sugarbeet Seed

Plant breeders who have been searching for 50 years to find sugarbeet plants that produce seeds with single germs have finally found what they were looking for. If this trait can be bred into commercial varieties it will be a big step toward mechanization of sugarbeet growing. Sugarbeets normally produce seed in a cluster, which means that several plants come up where a seed ball is planted. This requires thinning, which normally calls for hand labor.

Latest on Crossbred Dairy Cows

Many county agents and other extension workers have seen the herd of crossbred dairy cows at Beltsville. Latest reports from the herd show continued improvement. Average production for 54 two-breed cows at slightly over 2 years of age was 13,006 pounds of milk and 585 pounds of butterfat. They beat their straightbred dams by 2,868 pounds of milk and 143 pounds of butterfat. Forty-five of the 54 topped their mothers on milk and 51 on fat. Average for 41 three-breed cows was 13,465 pounds of milk and 606 pounds of fat. This was an increase over their two-breed dams of 367 pounds of milk per cow and a decrease of 1 pound of fat. These results show that a high level of production may be reached in a comparatively short time and maintained by following a cross-breeding program in which good proved sires are used.

Three New Chestnuts

Tree breeding is slow business, so it's news when ARA plant breeders announce that three new Chinese chestnut varieties have been named and released to nurserymen for propagation and further trial. The new varieties were selected from a planting of 350 trees in an experimental orchard at Albany, Ga., planted in 1938. All three varieties bear large nuts of good quality that keep well when properly harvested and stored.

Holding on to Vitamin C

Recent work shows that vitamin C content of many fresh vegetables is maintained in cellophane packages as well as or better than when the produce is exposed to the air. Tomatoes lose this elusive quality under all conditions of storage, but they lose less at cool temperatures than at 70° or above. If held beyond full ripe stage they continue to lose it. A water spray of a growth regulator (p-chlorophenoxyacetic acid) applied to snap beans and lima beans 4 days before harvesting had little effect on vitamin C content at harvest, but a few days later the treated beans had lost much less than those not treated. The same treatment gave opposite results with kale, and had no effect on spinach. The treated beans also lost less moisture under storage, which means they look better to the housewife by the time they reach the corner grocery.

Smoother Ride for Fruits

Scientists at Beltsville who study transportation of fresh fruits and vegetables are studying the effects of giving fruits a smoother ride on their way across the country from the west coast. The idea, of course, is to prolong their keeping qualities. Cars with a spring cushion underframe gave the best riding qualities, as might be expected. In the interest of truthful reporting, we have to admit that the most important factor in preventing grapes from shattering was not the smoothness of the ride, but the tightness of the load.

"Gelsoy"

Keeping up with the new products of the four Regional Research Laboratories involves learning a new word now and then. The latest is "Gelsoy." This is a soybean-protein product from the Northern Lab at Peoria, Ill., that may find at least three different uses. As the first vegetable protein material known to gel, it can be used as a gelling agent in various food products, can be whipped like egg white to make fluffy and nutritious meringues for pies and cakes, or can serve as a versatile adhesive. Although it is not yet on the market, laboratory tests have demonstrated its potential usefulness.

Gelsoy is a fine white powder obtained from soybean flakes by a process of alcohol and water extraction. It has the bland taste desirable for food uses and mixes easily with water for whipping and gelling. Marshmallows and other candies, puddings, ice creams, soups, and cake fillings are some of the food products in which Gelsoy may find a place.

We Study Our JOB

Maine Radio Pays Dividends

Stacy R. Miller, State Leader of Studies in Maine, tells how they surveyed their radio audience.

The number of people reached by radio more than compensates extension workers for the time they spend in preparing and presenting their broadcasts. This is the conclusion reached by Maine State and county extension workers who took part in making a survey of their radio audience in March 1948.

Since November 1946 either State or county extension workers had broadcast regularly at 12:15 p. m., Monday through Friday, over Station WABI in Bangor, Maine. The area covered by the study was the primary coverage of the station. Fifty-three sample areas of five to eight homes each were selected at random from the Bureau of Agricultural Economics master map.

In all, 352 families were reached. All but 45 of these families had radios in working order; several homes had more than one radio. The families were asked where they kept their sets; they reported 108 in the kitchen, 200 in the living room, 8 in the barn, and 53 in other locations.

Who Listened and When

Twenty-nine percent of the 307 families with radios had listened to the extension programs. Thirty-eight percent of the families did not listen to any farm program. A considerable number of families in the areas surveyed are part-time farmers or rural residents who look to industry for part or all of their livelihood.

About four-fifths of the homemakers and more than half of the men in the 91 "listening" families listened to the extension program. When these families were asked how they learned of the program, they frequently stated they either happened on it by chance or as a result of being tuned to WABI.

One of the important things which the Extension Service wished to learn was the listening habits of the population of the area. When a summary of the data was plotted on a chart it showed that a high proportion of all families had their radios turned on much of the time from 6:30 a. m. to 9:30 p. m. The proportion fluctuated during the day with three peaks occurring, one at the breakfast hour 7 to 8 a. m., the second at 12 to 12:30 p. m., and the third at 7 to 9 p. m. During the hours of 7 to 8 p. m., four of every five families with radios had them turned on.

Women Good Listeners

Women listened quite consistently throughout the day with the low point at 5 p. m. The listening habits of the men presented a somewhat different story. The men's listening audience reached a peak at 7 a. m., again at 12 noon, and again at 8 p. m. During the periods between these peaks the listening audience of men dropped very low. The children in the families listened very little during the day; but from 5 to 8 p. m., about one-fourth of all families had children listening.

From the standpoint of putting on a program when the most people in the area are listening, the evening from 7 to 8 p. m. is the best time. However, this is the time when the high-priced commercial programs appear, and a program at such a time would have tremendous competition. Two other times which offer nearly as good possibilities for any audience other than children, are from 7 to 8 a. m. or 12:00 to 12:30 p. m. The Extension program is from 12:15 to 12:25 p. m.

As the broadcast varied from time to time in style, an attempt was made to determine the style which the listeners preferred. The three different styles of broadcasts were interviews, talks, and news. Of these three, interviews seem to be the most popular.

The 91 families listening to the extension program were asked if they had ever received a bulletin or had written or telephoned the extension office because of something they had heard on the program. Twelve percent of those listening said they had requested information as a result of a broadcast.

About half of the men in the families interviewed had completed 8 grades or less of school; over one-third of the men had stopped school between the 9th and 12th grades. Only 5 percent of the men had gone beyond high school. There was no appreciable difference in the educational level of the men in the families listening to the extension program, and those in the total sample.

About one-third of the women surveyed had not gone beyond grade school; about half had received at least some high-school training. Nine percent of the women had more than high-school education.

This study has been of considerable value to extension workers who have taken part in the survey. It has helped them become more familiar with a cross section of their possible clientele. The survey also provides a check on the effectiveness of an extension program.

REVIEW OF EXTENSION STUDIES, Extension Service Circular 460, prepared by Lucinda Crile of the Division of Field Studies and Training, covers (1) studies completed and (2) studies in progress during period January to June 1949. Included in the first group are studies on: local leadership, program determination, progress and effectiveness of 4-H Club work and effectiveness of individual teaching methods. Methods studied are: Bulletins, circular letters, leader-training meetings, radio, and television. This is the fourth issue of the REVIEW OF EXTENSION STUDIES.

An Agent in the Making

A coordinated training program, which begins with the undergraduate and follows through with help and encouragement for further training on the job, is developing in Nebraska.

WITH splendid support of the teaching staff of the college of agriculture, the Nebraska Extension Service has set up three courses for undergraduates, established a department of agricultural and home economics extension in the college, created a new course of study ending with a certificate of professional improvement, and encouraged 24 of the extension staff to attend summer school this year.

The undergraduate courses are taught to men and women together by Ethel Saxton and Elton Lux, of the State extension office. Juniors take the first course in extension organization, history, and philosophy. Then they go into the field for summer work with county extension agents, getting both credit and pay. In the senior year, they take a methods course based largely upon their summer's experience. Several who have taken the courses seem better prepared to assume responsibility as extension agents than are those without the training.

The department of agricultural and home economics extension has been operating about 3 years. A major in extension includes broad training in all phases of agriculture or home economics, basic sciences, journalism, public speaking, education or sociology, and the extension courses. The graduate gets a bachelor of science degree with a major in extension.

A questionnaire to agents last winter about what they would like to take if they had a chance to go to school showed that many of them were interested in courses taught on an undergraduate level. Only a few were interested in an advanced degree and graduate college courses. Some of them did not have the prerequisites to take agricultural work, and others did not see how they could meet the time and residence requirements for most advanced degrees.

The Nebraska College of Agriculture will grant a certificate of professional improvement to an extension staff member upon completion of 20 credit hours beyond those required for a bachelor's degree, and taken while employed in Nebraska. From 2 to 5 hours' credit can be obtained for from 4 to 10 years' experience plus a special report regarding one phase of the person's experience. Eight hours of credit on the campus at Lincoln are required. The subjects may be chosen by the student. Six additional hours may be taken on the campus or in out-of-State classes of the university. One session at one of the extension summer schools like Wisconsin or Colorado is required, and two may be included. A thesis must be written after study of a local problem under the direction of a college staff member. From 2 to 4 hours' credit can be obtained from the thesis.

Attendance at summer school this year has been encouraged first by a leave of 3 weeks with pay, in addition to annual vacation, granted by the board of regents of the university; and second by a number of scholarships and much administrative encouragement. Ak-Sar-Ben offered five $100 scholarships to agricultural agents, and twenty $50 awards were offered from Bankhead-Flannagan funds. Junior and senior students of the college were employed to help in the counties while the agents were gone. County and State staff members were in school at Colorado, Nebraska, Wisconsin, Cornell, and Columbia.

Beginning next fall, Miss Saxton and Mr. Lux will help advise freshmen students in the junior division of the university, in addition to those majoring in extension. About half the college enrollment consists of former 4-H Club members. An effort will be made to maintain a close acquaintanceship with them while in college.

Health Education Program

(*Continued from page 196*)

An effective way of handling health work, in the opinion of the committee, is through cooperation with health departments, promotion of State health councils and committees, and educational health programs in counties through local leaders. The Extension Service needs to find, train, and use health leaders to further health work in State and counties. The report closes with a question: "Is one of our major responsibilities to help rural people understand some of the scientific, social, and economic factors that have determined the development, organization, and philosophy of prepayment plans for hospitalization and medical care? Should we help rural people set up criteria by which they can evaluate existing plans and proposals and choose for themselves the type most suited to their needs?"

Members of the committee were Edith Bangham, assistant State leader, Wisconsin; Martha E. Brill, home health and sanitation specialist, Kansas; Helen M. Robinson, specialist in health education, Arkansas; and Maude E. Wallace, assistant extension director, Virginia. Elin Anderson, specialist in rural health, Extension Service, U. S. D. A., served as adviser.

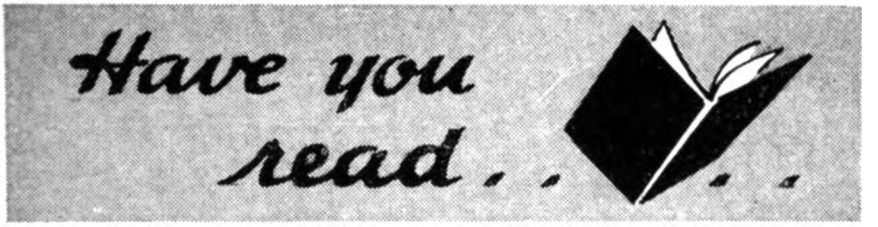
4–H Health Plan

Lincoln and Lancaster Counties, Nebr., have embarked on a unique health program for 4–H members.

It's a contest for physically handicapped children. If they fill most of the requirements for the health program they are eligible to win a purple ribbon. With 90 points they are eligible to enter the county health contest in connection with the county fair.

This is the point system: 30 for a physical examination, 10 for blood test, 10 for chest X-ray, 10 for smallpox vaccination, 10 for diphtheria immunization, 20 for two dental examinations, and 10 for getting blood typed.

Cooperating in the health program are Lancaster County Extension Service, the Lincoln City-Lancaster County Department of Health, and the Lancaster County Medical Association.



GUIDING FAMILY SPENDING, United States Department of Agriculture Miscellaneous Publication No. 661, prepared by the Bureau of Human Nutrition and Home Economics, Agricultural Research Administration, U. S. D. A., Washington, D. C. March 1949. 26 pp.

● Families with incomes all the way from high to low ask help these days in managing their finances. Especially seeking guidance are newly-weds, families with new babies or teen-age youngsters, and persons about to retire. As a spending plan is something that a family can best work out for itself, the steps followed in arriving at wise use of spending have been outlined in the new publication, Guiding Family Spending, by family economists of the Bureau of Human Nutrition and Home Economics, United States Department of Agriculture.

The publication is designed primarily for welfare workers, teachers, and home demonstration agents who advise families, and it may be obtained for 15 cents from the Superintendent of Documents, Washington 25, D. C.

THE PEOPLE'S COLLEGES, a History of the New York State Extension Service in Cornell University and the State 1876–1948. Ruby Green Smith. Cornell University Press, Ithaca, N. Y. 1948. 593 pp.

● "Fascinating" is a word that applies to Ruby Green Smith's history of the New York State Extension Service. Mrs. Smith, emeritus professor of Cornell and former State home demonstration leader, calls her book The People's Colleges in reference to four State colleges of Cornell University which have extension work—agriculture, home economics, veterinary, and State school of industrial and labor relations. The major part of the book, however, is devoted to extension education in agriculture and home economics, and Mrs. Smith tells a colorful story of its beginning and remarkable growth. Mainly, it is a story of the people who made and are making extension history in the State—more than 600 are mentioned—many of them well known far beyond their own State. Quotes and anecdotes in several instances serve to bring out the extension philosophy of these persons. Entire chapters are written about such leaders as Dean Carl E. Ladd; Deans Galloway and Mann; Director L. R. Simons; Martha Van Rensselaer and Flora Rose; President Edmund E. Day; Deans Sarah Blanding, William I. Myers, and E. Lee Vincent; and Liberty Hyde Bailey, perennial pioneer.

Other chapter headings include: A History of the County Farm Bureau, Rural and Urban Home Demonstration Work, History of the 4-H Clubs, Local Leadership, Epsilon Sigma Phi, International Relations, Philosophy and Future, and Administration—a Specialty and an Art.

In this book, dedicated to "all associated with the national and State extension services of the American land-grant colleges and universities," and tracing the Extension Service of New York from its beginning in 1876 when professors gave their own time and paid their own traveling expenses, through the period of farmers' institutes, up to 1949, Mrs. Smith has unrolled the dramatic story of the growth of an educational experiment. She says: "With more zeal than discretion, I ventured to write this book . . ." Many hours of writing, much research, and nearly a lifetime of memories have been invested in this project, to which Mrs. Smith has devoted herself since her retirement as State home demonstration leader of New York in 1944.—*Florence L. Hall, field agent, home demonstration work, Eastern States.*

Water Systems Day

A "Water Systems Day" was held in Franklin County, Mo., and attracted some 400 persons. Its purpose was to acquaint farmers of Franklin County with the methods of planning water systems and the proper equipment to use on the farm.

The Agricultural Extension Service of that county planned the program in cooperation with well drillers and pump dealers in the area. Seven firms in the county had exhibits with about 30 different pumps of all makes and sizes and water softeners on display.

A panel of men discussed well drilling in Franklin County; and Della Koechig, county home demonstration agent, talked briefly on an efficient kitchen arrangement to fit the water system.

A colored movie demonstrated the proper installation of a septic tank. Ralph Ricketts, extension engineer from the College of Agriculture, discussed the many ways a water system can be used to save labor and increase income on the farm.

Those who registered for the meeting were asked to designate the improvements they planned to make in their water systems within the next 2 years. According to registration figures, 57 of those attending planned a bathroom; 20 intended to drill a deep well; 47 would buy a new pump; 37 plan to remodel kitchens: 45 expect to install a septic tank; and 9 will add a water softener.

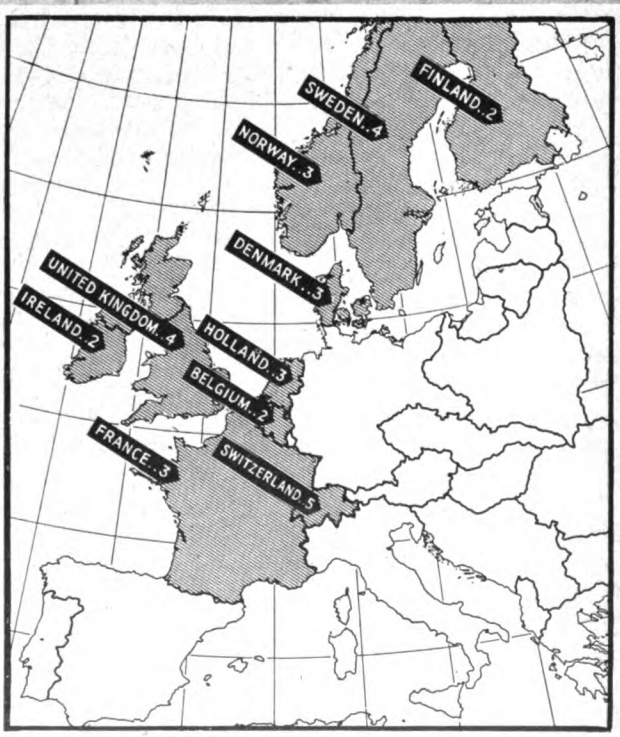
Farmers who were planning these water system improvements on their farms got complete information on well drilling, on pressure water systems, and on the different types and sizes of motors

● The passing of R. E. ELLIS, veteran Tennessee extension agent, is a loss to the entire Extension Service. Appointed as county agent in Weakley County the year before the passage of the Smith-Lever Act, he served continuously in that county until the time of his death, July 23. An account of his work in reforestation was printed in the January Extension Service Review as written by the Tennessee extension forester.

For a program with international flavor . . .

ask one of these 31 young people to give an account of farm life in Europe. They are the International Farm Youth Exchange delegates from 22 States who spent 4 months this summer living, working, and playing with farm families abroad. Each will spend the next few months on speaking and radio engagements telling of his experiences and observations. Most of them will have 2 by 2 Kodachrome slides to give punch to their stories. All have first-hand evidence of Europe's attitude toward America and a great story to tell.

Write to your State extension director or State 4–H Club leader to see if your State had one or more IFYE delegates who would be available for talks at farm meetings.



U. S. GOVERNMENT PRINTING OFFICE: 1949

EXTENSION SERVICE Review

December 1949

Christmas turns thoughts homeward. Better homes are featured in the articles on the new housing act and the Washington State housing program.

Next Month

- Everybody wins in the Tennessee community contests which involve 700 rural communities. Accomplishments run from fresh-painted mail boxes to gleaming new hospitals and modern school cafeterias. Anything worth while enters in the final community score. Extension workers like it because it utilizes all the facilities of the Extension Service. You won't want to miss the story of Tennessee communities.
- What would you say if asked to list the 10 things you could do to make the office a pleasanter place to work? The 27 extension workers taking the course in office management last summer at the University of Wisconsin did this, and you can read an analysis of their replies in an article by Karl Knaus, teacher of the class.
- Work with young men and women occupied one session of the annual meeting of the Association of Land-Grant Colleges and Universities in both the agricultural and home economics sections. In preparation for the meeting, a questionnaire was sent to each State. The results of this questionnaire, a survey of last year's annual reports, and the discussions at the meeting are the basis for an article called "A Challenge and a Promise."
- Seven years of experience in systematic and step-by-step training of volunteer leaders are back of Mrs. Verona Lee J. Langford's article on the training of leaders in Pitt County, N. C. She not ouly gives lip service to the training of leaders but gives a detailed account of how it can be done.
- "Tell It to the Parents" is an account of 4–H Club parent-contact meetings in Preston County, W. Va., where County Agent Harry L. Propst has tried to evaluate this effort.
- Have you heard of the famous cardboard cow? She operates in the State of Michigan with the help of Jim Hays, who has worn out lots of cows but never an audience.

In this issue–

EXTENSION SERVICE *Review*

OFFICIAL ORGAN OF THE COOPERATIVE EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE WASHINGTON 25, D. C.

VOL. 20 DECEMBER 1949 NO. 12

Prepared in the Division of Extension Information
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The Housing Act of 1949

What does it offer the farmer? What responsibility does it place on the extension worker?

THE HOUSING ACT of 1949 came into being because of the need for homes—a need unprecedented in the history of this country. The law has six titles, only one of which deals with farm housing. The need for better housing in rural areas and the great desire of the people for good homes is self-evident to extension workers in their everyday contacts with farm families and was recognized by the Congress in the passage of the Housing Act.

The law attacks the problem on three fronts, all to be administered through the Department of Agriculture, thus integrating farm housing with the total farm economy and facilitating a coordinated approach through credit, education, and research. It authorizes loans and grants to farm owners for building, which will be administered by the Farmers Home Administration. It makes provision for further research—economic studies and surveys to be done in the Bureau of Agricultural Economics and research in construction and materials by the Agricultural Research Administration. Finally, the law provides for an expansion of the technical advice and assistance to prospective home builders, a job assigned to the Extension Service.

Extension's job on this new program will be no innovation. In the years since the war, housing programs have occupied a major place in most counties. Last year some 2,500 counties reported on housing activities in their annual reports. This included some 50,000 families helped in planning and building new homes and twice that number helped with remodeling problems. Nearly 400,000 families did some landscaping with the advice and help of extension workers. Modernization in such ways as electricity, new plumbing, heating systems, kitchens, and bathrooms was widespread and involved at least 20 percent of all farm families. Comprehensive housing programs such as that described in this issue, now functioning in the State of Washington, have been developed in other States.

Under the new law these activities will be accelerated and new undertakings made possible. The limiting factors will be the numbers of extension workers and the need for more training in the field of housing. More and better materials will be available; more and better resources for financing can be brought to the attention of farm people.

The Martin home-made home in Arkansas gets the finishing touches with the advice of Home Demonstration Agent Blanche Crain (right). Built of native stone and home-grown timber, mostly by family labor, the house cost approximately $3,000 and has an estimated valuation of $8,500.

Loans To Improve or Enlarge Farms

The law aims particularly to make better homes possible for the low-income farmer, a group with which the Extension Service has long been concerned. The loans are to be made only to farmers who cannot get credit through the usual channels. Loans are authorized to enlarge or improve the farm so that it can support a loan for better housing. Loans are also possible to make dwellings safe and sanitary, to remove hazards to the health of the occupants, their families, or the community, and to make repairs on farm buildings in order to remove hazards and make the buildings safe.

The Home Made Homes Program in Arkansas was cited as an example of what can be done by the Extension Service in the hearings before the Senate. During the past year, as Director Gates explained, more than 2,500 new homes have been built, nearly 6,500 homes remodeled, and 4,000 other farm buildings built, using home labor or native material or both at a savings which has made possible beautiful homes at low cost. In doing this, farm families have learned to use the materials at hand such as sand, gravel, stone, and timber. They have learned to interpret and adapt basic building plans made available to them. Annual training schools have been held in carpentry and masonry. Tours are organized to see the houses and encourage others to do likewise.

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A Case Report from the State of Washington

Extension Workers Focus on Housing

NEXT YEAR, when the last snow disappears and the rigors of winter give way to the gentle aura of spring, some 90 Washington farm families will put to use the information they acquired at 9 county extension housing workshops. The workshops, arranged by county extension staffs, were each of 2 days' duration and were held in October and November. The study and work sessions were directed by a trio of extension housing specialists: H. E. Wichers, in rural architecture; Helen Noyes, in home management; and Arthur J. Cagle, in farm management.

The county 2-day workshop with a small group of prospective builders.

Need

Since 1940, the population has increased 43 percent. Many of the new residents are concentrated chiefly in and around cities, and many are classified as rural nonfarm dwellers. The Columbia River Basin irrigation project, begun in 1936 with the construction of Coulee Dam, supplied the first irrigation water to the Pasco pump project in 1948. It is estimated that by 1952, water will be available for 80,000 more acres, and by 1960, approximately half a million acres will be under irrigation.

Conditions during the Second World War also aggravated the housing problem. During that period only emergency repairs were possible, and many buildings sorely needed repair and modernization. Many houses were too small to provide adequate accommodations.

An Old Program Gets a New Twist

The improvement of farm homes and buildings has always been a part of Extension's educational program. The 1940's, however, intensified the need for enlarging the program to give people the help they wanted. In 1946, Director E. V. Ellington appointed a committee to develop a program patterned to the needs of the people. Membership was made up of a supervisor, home management specialist, agricultural engineer, horticultural specialist, extension economist in farm management, and three county agents (two men and one woman). Membership has changed from year to year, but the composition of the committee remains much the same. The first meeting, held in May 1946, emphasized three main points: (1) The agents needed training; (2) agents needed tools to carry out the program; and (3) the program was the responsibility of both men and women extension workers.

After the first meeting, the State's farm housing program was put into high gear. Teaching tools were developed, bulletins prepared, and exhibits set up. Press, radio, and magazine releases reached into the towns and country. Cooperative procedures were worked out with other departments and agencies that had a stake in farm housing, such as the Farmers Home Administration, Experiment Station, Bureau of Reclamation, Veterans' Administration, American Home Economics Association, and the American Institute of Architects, to mention a few.

In February 1947, the first district training schools for all agents were held. Material was developed and presented to the agents to clarify the objectives of the housing program and explain the method of presenting housing information. At each school, a family or families were brought in to explain their problem. The agents visited the site or sites of the homes, and a housing plan was developed by the agents to meet the specifications and needs of the families. And, Washington's expanded housing program got under way.

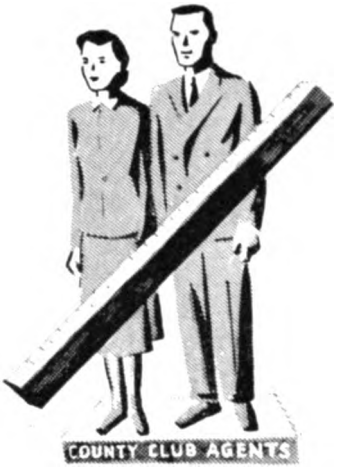
The attitude of county staff members concerning their ability to assist with a housing program has changed from uncertainty to a realization that they can be of genuine assistance. Primarily they are teachers who are able to uncover the information and help that farm people require to build, renovate, and repair their houses and buildings.

Up to this point, the county workshop seems to be the best method of reaching the objective of the housing

(*Continued on page 220*)

What Local Leaders Expect

An honest, straightforward statement of what 4–H Club leaders want in their county club agents, given by Mrs. Gladys Grant, local leader of the South Sangerville, Maine, 4–H Club at the State conference of club agents.



You are the model, the measuring stick, so to speak, by which hundreds of boys and girls with whom you come in contact gage many things.

LOCAL LEADERS consider county club agents as the most important people in the whole 4–H organization. We make no exception of State or even Washington officials. We have direct contact with you in carrying out our work. You are our inspiration, our source of information; you listen to our woes and help us solve our problems.

You come to our counties for the most part fresh out of school. You are no longer boys and girls but men and women, well educated, with college degrees or their equivalents, ready to take your place in the professional world. You are on your own with decisions to make and, to our minds, a most important part to play in the guidance of our teen-age youth.

We accept you as directors in every sense of the word. We are mindful that you may sometimes lack experience, but we are confident of your ability. You will find that we respond well to capable agents who lead and inspire us. 4–H Clubs are voluntary organizations, and we are local leaders only if we wish. There is no "must" about it.

Show Enthusiasm and Interest

We expect you to show enthusiasm and interest in all things related to our work and play, and to share with us the thrill of our accomplishments. Pep, interest, and activity are necessary in holding the interest of young people.

It is a big event for us when you attend one of our meetings. Nearly all 4–H leaders are country folks. We work 6 or 7 days a week and many evenings. Especially during the school year, Friday evenings and Saturdays are the best time—in fact, often the only time we can hold meetings. We expect club agents to work with us when they can be the most help to us.

It is most helpful if the agent is always on time for the meeting, or if unable to attend a scheduled meeting, lets us know far enough in advance that we may plan something else. Often, our time is budgeted, or parents need to know definite hours for arranging for transportation for club members.

We anticipate your coming, knowing that you will contribute something worth while, renew our enthusiasm, lift our sights, and broaden our horizons. We do not expect club agents to know everything, but we do expect them to have a thorough knowledge of the 4–H organization and the subjects related to it. The agent who admits what he does not know, then finds out and sends the information, soon wins the confidence of the leaders.

Keep Us Up to Date

We depend upon you for up-to-date information such as changes in project requirements, contest regulations, or coming events. We like you to pass on to us all the helpful materials that you can. If new project books replace the old, we appreciate getting them so that our members may benefit from them. A youngster is discouraged if he finds that a friend in a neighboring club has more up-to-date instructions than he has been given. Sometimes we feel that you take it for granted that we know more about the work than we really do. Don't be like the young fellow who threw a kiss to his sweetheart in the dark. He knew what he was doing, but no one else did.

If you wish a program completed in a certain way or at a given time, let us know why. When we are given a reason, we respond better than we would to a form card stating that a report *must* be in the office on a given date.

We admire the club agents who do not appear bored in explaining to us some phase of the work, although they may be answering the same questions that dozens of others have asked over and over again, or who listen with apparent interest to a demonstration we know they have seen and heard many times before.

The most satisfactory calls from the agents are those when they do not appear to be in too much of a hurry. We like to feel there is time for discussion of all our problems but don't expect the best results from home calls made at a time of day when the housewife or farmer must keep one eye on the clock and be thinking about the kitchen or the barn chores. We, too, have schedules to be kept with hired help, pigs to feed, and children to get to school on time.

We think it only fair that an agent give all clubs equal attention. This may be difficult, for some leaders are more demanding than others, and new leaders will need more help than the more experienced.

As we work with boys and girls at a most impressionable age, we hope you keep your standards high. Give us something to reach for. Correct English and good grammar have been a part of your training. Practice both for the benefit of us who need to be reminded.

We admire our agents who exemplify the 4–H teachings. 4–H teaches

(Continued on page 223)

When the Family Works Together

PAUL GWIN, County Agent, Geary County, Kans.

IF THE entire family is interested, the chances for the success of the 4–H members are much greater. This holds true of any activity.

As years go by, more and more of our extension activities are planned for and get the combined support of the entire family.

Community 4–H Club meetings are planned so that the entire family will attend. Parents see and hear what their boys and girls are doing for themselves and for others. They see that the 4–H program is good and wholesome, and they encourage their boys and girls to do their best. They help their boy and girl select projects that will not only provide training but will develop efficiency on the farm.

The club member has 100 chicks out of the 300 in the brooder house. At first he does a part of the work of caring for the chicks under the direction of his mother or father. The next year he takes more of the responsibility in caring for the chicks, and by the third year almost all of the care of the chicks is turned over to the boy or girl, with the parents advising. This same cooperative plan is used in the growing of corn, wheat, and other crops. The 4–H member, with his 5 or 10 acres as a part of a large field, works in cooperation with his father in planting and caring for the crop. The mother and daughter work together in growing a good garden and in canning vegetables and fruit.

Dozens of farm boys are helping their fathers develop a good soil conservation program for the farm. Often they have convinced their fathers of the need for terraces, contour farming, and crop rotations. In most cases they have supplied the initiative and "go ahead" to get the job done.

Such 4–H activities as farm safety, health, home beautification, and electrification require the cooperation of the parents and all members of the family to be a success, and we find in Geary County that 90 percent of the parents are glad to cooperate in these worth-while programs. They agree to have all dairy cows tested for tuberculosis and Bang's disease. They help enclose their well so that outside water cannot drain into it. They eliminate fire hazards about the house and farm buildings. They cooperate with 4–H members in locating accident hazards and eliminating them. They place fire extinguishers in buildings and first-aid kits on farm machines and in the home. They plan together the new uses for electricity in the home, the farm shop, and about the dairy.

The county extension agent or specialist who makes a farm visit to help plan the installation of a water system and bathroom is sure to get a more successful plan worked out if he can have the entire family look over the plan for making the installation rather than discuss the plan with only the farmer or his wife. If they meet together as a family, one member may suggest putting a shower bath in the basement. Another may suggest putting running water in the poultry house, another the best type of pump house; and in this way a better system is installed and all the family is satisfied and proud of "our water system."

The balanced farming plan that is developed by working with the entire family is usually put into operation.

It is the job of an extension worker to develop family cooperation; to train and educate our young people to know that this is the procedure they should always use when planning things that will affect, influence, or concern the other members of the family; that the home is the basis of democracy; and that if we cannot and do not work together as a family unit in planning the business, the pleasure, the conveniences, and the educational program of the entire family, we can hardly expect good cooperation in developing effective community, State, and national activities and in handling governmental and social problems.

The successful extension worker has developed a program that has brought the family closer together, to work as a unit in making plans, to attend meetings together, to confide in one another, and to cooperate in both work and play. Families of this type are contented.. They respect and honor the organization that has helped them develop this "family unity and family spirit." They will build stronger communities and stand for true democracy in government.

Extension work has grown in the past 30 years. Instead of spending all our time on details, such as culling chickens, vaccinating livestock, growing pigs and crops, how to make a new dress or bake a loaf of bread, we spend more of our time in developing boys and girls, men and women, to have the proper attitude toward one another, to trust one another, to cooperate in planning their business and pleasure, whether it be in the home, the community, or a larger group.

The extension worker who tries first to train families to work together and have receptive minds will get more progressive ideas into practice than he could possibly get otherwise.

Farm Women Meet at National Council

DOROTHY L. BIGELOW, Associate Editor, Extension Service Review

THE FIRST POINT in the program adopted by the 2,500 women who attended the annual meeting of the National Home Demonstration Council was for an expanded family life program. "For," said they, "living successfully in the family group is basic to good citizenship in the local and world community."

The meeting in Colorado Springs was inspiring, from the opening song, "O beautiful for spacious skies, for amber waves of grain, for purple mountain majesties above the fruited plain," to the final adoption of a down-to-earth program for 1950 and the choice of Biloxi, Miss., as the place for the 1950 annual meeting.

In making their recommendations for the 1950 program, these women, representing 40 States, Hawaii, and Puerto Rico, made the plea that "we all take care not to clutter our homemaking program with so many other things that we neglect our education in the field of homemaking and its enlarged activity."

Health and Safety

Other points in the nine-point program included local programs to meet the needs and interests of all age groups; State committees on health and safety to develop a program of mental and physical health as affected by nutrition, housing, and medical and hospital services; and an accident survey on the farm and in the home.

They asked for a year-round information program to tell the story of home demonstration work and for another Home Demonstration Week next year. They voted to continue their efforts to interest well-qualified young women in the job of home demonstration agent.

Their interest in the international situation was reflected in the recommendation for further study of international relations. They wanted more knowledge and more interpretation of the objectives and purposes of the United Nations and its affiliated organizations. They asked all members to give special attention to the foreign peoples who came to live in their communities.

A closer cooperation and better understanding between rural and urban women was set as a goal to accompany the gradual expansion of home demonstration programs into urban communities. All women were called upon to assume their responsibilities as informed and active citizens.

The meetings themselves had many values for many women. A pretty young woman from Mississippi told me at lunch one day that she was getting ideas and inspiration by talking with women from other sections of the country. She herself was a native of New Zealand, which she had left 6 years ago when she married a man in the service of Uncle Sam. As we talked, she said: "I'm just a housewife; but I should not say 'just a housewife,' for I'm proud of my profession, and I do think it is a profession." This attitude was typical of the women there.

"Home, the fountainhead of democracy" was the theme of the meeting and the theme for the talk given by Mrs. Anna C. Petteys, homemaker and copublisher of the Sterling (Colo.) Farm Journal. She has been interested in the work of the United Nations and has attended several sessions in this country, as well as one in Paris. After tracing the development of democracy in the United States, she said: "Democracy has always been nurtured in the home, and we still are working to give equal rights to all men. It is most encouraging that we in America are now expressing our growing appreciation of our freedom and the rights we enjoy by extending it to other people in other lands."

Director M. L. Wilson told the women that the concept of a good homemaker had broadened to include good citizenship, not only in the home community but in the Nation, and even in the world as a whole. He cited the increasing interest and study in developing programs to study rural policy, public problems, and general welfare.

Another member of the Washington extension staff, Elin Anderson, rural health specialist, emphasized the importance of good health in the home. She said:

"A world safe for democratic living is a world of secure homes where children are free to grow strong of body, courageous of mind, sensitive of spirit to human and social justice. I am sure that these were some of the things that the men who drafted the constitution adopted by the World Health Organization had in mind when they defined health as a state of complete physical, mental, and social well-being, not merely the absence of disease and infirmity. Such a definition recognizes that a sick society can breed sick people. It extends horizons of health to include peace of mind and peace on earth, good will to all men.

Security From Fear

"They know that only in those homes where love abounds and where there is security from fear and anxiety can children grow in social and spiritual as well as physical health, and be ready to bear the responsibilities as well as the satisfactions of maintaining and expanding democratic living at home and abroad.

"This new concept of health for democratic living opens new frontiers for democratic leadership for every homemaker. For it is the homemaker who is the guardian of the health of her loved ones. She is the one who watches with anxious eye the restlessness of the new baby, the signs of fever in the child home from school with a cold, and the drawn face of her husband after an injury at work. Often she has sought help from her home demonstration agent in obtaining information about good health practices, care of common illnesses,

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An Extension Service Is Born

"We must embark on a bold new program for making the benefits of our scientific advances and industrial progress available for the improvement and growth of underdeveloped areas," said President Truman in his inaugural address. This is an account of how some of the scientific advances in agriculture are being made available to the farmers of El Salvador through the cooperation of the United States and the Government of this Central American republic.

Agents often ride 20 to 30 miles to visit a farm.

EXTENSION work began in El Salvador, a small Central American nation to the south of us, about 2 years ago, November 1947, to be exact, when Vernon D. Bailey, extension worker from the United States, arrived and went to work. Starting from scratch, for there was no agricultural school of a high school or college level to train agents, Mr. Bailey sent out, on last August 15, the first local agent, Francisco Vasquez. He left on horseback to live and work in a remote and mountainous section of the Republic. By January 15, Mr. Bailey plans to have 6 of the 14 departments served by an extension agent. Agents will be located in each of the departments as fast as they can be trained.

Agents Get Practical Training

The agents are chosen from among the young men who have lived on farms and taken some training in practical methods. A few have attended the Zamorano United Fruit School in Honduras. They have been given practical, on-the-job training, including both methods and subject matter, by Mr. Bailey.

The way was paved for these new agents during the past 2 years. This is shown in the more than 1,200 letters received from farmers last year asking all kinds of questions. This is an area where illiteracy is high. During the first year of its existence, the Extension Service made contacts with more than 15,000 people.

The first thing the new agents will do is to make a survey of all the farms in their department. This survey will acquaint farmers with the work and the agents with the farmers. From the information obtained, the agents will select the problems that the people most need to have solved and start a series of demonstrations. A departmental planning committee of local farmers is to be established early in the term of service.

The agent maintains his office in the largest town of his department. His office has the familiar bulletin rack and desk but differs from the usual agent's office in that his bed and a portable cupboard for his clothes are in one corner. These first agents are single men between the ages of 20 and 30.

The agents are distributing seeds of improved strains of corn, rice, sorghums, sweetpotatoes, sugarcane, papaya, coconuts, and other crops that have been developed at the experiment station. Much research work has also been done on coffee, and the new agents are resolved to get this valuable information "to every coffee *finca* in the Republic" in a way in which it can be used.

Some of the first demonstrations started are on poultry houses, better breeds of chickens, the value of green legumes as a cover crop and soil builder, and new varieties of seed. The agents have in mind the use of visual aids such as movies at meetings, the holding of tours, fairs, and field days, and the organization of cooperatives.

The establishment of the service represents 6 years of work by a small group of American agricultural experts jointly supported by the Republic of El Salvador and the United States Department of Agriculture. Last year the United States provided about $30,000 and El Salvador about $153,000.

Headquarters are at Santa Tecla, 9 miles from the capital, San Salvador. It is known as the Centro Nacional de Agronomia. Two crop-testing farms try out various methods and seeds on both good land and poor land. At present 6 Americans and 150 Salvadorans work for the *centro*. The Americans are experts in chemistry, horticulture, plant pathology, agronomy, engineering, and extension.

Many of the problems of the country are wrapped up in that age-old quest for food. More than 2 million people live on food produced by an area the size of the State of Maryland and often produced under primitive, inefficient conditions. We have the know-how to improve their yields, and the good neighbor exchange is even now at work.

Much depends on this small group of new agents starting out to bring to fruition in one small place President Truman's Point Four.

● Missouri's loss—North Carolina's gain: George D. Jones, extension entomologist in Missouri for the past 19 years, recently accepted a similar position in North Carolina. Mr. Jones served as a captain in the Sanitation Corps of the U. S. Army Medical Department during the Second World War.

4-H Southerners Visit Land of Tall Corn

An exchange of 4–H Club members for 1 week of the summer was begun this year between Haywood County, N. C., and Washington County, Iowa. How the idea worked out for the visiting North Carolinians is here described by William S. Humphries, assistant editor, North Carolina.

THIRTY-EIGHT 4–H Club members from Haywood County, N. C., accompanied by four adults, spent a week last summer living and working on farms in Washington County, Iowa, in what was perhaps the first major interstate exchange project ever undertaken by any 4–H Club group.

Next summer a group of Washington County boys and girls will go to Haywood County to return the visit.

The unique project was planned by Club Leaders L. R. Harrill, of North Carolina, and Paul C. Taff, of Iowa, as a step toward broadening the understanding of rural young people in the two counties. The leaders agree that results to date have far exceeded their original expectations.

The Tar Heel boys and girls left Waynesville by chartered bus on July 19, each paying his or her own transportation. They were accompanied by four adults: Elise DeLozier, assistant home agent; Joe Cline, assistant farm agent; and Margaret Green and Carl Ratcliff, local leaders.

During their stay in Iowa they lived in the homes of 4–H members and took part in all farm work and community activities just as they would have done at home. Thus they were able to obtain first-hand information about the farming systems and practices of the Midwestern State and to learn something of the problems, attitudes, and accomplishments of its people.

The North Carolinians also answered many questions and gave out much information about their own State. In their numerous personal contacts and in club and community meetings that they attended, they frequently were called upon to tell about their folks back home and the farming methods followed there.

Most Iowans know about western North Carolina only through such sources as movies, novels, news stories, and folklore.

But when nearly twoscore clean-cut, lively, bright young club members from this area invaded the Corn Belt they opened the eyes of everyone.

The Tar Heel youth in front of the Court House ready to set sail for the land of the tall corn.

One of the most significant points observed was the way the Washington County local leaders, officers, and members caught the spirit of the project and shouldered responsibility to see it through. They showed amazing ingenuity in planning and carrying out activities to promote the purposes of the exchange.

Washington County extension leaders, including Ruth Foster, Floyd Goodell, and Gus Alsip, also did an outstanding job in enlisting the aid and cooperation of various local organizations, such as Rotary, chamber of commerce, farm bureau, and YMCA. The exchange finally became a county-wide project.

Mr. Goodell, who is county extension director, described the visit of the Haywood County group as "a most enjoyable and enriching experience." "We perhaps gave the folks a busy time," he said, "but they gave us an equally interesting time."

The editor of a Washington County newspaper summed up the thoughts of many when he wrote:

"Whoever thought up the idea of bringing those North Carolina youngsters to Iowa for a week's visit is entitled to credit and acclaim. It may well prove to be a bigger idea than was at first anticipated. Why shouldn't it be enlarged? Why can't this become a major project of the 4–H Clubs, an annual visitation that will give all members a chance to see what goes on in other agricultural sections? Here is education at its finest. This call from the Carolina boys and girls, judging from all reports, is being counted a grand success. And that success, we all hope, may grow into something big and significant—locally, nationally, and internationally."

New Dress Movie in Color

U. S. D. A.'s Motion Picture Service announces the release of TRULY YOURS . . . THE DRESS THAT FITS, a 16–mm. sound film in Kodachrome. The picture shows the fitting points to check when buying ready-made dresses, and alterations that may easily be done at home to make them fit you. The picture was sponsored and supervised by the Bureau of Human Nutrition and Home Economics. Prints are available from Extension Service film libraries.

Accent on Clothing

What are the trends in extension clothing activities? Alice Linn, extension clothing specialist, U. S. D. A., gives her answers based on her talk given at the annual meeting of the American Home Economics Association.

A TRIPLED amount of home sewing has focused attention on clothing activities. Fabrics and finishes never seen before send the homemaker to her home demonstration agent. How shall I sew this new fabric? How shall I clean it? How long will it last, and is it worth the price? she asks.

At the same time, the retailers down the street are looking to see if we are really making better buyers out of those women and girls or just making snooty customers who don't know whereof they speak. Psychologists wonder if we are increasing frustrations. They feel that advertising is doing well enough on that. Sociologists bid us mind the human values. Economists hear us talk of a cotton dress and ask if we know the price of cotton.

These are the challenges of today. How are we meeting them?

In 4-H Clubs, it means handling the course and projects for the girls on the basis of their abilities and interests.

Nowhere is there greater realization that the attention must be centered on the girl. If the beginner's interest in sewing can be caught, the way is smoothed for the following years. What are her interests? How long do they last? What are her capabilities? What kind of skills can she successfully acquire? One university is in the process of research on the girl of this age. The Extension Service has just begun a study of the interests and needs of the beginning 4-H project member. Clearly there is need for more research on the interests and abilities at the various age levels.

Techniques for home sewing are being developed to cut down on the length of time it takes to make a garment and at the same time have a better-looking product. This development is focusing attention on accuracy in measurements, on accuracy in cutting and handling cloth, and on streamlining the sewing processes.

Even in the field of techniques, the program emphasis of today is not on sewing as an end in itself but on what effect it has on the woman's total satisfactions. Clothing projects are judged by such questions as: Will increased skill release time for community activities, for reading, or for listening to the radio? Will the girls feel successful about the first garments they make and eager to make others?

Our contribution to better living is being strengthened. The sewing center in the home is important because it makes the home less chaotic. What is important about a dress except that it enriches the life of the one who wears it? This dress may be all tied up with family affairs, social life, labor conditions, chemistry research, and the price of wool.

Today a need is felt for a better understanding of the interrelationship of the clothing and textile field with the social forces of our times. One university clothing department includes a sociologist on its staff. The same department is working out joint projects with the psychology department. At Michigan State College a seminar on the development of studies and research in the sociological aspects of clothing was held last summer. These are straws in the wind indicating that this field of work is opening up.

The time is ripe for helping consumers. The experience of women and girls in home sewing is giving them a more critical and informed approach to buying fabrics and ready-mades. They know a skimpy cut, an off-grain section, and seams that are not right. They can speak from experience because they have handled fabrics and they have actually constructed garments.

Home sewing has awakened their interest and a pride in their own knowledge. This, and the interest of the retailer in establishing satisfied repeat customers, make a nice combination. Supplies are plentiful; prices have softened somewhat. Retailers wish to know what consumers want, though not necessarily what home economists think they should have.

But the picture is not all rosy. Women are timid about expressing themselves to the salesperson. Often they have come to the store with too little thought, so they do not have their needs and information well enough in mind. It comes easier for them to tell their home demonstration agent what is wrong with the item they have bought. Can we give effective training on how to make a purchase and how to make a justifiable complaint? Certainly, manufacturers and processors can only improve their products to the extent that they are informed about failures in actual use.

Educating Salespeople and Customers

On the other hand, salespersons are often uninformed and assume a defensive, superior attitude that is discouraging to the customer. Printed information may be inadequate, confusing, or totally lacking. The lag between the customer's ability to understand terms she reads on labels and her first-hand knowledge of how she wants an article to perform is a real handicap. One Wisconsin clothing specialist spent several days in a store holding meetings with the salespeople, interpreting labels in terms of actual usefulness in buying and care. During the same period she held similar meetings with the store's customers, giving them identical information. Although personnel in educational agencies is too limited to develop this practice, there are often opportunities to demonstrate that education of both the customers and salespeople is practicable.

Consumer buying cannot be considered in a field by itself. Changes in price trends and price structures are important variables which must be taken into consideration. Program planning of today considers such ques-

tions as: How are these changes affecting the retailer, the manufacturer, the consumer? What is the standing of the family financially? What nonclothing items are competing for the family pocketbook? Is the best quality necessarily the best buy?

There is need for research on the costs involved in obtaining higher quality. The "consumer speaks" program raised the question, "If I get what I want in a house dress, how much should I expect to pay?" Research has already shown that the highest price does not always give highest quality. More specific information on what makes up the price will lead us toward more realistic teaching.

Home economists are the key leaders in research on end use, performance, and care. We are key leaders in teaching these subjects. We are obligated not only to teach what is the proper care but to set up what is reasonable care. We must combine the scientific and the practical.

As the ultimate goal is better living for all the people, the masses of people must eventually be informed and stimulated. I should like to mention one important factor in doing this effectively—the matter of timing. There are always current styles and interests that reflect good clothing practices and are the fruits of clothing research. Are we capitalizing on them, or are we working on some pet theory that is basically sound but dead at the moment? Such interests as functional designs in clothing, manufacturers' interest in sizing and fit, textile manufacturers' attempts to develop fibers and finishes for specific end use, the general interest in time and motion studies are a few that offer such opportunity. For example, young veterans are interested in clothing. They went to war and wore clothing that was comfortable and suited to the purpose. Manufacturers are also using the result of war experiences with cloth and clothes designed for the purpose. Are we taking advantage of this interest by putting a big push on selecting for use? When the wheat is ripe the farmer cuts wheat. When the berries are ripe other work waits. It is highly important for us to recognize the trends and to act accordingly.

ROSE S. FLOREA, Assistant Agricultural Editor, Missouri

"ACTIVE home economics extension clubs have interesting and helpful news for their neighbors," says Home Agent Mildred Jackson, of Callaway County, Mo. "But they don't always know how to tell it."

To help reporters and presidents of the 33 home economics clubs in her county report newsworthy events, Mrs. Jackson conducts an annual training meeting. In this work she has the help of Miss Brooks Ann Cole, city editor of a Fulton daily paper, whose rural background enables her to work understandingly and well with rural women.

During the year, reporters send their notes direct to Editor Cole who can spot a good story at a glance. Guided by a county map, on which are located the homes of the presidents and reporters of the clubs, Miss Cole quickly gets details and pictures of newsworthy stories and uses them wisely throughout the county.

But the home agent and the editor are not the only ones who recognize the value of a good story well told. Said Mrs. J. D. Link, president of Fillmore Busy Bee Club: "After seeing the excellent reports of a neighboring club, I decided to visit them to find out about their extension home economics program, which was getting such fine results. To my surprise, I found they were doing much the same things my own club was doing—learning bettter homemaking, sponsoring school lunches, promoting better community health and recreation, and many other activities that make for better home and community living. The difference was that they knew how to tell others about these accomplishments."

This year the club reporters, with the help of Miss Cole, told of the accomplishments in extension home economics work in six local newspapers. These newspapers have a combined circulation of 135,000. Besides these local newspapers, Statewide newspapers and periodicals also carried stories of the accomplishments of this group of 700 rural women participating in extension home economics work.

Miss Cole has gained wide recognition for her ability to report the achievements and activities of the rural women of Callaway County in their work of building better homes in better communities. Recently she was asked to aid in the publicity of the international organization, the Associated Country Women of the World.

The national publicity committee for home economics extension chose to feature the home economics news story at the American Home Economics Association Convention in San Francisco last June. Because of her wide and effective use of the home economics news story in telling of extension teaching, Mrs. Jackson was asked to send a picture story of "how she did it" as Missouri's entry.

Mrs. Jackson lays a part of this successful record to her habit of taking reporters of local newspapers and other publications with her on tours or to special meetings and introducing personally every new club president to the reporters, newspapermen, and women of their community.

Electricity Was the Missing Link

Local leaders are the backbone of the home demonstration program. Trained in new skills and knowledge, they have led their neighbors to new opportunities for better living. This experience often leads them to other fields of service, as it did for Mrs. Sears, who decided that electricity was the missing link for rural women in attaining higher standards of living. This is the story of Mrs. Sears, a local leader.

MRS. OSCAR SEARS, of route 2, Bentonville, Ark., so firmly believed that rural electrification would raise the standard of living for rural people that she did something about it. She recalls discussing this matter in 1935 with Mrs. Mabel Hudson, then home demonstration agent of Benton County, in her yard after a club meeting. Their general conclusion was that the lack of electricity was the missing link in helping rural people to raise their standards of living.

The only way to get electricity, she concluded, was to have farmers work together through the Rural Electrification Administration plan. So, leaving her home early each morning, she went from farmhouse to farmhouse urging residents to join in seeking extension of power lines. Today the Carroll Electric Cooperative Corp. serves 9,000 farms in 9 counties, 7 in Arkansas, and 2 in Missouri. In the way of comparison, Mrs. Sears relates that from March 1948 to March 1949 this cooperative served as many members as during the first 7 years of its existence.

Mrs. Oscar Sears.

After serving as vice president of the Carroll Electric Cooperative Board, she became president of the board in January 1946. This was the first time a woman had held the position as president of the board in the Nation. She began serving on the board in 1938.

Mrs. Sears is a native of northwestern Arkansas. According to her statement, she has moved only once in her life—when she married and left her home at Elm Springs to go to the Sears farm near Bentonville, where her husband was born and where his parents had lived for 50 years. The old farmhouse on a 200-acre plot of land was remodeled and enlarged to make room for their two children, Jo Ann and Billy.

Some of the farm activities carried on by the family and tenants are the growing of poultry broilers, hogs, saddle horses, dairy cattle, fruit crops, and pastures. In addition to her duties as a homemaker, Mrs. Sears has taken an active part in the local home demonstration club. She served as president of Benton County Council of Home Demonstration Clubs, at a time when there were 49 clubs with a membership of 1,528. During 1946–47 she served as State secretary and treasurer of the Arkansas Council of Home Demonstration Clubs.

In a speech at Star City, Ark., Mrs. Sears said: "When the opportunity for obtaining electricity on the farm presented itself, the modern farm woman was ready. With years of training in home demonstration clubs and as a leader in 4–H Clubs involving the training of thousands of boys and girls, she had learned to use the best methods available in home management, home economy, family relations, health, citizenship, and farm management."

Mrs. Sears so firmly believed in the manager of the Berryville Rural Electrification Cooperative, Russell G. Gates, that she wrote a letter of recommendation, entering him in a contest as having done "The Best Job of Good Public Relations for the REA Cooperative as Manager." In August she was notified that her letter had won the contest, winning $100 for herself and $250 for Mr. Gates. His picture appeared on the cover page of the August issue of the Cooperative Power Magazine.

Mrs. Sears declares that she will continue her efforts until every farm home in the Carroll Electric Cooperative area has access to electricity.

Extension Workers Focus on Housing

(*Continued from page 212*)

program. Here's the way it works: The agent signs up a small group of farm families who are willing to attend a 2-day housing workshop. Materials developed by specialists and their use in solving problems of other farm families are demonstrated. Then, each family concentrates on its own problem with the help of an agent or specialist. In this way each family is given individual attention and, at the end of the workshop has developed a housing plan tailored to its own needs.

Since 1946, one man and one woman agent in every county have been given special training in housing at 2-day district conferences. Fifty-eight result demonstrations have been set up in 18 counties. Virtually every daily and weekly newspaper in the State is eagerly using material on housing pre-

pared by the Extension Service. Thirteen counties have held workshops for farm families. These are in addition to the ones held in October and November 1949. With the cooperation of the Bureau of Reclamation, three farmsteads have been planned for development farms in the Columbia Basin irrigation project.

The Washington Extension Service does not propose to rest on its achievements thus far. The program will continue to expand, and housing plans and other materials will be developed on the basis of the needs that are found in the field. Workshops will be used to determine what these needs are. Extension agents have found that there is a great need for developing a better educational program in home furnishings, particularly those of low cost. There is also a continuing demand for landscape architecture. Director Ellington and the Farm Homes and Buildings Committee want to do something about that.

A rich store of experience has been gained since the intensified housing program got under way. The agents realize the need for visual aids and other teaching tools to make an already effective program stronger. These will come as funds and personnel become available.

Anniversary Celebrations

The twenty-fifth anniversary of extension work in a number of South Dakota counties has furnished the occasion for interesting and stimulating home demonstration achievement days. Each of the women in the county who have a 25-year record is given a 25-year citation in the form of a certificate signed by the director, the home demonstration leader, and the county home demonstration agent. The women have accepted these with pride, writes Miss Nellie McLaughlin, assistant State home demonstration leader.

The celebrations include writing up and presenting the history of extension work in the county; events such as style shows featuring the fashions of 25 years ago, as well as of today; and introduction of the 25-year clubs, along with presentation of the awards.

Farm Women Meet at National Council

(*Continued from page 215*)

home care of the sick, safety, and home sanitation."

Moving now from our own homes to our responsibility in world affairs, Director F. A. Anderson, of the Colorado Extension Service urged the women to consider: "What can we do as individuals and as members of organized groups in attaining the objectives for which the United Nations was created?"

Recently returned from Germany after 2 months' work there, Mrs. Raymond Sayre, Ackworth, Iowa, president of the Associated Country Women of the World, warned convention members that the situation in Germany was "explosive" and offered one of the real sources of danger in the future. She said that the return of the Germans to a place of respect depended partly on what they did and partly on our attitude toward them.

"Part of what is wrong in Germany is wrong in all civilization—a civilization that has allowed material security to take the place of moral values," she also said.

At the international tea the first afternoon, the Boulder County club presented a pageant emphasizing that in knowing and understanding women of foreign countries, their customs, their history, and their daily lives, home demonstration clubwomen can promote the universal desire of others for peace. A series of tableaus portraying women of seven different nations was presented against colorful back drops with typical scenes from each country.

In its wise planning the council allowed time for play during the week. Cooperating with the Colorado clubs, the Wyoming women entertained at a get-together one evening by singing and square dancing. Boy Scouts from La Junta gave Koshare Indian dances.

Another evening the groups enjoyed the ice show at the Broadmoor Ice Palace.

Under bright stars and with a full moon shining down, delegates ate a chuck wagon supper in the Garden of the Gods in the shadow of Pikes Peak. Entertainers sang and played instruments in the real cowboy style, the audience seated around a glowing campfire joining in on such familiar tunes as "Home on the Range." They also sang one hymn, "In the Garden." Cowboys climbed to the top of a huge rock and, with the lights turned on them, sang "Riders in the Sky." At the close of a perfect evening all joined hands and sang "Auld Lang Syne."

Immediately after the National Home Demonstration Council meeting, the eleventh annual meeting of the Country Women's Council of the United States, which is a member of the Associated Country Women of the World, was held. Delegates from the United States, the Netherlands, Kenya, New Zealand, Great Britain, Sweden, France, Canada, and Denmark attended. Mrs. Spencer Ewing, Bloomington, Ill., chairman of the council, presided.

They Ask For More

A 3-week summer school for Negro in-service agricultural extension workers held at Alcorn Agricultural and Mechanical College, Mississippi, August 15 to September 2, enrolled 62 county farm and home demonstration agents from Mississippi, Tennessee, and Arkansas.

They studied "Planning Extension Programs," with T. M. Campbell, Tuskegee Institute, as instructor; "Developing Balanced Farm and Home Plans," taught by Dr. J. R. Otis, former State leader, Alabama, and now president of Alcorn, assisted by Mrs. Z. P. Price, Alcorn's director of home economics and teacher training; and "Objectives and Procedures of Extension Service," taught by H. J. Putnam, of Mississippi State College.

The agents liked it so well that they adopted resolutions requesting that an annual program of in-service training for all Negro extension agents of the Southern region be a permanent part of Extension Service training; that agricultural courses in State colleges include extension methods, policies, and demonstrations; and that in both the regular college courses and the summer courses strong recreational courses suitable for 4-H Club members and adults be included.

A similar course was offered at Hampton Institute, Virginia, in July.

Science Flashes

What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Insectproof Cotton Bags

A new treatment has been worked out for cotton bagging material that makes it insectproof. Chemists at the Southern Regional Laboratory worked with department entomologists and came up with a bag that kept flour free of insects for 7 months in a room teeming with thousands of hungry flour beetles and moths. An untreated bag in the same room for the same time had been visited by 563 insects. Flour millers and others who use cotton bags for storing foods and feeds see in this discovery the possibility of reducing the tremendous losses and spoilage from insect infestations.

Better Livestock Grazing

Control of range brush and weeds has proved the most effective and profitable range improvement practice so far developed at the Woodward, Okla., field station. One application of 2,4-D will eradicate 50 to 90 percent of the sagebrush and many of the other weeds. Grazing profits have been twice as great on the pastures where the sagebrush has been cleaned up. Grazing studies with different grasses showed that one group of steers gained 100 pounds apiece during the winter months on pure Texas bluegrass without cottonseed cake. Those grazed on native range with 240 pounds of cake gained only 60 pounds each during the same period. These research results were among those reported recently during the thirteenth annual range improvement field day celebration at the Woodward station.

More Fruit Essence Soon

Consumers should soon be getting food products with finer fruit flavors. Changes in the alcohol-tax laws, ordered recently by Congress, now permit manufacture of fruit "essences" without payment of the $9-per-gallon tax. Department scientists expect that the new regulations will result in rapid expansion of the fruit-essence industry and in tastier fruit-flavored foods on the grocer's shelves. A process for recovering and concentrating the volatile flavor and fragranco constituents of fresh apples and of grape juice was developed at the Eastern Regional Research Laboratory. These essences can be used by food manufacturers to improve the taste and aroma of fruit products, such as carbonated beverages, candies, ice cream, ices, sherberts, table sirups, and jelled desserts. A number of commercial companies are ready to make concentrates from apples and other fruits.

Potato Chips

Some varieties of potatoes make better chips than others. ARA plant scientists have known for some time that temperatures at which potatoes were stored influence the quality of chips made from the potatoes. Recent work shows that the color, yield, and oil content of chips are also influenced by the variety from which they are made. Russet Rural and Sebago make light golden brown chips. Russet Burbank gave the best yield of chips, and those made from this variety absorbed less oil. Katahdin rated low on color.

New Foods from Dairy Products

Foods for the future, from soup to ice cream, all made either from whey, skim milk, or buttermilk, were tasted and examined by members of the Dairy Fieldmen's Association of Virginia on a tour of the U. S. D. A.'s dairy products research laboratories the other day. The foods included cream-style soups; tomato-whey beverages; potato-skim-milk wafers; two kinds of cake, one made with whey and the other with skim milk; buttermilk ice cream; and fudge made with whey. Enormous quantities of these byproducts are wasted annually or fed to livestock.

Apple Bruising Reduced

Damage to apples from bruising during picking, handling, and packing may be greatly reduced, plant scientists of the U. S. D. A. have found. Recommendations based on studies in the Pacific Northwest have been made available to apple growers and packers. Scientists found bruising damage greater after apples were taken to the packing line than in the combined operations of picking, hauling, and handling. Dumping, dropping from one level to another on conveyor belts, and hitting various parts of moving equipment accounted for the greatest number of bruises.

Southern Byproduct Dairy Concentrates

A dairy ration containing byproducts from southern crops can replace one with 70 percent of grains, with a saving in cost and no reduction in amount or quality of milk produced.

The byproducts mixture consisted of 375 pounds each of dried citrus pulp and dehydrated sweetpotatoes and 125 pounds of peanut meal and cottonseed meal. This was compared with a standard grain mixture of 400 pounds of corn meal, 300 pounds of ground oats, 200 pounds of wheat bran, and 100 pounds of cottonseed meal. Hay or silage and hay were fed with the concentrates in the same amounts in both rations. The average production of 18 Jersey cows on the byproducts mixture was 22.8 pounds of 4-percent milk a day for each cow. On the grain the average milk production was 22.7 pounds.

The cost on the nutrient basis was 27 percent more for the grain than for the byproducts.

Paving the Way Pays Dividends

SPENDING 2 days in Kansas and making a total of 32 recorded interviews, a Chicago radio farm director, Hal Totten from Chicago, went away happy. But it did not just happen. When a letter was received from Mr. Totten about a month before his appearance, Assistant Editor Grant Salisbury began to work. A specialist was scheduled every 20 minutes from 9 a. m. to 4 p. m. the first day and from 9 to noon the second day. Totten was handed the schedule upon arrival, and he looked it over while his engineer set up the tape recording equipment. A secretary was stationed outside to act as receptionist and keep the specialists moving in at the scheduled time. She also called them just to be sure they would be on hand at the appointed time. Specialists picked their own topics. Each prepared a list of five or six questions on the topic which he handed to Mr. Totten at the beginning of the interview. In conducting the interview the farm director asked the questions and the specialists, naturally, answered them.

By noon the second day 28 tape-recorded interviews were finished, and in the afternoon they carried their equipment direct to offices and made 4 additional interviews on balanced farming.

The smooth operation was due to enough advance notice so that a definite schedule could be set up early and the fact that a secretary was provided to remind the specialists of their appointments and to provide them with definite information.

What Local Leaders Expect

(*Continued from page 213*)

members thrift, account keeping, planning for the future, and to live sensibly. Nothing points up our clothing program more than the agent who is dressed appropriately for the occasion both at the office and in the field. We find that many of our club members are becoming more and more color-conscious and are quick to notice costumes that are not reasonably harmonious.

When we call on you we are impressed to find your office reasonably neat, systematic, and businesslike in appearance. In meeting people we like you to be friendly and cordial but to have reserve and poise. This is as important in the office as at meetings or calling on a bank president, club member, leader, or parent.

Do make it a point to speak to the shy and the less brilliant club members. It means much more to them than to the more confident and fortunate members. It's human nature to want to be recognized. A few words of encouragement often help both leader and member through a discouraging situation, and a word of appreciation always lifts the spirit.

The majority of club members are in the age of "hero worship." You may be the ideal to some boy or a "knight in shining armor" to some girl; or if you are a woman, you can be the type a boy dreams of marrying some day or the example the club girl copies from the way you do your hair to the shoes you wear, the inflection of your voice, or your conduct in public. So groom and conduct yourself with care, that you may set a good example; for they will copy your clothes, your mannerisms, your courtesies, and your speech.

You are the model, the measuring stick, so to speak, by which hundreds of boys and girls with whom you come in contact gage many things.

● MISS JANE HINOTE, of Missouri, retired July 31 after 26 years as State 4-H Club agent. Before that she served as home demonstration agent in Cape Girardeau and Johnson Counties and as district agent in southeastern Missouri. In 32 extension years she has acquired a circle of friends throughout the State and the country who wish her many more years of continued success in all she chooses to undertake. She leaves a record of high standards and good teaching methods which have contributed to the increase in enrollment from 6,587 to 35,000 and the steadily growing number of boys and girls who complete their work, which is now 70 percent of the membership. A graduate of Columbia University, she has always been interested in professional improvement, having done graduate work at both Chicago University and University of Missouri. We have an idea that her habit of learning new things and helping the young folks will stay with her and ever enlarge her circle of influence.

● October 1 marked the end of 27 years with the Pennsylvania Extension Service for MABEL C. McDOWELL, who retired as a clothing specialist. Miss McDowell is a charter member of the American Home Economics Association. Among her many interests are books and travel, and she has traveled in the United States, Canada, and Europe. Miss McDowell will continue to live in State College.

● JAMES M. GRAY, who had represented 4-H Club work in the western region since December 1947 for the Division of Field Coordination, Federal Extension Service, passed away on Saturday, August 27.

Mr. Gray graduated from North Carolina State College in 1910 and served the State extension service from 1917 to 1922 in the capacities of county agent, district agent, and assistant director.

New Y. M. W. Bulletin Off the Press

Dotty and Dick are costars in the picture story featured in Extension Work With Young Men and Women, a U. S. D. A. publication (PA 73).

Here is a tool to help you. Keep it on hand for general facts on the needs and problems of young folks and also for specific program ideas. Give it to your committeemen, to other important men in town, and to officers of local groups. It has ideas for all of them.

"This is a strategically important group in rural society deserving the same proportionate time and effort on the part of extension as 4–H Club mmebers and adults," reads the top extension policy document (Joint Committee Report on Extension Programs, Policies, and Goals).

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