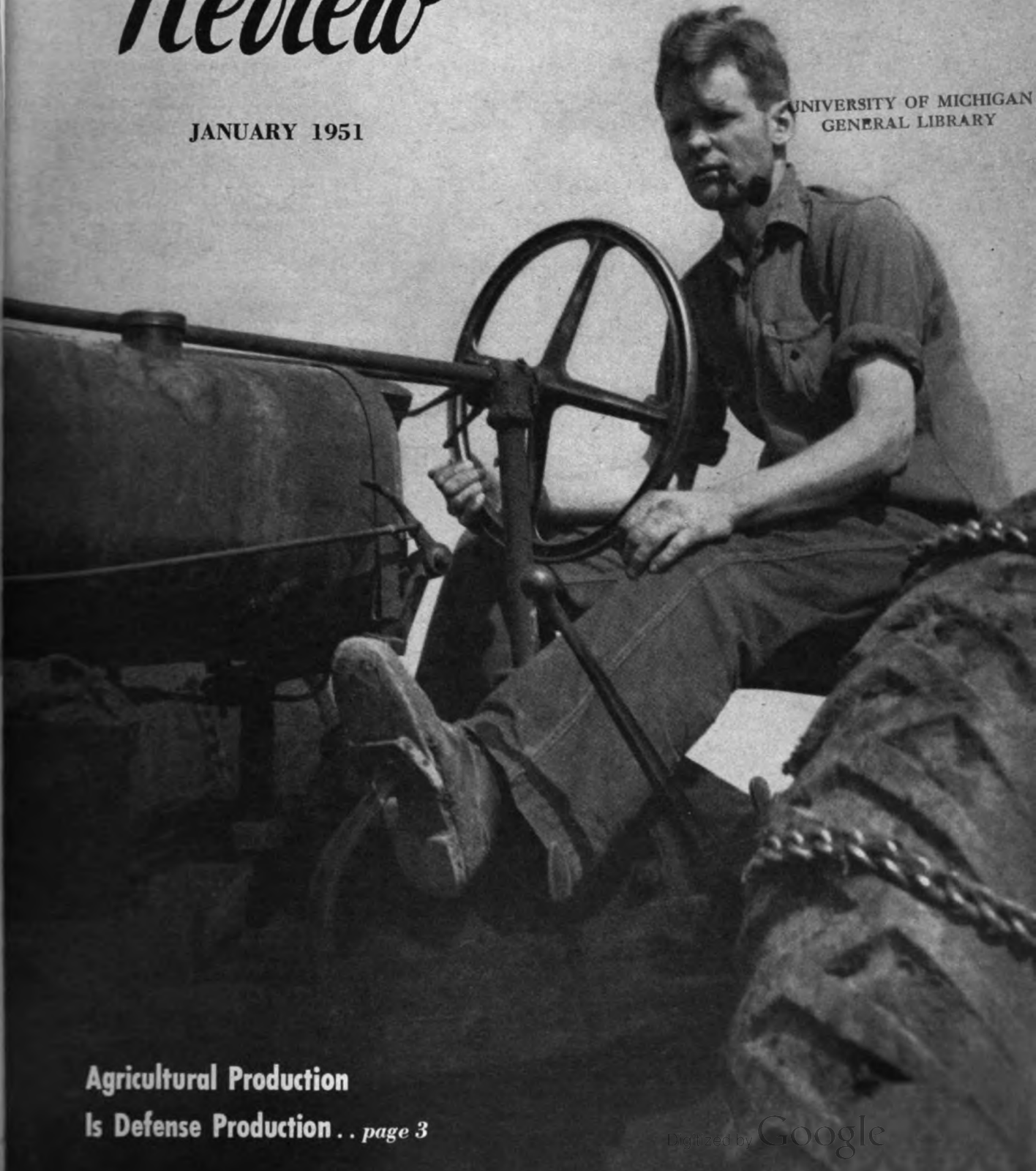


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EXTENSION SERVICE *Review*

JANUARY 1951

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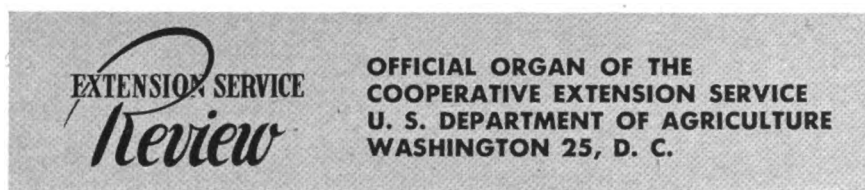
● With mobilization programs gathering momentum, the Extension Service is clearing the decks for those activities which best serve the national emergency.

In times of scarcity, consumer education becomes even more important. You will find some helpful ideas on developing such a program in the thoughtful comments of two Wisconsin agricultural economists who have been thinking about the best approach to consumer education.

In building home demonstration programs which help homemakers take their full responsibility in the defense program, useful ideas will be found in the study made by Home Demonstration Agent Esther Nordin LaRose on what young homemakers want. This study presented for her master's degree will be summarized.

The practical experience and philosophy of the pioneers who developed the Extension Service has seldom been needed more than now. Two articles next month light the way for a service which serves rural people. Amy Kelly, who, through the years since her appointment in 1913, has been home demonstration leader in Idaho, Kansas, and Missouri, did some practical philosophizing on methods that work at the annual extension conference of the Federal staff. She has consented to set down some of these ideas for REVIEW readers. Ray Bender, president of the New York Association of County Agricultural Agents, in speaking to a State-wide meeting of farmers and agents, recently told why he, a veteran agent, feels that the agent who sticks on the same job in the county for a long period really serves the people best.

The term "public relations" takes a bigger piece of thinking in extension circles right down from the land-grant college to the local 4-H Club. E. R. Jackman, Oregon extension philosopher and writer, says there is nothing new about it—it just has a new jargon. His article, "Good Sense and Public Relations," is a down-to-earth discussion of the subject.



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Agricultural Production Is Defense Production

PRODUCTIVITY has been the core of America's strength and security in the past. Superior production will be pitted against superior manpower in the present emergency. Agricultural production is an important part of plans for defense today.

Ability to produce on the farms has been on the upgrade. Production per man hour on the farms of the country has doubled in the past 40 years. This has been largely accomplished with the greater use of machines.

Not only are there more machines on farms but more fertilizer is used, better seeds are planted, and better methods practiced in growing crops. This has brought greater yields. Total farm production is up 24 percent from that of 10 years ago.

This is all to the good but there are certain other factors on the opposite side of the ledger which should be examined in planning for production to meet the National needs and provide supplies to such other countries as Yugoslavia and India whose help we need in defending the democratic way of life.

Even with machines, farming takes labor. Manpower reserve is at a low point. Civilian employment reached a record high level during 1950 with around 95 percent of the total labor force employed.

This means the number of workers available to increase farming operation is limited. Not only number, but the quality of the labor force needed limits production. An agricultural worker of the present day must have much more skill than formerly in the use of modern machines and equipment.

The nearly 4 million tractors on farms is four times as many as farmers had in 1941. Further mechanization will be slowed down as the number approaches the sat-

uration point. The large number of tractors and the great decreases in numbers of horses and mules mean that farmers are more dependent than formerly on industry to supply essential tools and replacements to keep the machines rolling and the agricultural plant producing.

Can We Increase Yields?

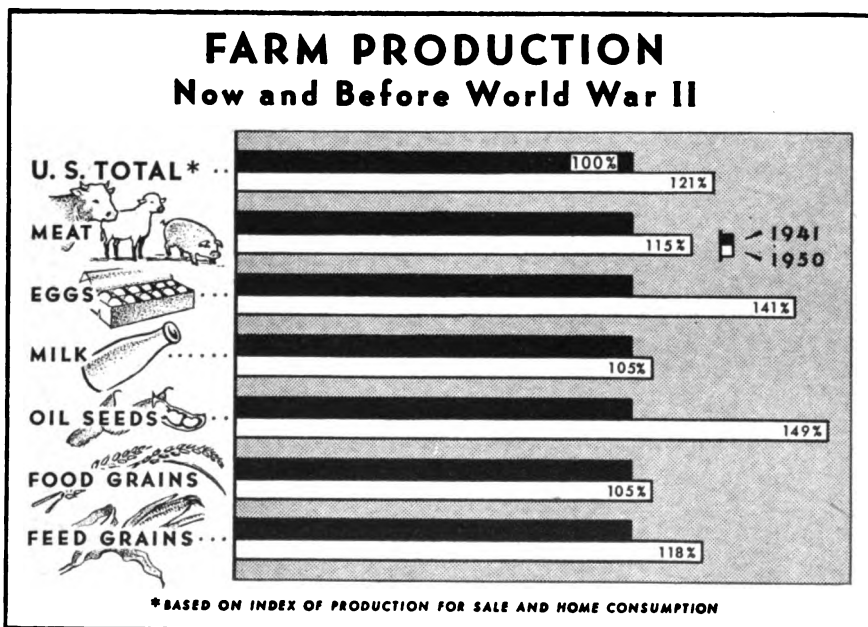
What are the chances for some new discovery to miraculously swell the yields? Another "hybrid corn" discovery? During the last 10 years, the planting of hybrid corn was increased to include 77 percent of all corn planted. This alone added something like 200 million bushels to the annual corn production potential between 1940 and 1944.

At present there seems to be nothing on the horizon which will give comparable results in stepping up yields, although further expansion of improved varieties and methods gives promise for greater production.

One area in which it might be assumed production will be increased is in the application of fertilizer. Fertilizer is now being used at double the rate of 10 years ago. Speeding this up still further will be greatly limited by the military needs for basic chemicals from which fertilizer is produced.

The situation is much the same with respect to insecticides which during the past year were used more than in any previous years. Here too the outlook is for a reduction in the amount of synthetic insecticides available due to military demand for the basic chemicals.

The agricultural economy is operating now at a high rate of production. There seems to be little slack to take up in stepping up production. The facts indicate no easy way to stretch farm yields to the place where they will meet defense needs. Greater efficiency, better methods, and wholehearted cooperation seem to characterize the road ahead.



Democracy Must Go Forward

CHARLES F. BRANNAN

Secretary of Agriculture

WE ARE LIVING in one of the most critical periods in our Nation's history and in the world's history. This crisis demands that every economic group in the country should study its role and make up its mind to play that role to the very best of its ability.

Agriculture's job here is to produce the food and fiber that we need for the strength and vitality of our armed forces, for our civilian population, for ample reserves, and for shipments to those other nations to which it is advisable to give aid. This is one phase of our defense effort.

The other, and more long-term, phase of our defense effort concerns the war of ideas that is being fought all over the world between democracy and communism.

The world today is in a state of tremendous confusion. Most of the world's people are bewildered, and many are deceived. In numbers, the free nations and those people who are under the domination of the Kremlin are fairly evenly balanced. But roughly half of the people of the world occupy an "in-between position."

We Must Work Harder

Whether these "in-between" people take sides for freedom, or give in to communist propaganda and force of arms, or remain neutral, is likely to determine the future course of history.

We in this country must work harder in taking the story of democratic accomplishment to the people of other countries in terms that they can understand. It means emphasizing the truth about agriculture in our democracy through our radio, visual, and other foreign information programs—not with any idea that our precise way of doing

things can or ought to be applied in detail in other countries, but with the idea that the basic principles are universal and appeal to human nature everywhere. It means showing representatives of other countries who visit here what our agriculture is like, and making it clear that these principles of American democracy are being applied in our foreign policy with respect to agriculture.

It means emphasizing in our Point 4 work and our programs of assistance that we want to help the peoples of the world to help themselves and that those governments that want to develop agrarian improvements on an orderly and fair basis will find us both sympathetic and cooperative.

Our Democracy Must Advance

All these things we can do, and should do, to prove that democracy actually provides the means for living the kind of decent, free, and secure life that the communists merely promise—and with their tongues in their cheeks.

But we need to do still more. We need to recognize and act on the knowledge that if democracy is to be a source of hope to others, our democracy must continue to advance in our own country.

Despite the remarkable progress of our agriculture these past 20 years, we all know that there are still many problems to be solved before the majority of our farm families will be able to make their maximum contribution, and share fully themselves in American life.

That's why we have started an analysis of all our programs and agencies to see how we can improve our services to the Nation's family farms.

We are not going to quibble about

definitions. When we talk about the family-size farm, we mean an operation that is capable of using the time and energies of the family efficiently and that is capable of returning an income at least comparable with that of families generally throughout the country. Farms of that kind are what we need.

The more I consider the needs of national defense as they pertain to agriculture, the more I am convinced that we can meet those needs within the basic framework of an over-all farm program that will be as useful in peacetime as in this preparedness period.

We need conservation of our resources for the long run, and we need it now for defense.

Farmers need assurance of fair returns for abundant production in the long run, and they need it now for defense.

The Nation needs to improve the opportunities and productivity of many of our low-income farmers for the long run, and we need to do that now for defense. We need to preserve and strengthen the traditional family-size farm as the basis of our agricultural structure, both in the long run and in the present interests of national defense.

These are indeed critical times. I am convinced, however, that we possess both the basic organization and the experience that are needed to carry out our national programs and to help farmers make the necessary changes in production.

Hobby Show

The annual hobby show sponsored by the Gateway Home Demonstration club of Loveland, Colo., does more than raise money for the community hospital, the members explain. It develops friendships of people with like interests. Most of all, it builds community friendliness and spirit. Business and professional men of the town agree that the hobby show gives one an insight into the other fellow's character that you would fail to get otherwise.

New England 4-H Clubs Feature the Consumer Angle

CHARLES E. ESHBACH, Director, New England Extension Educational Program in Marketing Information

AT FIRST thought it might not seem that there is much connection between the 4-H Club program and the New England Extension Services' food marketing education program. But New England 4-H'ers are giving it more than first thought; and they are finding a real tie-in between the things that 4-H projects are designed to accomplish and the information on food marketing that is available.

A regional example of this 4-H activity was the program of demonstrations presented by 4-H Club members at the Eastern States Exposition this year. Twice a day during that week-long fair a 4-H boy and a 4-H girl demonstrated the techniques of good food buymanship and called attention to the answers for many questions that face food shoppers when they do the family grocery buying.

The demonstrations were presented by Massachusetts 4-H Club

members as part of a six-sided central exhibit feature which told visitors some of the story of 4-H accomplishments in New England.

In front of a background of signs, posters, and other food-buymanship information, the 4-H members set up a produce counter, complete with ice, lights, and mirror. They filled this counter with tomatoes, cabbages, carrots, beets, and corn; and they added displays of apples and eggs, all products of 4-H farm enterprises in nearby towns.

The 4-H'ers presented the demonstration in the form of a dialog, with much use of the actual produce as visual aids material. They used a flannelgraph to emphasize the points to remember in wise food buying.

The demonstrations and exhibit were entitled "Know Your Food Buys," and the posters that made up part of the display featured a lot of food-shopping suggestions.

One poster entitled "Know Your Groceries and Save" listed these suggestions.

Buy in season when produce is most economical.

Root vegetables and greens are usually the least expensive.

Select the least expensive items within the food group.

Never buy inferior or wilted fresh produce.

Compare the cost of frozen, canned, and dried.

Watch for week-end specials and other sales.

Read labels—know what you are buying.

Standard pack is most economical.

Treat fresh produce on display with care.

Frequent reference was made to these points by the 4-H members in the demonstration dialog.

Another of the posters used in the display was entitled "Cook Right for Economy." It first emphasized the need for saving minerals and vitamins by protecting vegetables from air, water, and heat. Then, it divided the information into three sections. Under preparation the poster admonished: Use all edible parts; cook with skins or peel thinly, and don't let stand or soak after peeling. In cooking, the poster suggested: Use little water; cover tightly; do no stir, and cook until just tender. Under serving, the poster read: Serve immediately; save cooking water; and cool, cover, and refrigerate left-overs.

These points, too, were emphasized in the demonstrations by the 4-H members.

The exhibit and the demonstrations were under the guidance of Mildred Howell, assistant State 4-H Club leader at the University of

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4-H Club members demonstrate food buying at Eastern States Exposition.

The World Knocks at Our Door

THE CURIOSITY about extension work shown by people in every part of the globe seems to be insatiable. They knock at our door in great numbers to ask questions about methods and results. Like other guests, sometimes they come at the wrong time, and a busy county agent sees the visit as just one more added burden. In reality, this apparent burden might be one of the best opportunities given to any group for real service to the cause of peace and humanity.

In many countries, officials, educators, leaders, and students see their problem as one of education for the masses of the people—helping them do a more efficient job of producing food and raw materials. The visitors know that the Coop-

erative Extension Service has pioneered in this type of education.

The flow of visiting agricultural educators is increasing. In 1949 about 200 came to study the Extension Service; in 1950 the number doubled, and this year it looks as though Dr. Fred Frutchey and his staff who handle the work for the Federal office would be planning for 1,000. As most of them will visit at least 2 States, this means more than 2,000 placements (an average of 40 to a State) will have to be made with county agents.

Other agencies of the Government charged with responsibility for foreign relations are seeing in the Extension Service a possible ally. The State Department, the Army, and the Economic Cooperation Administration are more and more depending on extension work to implement United States policies for the promotion of cooperation and the stimulation of economic recovery.

Another factor is the Point 4 program which focuses attention on the need for agricultural education in many parts of the world. The population of most underdeveloped countries is largely rural; their agricultural production could be greatly increased by the use of knowledge that science has already made available. But how can the people get this knowledge and learn how to use it? Does the Extension Service have the answer?

Even in well-developed nations there is increased realization of the need for an effective system of rural extension education. The Food and Agriculture Organization of the United Nations took note of this at its fifth meeting in Washington in the fall of 1949. It recommended "That member governments strengthen, or wherever necessary create, officially sponsored and well-integrated services contributing to the advancement of agriculture, forestry, and fisheries and of rural living, with particular emphasis on extension or advisory services."

All of these factors have fostered a great growth of interest in rural extension work in many countries. The leaders are generally the same folks who last year visited county agents' offices plying them with questions, going along to meetings and on tours, living on the farms selected by the county agent, and knocking at doors along the corridors of the South Building of the U. S. Department of Agriculture and the land-grant college buildings. What they got then is most valuable as it is translated into an active organization to be augmented or modified by the group who are here now or will come this year.

For example, 17 Government officials responsible for an extension or advisory service visited us for 6 weeks in October and November. Their visit was sponsored by the Economic Cooperation Administration. Representing 13 countries, they gave special attention to how research and extension people got together and how cooperative relations with farm organizations, business, and other groups were maintained.

A trip leader was assigned to them by ECA, Luther H. Brannon, assistant agricultural extension director in Oklahoma, recently appointed to head ECA's Food and Agriculture Division in Paris. They divided into four teams and each visited two States. They met again in Michigan on November 20 to exchange ideas and discuss their observations.

Representatives of each of the States to be visited met in Washington 2 weeks ahead of the arrival of the group to plan for the visits to the States. As an example of how well the work was planned, in Colorado a district agent, Howard D. Finch, was assigned to be in charge of their activities. He took along a tape recorder. Each evening the gentlemen from France, Luxembourg, Scotland, and Portugal discussed their day's activities on

(Continued on page 12)



"I am sure that my work will be done now under the influence of the experiences I had in your country," writes Caecilia Ullmann, young German home economics worker (pictured above) who spent 4 months here this year studying extension methods, principally in Iowa and Minnesota. She adds, "I want to adapt especially your fine methods of program planning as far as this is possible under different conditions."

Flags for Peace

UNITED NATIONS flag making took hold in an amazing way in Massachusetts—more than 2,000 flags were hand-sewn in the campaign which ended with United Nations Day.

Upon being delegated to take over the lead in flag making, home demonstration agents, 4-H Club agents, and other county and State extension workers handled the project with polished efficiency. They and their county groups, representing more than 68,000 lay members, subscribed to the program 100 percent.

Let's see how the program worked in one county. Worcester County's 14 extension agents divided among themselves the county's 60 towns. Each took 5 or 6 towns in which to develop the program. Two planning conferences were held in each town before October 1, the first conference being called by the town director. At the first meeting the 3 extension branches—4-H, home demonstration agents, and county agents—were represented. Members got down to brass tacks, became acquainted with the background of the flag program, and made plans for as many groups as possible to participate.

At the second conference, all groups and organizations in the community were brought into the picture. Together, they worked out the actual flag-making program and plans for the October 24 observance. From 800 to 1,000 people were on the committee which planned flag-presentation ceremonies to town officials, organization heads, and schools. Pageants, bands, and speakers were arranged for by the committee.

Enthusiasm spread to the high schools where students wrote essays on the United Nations. Modern Betsy Rosses set to work to hand-stitch 350 flags for Worcester County. Ideas for celebrating United Nations Day began to pour in. One of Worcester County's citizens, Mrs. Ralph A. Tymeson of Holden, originated the significant UN Day ob-



Two 4-H girls presented a United Nations flag to Ralph A. Van Meter, president of the University of Massachusetts. This flag was one of six made in the 4-H booth at Eastern States Exposition and later presented to presidents of New England Land-Grant Colleges and Universities in ceremonies similar to the one on the University of Massachusetts campus.

servance of turning all porch lights on at dusk.

The plan gave nearly everyone a chance to take part in planning and carrying out UN observances and worked well in all counties. In Franklin County, for example, UN flags were presented to 26 schools, 12 churches, 3 town halls, 3 Grange halls, and to other groups, bringing the total number of presentations to 77.

With the Extension Service promoting the program, regional and county flag-making schools were held all over Massachusetts. And as a result of the interest aroused, at least one flag was presented to officials in each of the State's 789 cities, towns, or communities.

Like anything worth while, the UN flag program called for much effort and time to be given freely. Mrs. Esther Cooley Page, clothing

specialist at the University of Massachusetts, who was assigned leadership of Extension's part in the State Flag-Making Program, estimates that just the sewing of banners took 3,500 8-hour days—about 10 years.

UN Flag Presented

Perhaps the most significant presentation ceremony occurred on October 17, when Massachusetts' Governor Paul A. Dever was presented a hand-made UN flag by the Extension Service. This ceremony officially opened the observance of United Nations Week in Massachusetts. The flag given to the governor was made by Mrs. Dean A. Ricker and Mrs. Lester Holbrook, both of Shrewsbury, representing the Worcester County Extension service Council and the Massachusetts Extension Service.

Spokesman for the presentation group was Joseph T. Brown, president of the Massachusetts County Agents Association. In his statement to Governor Dever, Mr. Brown expressed the thought behind hundreds of other ceremonies which occurred in the State.

Mr. Brown said: "May this flag, the symbol of world organization, be a constant reminder to make the real keynote of the United Nations—'There shall be peace.'"

Represented at the impressive ceremony were 4-H, home demonstration agents, the Grange, the Farm Bureau, churches, American Legion Auxiliary, Women's Clubs, P. T. A., and service clubs.

The big question is: Did this huge flag-making program accomplish its purpose of focusing thought and attention on World Peace? Mrs. Page thinks it did. In a flag-making report from the Hampden County home demonstration agent came the statement: "It (flag making) is not a spectacular thing to do, but into each flag goes a great deal of sober thinking and belief in the things that United Nations symbolizes."

Soil Conservation Reaches Hero of the Comic Strips

RALPH PARTRIDGE, Farm Editor, The Denver Post

WORLD-FAMED Red Ryder, created by Fred Harman of Pagosa Springs, Colo., has joined the ranks of the Nation's soil and water conservationists.

He is currently engaged, with all the flourishes and drama for which the comic strip is noted, in the rebuilding of a run-down western ranch purchased through misrepresentation by an eastern family. Ryder, Little Beaver, Susie Jo, and the Duchess are all in the story, along with a villain who leaves no stone unturned in his efforts to thwart the program.

Behind this promotion, which has a potential audience of some 30 million readers, is a story of cooperation in Colorado between the State Extension Service, the Soil Conservation Service, The Denver Post, and Radio Station KLZ of Denver.

Representatives of these troupes met Harman in Pagosa Springs last

summer while they were on a State judging tour in a soil-conservation contest sponsored by Radio Station KLZ and the Denver Post. There, Charles Terrell, extension conservationist at Colorado A & M College, suggested to Harman that Ryder become a conservationist.

Mr. Harman, who makes a habit of promoting good causes one way and another, readily agreed. Mr. Terrell and other representatives of the Extension Service and such men as Kenneth W. Chalmers, Colorado's State conservationist of the Soil Conservation Service, pooled their ideas to provide Mr. Harman with technical assistance and to help publicize the comic strip.

Working with them was the indefatigable L. B. ("Bill") Casselman of Mosca, Colo., president of the State Association of Soil Conservation Districts.

Mr. Casselman, like Mr. Terrell, has been a State judge in 2 of the

3 years the Denver Post and KLZ have presented their annual contest. Like other conservation leaders, they were elated when the colorful Harman, one-time cow puncher, agreed to do the conservation story.

They point out that Mr. Harman's strip, a clean comic with wide appeal, will bring the conservation message to the public generally and to boys and girls on a scale never achieved before.

The Extension Service and the Soil Conservation Service have worked closely together in providing assistance to The Denver Post and KLZ in their contest which interested the cartoonist.

Top five soil conservation districts in the State each year receive \$500 cash prizes, plaques and certificates of recognition from The Denver Post and Radio Station KLZ.

Judging is based half on the conservation work on three farms or ranches in each district and half on work in the soil conservation district as a whole, with special emphasis on the work of the district board of supervisors.

. . .

Overseas Youth Clubs

Rural youth clubs patterned after the 4-H Clubs in the United States have spread rapidly throughout Latin America during the past year with the help of the Institute of Inter-American Affairs. A recent survey shows that there are now 413 such clubs, with 8,300 members, in 7 Central and South American countries, according to the United States Department of State.

From India, too, comes news of two new young people's farm clubs in New Delhi, which they expect to be a nucleus for national youth organizations much like 4-H Clubs in the United States.

● M. N. LAWRIE, Nebraska extension dairyman, was recently presented with a plaque by Joe H. Beckenhauer, head of the Wayne Breeders Association in recognition of his 33 years of assistance to Nebraska dairymen.



Fred Harman, creator of the comic strip, "Red Ryder," gets the materials firsthand for his hero's conservation adventures.

Farmers Train as Orators

Weary of being out-talked, New York State farmers are learning to give dramatic, convincing accounts of their problems and viewpoints.

O. CLEON BARBER, County Agent, Broome County, N. Y.



BROOME County, N. Y. farm leaders are no longer sitting on the side lines criticizing the other fellow for what he thinks and says about the business of farming. These leaders have taken positive action in developing their ability to express their viewpoints to any group that wants to listen.

Two years ago Orville Littlejohn, a dairyman from Deposit, at a program-planning meeting of the Dairy Commodity Committee, insisted that one of the big problems facing Broome County dairymen in the future was public relations. After some feeble attempts over the 2 years to do something about this particular problem, the idea was born of developing a speakers' bureau.

Farm leaders representing the executive committee, chairman of each of the commodity committees, and the older youth program were invited to discuss the proposition. They voted to hold a series of eight training sessions weekly to develop a talk which they could give before groups. Howard Thomas, of the rural sociology department, and Fred Morris, State leader of county agricultural agents, both from the New York State College of Agriculture, offered to assist in the program.

For the first time, in New York State at least, farm leaders met once a week to learn how to talk and took home with them an assignment which was to be completed by the following week. The eighth session was held in the form of a dinner where the speakers invited in their wives and lots were drawn to determine which of the farm leaders would present their talks.

The ability of these leaders to organize a subject of their choosing

surpassed any expectations. Excerpts from some of these talks will best demonstrate that farmers can select words to express their views as well as they can select feeding or seeding mixtures for efficient production. A dairyman discussing the importance of the dairy industry in Broome County said, "What a headline would appear in the Binghamton Sun if E. J. should declare a million-dollar cut in the payroll of its employees, and yet when we dairymen took a million dollar cut in our incomes last year all we got was a two-bit line tucked under the obituary column."

Another speaker discussing the general attack on farmers of the high cost of food said, "Government never told Mr. and Mrs. Public that taxes all the way from the God-given fertile soil to the front teeth of the consumer of the food were added to the cost of food."

Another dairyman in discussing the farmer's right to an equitable standard of living said, "Farming sounds good, for a hobby. Well, up in our dairy barn we have 50 cows and they don't give us a quart of milk. That is right; not a quart. We have a milking machine which cost \$600 to take it away from them."

These farmers are "going like hot cakes." Appearing before service clubs, employees' groups, and student bodies in the Triple Cities, their subject matter is being well received and the men are being highly commended on their presentations.

This job was not easy for these farm leaders. First of all, the weather seemed to be against them, with some of the worst snow storms coming on Wednesday evening while they were at the training sessions. Even with the adverse

weather conditions, the men were faithful in their attendance. They were warned at the beginning of the training sessions that this work would be as hard as any field they ever plowed, or any day they had put in a hayfield. They are in unanimous agreement on this point at the end of the 8 weeks of training.

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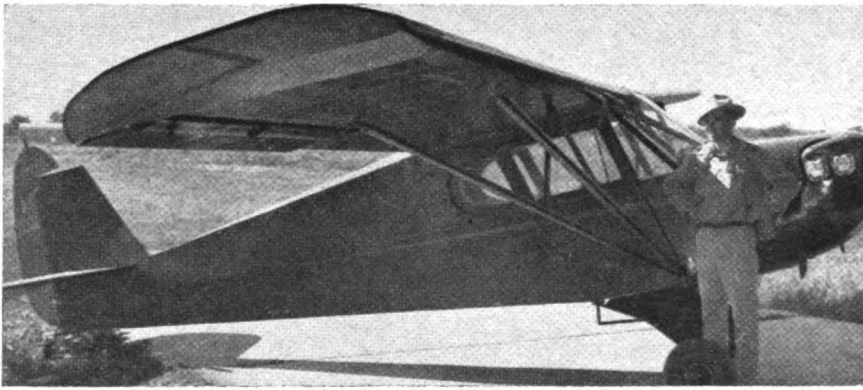
4-H Lends a Helping Hand

Hawaii 4-H'ers have been asked to gather seeds of trees, vines, and shrubs to be planted on Canton Island. The Civil Aeronautics Administration made the request through the Hawaiian Extension Service. Kanawa and Heela clubs in east Oahu have already started this project.

The CAA hopes to cover bare coral areas on Canton with vegetation in order to cut down glare and to prevent fine coral and sand from blowing into buildings and corroding delicate parts of important instruments.

Edward Hosaka, pasture improvement specialist for the Extension Service at the University of Hawaii College of Agriculture, suggests that seeds of the following plants be gathered: Beach morning glory, milo tree, kou tree, hau tree, vitex shrub, red-fruited passion vine, seed grape, ilima, koa haole, false and true kamani, creeping grass, and Australia salt bush.

All seeds collected are to be delivered to a county extension service office. The CAA will pay the 4-H'ers for their work.



A Bird's-Eye View

"FLYING COUNTY Agent" Bill McKnight of Seneca, Kans., is finding his plane quite useful in enabling him to get a better look at Nemaha County farms. He finds that a plane affords the best means of checking on erosion, preparation of the land for crops, progress of harvest, and for getting the general picture of farms in the county.

"A person certainly gets a different idea of a farm from the air than he gets from driving down the road," McKnight observes. He used his plane recently to get a birds-eye view of the area included in the Sabetha Lake Watershed Conservation Program. From the air it was much simpler to estimate the amount of erosion which had taken place, amount of work already done, and the amount of work yet to do.

McKnight bought his two-passenger Aeronca plane mainly for quick trips out of the county to towns with airport facilities and for recreational purposes; however, he is pleased to find so many uses for an airplane in his work. During fair season he is able to save a great deal of time "on the road" by flying.

As the land in Nemaha County is more or less of a rolling nature, farm visits by plane are not especially practical. However, McKnight has made a few such trips. For this type of work, McKnight

thinks the plane will never quite replace the car.

He feels, however, that a plane does offer many advantages to county agents in obtaining an overall picture of the country. The effects of fertilizer and crop rotations show up especially well from the air, he says.

• • •

Who's Who Club

"The State Who's Who Club," comments J. Harold Johnson, State 4-H Club leader, Kansas State College, "provides an ideal method of holding older members in 4-H Club work. Each county is entitled to use this means of honoring its club members who have done more than the minimum requirements in their work."

● The Yolo County, Calif., county-wide get-together for clothing members included demonstrations on selecting patterns and materials and on good grooming. These girls gave an unusual demonstration at the annual achievement night program. All four measured almost identical in size, except for height. By selecting patterns from the various sections—girls', teen age, junior miss, and misses—each was able to use her pattern with almost no changes.

Mothers Sponsor Boys' Hobby Show

Mothers of Gunnison, Colo., figure that 55 busy, happy, young boys are gilt-edge securities in their town.

For the past 3 years the Gunnison Central Home Demonstration Club has sponsored a spring hobby show for boys in Gunnison. Eligible groups are divided according to age: the first for boys below the fourth grade; the second, fourth to sixth graders; and the third group includes all high school boys.

Hobbies of collecting, of doing, of learning, and of action are all seen in these exhibits which bring out large attendance of parents and friends from surrounding communities. A royal welcome and musical entertainment are furnished for the visitors by the home demonstration club women who sponsor the show.

Prizes offered which "rate" with the boys include, among other things, denim shirts, T-shirts, tennis balls, and fishing poles.

Gunnison County parents give generous approval to this annual plan which has not only recognized established hobbies but has motivated other boys to seek hobbies, says Basil Davis, county agricultural agent of Gunnison County.

● A survey in Racine County, Wis., showed most women in favor of conducting diabetic detection clinics, reports Home Demonstration Agent Lenore Landry. Six clinics in the six training centers were scheduled. The project was carried out in cooperation with the county nurse. At each center two nurses showed the women a simple and effective way to make frequent tests at home. An excellent movie on the subject was shown repeatedly throughout the afternoon. The nurses also demonstrated the use of the new audiometer toward which many homemakers had contributed. The clinics were reported a success, as a total of 231 tests were made, and of this number, 2 previously unknown cases of diabetes were discovered.

NEW ENGLAND 4-H CLUBS

(Continued from page 5)

Massachusetts. The 4-H members developed their demonstration and food marketing information from material in the New England Food Marketing Bulletin, issued weekly by the New England Extension Services' Marketing Information Program Office at Boston. Mrs. Lucy F. Shelve, home economist at the Boston office, assisted in the planning of the exhibit and demonstrations.

Plans are under way in Massachusetts to incorporate more consumer food-marketing information in the foods projects of 4-H members, the idea being that in freezing or canning work, for example, it is just as important to get good quality products to begin with as it is to do a good job of preserving them. To get good quality requires ability to recognize quality and knowledge of the signs of quality.

The 4-H people feel that there are many applications of consumer food-marketing information to the 4-H educational program, in both boys' and girls' club work, and especially in work with rural youth, probably not so much as separate projects but as part of the present ones, making them more valuable.

So, New England 4-H members have found a real relationship between their own project work and the Extension Services' food marketing education program, and they are doing something about it.

4-H Market Day

Junior market days will take their place beside junior livestock shows and so give opportunity for recognition of profitable production in Ohio 4-H Club work, says John Mount, assistant State club leader. In the past, 4-H shows have given recognition, training and experience in feeding and fitting show animals. Now, junior market days such as the one at Columbus stockyards of Producers Livestock Co-operative Association, November 6, give recognition to junior stockmen who can feed their animals for profit as well as for ribbon honors.



Foods of the United Nations

THEY brought a little bit of the United Nations to Yolo County, Calif. With the background of a United Nations flag and a United States flag properly displayed, women demonstrated the making of some tasty foreign dishes. Wearing the native costumes of a Mexican Chiapanecan Indian and a Scandinavian and a Viennese peasant, they showed how to add flavor to everyday foods with cardamon, anise, and caraway, as done in many foreign countries.

United Nations Day found 18 women at a training meeting for leaders on foreign cooking. These women went back to their own communities to demonstrate for the November meeting. Luncheon served at these meetings was built around soups, salads, main dishes, and breads as made in other countries. To catch still further the spirit of foreign peoples, the women took part in a program of native folk dances. As a result of serving foreign dishes, sour cream and spice are adding a new and pleasing appetite appeal to everything from soup to desserts on the tables of rural Yolo County.

Sweet viands such as those shown on the tray in the picture were featured at the December meeting. Some of them, springerlei, sandbakkelse, and ebelskiver, require special molds or pans to make them come out in their characteristically decorative forms. Games and party

ideas added to the holiday appeal.

Two leaflets were prepared for these meetings—one on the more substantial dishes and one on desserts. The subject found its way into the home demonstration program as a result of successful meetings held last year in the Plainfield and Madison communities. Other communities took up the idea at program-planning meetings and have followed through with interest and enthusiasm.

• • •

Forewarned Is Forearmed

A method for the detection of poor-milling qualities of wheat has been devised that can speed up the development of new improved varieties. Milling qualities differ with variety, crop year (weather), and locality. Poor-milling wheats give low yields of flour and cut down mill capacity. The breeding process could be shortened if poor-milling strains could be detected and discarded at an early stage in breeding experiments; at present new strains must be propagated over several years to provide enough grain for milling tests. The new method requires only 6 grams of wheat as compared with 5 pounds for conventional milling tests. It was developed through tests which indicated that poor milling quality is related to high fat content and low crude fiber content.

Extension Fraternity Salutes Its Members

AT ITS ANNUAL banquet in Washington, D. C., on November 12, Epsilon Sigma Phi presented the Distinguished Service Ruby award for 1950 to Willard A. Munson, Director of Extension in Massachusetts.

At the same time, other awards were announced which included: Certificates of Recognition at Large to Lester A. Schlup, Chief of the Division of Extension Information, U. S. D. A. Extension Service; Laura Lane, associate editor of the Country Gentleman, Philadelphia, Pa., and former extension editor in Texas; and Grace E. Frysinger, retired senior home economist of the U. S. D. A. Extension Service.

Regional Certificates of Recognition were presented by the fraternity as follows:

Eastern Province

Frances Maria Whitcomb, home demonstration agent, New Haven County, New Haven, Conn.

Addison H. Snyder (Retired), assistant director and extension editor, Extension Service, University of Maryland, College Park, Md.

John Leslie Tennant, extension specialist, agricultural economics, Rhode Island State College, Kingston, Rhode Island.

Gertrude Humphreys, State home demonstration leader, Extension Service, University of West Virginia, Morgantown, W. Va.

North Central Province

George Melrose Frier, specialist, exhibits and short course, Extension Service, Purdue University, Lafayette, Indiana.

James Walton Linn, extension dairy specialist, Kansas State Agricultural College, Manhattan, Kans.

Chester LeRoy McNelly, district county agent supervisor, Extension Service, University of Minnesota, University Farm, St. Paul, Minn.

Uffe Jensen Norgaard, extension agronomist, Extension Service,

South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

Southern Province

Junie Marcus Thomason (On leave), district extension agent, Extension Service, University of Arkansas, Fayetteville, Ark.

Harold Gray Clayton, director, Extension Service, University of Florida, Gainesville, Fla.

Walter Clarence Abbott, State 4-H Club agent (Recently retired), Extension Service, University of Louisiana, Baton Rouge, La.

Maude Lillian Guthrie, specialist, food and nutrition, Extension Service, University of Tennessee, Knoxville, Tenn.

Western Province

Mrs. Lydia O. Fohn-Hansen, home demonstration leader, Extension Service, University of Alaska, College, Alaska.

Lewis Edgar Cline (Recently retired), agricultural extension economist, Extension Service, University of Nevada, Reno, Nev.

Russell Miller Turner, assistant director, Extension Service, State College of Washington, Pullman, Wash.

KNOCKS AT OUR DOOR

(Continued from page 6)

tape. This was sent back to extension headquarters where it was typed. Before they went home this book, illustrated with pictures taken by Mr. Finch and having pertinent mimeographed publications included, was available both to those who were responsible for the trip in ECA and the Extension Service as well as to the visiting officials.

Groups of young farmers from the Netherlands, Denmark, and France are another type of visitor. Sponsored by the ECA, 103 young farmers visited this country last

year. They lived with American farm families selected by county agents in 29 States and stayed from 6 to 8 months to learn American farming methods, particularly mechanization. This year there will probably be 400 young farmers whose representatives will be from about 12 countries, including some on the Mediterranean, involving cotton and irrigation. To meet their need, sympathetic and understanding farm families will have to be found in some 45 States.

These men are good farmers. They are not "hired hands" but more like members of the family, though they are paid a small training allowance, between \$50 and \$75 a month for their work, from which they pay their travel expenses in the U. S. The cooperating American farmers and the county agents arrange for them to attend community events and farm organization meetings or take part in any activity which helps them understand American farming and American rural life. Each farm family has two young farmers—one for the first half of their training and one for the second half. They change farms in the middle of their training to gain experience on two farms. Many farmers and their wives have written letters expressing their interest in their boys and their appreciation for the opportunity of knowing them.

Practically all of the young men have talked at numerous extension meetings, farm organization events, civic clubs, and 4-H meetings, in fact whatever the county agent arranges for them. The 49 young Dutch farmers made 328 talks to a total of more than 20,000 people and participated in 34 radio interviews.

In addition to giving the visitors the best possible chance to learn about extension work here, the United States has sent many extension workers abroad to help organize such a service which meets the local situation. Federal, State, and county extension workers are now in such far-away places as Pakistan, Japan, Greece, Germany, Ireland, Italy, Austria, and South America for periods ranging from a few months to a few years.

Visual Advice by Dodge

M. JEANNE WALLERIUS
Assistant Extension Editor, Vermont

W. A. DODGE, Vermont extension dairyman, firmly believes in visualizing his advice. Moreover, he is using some of the most unusual visual aids the folks around the State have ever seen.

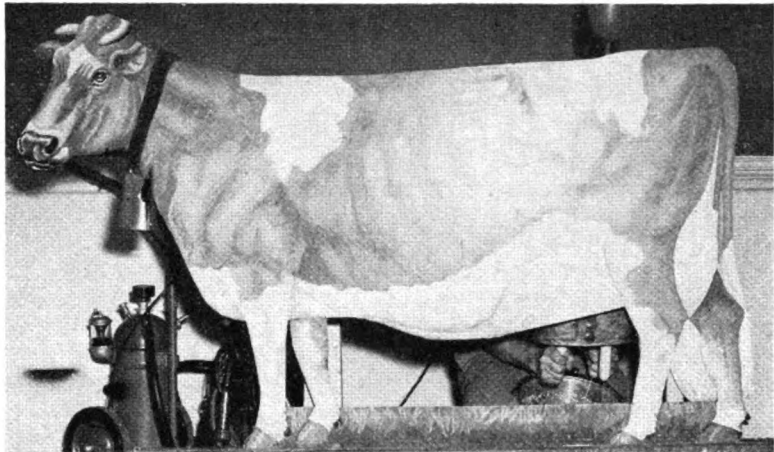
Last year, Dodge talked with Vermont dairymen about feeds. The 1,067 farmers who heard him still are exclaiming about the way he did it. He introduced Susie, a life-sized pressed wood cow who sported a real cowbell and all the markings of a purebred Guernsey. Then he discussed the types of feed she liked best. Actual feed samples, flash cards, and other action devices kept farmers in their seats wide awake for about 2 hours of information and discussion.

Advice on Feeding

As a result of the meetings, which 10 percent of the dairymen in the State attended, he learned about current Vermont feed practices by an oral questionnaire (show of hands); and he introduced many farmers to a wider variety of feed mixtures as well as some good advice on the subject.

This fall, Susie is back on the road with Dodge, but she now has a new title. She is the only wooden cow in the State which gives real milk. Her newly acquired ability was necessary because this year Dodge is campaigning to reduce mastitis caused by improper management and handling.

When he announced at one meeting this fall that Susie had mastitis, a farmer in the back of the room observed: "I'm not surprised, what with all that stuff you fed her



Meet Susie, Vermont's pressed wood cow that really gives milk. Dodge gives a demonstration by hand instead of with the portable milking machine standing nearby which he uses at his meetings on the control of mastitis through proper management and handling.

last year." But Dodge was delighted he'd made an impression.

Susie is made of pressed wood and is held upright by a sturdy wooden block base. She measures 4 by 8 feet, so she fits into a sedan. She was designed and painted by Extension Artist Leone Jackson.

Effective Visual Lesson

Susie's newest piece of equipment, her lifelike udder, is made of galvanized iron covered with a real cow's udder skin, and it holds about 12 quarts of milk. There are four rubber teats and an eye-catching, simplified pressure gage—a bright-red balloon. This inflates when the pressure in the udder is up and slowly deflates as the milking machine draws out the milk and reduces the pressure. The device is an effective visual lesson on how long to leave the milking machine on. Dodge has made sure the process takes 3 minutes. The balloon also helps to show how Susie reacts when there are disturbances at milking time.

Besides Susie, a feedman, county agent, milk plant fieldman, milking machine dealer, veterinarian, and farm boy all help Dodge to act out the do and don't practices of his prevention program. He takes the part of the typical Vermont farmer and plays up the common practices and oft-heard re-

marks and objections on recommended milking procedures.

The extension specialist also is using other methods of putting his program across, such as public relations and publicity. Before he started his tour of the counties, he gave a premiere for commercial men in the dairy field. Now he is calling on them to help him tell his story in their localities.

Contacts with local news sources have resulted in good publicity, and county agents have cooperated by sending out notices before the meetings.

Dodge Plans Ahead

The mastitis drama demands a good deal of packing and unpacking of props such as milk pails, disinfecting equipment, portable milking machine, and a stuffed freak calf which injects a surprise note into the proceedings. Nevertheless, Dodge says: "I'd sure hate to have to give a meeting without visual aids now."

His audiences have little to worry about as far as his return to the straight talk procedure is concerned. Next year's program already is taking form in his mind. He's talking about a series of meetings on milk flavors, and he's trying to figure out how he can spray the air so his audience will smell as well as hear about his topic.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

More News on Vitamin B₁₂

Another proof of the value of milk in the diet comes to light as our dairy scientists study milk for its vitamin B₁₂ content. These studies have at the same time contributed to our basic knowledge of the part played by this vitamin in nutrition. In tests with rats the scientists found that vitamin B₁₂ improved diets low in protein and enabled the rats to use B₁₂-deficient diets high in protein. Pure B₁₂ or this vitamin as it occurs in milk prevented the very harmful—and even fatal—effects that may occur in rats fed such diets. These sources of vitamin B₁₂ were found also to play an important role in enabling the animals to utilize diets containing large amounts of lactose (milk sugar). What these rather technical findings imply is that milk is an important source of vitamin B₁₂ in the diet because it enables the body to make better use of the lactose and of protein, a necessary ingredient of our food.

New Broiler Chicken on the Way

A new variety of Cornish chicken has been developed at Beltsville that looks promising for the commercial broiler industry. In preliminary comparisons with New Hampshires, Dark Cornish, and crosses of these two breeds, the new variety—called Silver Cornish—rated higher in weight and feathering at 10 weeks and in egg production. It almost equaled the Dark Cornish in breast and leg fleshing. The Dark Cornish is an excellent broiler from the standpoint of broad breast and leg flesh; but it is a slow-growing bird, and its black pinfeathers are so im-

bedded that they are almost impossible to remove. The Silver Cornish, extracted from a cross between the Columbian and the Dark Cornish, is white with a black ring around the neck and a black tail. With its fast-growing ability and its white color, together with the good qualities it inherited from its Dark Cornish strain, the Silver Cornish may be the answer.

New Soybean for the Corn Belt

A new soybean—Blackhawk—will be available for farm planting in the Corn Belt in 1951. An early high-yielding variety, Blackhawk produces an average of 28.9 bushels per acre with 20.5 percent oil content—more beans and more oil than any other early commercial variety. The new soybean comes from a cross of Mukden and Richland and is similar to them in appearance. The seed is nearly round, light yellow, and has a scar of buff to light brown. Blackhawk has the ability to stand up well under most conditions and bears its pods high enough from the ground for easy combining. State experiment stations in the recommended areas can furnish information on seed supplies.

Improved Cottonseed Meal

An improved cottonseed meal, which can be fed freely to hogs and chicks, as well as to cattle, has been produced by a modification of ordinary screw-pressing methods. This improved meal is a practical result of research at the Southern Regional Research Laboratory which showed that processing conditions greatly affect the nutritive

value of cottonseed meal. Ton lots of the new-type meal were produced for testing as livestock feed by several State experiment stations. Their results show that it can be fed to nonruminant animals such as swine and poultry in much higher concentrations than ordinary cottonseed meal. The protein value of the new product is high. To produce this improved meal, mild conditions of cooking and press operation must be carefully maintained to avoid overheating the cottonseed. Several machinery manufacturers are interested and have expressed willingness to help oil-mill operators adjust their equipment to turn out the new product.

Dresses from Fertilizer Bags

Farm wives may soon have more of those attractive printed and colored bags from which to make clothing and other household articles. Limited tests indicate that fertilizer bags made of vat-dyed or printed cotton fabrics may have the same re-use value as those now widely used for storing and shipping flour and feed. Scientists at the Southern Regional Laboratory filled 15 bags made from each of three fabrics—1 vat-dyed and 2 printed—with 30-day-old 5-10-5 fertilizer. They stored some of them in an oven, some in a soil burial cabinet, and others in the basement of the building. At different intervals they emptied and laundered 2 bags from each group for comparison with the original fabric. Experts in matching dyes could tell no difference in color, and laboratory tests showed almost no loss of fabric strength.

Make Your Choice

Regional Summer School Dates and Courses

In the Northeast, Cornell University (July 9-27) offers the following courses: Extension work with 4-H Clubs and young adults; Extension's role in the field of public problems; extension information (press, radio, and visual aids); psychology for extension workers; program building in extension education; and supervision of extension work (for supervisors and administrators). For further information write to L. D. Kelsey, Roberts Hall, Cornell University, Ithaca, N. Y.

In the Central region, University of Wisconsin (June 11-29) offers these courses: Organization and methods in adult extension work, Extension's role in the field of public problems, psychology for extension workers, 4-H organization and procedures, evaluation in extension work, philosophy of extension, extension publications, and developing extension programs. For further information write to V. E. Kivlin, Associate Dean, College of Agriculture, University of Wisconsin, Madison 6, Wis.

In the Western region, Colorado Agricultural and Mechanical College (June 18-July 6), first term: Public relations in extension education, principles and techniques in extension education, sociology for extension workers, consumer education.

Western region, Colorado A. and M. College (July 16-August 3), second term: Organization and development of youth programs, extension information service, recreation, conference leading. For further information write to F. A. Anderson, Director of Extension, A. & M. College, Fort Collins, Colo.

In the Southern region, University of Arkansas (July 30-August 17), offers courses as follows: Use of groups in extension, development of extension programs, effective use of news media, psychology for extension workers, Extension's role in the field of public problems, methods of doing extension work in nutrition—a workshop, evaluation

in extension work. For further information write to Lippert S. Ellis, Director of Extension and Dean, College of Agriculture, Fayetteville, Ark.

The Regional Negro School, Prairie View A. & M. College, Prairie View, Tex. (July 16-August 3): Extension history, philosophy, and organization; extension methods; development of extension programs; news, radio, and visual aids; psychology for extension workers; evaluation for extension workers. For further information write to G. G. Gibson, Director of Extension, A. & M. College, College Station, Tex.

● Sherman Weiss, county agent in Sawyer County, Wis., reports an interesting meeting held for the purpose of planning a program to be presented to the agricultural committee for the year of 1951. This group suggested interesting material, some of which goes along the line of educational work on county government and other things that will make family living more interesting in Sawyer County. "We in the extension field were pleased to find that the people are beginning to think about some of the things which make better cooperation between the family and the community," comments Agent Weiss.

These new interests will supplement an active and successful extension program which has been functioning in Sawyer County.

Campbell Presents African Art

SOME 50 objects of African art were presented to Tuskegee Institute, Alabama, by Extension Field Agent Thomas M. Campbell, at the left. The gift was received by Charles C. Dawson, Curator of the

George Washington Carver Museum. Agent Campbell collected these objects on a trip to Africa to study educational conditions, sponsored by Church Missions of North America, Great Britain, and Ireland.



The Facts About PRODUCTION

How Do We Know . . .

How much food we will have to feed America and our allies?

How many acres farmers plan to put in wheat?

How much cotton will be grown next year?

These are important questions in planning for an emergency. The answers come from the thousands of volunteer farmer crop reporters. They serve without pay. They jot down answers to questions on acreage, condition, and yield of various crops, number of cows milked, eggs laid, and many other such things. Forty-one field offices receive these reports and summarize them. State statisticians review them and send to the Crop Reporting Board in Washington which issues Nation-wide reports on crop production.

Just as a thermometer serves a physician and his patient, so crop reports serve the public, for the reports are gages of strength and well-being of the Nation in terms of food and fiber.

In return for information on their own farms, which is kept strictly confidential, crop reporters are sent reports that tell them the condition and expected size of the crops in their own State and the rest of the country.

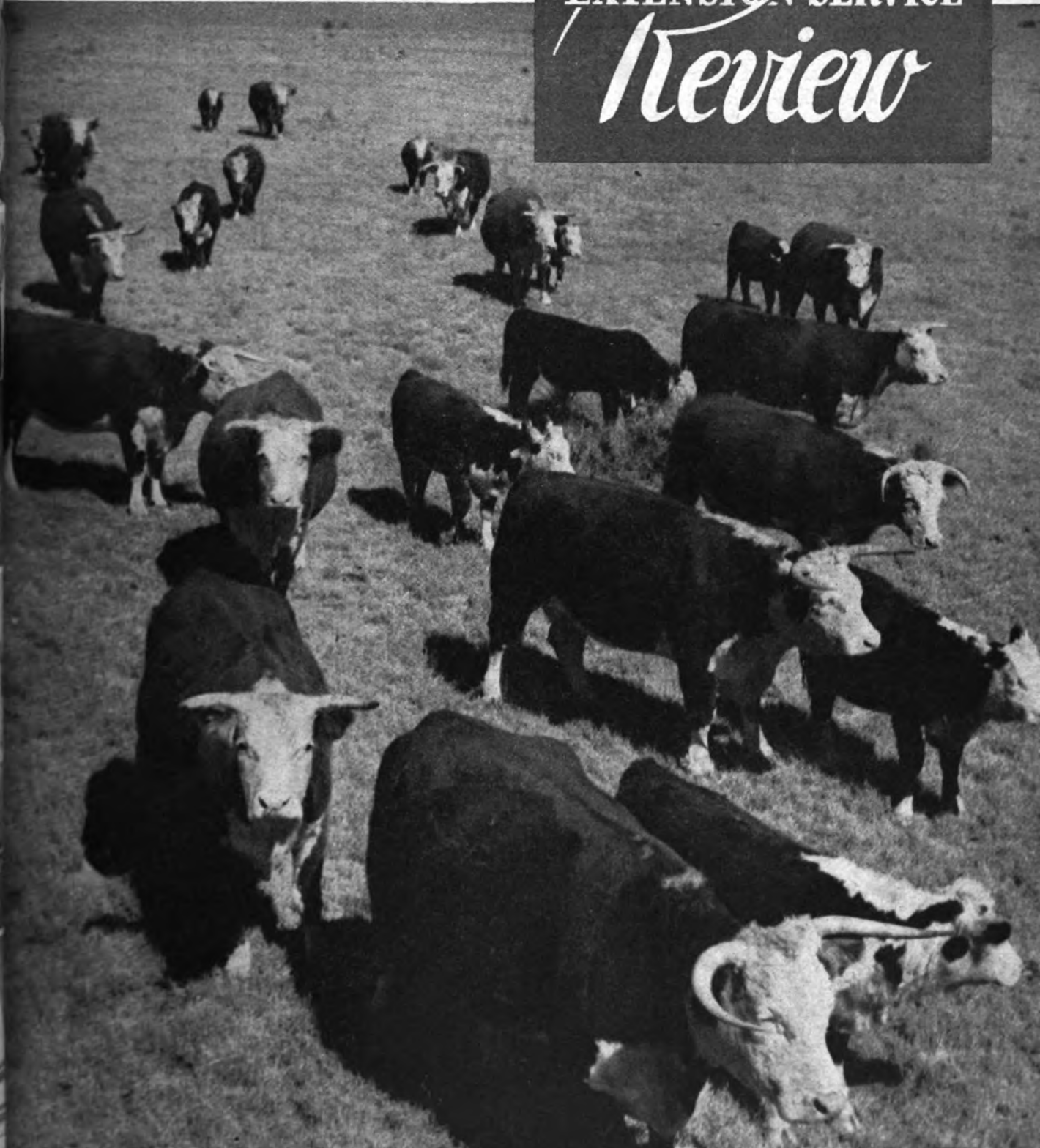
A former Maryland county agent, S. R. Newell, is chairman of the Crop Reporting Board. He knows the importance of popular support to make the system work most effectively and has had a film strip prepared to tell the story of crop reporting, which can be used by agents. It is in black and white, both single and double frame, with accompanying set of lecture notes. Your extension editor has a copy.



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FEBRUARY 1951

EXTENSION SERVICE
Review



Give Livestock a Break.
Give Them Good Grasslands.

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The Cover

● The grasslands program enlists the support of all agricultural workers. Sponsored by the U. S. Department of Agriculture and the Association of Land-Grant Colleges and Universities, it challenges everyone to join in this concerted effort to bring farm production into lasting balance with the present and future needs of the American people. Much has been done. Perhaps one-fourth of the grasslands have been improved. But the urgency of present-day problems demands an acceleration of activity and a united front in obtaining balanced farm production.

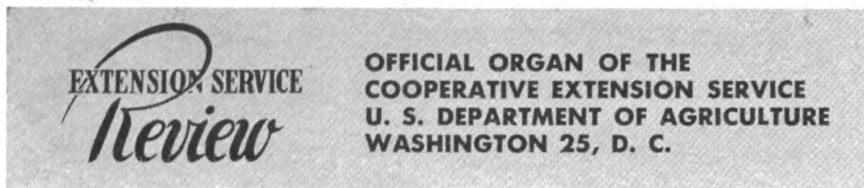
The cover picture was taken in Texas by Hermann Postlethwaite, Soil Conservation Service.

Next Month

● March 3-11 is 4-H Club Week when 4-H Clubs will inventory their work in terms of today's needs and see to it that they are "all set" for 1951. The REVIEW will highlight 4-H Club work in the next issue. The back cover will feature the 4-H Thrift Program developed in cooperation with the Treasury Department. Among other 4-H articles will be one on the new 4-H educational programs on agricultural cooperatives and "What's in the Air for 4-H?" by Ray Turner.

● A 4-H bicycle safety program in New York State has trained 15,000 teen-agers in the fundamentals of safe pedaling over New York's highways and how to keep their bicycles in safe condition. Cornell's agricultural engineer, Carlton M. Edwards, developed this safety program after he found out that 70 percent of the 3,000 riders injured annually were under 16 years of age and about half of the accidents were due to failure to obey traffic laws.

● Foreign insects and diseases which might attack the Nation's food supply are a constant threat at our ports of entry. What are our lines of defense against this threat? In response to this question the Agricultural Research Administration has given us a brief but graphic picture of the steps taken to protect plants and animals from the sixth column which could become a serious menace.



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Prepared in the Division of Extension Information
LESTER A. SCHLUP, *Chief*
CLARA BAILEY ACKERMAN, *Editor*
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18 Extension Service Review for February 1951

Beyond the Call of Duty

JOHN A. HANNAH, President, Michigan State College
and President of the Association of Land-Grant
Colleges and Universities

THE land-grant colleges and universities are confronted with the greatest challenge in our long history. I know that all colleges and universities will do their part, but we of the land-grant system have a special obligation. We are the unique product of a unique system of government.

We have been supported and nurtured throughout our histories with public funds. To a large degree, we are responsible for the development of the standard of living which makes us the targets of the world's greedy ambitious.

It is as sure as the sun will set this evening that institutions of our kind could not exist in a world dominated by Soviet Communism. Russia has her great scientists, her great technical institutes, her great centers of cultural development; but they are all creatures of the State, bound to serve the State, and no other. Our colleges, on the other hand, are supported by the State to serve the people. Ours is a horizontal loyalty, not a vertical one.

Service to American People

A selfish desire to protect ourselves and our privileges is not a sufficiently noble motive for us in these times. Rather we must be inspired by a determination to give the best and greatest service of all time to the American people.

First of all, we must cooperate to the greatest possible extent with the leaders who have the onerous task of husbanding, developing, and expending our national resources with the most judicious care in order that they may be equal to the demands upon them. Not the least of our national resources are the equipment and facilities of our universities and the trained minds making up their faculties.

We can all take pride in the fact that the colleges and universities were quick to volunteer their full assistance the moment the nature of the present emergency became clear.

But such assistance is only routine; what, beyond that, can we do?

It occurs to me that one of the greatest contributions we can make, and one we can rightfully be expected to make, is to clarify the nature of the current struggle between democracy and Soviet Communism. Too many of our soldiers and sailors and airmen and marines confess to a lack of understanding of why they are fighting in Korea. Too few Americans have a clear understanding of the fundamental issues of difference between American democracy and Soviet Communism.

Freedom of Religion

Ask the average American how we differ from Soviet Russia and to define the fundamental issue at dispute in the undeclared war between us, and he is hard pressed to answer. Some will venture the opinion that in America we have freedom of religion, and Soviet Communists do not; that much of the truth our churches have succeeded in teaching.

If most of us are pressed beyond that point, we answer lamely, offering something in terms of the material advantages of life in the United States, pointing to our millions of fine automobiles, good homes, good clothes, good roads, unexcelled food, efficient washing machines, elegant movie theaters, high-powered radio and television sets, super vacuum cleaners, and so on and on and on.

This is mistaking the shadow for

the substance. This is failure on the part of Americans to recognize that our higher standard of living is not the difference between our systems but exists only because there is a difference.

This uncritical failure to understand the fundamental differences between our social-economic-political system and that of the Soviet Communists is due in some considerable measure to the failure of our system of public education from kindergarten through the colleges and universities. We educators have failed, in our anxiety to teach the how of things, to explain enough of the why.

It seems to me that, because we claim and are given the responsibility of training the leaders of our society, we must teach them why America has done more with her resources than others who possess as much.

We must teach them that America does not occupy her lofty position in the world today because her people are wiser or stronger or more ambitious or energetic than other peoples, but because they live under a system which permits their almost unlimited growth.

Unlimited Opportunities

We must teach them that here we respect the individual's integrity and believe that he should have unlimited opportunities to do the best he can with his native talents and skills.

We must teach the truth that our most precious asset—socially, economically, and politically—is freedom. We must demonstrate over and over again that America is a big country, largely through geographical accident, but that she will

(Continued on page 31)

Service for the Consumer

W. P. MORTENSON and J. H. BRANDNER

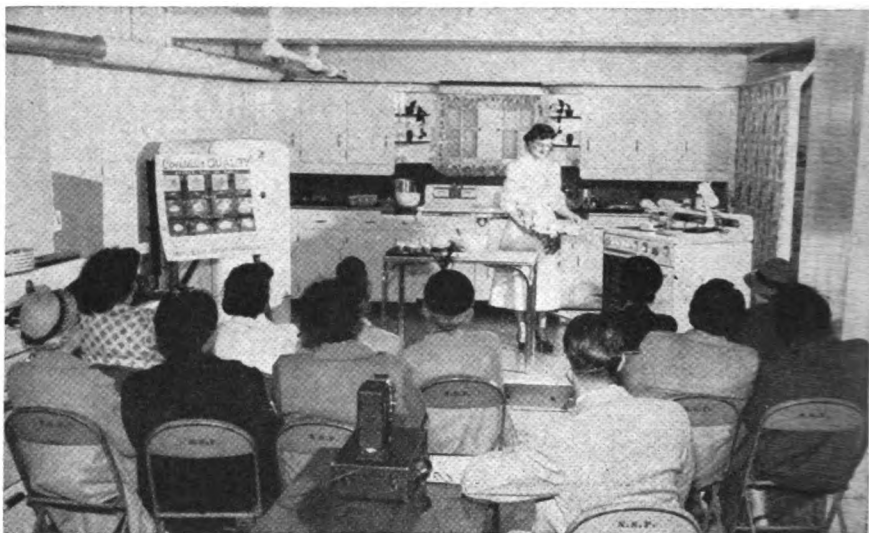
Department of Agricultural Economics, Wisconsin College of Agriculture

Agricultural and home economists find the common objective in consumer education.

WHEN CONGRESS passed the Research and Marketing Act of 1946, it turned over to the Extension Service the challenging job of promoting consumer education to utilize farm products more effectively and to increase their consumption. This is a broad, sweeping statement which leaves the road open for the Extension Service to set up suitable projects that fit local situations at the time.

Difficulties in reconciling a common objective between specialists in different departments stem in part from the differences in the historical approach of extension workers in the various fields of activity. The extension activities of the specialists in agricultural production are generally set up on a commodity basis.

Marketing activities have been set up along similar lines for many commodities. It is quite possible that, in all steps of the marketing channel up to and including the retailers, it is desirable to work on marketing projects, on a single-commodity basis. However, when we carry these educational activities on to the consumer—that is, direct consumer education with housewives—we find that they are not so much interested in a single-commodity approach. To be sure, they may have some interest in the use of fluid milk—the results of a dairy project; or pork—the results of a hog project; or in eggs—a poultry project. But they are primarily interested in a food project which will show how to plan and prepare a well-balanced meal fitted to the family food budget. Hence, when we carry our agricultural extension activities into the field of direct consumer education, we may find it



Along with better egg quality and merchandising (carried by the marketing specialist and the county agent) County Home Agent Mrs. Laurel Hubrigtee shows a consumer group how eggs may be used economically and nutritionally in the diet. The close tie-up between marketing and home economics is getting results because the entire project is focused toward common objectives.

desirable or even necessary to give attention to this broader aspect—to depart from the individual-commodity approach.

Of course, consumer groups might be interested in a meeting, or perhaps even two or three meetings, which center attention on one food product as milk, or pork, or eggs. However, the housewife is interested, for the most part, in how one of these products can “tie in” with other products in preparing the family menu.

In a joint project with Agricultural Economics and Home Economics the objective of the county agricultural agent and marketing specialist may well be to improve the quality and the merchandising methods of a specific food product. The home agent may have as an objective that of showing how to use that product effectively in the family menu. In order to work toward a common objective, joint

planning is essential throughout the project. Very likely the home agent can point her efforts toward the one product but also include other related products which fit into good meal planning. In this way a balance can be established under which we will emphasize the one product sufficiently to make it stand out in the consumer's mind and yet broaden our approach sufficiently so that it will fit in with the housewife's program of food preparation and nutritional requirements of the family. This type of approach can also center attention on the financial problems of the home, a consideration which will command the interest of the breadwinner as well as the bread baker.

In determining our objective on consumer education, we shall need to give attention to a practical approach if we are to get the best response from consumers and maximum results from our efforts.

Good Sense and Public Relations

E. R. JACKMAN

Farm Crops Specialist, Oregon Extension Service

THIS MATTER of public relations was sort of taken for granted for a few thousand years—it was classed right along with all the dozens of things that we call “good sense.” Even among the medieval gentry, with their life-and-death power over the adjacent peasants, the aristocrats who falled entirely in their public relations usually had their mazards split painfully or suffered contusions from a blunt instrument in the hands of some blunt fellow.

Now, with many of our brightest boys studying the subject in college; with persons writing books about the subject; with firms becoming pleasantly rich by offering nothing but advice about it; and with labor unions, farm organizations, and our biggest corporations vying with each other to hire the best purveyors—well, the subject of public relations has stopped being just a part of good sense and has become a profession. And, as with other professions, a whole jargon of phrases is springing up: “Audience participation,” “public acceptance,” “personality approach,” and so on.

But, in spite of all this, public relations is still just good sense. And right here is as good a place as any to say what good public relations are. This is necessary because some of us are inclined to look at some single part of our job, often publicity, as our public relations activity—separate from the rest of the job. That is just as far from the mark as to say “Today I’ve got to put on a silo demonstration, but tomorrow I’ll put in an hour on public relations.”

To my mind good public relations essentially means the same as good private relations. If we have good public relations, a majority of the public, or some segment of it, thinks well of us—views us in a

friendly light. Therefore, the term means the cultivation of good will. The only other misconception is that we may think we have done that very thing, but we may have omitted some large section of our public—labor unions for example, or business interests. So to do the ultimate job, a large proportion of all of the public must view us and our work favorably.

If every member of the Extension Service in a State were an expert creator of good will, our organization would have no real problem there. That would mean that every office secretary would greet every caller with a smile. She wouldn’t say “He isn’t here” and go about her work. She would find out what he wanted, get it for him if possible, or set the wheels to rolling to get it. It would mean every county extension agent would have enthusiasm for his job and could impart that to everyone he saw. He would have the highest courtesy and tact in dealing with people. He would have everyone in sight—town and country—working with him. He would know that it is better to let the local Grange pick out a demonstrator for the new wheat variety. He would know that it is better for the Kiwanis Club to run the 4-H show than for him to run it, but that he should then publicly praise them for their work.

If he is a she—she would know that the local winner of the home improvement contest should be played up in the county paper—but not to the exclusion of all the other women of the neighborhood. These things are all just good sense, but they are the sinew and bone of good public relations—enthusiasm, courtesy, tact, good manners. What are good manners? Thoughtfulness of the feelings of others.

We have these qualities in different degrees, but to some extent

they can be cultivated. Maybe our annual conference should pay more attention to them; and if an administrator can’t make an enthusiast, vibrating with the very joy of life, out of an apathetic, perfunctory worker, why maybe the administrator should pay more attention to such things and not hire such a worker in the first place.

But, granted, that some are excellent in all of these personal qualities that together spell good public relations, and some of us are poor to outrageous, we still have a chance to influence persons we do not meet at all; and this is where the entire Extension Service, as an organization, comes in.

Making Work Stronger

An organization needs, above all, a dynamic program. There is such a thing as following a procession though we dislike the leader. We aren’t so likely to follow it, but we will if we believe thoroughly in it. To believe in it, we must have a part in it. So here again we must never take an apologetic attitude about asking persons to do things. If we ask the local banker to present the 4-H achievement pins, that is far better sense than to do it ourselves. The more persons we can get to do our work, the stronger that work will be. So our dynamic program needs as many persons in it as we can get, both town and country. Our 4-H folks have far outdistanced the rest of us in using that public relations rule.

Not only do we need individuals working on our program, but organizations—the more the better. Again, hats off to the 4-H’ers with their group scholarships, chamber of commerce prizes, and Kiwanis-sponsored out-of-county trips.

And we need to see that everyone

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Everyday Topics

Attract Young Homemakers

An article based on results of a master's study by Esther Nordin LaRose, county home demonstration agent, Pocahontas County, W. Va.

HOME DEMONSTRATION programs should include lessons for young homemakers on everyday things such as bed clothing, chair covers, and sewing for ourselves and our children." So commented one young married homemaker of Pocahontas County, W. Va.

In our eagerness to satisfy the demands and interests of long-organized extension groups have we been "missing the boat" with regard to the needs of young homemakers who belong to these groups? Or have we not given practical help to these younger homemakers because they do not belong to organized groups?

Whatever the case may be, those responsible for planning the overall home demonstration program would do well to consider this important group. Young homemakers need help at a time when they are faced with family living problems for the first time.

With the expansion of the young adult program in the past few years, the goal in West Virginia has been to reach more young men and women with help from the Extension Service. This emphasis has been promoted not only through young adult groups, usually on a community or county level, but by the West Virginia Farm Women's Council through recommendations to county organizations and local farm women's clubs.

Of the 87 rural, young married homemakers who cooperated in my study, 35 were members of a farm women's club in Pocahontas County. Their ages ranged from slightly under 20 to a few over 35. It was difficult to set any definite

age limits for this group of "young homemakers" because some were "older" in age and "young" in experience, whereas others had married young and had relatively little experience in homemaking. In fact, one young homemaker said: I need help in home management. I want to learn how to be a well-rounded homemaker after 13 years in a profession." At the other extreme was a young homemaker, 20 years of age, with 4 young children. Her comment was: "I realize I need help with my homemaking problems. But how can I get to club meetings with 4 small children and no one responsible with whom to leave them?"

The question might be asked: "Why don't more of these young homemakers take part in the extension program?" Almost a third of the homemakers in my study indicated that small children kept them at home; in fact, 59 percent had children in the 1- to 5-year age group. Of those who did participate in community organizations, the greater majority attended church and Sunday school before taking part in other activities such as clubs, lodges, parent-teacher associations, and so on.

Although Pocahontas County is a rural county, some of the young homemakers studied lived on farms, and some lived in small towns. In general, farm homemakers wanted help on all family living areas more than town homemakers did. Furthermore, the age group of under 20 to 24 years were more interested in almost all of the family living areas than were the two older age groups into which these homemakers were divided.

As has been indicated in other studies, the general family living area of "Housing the Family" was first in importance for all homemakers. In subject-matter topics, farm and town homemakers alike

were interested in learning more shortcuts in housework, training children in good habits, buying food, learning to sew, and having family fun. Farm homemakers were more interested in planning family meals and altering and remodeling clothing, whereas town homemakers were more interested in making draperies and slip covers, providing neighborhood fun, and canning food.

Does the information from this study have an application to our work as home demonstration agents? Indeed it does. Perhaps you, like myself, have let the program of organized extension groups and other demands on your time prevent you from making enough use of nongroup extension methods. In fact, when the young homemakers were asked how the home demonstration agent could help them more, answers reiterated their interest in subjects of sewing, home furnishings, food buying, and meal planning. Their suggestions included sending literature or suggestions by mail, more work meetings, and more home visits. Some felt that they could make better use of help already being given by the home demonstration agent.

The information from this study was only an estimate of the needs and interests of young married homemakers in Pocahontas County. In order for an extension program for the entire group to be a cooperative venture, the county advisory committee, which consists of a representative from each local neighborhood, will assist in program planning. Some short-time objectives will be set up in 1951 to satisfy the immediate needs but, in general, the planning will be guided by long-time goals.

Some of the needs and interests may be met through other agencies such as the parent-teacher association, the county health department, high school homemaking teachers, and representatives of women's church organizations. These agencies will be consulted as the program is planned. By dividing the responsibility through cooperative planning, some definite goals can be fulfilled. It may be

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Juneau County Awakens Musical Talents



Young folks with latent musical ability quickly learn to play an instrument and do a creditable job with band music when given able leadership.

THE JUNEAU COUNTY, Wis., extension experiment in music for rural communities has created an expanding interest in musical activities throughout the county. Music appreciation groups, an annual music festival, and community choral societies have emerged, furnishing entertainment to hundreds of rural people.

The Juneau project is one of a series of experiments undertaken by the American Music Conference in cooperation with educational, recreational, civic, and related groups. The objective is to develop the musical resources of a rural county and to demonstrate its social, educational, and recreational values. After the project has been organized, the work is then carried on by volunteer leaders.

Following selection of the county by Associate Director W. W. Clark, a field worker of the American Music Conference, had an interview with Juneau County Agent Leo M. Schae-

fer and Home Demonstration Agent Mildred Olson. A county-wide meeting was called; and, with a representative group of citizens, the Juneau County Music Council was formed. Since its inception in 1949, the county council has grown and prospered. It now reaches into every community in the county, awakening latent talents which have led to the organization of a variety of musical activities by men, women and youth groups.

Edgar S. Borup, of the American Music Conference, says that the Juneau County experiment has shown the way to a type of program which might be adapted to other counties interested in the improvement of community living through music.

The council's first activity was to demonstrate the ease with which it is possible to learn music and play a musical instrument. For this purpose, a small group of teen-agers and adults, none of whom had pre-

vious musical training, were taught to play and present a musical program at the county fair. Ukuleles, melody instruments, and harmonicas were used for the demonstration.

By Christmastime a choir group of more than 100 people from five communities was organized and sang the "Messiah" to a capacity audience of 5,000 in the largest high school auditorium in the county.

The county music council ended its first year of activity by assisting the New Lisbon Chamber of Commerce with their July 4 celebration by the presentation of an historical music festival. The pageant was based upon the settling of the county by immigrants from Europe and featured folk songs and dances of the various nationalities. Staged on the historic peninsula overlooking the Lemonwier River, where the Indians rested on their hunting parties, the spectacle drew an audience of 5,000 who acclaimed the performance.

It is the intention of the chamber of commerce to make the pageant an annual event, each year enlarging on its production.

This year the Juneau County Music Council has a drive under way to have a representative from every civic and agricultural club in the county join the council. In this way, it will extend to all the people a feeling of community sponsorship.

4-H Gives Citations

The Rutland (Vt.) Fair Association and G. Loring Burwell of Waterbury, Conn., were selected for the 1950 4-H Club citation of service plaques from the Vermont 4-H Leaders' Council.

"This is the first time in Vermont 4-H Club history that an organization has been honored," pointed out A. H. Bicknell of Tunbridge, president of the State 4-H Leaders Council.

Mr. Burwell, the other recipient, has led songs at State 4-H events and has taught song leadership at 4-H Junior Leaders conferences for 26 years.

The first citation of service award was made in 1946 in appreciation for contributions to the 4-H movement "above and beyond the call of duty."

Vendors Learn to Sell—Con

CARMEN S. SANCHEZ, Consumer Education Sp

"GOOD MORNING, Mr. Consumer.

This morning you will find a good quantity of fresh pineapples in the market. Eat them fresh. This is a delicious fruit, from which you can prepare juice, sherbets, and salads. Buy them now; they are in season. Select several ripe pineapples, free from injury, and prepare delicious recipes for your family. In the information center of this market place we are offering a demonstration on the preparation of this fruit, using different recipes. Please come to this place, and you will be able to taste them. Take home a book of recipes and prepare delicious desserts with fresh pineapples."

This announcement through the loud-speakers is readily heard by the consumers buying at that market in Puerto Rico. The information given by means of records brings the people to the information center to observe the demonstration and ask for mimeographed material.

In a few minutes the associate agents in consumer education who are working in the information center are very busy offering the demonstration, giving information, or distributing recipe booklets about the preparation of fresh pineapple. While the vendors happily observe the rapid sales the consumers go home very anxious to try the recipes and offer a delicious dessert to their family.

Special Days for Products

One week we tell you about pineapples; another week it may be pigeon peas or perhaps ripe plantains. Every product with nutritious and economic value deserves special days in these information centers organized by the Extension Service. An important fact taken into consideration is that of the product being in season and the low price consumers will pay for it. Not only consumers and vendors participate in these programs but also farmers living very far from town who are the producers of these products. In this way the consumer education division of the Agricultural Extension Service of Puerto Rico develops one of its objectives.

In July 1948, six associate agents and I, for the first time in the history of the island, began the hard job of helping consumers to stretch their food dollar. We consider nutrition as the most important factor affecting the insular health and economy. And health and economy are two highly regarded words in the life of any town in any country.

The movement of farm products in market places is of great importance to small farmers who depend on it to support their families.

The city consumer's diet depends on food products brought to the market by small farmers. This situation can be compared to a double-edge knife which is strongly held by the hand of the middlemen ready to cut from the part belonging to the producer and consumer. The duty of the consumer education division is to take out this double knife and to seek for an equal division of profits among producer, consumer, and middleman. And we began in the most strategic point of the cities, the market places.

Puerto Rican small and big market places are visited by hundreds of persons anxious to buy but having very little money in their pockets.

All kinds of fruits and vegetables, native and imported, products of different colors and flavors, are crowded into wooden boxes. Housewives, children, and maids pass counter after counter looking for the best place to buy with less money.

"May I help you, madam? I have today good pumpkins and fresh pigeon peas."

"Breadfruit, breadfruit," calls the loud voice of a young man standing on a corner with a bunch of breadfruit in his hands. The other breadfruit are carelessly placed on the floor. Consumers walk from one place to another undecided about what to buy.

The consumer education division begins its work in market places by giving instructions to vendors. With the cooperation of the Insular Health Department, groups of 25 to 30 salesmen are organized; and a short and intensive course is offered to them. Through these courses in a few weeks they learn about classification of food products; hygienic and attractive reorganization of counters, salesmanship, personal hygiene, and other things necessary for improving the conditions of their counters and their business.

One hundred and fifty-five vendors of the Rio Piedras market place, the biggest commercial center of the island, took this short course and completed it. In Ponce, the second market place in importance, 93 from a group of 105 vendors completed this short course. These courses have been offered in more than 12 towns of the island, including some towns where the course has been offered also to street vendors.

The case of Mrs. Tomasa Lambert from Ponce can be taken as an example of the practical results obtained from these short courses.

Mrs. Lambert's counter was identical with the ones belonging to other sales people. The only difference was its location in this market. It was placed in a corner which buyers did not visit very much. When Mrs. Lambert was invited to take the short course, she accepted but not very enthusiastically. At the second class offered, this lady was already planning the reorganization of her counter. With the help of her children, her husband, a hand saw, a hammer, and paint, quickly the counter was transformed. She prepared carefully the counter in order to present organized and beautiful fruits and vegetable displays. She classified every product, placing each according to its use. She

ers to Buy

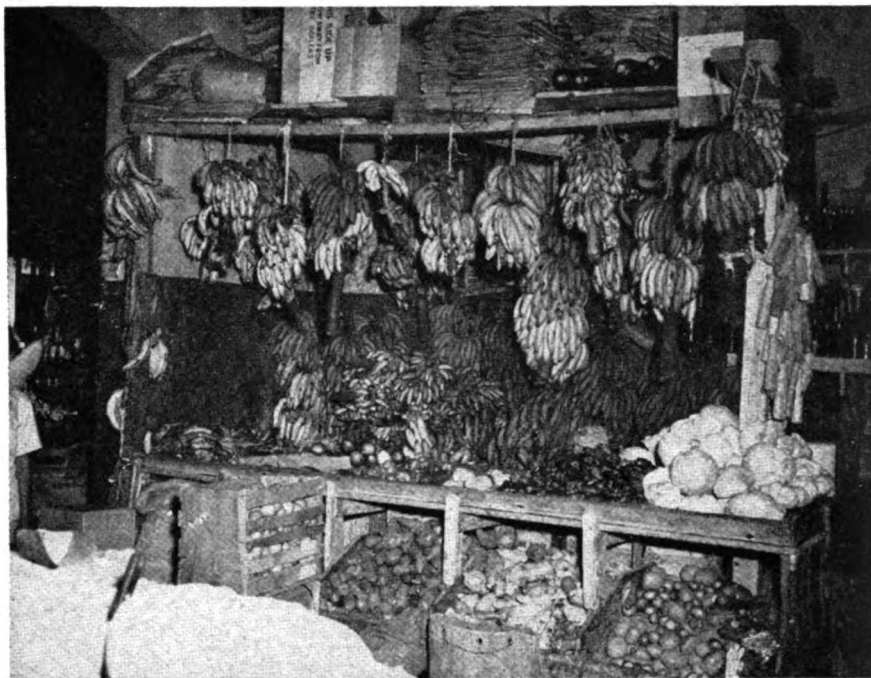
Puerto Rico

painted the shelves white and blue and placed mirrors behind the shelves in order to make the contents appear bigger. She prepared small cards with prices to be placed on the different products. In order to complete her reorganization plans she made uniforms for herself and her employees, and finishing her job she placed in a conspicuous place her certificate which says: "The Agricultural Extension Service and the Department of Health award this Certificate to Tomasa Lamberti for having completed satisfactorily the course for food-products salesmen."

With these weapons and a smile dona Tomasa began rapidly to win a large clientele.

Dona Tomasa says: "I have had a 90 percent increase in my clientele, and I am very satisfied, not only with the increase in sales but because of the improvement in the services I can offer to consumers. When I am selling I tell my customers about the nutritive value of certain products and how to prepare them in different ways. I give them material which I obtain in the information center. When the information center is giving information about a certain product and is offering a method demonstration, many costumers come to ask for the product advertised. Now I am not worried about having my counter in this corner. I have changed this corner into a place which attracts the consumers."

All the counter owners, when asked, have the same answer as dona Tomasa. As to the people's reaction, this can be measured by the different information centers that are being organized in the island. There is one in Rio Piedras and one in Ponce. Next month San German will inaugurate another one. Plans are being developed for organizing others in San Juan, Are-



As different as day from night is the market counter of Mrs. Tomasa Lamberti of Ponce since she took the short course for food-products salesmen.

cibo, and Mayaguez. Insular and municipal officials are cooperating for the rapid organization of other information centers in the island.

The consumer education division of the Agricultural Extension Ser-

vice, with its specialist and 10 associate agents distributed in different districts, has started a very hard job. The achievements obtained show clearly the success as a reward for our efforts.



A Veteran County Agent Looks at His Job

Ray Bender, President, New York Association of County Agricultural Agents. Mr. Bender has served as county agent or assistant for 22 years. At present he is county agricultural agent in Essex County, N. Y. The following is a summary of a statement by Mr. Bender at a State-wide meeting of farmers and agents held recently.

DID YOU ever wonder why an agent stays in this work so long? There could be several reasons. Perhaps he isn't good enough to get a chance to do something else or good enough to go to another county, or perhaps he likes the job or the salary so well that he stays on.

I think the real reason agents stay on the job is that they like it. When an agent first starts, he is full of zeal and information. He knows that basically the extension job is to provide know-how on all the different types of farming in his county. He is anxious to please and is very sure of a lot of things which he finds out later are not always so.

There are some folks who say an agent "wears better" if he moves from county to county. I would say that such an agent had better find another type of work.

Basically, the function of extension is to provide know-how on production problems, but effective extension can be and often is more. An agent who shifts frequently from one county to another can rarely be more than an ambulant agricultural encyclopedia and organizer. But the one who stays and becomes a part of the community develops the same feeling as those with whom he works. I don't mean to imply that a good agent should be like the button on the barn door—getting around a lot but always in the same place. Experience in several counties is very valuable, especially to a young agent, but like many other good things it can be overdone.

An agent who has stayed in one county long enough to really become a part of the county and its communities is better able to understand how his cooperators feel and think.

A county agent who has a knowledge of the financial and personal problems of some of his cooperators can understand why they have not always followed his recommendations to the letter. One who has been a member of a board whose duty it is to tax people realizes what county boards of supervisors are up against when asked by Extension for more funds. When he sees a farmer's child, for whom, perhaps, he had made a kite a few years ago, grow up and go away to war or get married and start a new home, he can understand why that farmer has not always felt as if a crop or a cow were the most important thing in his life. Just as you cannot appreciate the importance of careful and slower driving in residential areas until you have growing children, so these experiences are necessary to an extension agent before he gets full understanding.

Experiences Add to Training

There are many other experiences which add to an agent's training as an extension worker to whom cooperators turn for help on many of the problems that confront them even though the problems may not be agricultural. It is natural that you and I turn to someone in whose judgment we have confidence for advice or just

to talk over many of the problems of life. Until an agent has had experience wide enough or deep enough to fit him for such a role as counselor, in my opinion, he is missing an opportunity and, I would add, not fulfilling extension obligations.

We are told that it is Extension's obligation to work with rural people on phases of rural life other than production problems. It seems to me that if extension personnel could be built up with the wide and deep experience I have in mind, this will come automatically. It will be done even though we are not aware of it and even if we do not call it by some catchy name.

He Feels Their Losses

Of course, the process of acquiring this experience is not without its disadvantages. The better an agent gets to know his cooperators, the more he also feels their losses and misfortunes. When someone dies, he feels almost as though a member of his own family had gone. When he sees someone he may have known for years and thought a lot of fail physically, it isn't pleasant. When one of his cooperators drives 40 miles to tell him the details of the sudden death of his child, or when he sees someone's buildings go up in smoke and realizes how much further behind the eight-ball this will put the farmer, that, too, is not pleasant.

We, as agents, take delight in seeing men develop leadership

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These Things Seem Important

AMY KELLY, Extension Service, Missouri

Amy Kelly received her first extension appointment in 1913 as home demonstration leader in Idaho. She has seen the Cooperative Extension Service develop from the passage of the first Federal Extension law in 1914. As home demonstration State leader in Idaho, Kansas, and Missouri she has had a part in that development.

IF EXPERIENCE is the best teacher, there must be some things in my long experience as an extension worker which might be useful to younger agents. Some events and activities which seemed important at the time have been forgotten. Some other things which were not given too much thought at the time have had a lasting effect. This article is not a comprehensive evaluation of the forces which produced the present Cooperative Extension Service but just some of the things I have learned through the years which seem important to me now as an extension worker in Missouri.

One of the first things a new agent learns is that the object of the Agricultural Extension Service is to bring to farm people the results of experiments in agriculture and home economics at the university and the U. S. Department of Agriculture. This tie of the people with their State college and the Department of Agriculture through the years has been a wonderful one.

I may be prejudiced, but I think one of the fine educational pieces of work done by the Extension Service was the setting up of a county organization to help plan the program for a county and to participate in the administration of the funds. To my mind, this was democracy at work. The local people learned more about Smith-Lever funds and matched funds and how much it cost to set up an office in their term of office than they could have learned in any other way. To date I have seen no other system that would bring together 15 or 20 people each month as interested in all phases of extension work as that group.

We were most fortunate in extension work because we believed in the local leader—the person who, without pay, was willing to act as a demonstrator to teach someone else what he had learned. There was very little propaganda and no political or commercial pressure placed upon what was taught. Consequently, the county agents now occupy a unique place in the minds of the people of their counties. It is this privilege that has held them in extension work.

The greatest progress that has

been made in extension work was when we realized that the farm is a unit—and not made up of projects.

A person from Missouri always mentions balanced farming sooner or later. We believe in it.

Last summer I attended a series of balanced farming tours and demonstrations. There were four stops in the 2 days.

Even the men were interested in the St. Louis family that had taken over an old farm 4 years ago and were keeping the aged parents and the aunt and uncle. They had made many improvements on the farm such as terracing and ponds. But best of all the home, too, had a good modern kitchen with an ample water supply—not just a cistern. The colossal ignorance of the average extension man and farmer as to the productivity of water in the kitchen is amazing to me. If there is a farm in the United States that can't afford a piece of pipe in the kitchen with a faucet on it in this day and age, it shouldn't be a farm.

We have accomplished much, but there are still big jobs ahead of us. I doubt if we shall ever have as many agents in a county as we could use. We seem to be given the job of teaching people en masse. I don't know of any other educational group that can take a group of leaders and reach as many people as we can.

I am extremely interested in the field of human relations. I believe that as State leader I spent too great a share of my time trying to iron out differences between people. Bright, alert people—excellent teachers—they could raise more

Cain in an office in one day than could be straightened out in a year. Are we placing people together who can work as a team? This business of working together is an everlasting job.

It is not an easy job that the county extension agents have before them. Even without a threat of war, the farm situation has been changing. Urban ways of living are encroaching upon the old farmstead. Utility bills must be paid every month; good roads and the automobile have brought social problems. The church, the school, the doctor bring the family into urban situations. Can we retain those virtues that have built strong bodies and courageous souls on our present-day farms?

The reports of our State advisory committee on rural youth and the one on recreation show tremendous interest and concern in our boys and girls. Agents out in the counties must be leaders in this effort to retain those priceless gifts of farm people to American society.

The Agricultural Extension Service is supported by funds to help the family back on the farm. The county extension agents are our people on the firing line. They are out there on a job dealing directly with the people. We do not move our agents around as pawns to carry out our wishes and ideas but to assist them in helping people to help themselves. This is democracy at work. Both of these two statements are trite, but they have been the philosophy of the Extension Service for the past 35 years; and may we always keep this goal before us.

Strength Through Unity Discovered in Building 4-H Hall

ROBERT P. RAUSTADT, Extension Information Specialist, Minnesota



County Agent Chester Graham reads all about the dedication of the new 4-H building to Mrs. Robert Slavicek, local 4-H Club leader (left) and Delores Spain, county 4-H Club agent.

WHEN the new Scott County 4-H hall on the fairgrounds at Jordan, Minn., was completed, County Agent Chester Graham and those with whom he worked on the project were left with the feeling that they had built something that was far greater than a structure of wood, concrete, steel, and glass.

It dawned upon them then that they had been building far better than they knew as they toiled at their construction tasks and engaged in other activities related to the building. An "extra edifice" had been simultaneously created by the spirit of unity which came out of the joint efforts of a group of people of varying creeds and national backgrounds.

Folks Work Together

It was the dawning of a new consciousness of what could be done when folks really worked together.

The idea for the new Scott County 4-H hall was the outgrowth of a tour taken by members of the County 4-H leaders' council to inspect 4-H buildings in other counties of the State. Scott was badly in need of an adequate place for county-wide meetings and a hall for 4-H exhibit space at fair time. As it was, 4-H exhibits had been packed into dark corners of several buildings on the Jordan fairgrounds.

The leaders' council decided to see what could be done about getting a new Scott County 4-H building. As the group began to explore possibilities and make plans, it hadn't a single dollar in its treasury.

However, a drive for funds got off to a flying start with a \$1,000 contribution from the Scott County Good Seed Association. Other contributions, from business organizations and individuals, came in the

amounts of \$200, \$100, and \$50, with additional sums of \$1 to \$35 funneling in from every community in the county.

The 4-H Clubs buckled down to do their share. One club sold greeting cards, another, magazine subscriptions. Food sales, ice cream socials, and one-act plays were staged. One club brought in a professional barn-dance troupe to put on a fund-raising show. Another club picked wind-downed corn which was sold and the proceeds turned in to the building fund. The clubs raised \$500 in a few months.

Planning and carrying out construction of the building had its byproducts in teaching efficiency and democratic methods by doing. Strict account was kept of moneys received and spent. Accurate minutes were kept at council meetings, where the majority ruled with President Francis G. Mueller of Lydia presiding. The final product was the result of combining the ideas of many minds.

Nearly 200 workers donated from 4 to 200 hours each. Farmers, businessmen, county and village officials, and others worked side by side, with the ladies serving donated meals on the building site.

During the summer of 1950, when completion of the structure was in sight, crews of 5 to 20 people worked evenings under floodlights. During the 4-day Labor Day week end and many 4-H leaders worked more than 36 hours, in addition to doing their own farm jobs, in order to get the building in shape for the 1950 Jordan fair, September 8-10.

It was almost a superhuman effort; but, as Mrs. Robert Slavicek, secretary of the leaders council, said as she surveyed the finished result with the light of pride in her

eyes: "We all worked hard, but it was worth it."

When the 3-day Jordan fair opened, the new 26- by 100-foot structure was ready for 4-H exhibits, and it was paid for. 4-H exhibits in 1950 at the Jordan fair increased a whopping one-third over the previous year, and there were other benefits to be counted as the result of the spirited 4-H activity that accompanied the planning and construction of the building.

Interest in adult leadership was strengthened. Project activity skyrocketed. And, due to increased financial support from people and institutions, Scott County was able to keep its personable and capable 4-H agent, Delores Spain.

At dedication time, a capacity crowd inspected a 4-H building that may not be the biggest but certainly is one of the finest and most lovingly planned and constructed.

Its features include a kitchen across one end, 14 feet wide and 26 feet long, divided from the rest of the hall by an attractively painted lunch counter. It is built with 26-foot truss rafters, eliminating unsightly posts. It has a solid, smooth cement floor. Seven detachable booths, each with its own electric outlet, are available for fair exhibits. A natural gas heating system and adequate insulation make it a comfortable year-round meeting place.

Short-Order Service on Pictures

With Ingenious Home-Made Equipment

WHEN a livestock show or other big agricultural event needs pictorial news coverage in Mississippi, a quick and dependable job is made possible by the portable developing and enlarging equipment set up in a hotel or tourist courtroom by D. B. Rosenkrans, Jr., assistant extension editor, whose duties include visual aids. News pictures often need to be processed where regular darkroom facilities are either inadequate or not available.

Equipment used is common and can be assembled at low cost by anyone familiar with photographic darkroom work. The main thing is to become accustomed to the improvised techniques of "bathroom photography," Mr. Rosenkrans pointed out.

A really portable enlarger which takes negatives as large as 4 by 5



With portable photographic enlarger and trays on a board across the lavatory in a bathroom and a safelight nearby, D. B. Rosenkrans, Jr., assistant extension editor in Mississippi, is ready to make 5- by 7-inch prints from a wet negative.

inches is the principal item. Enlarging rather than contact printing is used because this permits speedy printing from wet negatives, together with the advantages of "dodging" and other control for greater print quality.

The enlarger was built around an almost antiquated Graphic camera fitted with a lamp house behind the ground-glass back. It works horizontally, projecting to a vertical easel.

To convert the old camera to an enlarger, the back was screwed to a plywood sheet of slightly larger size, having a rectangular opening at the center so as not to cover the ground glass. This plywood, in turn, slides into the grooved open end of the lamp house, making two units for greater portability. The lamp house is simply a box of light wood with a round metal reflector and socket for the enlarging bulb at the closed end and with baffled openings for ventilation.

A dustless negative holder, which works well with wet negatives, was made by inserting plywood cut-outs in the frame of the wooden film pack adapter fitting the old camera. A similar holder could be made of metal.

Choice of Equipment

In place of a home-made enlarger, one could employ a commercially made light source intended for enlarger use with a press-type camera. However, it is sometimes desirable to have the picture-taking and processing equipment separate, permitting one person to use the camera while another is making enlargements.

The easel is a simple metal 5- by 7-inch one mounted on an "L"

frame. A thumbscrew permits the easel to be raised or lowered 3 inches. The base can be secured to a table or other support by a small clamp.

Other printing equipment includes a safelight, three trays of slightly over 5- by 7-inch size, print tongs, timer, measuring container, and enlarger switch. Prints are dried on a 14- by 20-inch ferrotype plate warmed by a small electric hot plate.

For developing negatives, trays do well in a dark bathroom. Some hotel bathrooms are sufficiently light-proof even in daytime with the door closed and the outer room as nearly darkened as possible.

Daylight developing may be accomplished by using a large changing bag and small daylight-type cut film tank. Prints can then be made in safe-enough darkness or at night.

Negatives dry on clips attached to a cord stretched wherever convenient.

Finds Board Convenient

Although the enlarger and trays can be used on any table or dresser top which is long enough, it is convenient and sometimes necessary for sufficient darkness to work on a wide board which can be laid across the bathroom lavatory. As a board this long cannot be easily carried, it can be cut into two or more sections to be joined for use with short, flat braces and bolts having wing nuts.

Photographic chemicals can be carried either dry or as liquid in flat bottles such as are used to keep ice water in a refrigerator. The latter has proved desirable, as only a quart to half-gallon each of developer and hypo are needed, and this way the chemicals are ready for use.

The enlarger units and most related equipment are carried in a 13- by 15- by 20-inch plywood box. The remainder, except for the ferrotype plate, usually goes into an old case intended for a 4- by 5-inch camera and accessories. Such equipment can be packed into surprisingly small space, depending upon the ingenuity of the builder.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Apples Without Bruises

Have you ever bought a prepackaged bag of luscious-looking apples, only to find when you open them in the kitchen that about half are unfit to use? If so, you will be interested in a new semiautomatic device that packs apples in transparent plastic bags without bruising the fruit. Developed by PMA in cooperation with the Washington State Apple Advertising Commission, the new device consists of a chute into which the apples flow automatically. The operator slips a transparent plastic bag over the chute and apples, tilts the chute, and the apples slide rather than drop into the bag. The device saves money, too. When apples are packed with this new equipment, the total cost of marketing from producer to consumer can be reduced by about 9 cents per 42-pound box below the cost of marketing in the conventional standard box. The added cost of the film bags is offset by savings in less expensive shipping cartons and less spoilage and retail labor.

Tailor-Made Grain Sorghums

By using new early-maturing grain sorghums, farmers produced a bumper crop in 1950 despite a late planting and a wet fall. In many areas the wet spring delayed plantings so much that late-maturing varieties would have had no chance to get ripe. By switching to the new varieties, farmers produced a crop of more than 196 million bushels, an all-time record and 87 million bushels above the 1939-48 average. Grain sorghum growers may now choose from more than 20 improved varieties developed during the last 10 years to meet wide differences in length of growing season and haz-

ards of drought. The new varieties range from the very early-maturing Norghum to those of late maturity such as Redland. They have other virtues, too: they have extended grain sorghum production in the Great Plains northward into the Dakotas, so that farmers there can grow more of their own feed grain. Because the new varieties have been developed to fit different grain sorghum belts, farmers have a better chance, by planting both early- and late-maturing sorghums, of meeting feed needs despite adverse weather.

New Check-Out Counter Breaks Bottleneck

Saturday grocery buying is usually a pain in the neck to everybody concerned. The customer dreads the

long line at the check-out counter, and the groceryman has the job of maintaining order and satisfaction with his services. A new check-out counter has been developed by PMA that promises to eliminate both of these problems as well as reducing labor and increasing sales. The new counter has two variations, the Redi-chek and the Simplex. The Simplex is adaptable to stores where customer traffic is maintained at an even pace throughout the week. The Redi-chek is best for large-volume retailers who have peak periods, for its utility can be increased during rush hours by adding one or two persons. As the retail food store represents the largest cost for services between producer and consumer, any improvement there is likely to be reflected both ways.



BEYOND THE CALL OF DUTY

(Continued from page 19)

be great only as she bestows on every citizen the freedom to grow, to develop, to plan, to build, and to create.

I do not advocate special indoctrination courses; young Americans of today would be repelled by such methods. But I call upon teachers everywhere, as I have called upon members of my own faculty, to inject into every course, wherever practicable, some elements of the explanation of the American miracle. In English, in speech, in economics, in agriculture, in engineering, in history, in education—in almost every field of study there are numberless opportunities to point out why and how America has come so near achieving the age-old dream of man.

It seems to me that what we need, most of all is to restore a faith in America and the principles on which she was founded. Our land-grant colleges can strengthen our people to meet this great world emergency. We can make the issues so clear and the inevitable consequences of failure so plain that they will be steeled to make the sacrifices that they may be called upon to make.

We can provide the leadership, by teaching and by example, for which the American people cry today. Ours is a very great opportunity to justify the great confidence reposed in the land-grant colleges and universities by the American people.

. . .

GOOD SENSE AND PUBLIC RELATIONS

(Continued from page 21)

in the State knows that the program is working and that it is helping him. Maybe our economists can help in that. Certainly our publicists can. If we put on a smut control campaign that makes \$2,000,000 for the State, any story about that should not stop there. The soundest public relations principle of all is that the man is with

you if he believes his interests and yours are identical. So the story should tell what that extra money means to the State; that it will support so much additional population, or that it will be multiplied on the average seven times over and will mean extra money for everyone.

For the past 10 years I have made it a point to tell every urban audience I talked to that the population of the three Pacific Coast States is in exact proportion to their cash farm income. (That is, California has 70 percent of the Coast's people and 70 percent of the Coast's cash farm income, Washington 18 per cent of each, and Oregon 12 percent.) Therefore, the State's best chance to support additional persons or increase the income of those already here is to increase farm income—and then I try to tell what our program is. The doctors and lawyers "really eat it up."

I haven't said much about publicity. The best publicity is to have something to talk about. If it's stirring enough, you can't keep people from talking about it.

. . .

EVERYDAY TOPICS

(Continued from page 22)

best to limit the expanded program to one community in 1951 in order to combine it with the extension homemaking program already under way in Pocahontas County. As trained local leaders in the various groups assisted in conducting the study with the young homemakers, they can again be called upon to assist or give demonstrations and clinics, give special individual assistance, furnish meeting places, and in general lend their support.

Extension supervisors and specialists should be of assistance, not only during program planning but later, in providing illustrative material, subject-matter content, and other suggestions.

Young married homemakers and other interested cooperators must analyze their local neighborhood situations, determine their prob-

lems, and decide on possible solutions for long-time objectives. By involving the homemakers themselves in the planning procedure, I hope that an effective teaching process will be demonstrated which can be expanded to other neighborhoods. In the meantime, farm women's clubs in other parts of the county can plan their programs to attract young homemakers and help them in every way possible with the everyday topics of homemaking.

. . .

COUNTY AGENT LOOKS AT JOB

(Continued from page 26)

ability in working through their organizations. Sometimes we are disappointed when they lack the courage of their convictions and show selfish attitudes. However, this better understanding of our cooperators helps us in carrying on our work.

I would recommend to all county agents that they get their roots into the community and take part in the community affairs and activities. I do not mean that the agent should try to run all organizations in his community—far from it. It is probably one of the easiest ways to get in wrong. I would suggest that he try to understand the problems his cooperators are up against besides the difficulty in growing a crop or animal. Early in his career he should train himself not to waste energy in worrying and fretting. It is a hard thing to do, but it will add to his health and peace of mind and make him a more effective worker.

. . .

● EDWARD AITON, 4-H Club field agent for the Northeastern States, has been granted a year's leave of absence from the U.S.D.A. Extension staff to accept a position as the first executive director of the National 4-H Club Foundation of America, Inc.

Need More Skill—

- In using the printed word?
- In planning consumer education?
- In new techniques for extension supervision?
- In better ways of teaching nutrition?

In each of these fields a special course is planned in one of the regional extension summer schools.

EXTENSION PUBLICATIONS. University of Wisconsin, June 11-29. Harry Mileham, Specialist in Publications, Extension Service, USDA, will help you use modern techniques in getting across your message.

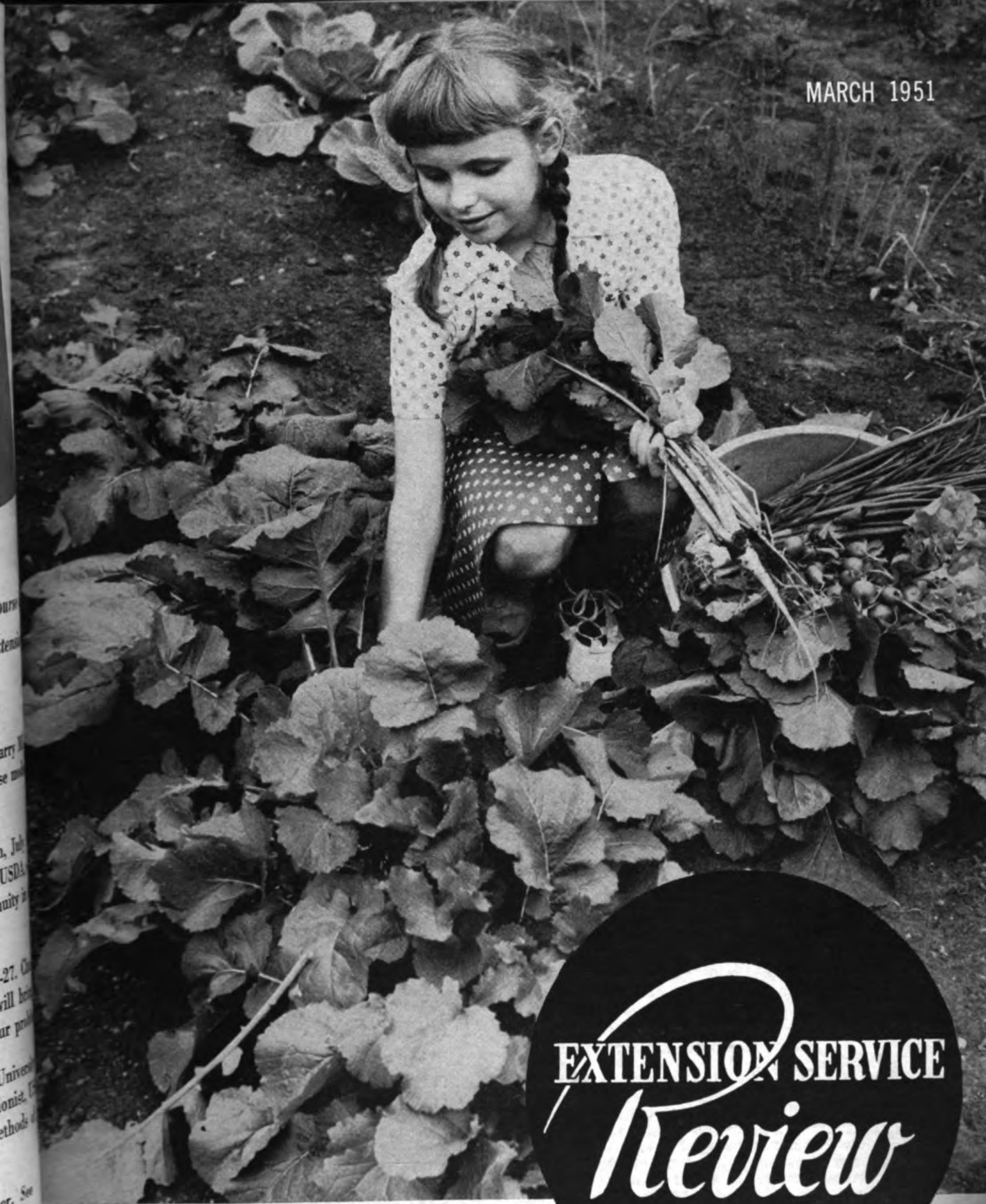
CONSUMER EDUCATION. Colorado A. & M. College, Second Term, July 16-August 3. Loa Davis, Consumer Education Economist, Extension Service, USDA, will explore with you this new field which challenges your ability and ingenuity in the days ahead.

SUPERVISION OF EXTENSION WORK. Cornell University, July 9-27. Charles Potter, Field Agent, Northeastern States, Extension Service, USDA, will bring to you the results of recent studies and experiences to help you solve your problems.

METHODS OF DOING EXTENSION WORK IN NUTRITION. University of Arkansas, July 30-August 17. Dr. Evelyn Blanchard, Extension Nutritionist, USDA, will conduct this course as a workshop to develop more effective methods of getting nutrition facts in the daily living habits of people.

These are only four of the courses being offered this summer. See January REVIEW, page 15, for a complete schedule and list of courses. Watch for additional information in the March REVIEW.

MARCH 1951



EXTENSION SERVICE

Review

Gardens to the Fore . . . page 35

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The Cover

● Visions of fresh vegetables such as this young lady is harvesting spur the March gardener on. Starting early in the month in New Orleans, State garden meetings spread both ways across the Southern States, then up the West Coast. By the middle of the month in Seattle, Salt Lake City, and Indianapolis, garden plans were in the making with State conferences imminent through the northern tier of States. The cover picture was taken by Charles Knell, formerly with the Press Service, USDA, and now with the Department of the Interior.

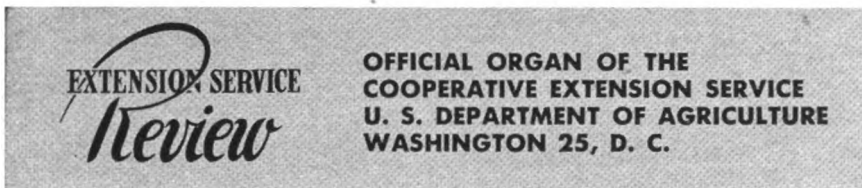
● The 4-H thrift program featured on the back cover is a home-grown product. Started with a successful "bond a member" project in North Carolina in 1949, the idea developed into a national program at a conference of State 4-H leaders, bankers, and savings bonds officials in 1950. Forty States are now taking part and have received informational materials for local use.

Next Month

● Home Demonstration Week this year (April 29-May 5) is taking stock of the home front in a year of defense mobilization. Leaders in a number of national defense programs have written a special message to home demonstration workers for the April issue of the REVIEW which will feature home demonstration work.

● Mrs. Chase Going Woodhouse, of the Economic Stabilization Administration, took time off from an extremely busy schedule to write a message for REVIEW readers.

● Gertrude S. Weiss, of the Family Economics Division, Bureau of Human Nutrition and Home Economics, USDA, has set down some of the things a home economist might be doing to help homemakers in the present situation. Gladys Gallup, assistant chief, Extension Studies and Training, has been thinking of how to reach more people effectively when the need arises. The result demonstration, one of Extension's tools of the trade, looks promising to her. She has taken examples and pictures of successful demonstrations from annual reports for her article.



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Gardens to the Fore

SUNNY spring days show a stir of garden activity which marks this as a special year in gardening. The food and nutrition insurance of a home garden looks particularly good in a year of defense mobilization.

Back in January, garden experts came to Washington to talk over the situation, and they recommended an expanded garden and food preservation program. Secretary Brannan, observing the good extension work being done in all the States and Territories, asked the Extension Service to take the leadership in an adequate home-garden program.

Good home gardens have been one of the mainstays of the Extension program for many years. Typical of the Directors' response to the 1951 garden program is that of Dean Cooper of Kentucky, who says, "Home gardening is always good business for the families of low to moderate income, and with present high prices of food, it is of even greater importance."

The garden fever has been building up since last summer when the high price of food started many thinking of 1951 gardens. For example, 41 North Carolina counties asked for special help in garden work this year. Mississippi speeded up its program and held its first county-wide garden leaders' meeting in Yazoo City in December, and this month will finish up the series of 24 county-wide meetings.

These garden leaders are the biggest asset the garden program has. Alabama alone claims 2,000 carefully selected and well-trained local leaders who keep in touch with the people of their respective communities. In all the Nation an extension program on the growing of fruit and vegetables is carried on in more than 14,500 communities under the able leadership of more than 17,000 trained local leaders. About 132,000 families are helped through this program to plan and grow better gardens. This is a nucleus for whatever expansion is desirable.



Young people can be of great help in any garden program. They are receptive to new ideas and their enthusiasm can be as contagious as the smile of this team of West Virginia expert vegetable judges and graders.

Leader training meetings are being held rather generally this month. In addition to spring gardening schools in every West Virginia county, the Extension Service carries on a dealer-contact program to give dealers the best information available on recommendations for varieties of vegetables to grow, fertilizers to use, and chemicals for controlling pesticides.

The newer home demonstration agents are being given special attention in Kansas with a 3-day school on various phases of home food preservation and gardening. Missouri planned 18 district training meetings on food preservation and utilization during April.

"We are planning this year to intensify our efforts, first by a better information program through the press and radio, getting more information to our local leaders and the preparation of 'how to do it' material," writes Associate Director Lord of Maine. The various States have developed effective ways of

doing just this. Director W. G. Kammlade of Illinois writes that Lee Somers, extension horticulturist, says "As for myself, I feel very strongly that my Home Garden Clinic radio program is, and will continue to be, the most effective means of promoting well-planned and effectively managed home vegetable gardens." Ohio began a television program over local stations known as Yard and Garden. In New York, the college garden committee is starting a series of articles on gardening to appear in weekly papers of the State.

In Tennessee, home gardening and food preservation are emphasized in three very successful contests sponsored by the press and civic clubs. They are "Plant To Prosper," "Rural Homelife Contest," and "The Community Improvement Program."

Additional bulletins and garden letters, containing the how-to-do-it information on gardening, are being planned everywhere. In Wyoming, the 15 to 18 leaflets are assembled into a garden handbook for each agent. In addition, two counties, Sweetwater and Natrona, have published excellent handbooks for their own use which contain such information as varieties recommended for the particular locality, soil preparation, fertilizing, irrigation, diseases, and insects.

Plans in Mississippi include distributing 15,000 new garden bulletins this year.

To make the teaching more effective, visual aids are being prepared for the use of agents and leaders. South Carolina is using three charts based on typical farm families which show how much better a family can be fed through its own efforts in producing garden and food products than if it had to pay cash for equivalent foods. These are in the hands of all extension agents. North Carolina is preparing additional garden slides and scripts to lend to agents for use in promoting garden work.

4-H Program With Cooperatives

JAMES L. ROBINSON, Extension Specialist, Farm Credit Administration

MORE 4-H'ers will be learning about farmer cooperatives this year than ever before. In learning to do by doing they will be participating in cooperative business ventures of their own group and as members or patrons of going farmer cooperatives. They will also be taking part in a number of related activities that will help them understand the purposes, principles, and practices of cooperatives.

The States planning programs of this kind are making use of the recommendations agreed upon by the committee which Director M. L. Wilson appointed last year. This committee was composed of State 4-H leaders and members of the Washington extension staff, with consultants from the Cooperative Research and Service Division of the Farm Credit Administration and the American Institute of Cooperation. This committee met in Washington in September and developed the report, "Suggestions for a 4-H Program in Farmer Cooperatives."

The American Institute of Cooperation is supporting this development by awards of up to 10 plaques in each State for 4-H Clubs or county councils that conduct planned programs in farmer cooperatives. Each State is to choose its own measures for rating the programs carried out, giving chief weight to group activities.

It is expected that the club will be the unit participating in this contest in most States. However, some States are making this a special activity for the county 4-H Club councils. The members of these councils are young leaders who can contribute much to the activities in this field and who can get a lot out of them. It is also valuable for this council to have the experience of carrying out a group endeavor.

Other awards will be offered by State councils of farmer cooperatives or similar associations and

probably sometimes by State-wide and regional cooperatives. Some of the States are offering an especially appropriate award, a trip for the winning 4-H group to the Youth Session of the American Institute of Cooperation. It will be held this year at Logan, Utah, on August 26-28. Within the county local cooperatives can support the program by awards and by appropriate participation in the activities conducted.

The Farm Credit Administration is making available printed materials in reasonable quantity to supplement the State publications. A special publication is being issued outlining a chart demonstration to be given by two 4-H members.

The basis for the committees suggestions for 4-H program was the record of past activities in this field. These activities have been quite varied in type.

The most complete have been 4-H cooperatives which conducted business dealings for the members. In a few instances these associations have been incorporated with adult leaders as the legal members. Advisory committees of young people have carried on most of the activities. More frequently the organization has been less formal, with either the local club or the county council functioning as a local cooperative. Outside organizations, usually going cooperatives or other non-profit associations, have also provided 4-H members an opportunity to participate in business conducted on the cooperative basis.

Some of the types of business conducted have been buying livestock for 4-H projects, selling 4-H project livestock or other products, buying feed, fertilizer or other sup-

(Continued on page 43)



J. Edgar Hoover, Director, F. B. I., congratulates three young representatives of a South Carolina sweetpotato cooperative enterprise. About 275 club boys in 11 counties took part in the program. The State winners cooperatively regraded, packed and loaded a car of their fancy yams and started them to Boston. They themselves followed, stopping in Washington where they presented yams to several officials. They watched their sweetpotatoes go through the marketing channels to the shoppers in retail stores. The boys were accompanied by J. T. Rogers, South Carolina's District Boys' 4-H Club Agent.

Government as County Officials See It

KEITH L. SEEGMILLER, General Counsel, National Association of County Officials

THE EXTENSION SERVICE stands high in the view of county officials because it does so much to translate the American ideal of free citizenship into practical living. In one of the darkest hours for this American ideal it was said that our American Government was of the people, by the people, and, mark you, for the people.

This is a government by the people. That much we know well and practice extensively. This concept is securely rooted both in our thinking and in our practice, and I suppose none of us has any substantial immediate fear that such government will be lost. It is not likely that any dictator from within or without the country will wrest sovereignty from the firm grasp of the American people. We are not unmindful, of course, that countless millions of people long to be ruled.

New High in Political Maturity

Someone has said recently that the distinctive feature of the present generation of Americans is that they have achieved a new high in political maturity. Fewer of us than previously want to be ruled. More and more of us have confidence in our collective ability as people to govern ourselves, and more and more of us have grown up to meet the demands of this great responsibility. It is enough to say for present purposes that government by the people has been substantially achieved and secured. That step is safely behind us. We turn our faces forward. What about government of the people.

Government is more than mere social control for the sake of law and order. Government is more than the passing of laws or the issuing of decrees or the granting of fair trials in courts of justice. Government is imaginative and creative. It is above all progressive and

not static. Yet the conduct of good government must be sound, wisely conceived, and effectively administered. A democracy provides the widest, deepest, and most everlasting fountain of wisdom and sound judgment. In the United States we have 150 million minds to draw upon. And I do mean all the 150 million of us. The thinking, judgments, and recommendations of everyone are needed. No matter how relatively infinitesimal may be the contribution of each individual citizen, it is a contribution which makes a mighty stream when multiplied by millions.

Government for the People

This is what we mean in the county courthouses by government of the people. Its essential element is citizen participation and contribution. Though less fully achieved, possibly, than government by the people, government of the people is also well under way. You will agree, I believe, that we have safely in our grasp the basic concept of it and are consciously putting it into practice. We are now grappling with the next phase which is government for the people.

We are now frankly recognizing that the powers of government may properly be used as a positive force to aid and assist people, to stimulate and encourage people, and to provide an outlet for their productive capacities.

Government may properly help people to help themselves, as you in Extension Service have so aptly put it. Government for the people in this sense is being used in an increasing number of situations.

On specific applications we in the county courthouses have different opinions, but on the basic proposition that government is for the people we are in accord and find ourselves also in accord with the Extension Service. We agree with

you that the key to government by the people is "participation and self-expression. People grow as they develop initiative and share responsibility." And these are the fruits of the exercise of the powers of government in the thousands of local government units across the country.

Yet there has been a strong and almost compelling tendency toward centralization of the powers of government. This was a natural development springing from a need for uniform programs of Nation-wide application—a Nation-wide system of highways for example. There were also the food and drug control programs, health programs, transportation regulations, social security, and the like. There also came the need for collection, by experimentation or otherwise, of technical information and wide dissemination of it to all the people. This was clearly a job for a single agency, to avoid useless duplication that would appear if it were attempted by each of the 48 States, to say nothing of the thousands of local governments.

Centralized Tax Collection

Last, but certainly not least important, there came a need for centralized tax collection. We discovered that the wealth of our country had a tendency to concentrate in certain places. The seaport cities, as transportation links to import and export goods, drew wealth from the interior cities. The livestock and produce centers of the Middle West drew wealth from the surrounding farm areas. For these and other reasons the location of wealth of the country lost all reasonable relationship to the population of the country. In order to distribute the financial burden of government with reasonable fairness among all the citizens, a Nation-

(Continued on page 44)

Is Your Committee Percolating?

D. M. HALL

Assistant Professor of Agricultural Extension, University of Illinois



MANY of us have endured committee work which was irritating, disappointing, and discouraging. We have come to dislike it because so often it means just another crowd, another fuss, another delay, another report, another disappointment. That has been the typical committee life cycle. In the end some tyrant seizes the reins, carefully develops his strategy, prearranges with his clique, and then proceeds to ram through his views.

But need it be so? All over this land there are hundreds of committees struggling to produce an idea or an action. Their efforts could be more productive if only a few members in each had more skill in group work. Even though we live in groups, and belong in groups, our group life has not always been successful—probably because we have known all too little about how a group grows and matures.

Usually it is not difficult to assemble a crowd. Persons congregate so easily and naturally that we seldom think of the processes involved in getting them together, even after the group has failed.

A crowd first gathers as a collection of individuals held together by some immediate interest. If they continue to meet, bonds will grow between them, and finally they will discover ways and means of understanding and interacting with each other.

A collection of able persons does

not necessarily make an able group. All groups are born immature. They may grow either slowly or rapidly. They grow rapidly to maturity when composed of persons of similar value-attitudes or of not too limited experiences and of adequate abilities. Nevertheless, we need certain differences; that's the reason we form a committee—to get different viewpoints. Differences are not something bad, something to be avoided. We want differences, but we want them integrated. And integration comes through thinking, feeling, and acting together.

Persons who are sufficiently alike in value attitudes get the group off to a good start. After that, unless the group learns to utilize the differences in abilities and skills possessed by its members it cannot mature.

As committee members we must learn that our group falls when we attend merely to listen. Passive committee members are dead timber.

We must learn not to come expecting to score, to be brilliant. Such persons speak with such a ring of finality that they often block the thinking of others.

We must learn how futile it is to railroad a proposition. Those who prearrange with their clique to force through their views are defeated before they begin. Obtaining a majority vote by such strategy does not mean that they have ob-

tained majority support. To be forced to choose between two alternatives where there may be three or even four possible choices is irritating, too.

We must learn to beware of him who declares "We must have harmony. I insist upon it." His idea of cooperation is likely to be "Do what I say and ask no questions." Disagreeable as domination is, we must learn that there can be no domination unless there is submission. Even though we refuse to submit, we need not have clashes and compromises. Compromises belong in the dominative order of things. A compromise is not honest, because it sacrifices the integrity of the individual. A person has a right to be right even though he is in the minority. A compromise is insincere, and those who propose it make the mistake of thinking that differences are undesirable. Then, too, a compromise is only temporary. Rebalancing power offers no solution; it creates no new values; it only postpones the fighting.

Groups succeed in a democratic atmosphere. Democracy does not mean no power and no authority; that is anarchy. One of the gravest mistakes a democracy can make is to give responsibility without authority. Autocracy is founded on fear, but in a truly democratic atmosphere we have no fear—no fear of being misunderstood, no fear of losing status, no fear that someone will steal the recognition due us, no fear of discussing our problems and difficulties, no fear of admitting our errors, and no fear of expressing differences. As a group is able to reduce these fears, in that measure does it generate a democratic atmosphere. We must remember, however, that a fight may mean fear just as much as a flight.

A group cannot succeed unless its organization permits it to accomplish its purposes. In general, there are two kinds of groups, namely, membership groups and reference groups. The closely knit membership groups, such as a family, a gang, a club, or a discussion group, must be organized so that they meet our more pressing personal problems and urges. The relation-

(Continued on page 43)

National 4-H Center Is a Reality

THERE was special cause for celebrating 4-H Club Week this year for at last the long-hoped-for National 4-H Club Center in the Nation's capital became a reality. The dedication was on February 14. The property purchased from the Chevy Chase Junior College is near the northwest borderline between the District of Columbia and Maryland.

Under Secretary of Agriculture, Clarence J. McCormick, dedicated the Center. During his address he said: "American youth, and the character-building institutions we have developed for the training of that youth, are part of the basic source of our future strength.

"In the emergency pressure of our time, nothing must be allowed to interfere with the continuation and expansion of the great voluntary youth movements of our country that have contributed so greatly to building strong character, good citizenship, sound leadership, and firm patriotism among boys and girls of America. For it is upon such human resources, even more than upon material resources, that the future of our Nation depends.***

"If the contribution of 4-H training were only that farm boys and

girls are learning to do well what will pay them well tomorrow, it would be serving a useful and constructive purpose. But 4-H does more than lay a solid foundation for efficient farming and efficient farm family life. The emphasis falls on what the well-trained farm boy and girl may contribute to the future well-being of the community and Nation, rather than on just what he or she may get from that community or Nation.

"Creation of this new conference center in the Nation's capital will add new emphasis to the highly important citizenship and leadership training activities of the 4-H movement, affording the opportunity of extending greater inspiration to rural youths of our country who have the chance to avail themselves of its facilities in years to come.

"This site now being dedicated for future use of rural youth will be temporarily occupied by our military establishment for defense purposes. But to me, that fact increases rather than lessens the significance of this occasion.

"Already the National 4-H Club center represents a symbol both of



Under Secretary McCormick dedicates the Center. At his right is Miss DiAnne Mathre, 4-H Club member of DeKalb, Ill.

our faith in the future, and of our willingness to make whatever sacrifices are necessary for the present to assure that future.

"To plan now for the peacetime uses of this rural youth center exemplifies our faith in the future; to make the most immediate practical use of the buildings and grounds for necessary defense purposes exemplifies the challenge facing all Americans to carry out our preparedness program, whatever disruption it may temporarily cause to the normal course we would like to pursue."

The buildings and grounds of the new Center were developed originally for a private school and at present afford useful equipment for the purposes of the Center. There are 12 acres of grounds, partly wooded, and 5 buildings that provide for housing about 200 people. There are conference rooms, an auditorium, dormitories, kitchen and dining room, and indoor and outdoor recreation facilities. The terms of the present lease to the Department of Defense provide that the property shall be returned to the National 4-H Club Foundation in good condition.

Planning and negotiations for the purchase of the property were carried by a Committee on Development of a National 4-H Center, appointed by the Committee on Extension Organization and Policy of

(Continued on page 47)



A group of Maryland 4-H members arrive at the Center.

The Sixth Column

STELLA S. ENGLISH, Agricultural Research Administration

MARY JONES was winding up a wonderful visit to New Zealand.

She had no worry about customs inspection during her brief between-planes stop at Honolulu. So, she jauntily stepped in line for a final check-out before boarding her plane bound for the States and home. She had no diamonds secreted in her shoes and no fine fabrics in her suitcase. To her surprise the inspector took one look at the basket of exotic fruit she was carrying and said, "Sorry, Miss, this fruit can't be taken aboard." "But why?" she asked. "It was a farewell Fijian present." "It's against the law," the inspector explained. "You see, it's up to us to see that no insect or plant disease gets into the United States. This fruit could have any number of dangerous insects in it." Miss Jones reluctantly handed over the basket and continued through the luggage inspection line.

This scene occurs hundreds of times every day at the places where planes, boats, or automobiles are leaving or arriving at our ports or border points. It is one small battle in the great war to keep insect and disease enemies out of our country. The inspectors of the USDA constitute a small but well-trained army that we hear little and read less about. It is, however, of no less importance to us than the one headed by a 4-star general. This army works 24 hours a day, 365 days a year, to intercept alien insects and diseases before they can escape and become a *sixth column* against us and our crops and livestock.

These enemies never declare an armistice. They are out to conquer the world, and they have the advantage of greater numbers and smaller size. They can transport an entire army on the inside of a cow. They can hide in the folds of an airplane window curtain, or in the core of a tropical fruit, or in ani-

mal products, or under a tiny petal of a flower. Many of them are too small to be seen with the naked eye.

Our inspectors are stationed at ports of entry, where they examine everything brought ashore—baggage, boxes, plants, food, animals, and animal products. They ride our borders, alert for stray animals, or people, who might be carrying insects or diseases that are dangerous to us. They inspect incoming airplanes, trains, automobiles, parcel post packages.

Some Got Through

Through the years, either before our organized vigilance or in spite of it, many serious insect pests have succeeded in getting into the United States. They, together with those native to this country, cause an estimated 4 billion dollars of damage every year. And the number now here is small in comparison with millions of different kinds of insects known to exist. Furthermore, it doesn't take into account the long list of diseases that come to plague animals, plants, or people.

Some of our worst pests have been with us a long time. The Japanese beetle, for example, made its illegal entry some time around 1916, probably from Japan. And it came to stay—even though our control operations have confined it to about 5 percent of our land area.

The gypsy moth, ironically, was brought over from Europe on purpose in 1869 in an attempt to interbreed it with the silkworm. Some larvae accidentally escaped, and the insect spread throughout New England. After 20 years New Englanders saw the result—destruction of fruit, shade, and forest trees. Although we now have it pretty much under control, we have not eradicated it by any means.

The common barberry, which carries stem rust of grain, was brought over from Europe by the

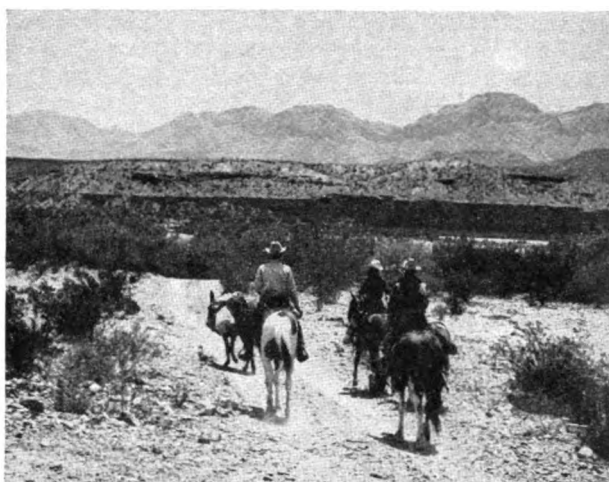


This innocent-looking basket of fruit hides many foreign fruitflies.

Colonists. They saw the connection between barberry and "blasted" grain by 1726 and enacted laws requiring landowners to destroy the bushes and imposed fines for non-compliance. When the westward migration got under way about 1865 many people took the barberry with them as ornamental shrubs. The plant escaped from these sources and grew wild in uncultivated areas among grain-growing lands. Much progress has been made in barberry control, but we still have it—and the rust—with us.

Chestnut blight, a native of Asia, was brought in through the port of New York some time before 1904, when it was noticed in New York City. It fanned out quickly and has destroyed our beautiful and valuable chestnut trees from Canada to the Gulf. Forty years of research has not produced a single American chestnut tree with enough resistance to be of practical value. It is a tragic sight to drive through the Blue Ridge Mountains and see the tall ghostly remains of our once beautiful chestnuts.

Newcastle disease of poultry is another example of a foreign disease that has made itself very much at home in the United States. For 15 years or more this disease has been spreading among our farm flocks until now it is established throughout the country. Although the disease is not as virulent as it is in Europe and Asia, we never



Sharp eyes and DDT clear this plane of insects and other agricultural pests.

Our border patrol is ever alert for animals that stray across the lines.

know when it may become so. The time-honored method of eradication by slaughter is too costly under present circumstances, so control is being sought through vaccination, quarantine, and other methods. Many of our older and more serious diseases—bovine tuberculosis, brucellosis, and hog cholera, for example—have been greatly reduced or controlled but never eradicated.

A Constant Threat

Because of our strict quarantine regulations, no dangerous foreign animal diseases have become established in many years. We've had some pretty bad scares though. Six outbreaks of foot-and-mouth disease have been eradicated during the last 50 years. Even as late as last year the deadly Asiatic strain of Newcastle disease was brought into California with a shipment of game birds from China. The disease was quickly detected and eradicated before it had time to spread. Many dangerous diseases such as rinderpest and surra have been entirely excluded from this country, though some have been intercepted at ports of entry through the careful work of our inspectors.

Foreign insects and diseases are a serious threat. Foot-and-mouth disease alone, if established, could decrease the supplies of meat, milk, and other animal products to the tune of 200 million dollars a year. The durra stem borer, a native of

the Mediterranean and Africa and potentially worse than the corn borer, could ruin our corn and sugarcane crops. The citrus black fly is just over the border to the South. In fact, it broke through our guard about 25 years ago into Key West but was quickly eradicated. Citrus trees heavily infested with the citrus black fly bear little marketable fruit. Oriental fruit flies and those from the Mediterranean and the South Pacific are all a potential threat to our fruit and vegetable crops.

First Line of Defense

The job of our army of inspectors is obviously a big one. They inspected more than 621,000 animals at ports of entry last year. At Athenia, N. J., we have an "Ellis Island," where animals coming from overseas are quarantined until they are given a clean bill of health. No domestic cloven-footed animals from countries having foot-and-mouth disease are even permitted to land. Foreign diseases that affect man as well as animals have been found among the four-footed aliens. No animal open to the slightest suspicion as a disease carrier is allowed to go farther into the U. S. Rejected animals are either slaughtered and cremated on the quarantine station grounds or returned to their native land. Even Frank Buck, the famous animal collector, was unable to bring in 10 Malayan

mouse deer in the twenties during a foot-and-mouth outbreak in California. Buck had failed to comply with the regulations on importing wild cloven-footed animals, and the USDA could take no chances with the dread disease. So, on board the ship in the California harbor, Buck sorrowfully chloroformed the tiny deer, about which he wrote: "If there is a more beautiful animal or one that makes its appeal more directly to the affections I don't know its name." Millions of pounds of animal products and byproducts, as well as forage, bedding, and garbage, are inspected to determine whether they may be permitted entry and, if so, under what conditions. The last outbreak of foot-and-mouth disease in the U. S. was traced to garbage containing meat scraps from a foreign boat.

Our plant quarantine inspectors are busy at maritime and border ports, including about 50 airports. Every insect stowaway and every plant that might harbor a pest is destroyed at once or otherwise safeguarded. During 1950, 43,000 ships and 57,400 planes were inspected. One out of every four carried contraband. Inspectors intercepted 22,186 dangerous plant pests—15,688 insects and 6,498 diseases.

Second Line of Defense

We not only work hard to keep these enemy aliens out—we try to control or eradicate those that

get past the barriers. The Mediterranean fruit fly, which threatened the Florida citrus industry, was eradicated in 1929. The Parlatoria date scale was routed in 1935. The USDA set a world record during the '80's when it eradicated pleuropneumonia in cattle in 5 years. Bovine tuberculosis has been reduced to less than one-fifth of 1 percent. The gypsy moth has been confined to a comparatively small area for the last 80 years.

Everyone Helps

Cooperation all along the line is needed to keep our country free of this sixth column. Shippers, packers, travelers, and the public are recognizing more and more the importance of our foreign and domestic quarantine laws and the inspections that are necessary to enforce them. In domestic transit, for instance, violations have decreased from 12 per thousand shipments in 1920 to less than 1 per thousand now. The press and radio, farm organizations, livestock associations, and many other groups help farmers learn how to protect their livestock and crops from insects and diseases. Farmers themselves contribute much to this great battle by keeping a close watch on their animals and crops and reporting any suspicious condition immediately to their county agent or other local authority.

"Through the Years" in Colorado

At their annual meeting in Pueblo, March 8 and 9, 1,200 home demonstration clubwomen learned how agriculture and industry work together in the State of Colorado. They celebrated 75 years of statehood, 80 years of service by Colorado A. and M. College, and 20 years of activity in the Colorado Home Demonstration Council. "Through the Years" was the theme of the convention, reports Mrs. Clara Anderson, Pueblo County home demonstration agent.

Educational tours included visits to the steel mills and the Colorado State Hospital, giving the delegates

from all parts of the State an opportunity to see the progress of industry and public welfare.

There was no limitation on delegations this year. Some women unable to attend both days arrived in time for the buffet supper at the steel center on March 8 and later

attended the pageant in the city auditorium.

This pageant, "Through the Years," was written and produced by home demonstration club women from the hostess counties. Families will be special guests at the performance.

4-H Members Ride Bikes Safely

FIFTEEN thousand skillful and safety-conscious teen-agers who are pedaling their bikes over New York's highways are setting a good example in cutting down accident rates in 1951. These young cyclists come from 70 communities that conducted a 4-H bicycle safety and care program in 1950.

Several years ago Carlton M. Edwards, Cornell agricultural engineer, became interested in the number of bicycle accidents in the State. He found that 70 percent of the 3,000 riders injured annually were under 16 years of age and that about half of the accidents were due to failure to obey traffic laws. Most of the other accidents could have been prevented by observing a few rules of bicycle safety.

The New York program is directed in the counties by the county 4-H Club agent. Extension specialists from the State College of Agriculture at Cornell provide materials and general supervision. The actual teaching is done in the schools with the cooperation of local police and one or more community service organizations such as parent-teacher groups, safety councils, or service clubs.

The course is divided into a 3-year program, beginning in the fourth grade, Edwards states. First-year members learn to check the condition of their bikes and get some instruction in bicycle laws.



The year's work is topped off with a performance test given by local police. During the second year bicycle adjustments are studied, and laws and safety practices are again taken up. Third-year members become junior leaders and study bicycle care under the leadership of a local repairman or some other qualified person.

This program isn't limited to large cities, or to small ones either, Mr. Edwards points out. Cities as large as Troy and Geneva had successful results in 1950, as did central schools with as few as 250 pupils. Studies have shown that, even in rural schools, 50 percent of the fourth-graders have bikes.

● Two members of the Maryland Extension Service were recently recalled to active duty with the armed forces. They are BOYD T. WHITTLE, who has been connected with the Animal Husbandry Department since July 1948, and J. MAGUIRE MATTINGLY, assistant county agent for Charles and St. Mary's Counties since July 1949.

4-H WITH COOPERATIVES

(Continued from page 36)

plies, insuring livestock and obtaining credit.

In addition to the groups of 4-H members participating in these cooperative activities many members as individuals are patrons of local farmer cooperatives and learn about them in this way.

Another line of activities for 4-H in the cooperative field does not involve business participation. This includes taking part in visits to cooperatives, in speaking, essay, or quiz contests on cooperation, in a local study group usually under guidance of a co-op leader, in a camp featuring cooperative training.

In 1949 Virginia conducted a carefully organized quiz contest in a group of 14 counties with 40 former cooperatives supporting the program. Arkansas has had several hundred contestants on an individual activity basis. Last year in Oklahoma 71 out of 77 counties had 4-H'ers who chose cooperation for their Timely Topics Speaking Contest.

Still another line of effort has been participation by 4-H members in cooperative meetings. Presentation of demonstrations appropriate to the business of the cooperative has been popular with both the associations and the 4-H members. 4-H bands have furnished entertainment, members have ushered, parked cars, served meals, and helped in other ways.

YOUR COMMITTEE

(Continued from page 38)

ships are highly personal, and for this reason such groups must be small. The larger groups, like farm organizations, professional societies, political parties, labor organizations, and country clubs to which we attach ourselves more or less inactively are known as reference groups. Groups form because the members have problems which they cannot easily solve alone. The kind of organizational pattern they set up must permit their problems to be solved with dispatch. Different problems may call for different types of organization.

Groups fail unless the members learn to play certain democratic roles and to suppress the playing of autocratic roles. The roles which destroy committee work are the aggressor, the blocker, the recognition-seeker, the dodger, the dominator, the help-seeker, the special-interest pleader, and the blamer.

Should any number persist in playing these roles, the group is justified—yes, it must even conspire together to discipline the player.

Several roles have been identified as necessary at one time or another in democratic group development. The better-known ones are the fact-giver, the spokesman, the expeditor who makes physical arrangements, the recorder, the encourager, the harmonizer, and the summarizer.

The less familiar roles include the initiator, the person who suggests new activities, ideas, or problems; the orientator, the person who seeks to have the group stay on the problem at hand; the facilitator, the person who seeks to keep communication channels open; the compromiser, the person who, operating within a conflict, offers to give ground, admit his errors, or yield his status; the evaluator, the person who compares or contrasts facts and attempts to measure the progress the group is making in solving its problems; and the analyzer, the person who keeps a record of the processes going on within the group and on occasion is expected to help the group determine the rate of integration or disintegration.

A group has two functions to perform. The first is to solve its problems; the second is to build, strengthen, regulate, and perpetuate the group as a group. Groups must do both jobs at the same time.

Not so long ago a number of able experts were appointed to a committee. It was regarded as "tops." But to everyone's dismay its report showed evidence of "deals," "horse-trading," and attempts to carry off the honors; and it was considerably "watered down."

About the same time another committee, unwilling to chance a

failure, began its work by listing the reasons committees fail. Then it took stock of each member's abilities, interests, and experiences. During this process each member had time to examine his own motives and to become aware of the competencies of others.

Ever so often this committee stopped to evaluate its progress and procedures. And because of this the members began to think and work as a unit. "Every now and then," the report said, "the discussions would break down because one of us found it difficult to get used to the science of group thinking and would lapse into the role of a prosecutor or a defendant." But in time the committee matured and wrote a report so clear-cut and decisive that it became the basis for the entire Atomic Energy Commission.

7 Do's for Committees

1. Bring into the planning phases all persons who are expected to be integrated into the program.

2. Set out to discover the potential resources of each member of the group. Maximum production is achieved only when we learn to respond to each other in terms of competencies rather than personal likes and dislikes.

3. Make each new idea become the group's property. Then judge ideas rather than personalities.

4. Consider each committee member a "change agent" with responsibilities for helping the group change its behavior. Remember, no one—not even the chairman—can become any better than he is unless he changes.

5. Appoint an "analyzer" to record and report at frequent intervals what is going on. He evaluates processes rather than motions made. Thus each member becomes more conscious of the group's direction—toward integration or disintegration.

6. Establish an atmosphere that is conducive to change; cherish differences; maintain an atmosphere freed of fears.

7. Become informed about, and skillful in playing, the roles that build up, and suppress those roles that destroy.

GOVERNMENT

(Continued from page 37)

wide taxing authority simply became essential, and exercise of the power to tax moved to Washington to an alarming degree.

We didn't recognize promptly what had happened, and we had no immediate hope for a solution. Some of us threw up our hands in despair and declared that centralization of government is inevitable. "It is the price," we said, "that must be paid for the benefits of an integrated society under modern conditions of communication, transportation, and interdependence." But that was only temporary. More and more of us are now sharing with you people in the Extension Service the vision of local participation in government along with uniformity of general policy and centralization of tax collections. Administration can remain local, and citizen participation in and contribution to government can be maintained. Some of us have discovered, indeed, that citizen participation in formulating general Nation-wide policy has increased tremendously, in fact, although in a different form.

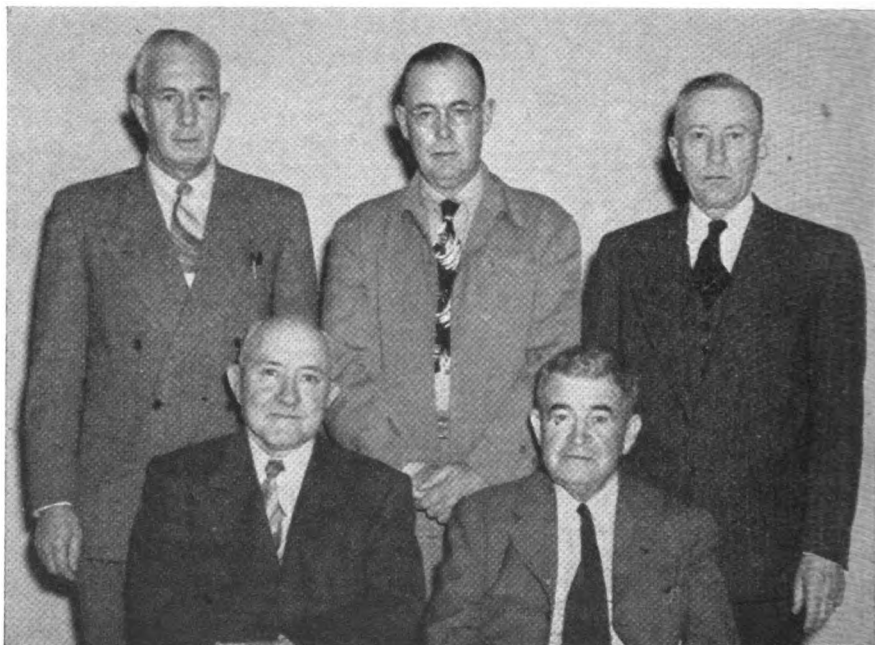
Never before were there so many and such aggressive citizens' committees, parent-teacher associations, chambers of commerce, and the like discussing and resolving on public issues and bringing their points of view to bear at the seat of government in Washington where most final decisions on national policy are made. The county officials are typical. They have considered in thousands of separate meetings most Nation-wide programs, actual or potential, that are likely to affect county government. Through their State associations and ultimately their national associations, their hopes and desires, objections, approvals, wisdom, and judgment have been crystallized, and the crystallization is contributed with vigor, though sometimes not welcomed, whenever it has any bearing upon action taken at the national level of government. The same is true of some, or more likely hundreds, of other groups.

Conversely, I am sure the country was never before so well prepared to keep citizens informed on what their government is doing. We hear much about the Federal Government's close supervision of the localities. Let me assure you that no government was ever under such close and constant surveillance as the Government of these United States. Hundreds of organizations have representatives here at the Capital. Here again the county officers are typical. We have our regular news letter and monthly magazine to keep our members informed. By special bulletin in an emergency we can get information vital to counties into almost every courthouse in the United States with remarkable speed. This, likewise, is true of all the other national organizations.

New patterns of cooperation are

already well advanced to synchronize local participation in government with centralization of the taxing power, uniform national policy, and centralization of research and technical information. The Extension Service has probably made the greatest advance in this respect. Following closely is the Federal-aid highway program, extending to the local level only in 1944. Others now well known are the social security and public assistance programs, the Federal hospital construction program, and I suppose I may add the TVA and other Valley authorities although they are not free from difference of opinion. In all these, I believe a genuine effort has been made and, I believe, substantially achieved to maintain local participation and to integrate it with essential State and national participation.

Pioneer Agents Honored



● Six veteran extension workers of Idaho were recently honored by fellow workers in Moscow. The five men shown above, whose total years on the job represent more than a century and a half, are: Back row, J. W. Barber, Moscow; C. W. Daigh, Twin Falls; and P. M. Jesness, Mountain Home. Seated: Joe Thometz, Lewiston; and E. F. Rinehart, Boise. Miss Marion Hepworth, Moscow, was not present.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

More Blue Bloods in DHIA

A gradual shift from grade to registered animals is occurring in many DHIA herds, say our dairy people. About 37 percent of the cows now enrolled in dairy-herd-improvement associations are registered. The biggest reason for this shift is membership in artificial-breeding associations, which makes it possible for the dairyman with a small herd to have the services of high-quality registered sires at comparatively low cost. The availability of these superior blood lines is an incentive for DHIA members to purchase one or more good registered cows from which to raise their own herd replacements. On January 1, 1950, 404,293 out of a total of 1,088,872 cows on test were registered. The Holsteins led all the breeds with 198,027 registered cows enrolled in the DHIA. Ohio led the States percentage-wise with 62.5 percent.

Thin the Blossoms and Sell More Apples

Thinning of apple blossoms in the spring is giving consumers a bigger, better, and more regular supply of apples. Working with orchardists in the Northwest, scientists found, during five successive seasons, that chemical thinning of blossoms in Golden Delicious orchards resulted in gains averaging six boxes per tree, or 15 percent. Dinitro blossom thinners such as Elgetol were used as a spray in the thinning operation. Chemical blossom thinning is already a going practice in the Northwest, where spring frost is not such a critical factor in cutting down fruit set, and is catching on in some eastern areas where danger of frost is not great. The new thinning

technique is making it possible for the apple grower to have what he must have to stay in business—trees that yield a good crop of salable apples every year.

New Peanut Harvester

A harvesting machine that may be a big step forward in cutting the cost of producing peanuts has been developed by agricultural engineers of the University of Georgia and the U.S.D.A. Although the machine will not soon be available for farmers, the engineers say it is a step toward sound harvesting principles that eventually may be incorporated into manufacturers' designs for production in quantity. The machine is a cylinder-type combine. It can clean, dig, stem, and bag an acre of peanuts in an hour. It takes much of the drudgery out of peanut harvesting, cutting out altogether the tedious and laborious job of stacking. It will also handle windrowed peanuts, combining 2 acres an hour from a windrow of 4 rows. The engineers believe the machine may be another means of increasing production of peanuts—a versatile crop that yields nutritious food and feed and important industrial raw materials.

Heredity vs. Environment

The old question, Which is more important: heredity or environment? will probably never be answered. But here is an argument on the side of heredity. Meat studies at ARA's field station at Miles City, Mont., showed that carcass and meat characteristics of cattle are considerably influenced by breeding. For example, they showed variations in dressing percentage, commercial grade, fatness, and mus-

cling among the steer progeny groups representing 13 Hereford sires. These cattle had all been produced under the same conditions of feeding and management, yet the average dressing percentages ranged from 56.7 to 58.7. As slaughter cattle, 1 group was low Good in grade, 5 were Good, and 7 were high Good. As dressed carcasses, 6 groups were low Good, 7 were Good, and none were high Good.

Chain Reactions in Legumes

When a farmer inoculates his legume seeds with the right bacteria, he starts a "chain reaction." Proper inoculation means more nitrogen for the legumes, for grass growing with them, and for crop plants that follow, more protein yield per acre, better grazing, and better hay. The inoculant is prepared by mixing the proper legume bacteria with a carrying agent. The mixture is then moistened and mixed with the legume seed. These bacteria produce nodules on the roots and live off the plant, but in turn they furnish the plant with nitrogen taken from the air. Special inoculants are available for spring sowings of alfalfa and sweet-clover, red, white, and alsike clover, peas, and soybeans. Our agronomists say that well-inoculated legumes fertilized with minerals increase yields of pasture three to four times. They also furnish the required protein for high livestock production. For example, a thoroughly inoculated ladino clover crop on fertile ground may add as much as 240 pounds of nitrogen to the acre. This is equivalent to 1,500 pounds of protein or 1,200 pounds of a 20 percent nitrogen fertilizer.

Regional Short-Term Schools for Extension Workers

IN A REPORT of summer school leave last year a county extension worker makes this concluding statement:

"I wish to thank those who had vision enough to see the value of professional improvement and by the practical application of such vision made it possible for me to attend a summer session. The fruits of my labors will not be seen in dollars and cents but in the better understanding of my job and in the practical application of such understanding in my daily work."

Five regional short-term schools for extension workers will be held this year. The institutions where they will be held, courses, and dates follow.

Northeast Region, Cornell University, July 9-27

Extension work with 4-H Clubs and young adults; Extension's role in the field of public problems; Extension information (press, radio, visual aids, etc.); psychology for extension workers; program building in extension education; supervision of extension work (for supervisors and administrators).

Write to L. D. Kelsey, Professor, Extension Service, Roberts Hall, Cornell University, Ithaca, New York.

Central Region, University of Wisconsin, June 11-29

Organization and methods in adult extension work; Extension's role in the field of public problems; psychology for extension workers; 4-H organization and procedures; evaluation in extension work; philosophy of extension; extension publications; developing extension programs.

Write to V. E. Kivlin, Associate Dean, College of Agriculture, University of Wisconsin, Madison 6, Wisconsin.

Western Region, Colorado A. & M. College, First Term, June 18-July 6

Public affairs in extension education; principles and techniques in extension education; rural sociology for extension workers; principles in the development of youth programs.

Western Region, Colorado A. & M. College, Second Term, July 16-August 3

Consumer education for extension workers; Extension information service; public relations in extension education; conference leading for extension workers.

Write to F. A. Anderson, Director of Extension, A. and M. College, Fort Collins, Colorado.

Southern Region, University of Arkansas, July 30-August 17

Use of groups in extension work; development of extension programs; effective use of news media; psychology for extension workers; Extension's role in public problems; evaluation in extension work; methods of doing extension work in nutrition—a workshop.

Write to Lippert S. Ellis, Dean, College of Agriculture, University of Arkansas, Fayetteville, Arkansas.

Regional Negro School, Prairie View A. & M. College, Prairie View, Texas, June 4-22

Extension history, philosophy, and organization; Extension methods; development of extension programs; news, radio, and visual aids; psychology for extension workers; evaluation for extension workers.

Write to G. G. Gibson, Director of Extension, A. and M. College, College Station, Tex.

● Larimer County, Colo., home demonstration clubwomen report

that during the year 2,700 persons registered at the shoppers' lounge which they sponsor in Loveland. The lounge is open daily from 10 a.m. to 5:30 p.m. and on Saturday until 8 p.m.



● WILLIAM CLARK, Rockland County (N. Y.) agricultural agent for the past 14 years, was elected president of the New York State County Agricultural Agents Association at a recent meeting at Cornell. A University of Vermont graduate, he has worked as assistant agent in Columbia and Ulster Counties and has specialized in fruit and truck crops.

Other officers elected were Nelson Mansfield, Oswego, vice president; Roger Cramer, Jamestown, secretary-treasurer; and directors: Louis Dickerson, Lockport; Milton Hislop, New Hartford; John Swan of Troy; William Palmer, Kingston, and Irving Davis, Watkins Glen.

At the 1951 farm outlook conference, the New York county agents pledged themselves to combine forces with farmers and their families in a program of "long hours and hard work" to meet the demands of the national emergency. Fred B. Morris, State leader, declared: "The people of New York State can expect county agents to give the same excellent service they gave during World War II. . . ."

NATIONAL 4-H CENTER

(Continued from page 39)

the Association of Land-Grant Colleges and Universities. W. A. Sutton, State 4-H Club Leader of Georgia, is chairman and Gertrude L. Warren, Federal Extension Service, is secretary. Other members are F. L. Ballard, associate director, Extension Service, Oregon State College; J. O. Knapp, State director of extension, West Virginia University; T. B. Symons, retired director of extension, University of Maryland; Minnie Price, State home demonstration leader, Ohio State University; Albert Hoefler, State 4-H Club leader, New York State College of Agriculture; Mrs. Corrine White Ketchum, assistant State 4-H Club leader, Michigan State College of Agriculture and Applied Science; Mylo S. Downey, State Boys' Club leader, University of Maryland; W. G. Lehmann, Federal Extension Service; E. W. Aiton, formerly field agent, Federal Extension Service and now executive director, National 4-H Club Foundation, Inc.

Funds for the purchase and operation of the Center are from contributions of 4-H Clubs, from individuals and groups interested in rural youth, and similar non-governmental sources.

The board of trustees states that youth groups interested in rural life will be given priority in use of the Center when it again becomes available. It is intended that the delegates and leaders attending the annual National 4-H Club Camp will make the Center their headquarters and that international, national and State youth groups, national, State and county extension workers, and other related groups may also use it so that it may be in service throughout the year.

Program—February 14, 1951

Hostess and Mistress of Ceremonies—Miss DiAnne Mathre, 4-H Club Member, DeKalb, Ill.

Music—The United States Air Forces Band, CWO Frank A. Reed, Andrews Field.

Pledge of Allegiance and 4-H Pledge—Miss Florence Duke, 4-H Club Member, Prince Georges County, Md.

Invocation—Daniel Thomas Brown, 4-H Club Member, Martinsburg, W. Va.

"The Birth of an Idea"—George Bull, Jr., 4-H Club Member, New York

"The Development of an Idea"—E. W. Aiton, Executive Director, National 4-H Club Foundation, Inc.

Presentation of the Under Secretary of Agriculture—M. L. Wilson, Director of Extension Work

Dedication of the National 4-H Club Center—Clarence J. McCormick, Under Secretary of Agriculture

Pen Ceremony—For God

For Country

For the Education, Culture, Dignity and love of Mankind—A. G. Ketunen, Chairman, Board of Trustees and 4-H Club Leaders, participating

For a Better World—Harold Mullinix, 4-H Club Member, Mt. Airy, Md.

Response from the Office of the Secretary, National Defense Establishment, Brigadier General Gordon E. Textor, Assistant Chief, Army Engineers for Military Operations

The Lord's Prayer—Janice Anzulovich, 4-H Member, Prince Georges County, Md., Paul Kenestrick, accompanist

Tea and International Friendship Hour—Miss Gertrude L. Warren, in charge of arrangements

Tour of the Buildings and Grounds—Mylo S. Downey, State Boys' Club Leader, Maryland.

● **WILLARD A. MUNSON**, Director of Extension in Massachusetts, retired February 1 after nearly 25 years as extension director in the Bay State.

It is hard to find a development in New England agriculture which Director Munson has not had a part in molding. His conscientious work with farm problems stems from his farm background and agricultural training. He was born on a farm near Hudson, Mass., and was graduated with honors in 1905 from the Massachusetts Agricultural College, now the University of Massachusetts. Following graduation, he spent 10 years as a fruit grower.

Director Munson began extension work as the first county agent in Norfolk County, Mass., from 1915 to 1920. In addition to setting up a strong county extension service there, he helped establish the Norfolk County Agricultural School in Walpole.

He pioneered market studies and service reports to farmers as direc-



WILLARD A. MUNSON

tor of the Division of Markets in the Massachusetts Department of Agriculture from 1920 to 1926. Two unique services have grown from his work there, the New England Crop Reporting Service and the New England Radio News Service.

Since becoming director in 1926, he has brought about an organization equally strong in agriculture, homemaking, and 4-H Club work. He has done much to coordinate the work of Federal, State, and local farm agencies.

County extension staffs have been developed as unified local services under Director Munson's guidance. Each has been given a maximum responsibility which has resulted in programs closely adjusted to the needs of local people. This has also developed an attitude of friendly teamwork among county workers and State extension specialists.

Professional standing of extension workers in Massachusetts has risen steadily under Director Munson's leadership. They have been accepted on a professional basis with other members of the college faculty, which brings them attendant advantages of adequate salaries, retirement, sick leave, and vacations.

In 1949 he was awarded the Distinguished Service Ruby, the highest award of Epsilon Sigma Phi, and a Superior Service Award by the Department of Agriculture.



This 4-H Club boy (in top picture) agrees with a bank vice president that it pays to be thrifty. He and the university coed practice thrift in caring for their livestock. Both invest in U. S. Savings Bonds.

EARN—*While you learn*

SAVE—*Part of what you earn*

SERVE—*Your country by saving*

The 4-H Thrift Program offers 4-H boys and girls an opportunity to help America build up its "muscle" to resist Communist aggression. By putting extra dollars into United States Savings Bonds, boys and girls will serve themselves and their country. Money put into Savings Bonds is noninflationary and will be a help in the future.

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APRIL 1951

Home
Demonstration
Week
April 29 to
May 5, 1951



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EXTENSION SERVICE
Review

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The Cover This Month

● In Bel Air, Md., as in thousands of other communities, spring means remodeling and making over the children's clothing of last season. In this typical homemaker's problem, Home Demonstration Agent Virginia McLuckie and Local Leader Mrs. Patterson go over some of the possible solutions. Picture by Ed Hunton, Extension Service.

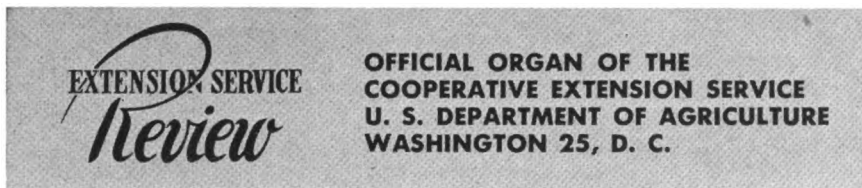
Next Month

● May 6-13 is the twenty-eighth National and Inter-American Music Week with the theme, "Enrich Your Living Through Music." The basic aims are to advance the love of music and show its value in modern life; to increase the performance of music by groups and individuals; and to multiply opportunities for young talent and widen acquaintance with good music by American composers.

● Michigan is doing an effective job of presenting through discussion groups the facts on two hotly controversial subjects. "To our thinking, the job we're doing in the emergency on inflation and communism is outstanding. It's taking hold, too," writes Earl C. Richardson, extension editor, in sending the article to be published next month. He says the article itself is the result of an amalgamation of ideas around the place, and authorship should be attributed to the staff.

● May is the month of Home Demonstration Week. Copy has to go to press too early to get many of the plans into this issue, but next month will carry an article giving some of the activities and an evaluation of the "Week" as observed during the past 5 years.

● Everyone hopes to climb the ladder of success, but just how to get started is a problem. An excellent program to help with the "project ambition" is working in Ohio and is explained by E. O. Williams, county agricultural agent in Toledo, Ohio. Mr. Williams is chairman of the Professional Improvement Committee of the National Association of County Agricultural Agents.



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NO. 4

Prepared in the Division of Extension Information
LESTER A. SCHLUP, *Chief*
CLARA BAILEY ACKERMAN, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*
GERTRUDE L. POWER, *Art Editor*

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Home Demonstration Week

HOME DEMONSTRATION WEEK,

April 29-May 5, is a time of taking stock and laying plans for strengthening American homes against the strain of defense mobilization. The theme, Today's Home Builds Tomorrow's World, fits the times. Today's home faces the challenge of providing for sufficient strength to meet the uncertainties of tomorrow's world. The women in home demonstration work are marshaling their forces to meet that challenge. Some are choosing to emphasize responsibility toward children and youth. For example, Pennsylvania women took for their text the following quotation from the White House Conference report:

"No matter what the storms, no matter what the stresses, no matter what the world problems, it is our intent and purpose to keep our minds firmly fixed upon the welfare of our children and to promote that welfare under all conditions, recognizing that they are the vital-

ity, after all, of this great experiment which we are making on this continent."

Pooling their ideas on what should be done to make the world a better place for children to grow up in, they worked out their home demonstration week observances. Civilian defense was chosen by some States such as New Mexico for special study. A group of Kansas women trained to give a good talk on "What a homemaker can do to keep America strong." This is being featured in 14 district meetings.

Since the reservoir of know-how and leadership experience available among local leaders is a resource in this time of emergency, many States are featuring their local leaders. Nebraska, Kansas, and Iowa, are recognizing local leaders in a tri-State affair at Omaha, Nebr.

Other States are specializing in promoting international understanding. Letters to pen pals, international teas, folk days, and speak-

ers on world affairs are making international situations clearer to many a home demonstration week participant.

Safety, home nursing, first aid, blood bank, community health are among the other topics chosen for emphasis among local women.

In this home demonstration week issue, a special message for home demonstration workers has been prepared by leaders in national defense programs. Fighting inflation, civilian defense, highway safety, what the home economist can do, how foreign women learn about what American women do and say, and how to reach more people are among the articles which commission home demonstration workers on a special home front detail.

M. L. Wilson, Director of Extension Work, wrote in a letter to volunteer leaders everywhere:

"So I rejoice with you in the progress of home demonstration work both in this country and abroad."



Observance of Home Demonstration Week is in the hands of the Home Demonstration Council in many States. Here the President of the Texas association, Mrs. R. M. Almanrode, discusses plans with Director Gibson, who holds the official association paper.



The health of the children must be safeguarded and that is just what Mrs. Robert Byrne, Jr., President of the Huerfano County, Colo., Home Demonstration Council, is planning with Home Demonstration Agent Mrs. Lucille White through a well-baby clinic.

The Economic Stabilization Program and the Rural Family



Chase Going Woodhouse.

CHASE GOING WOODHOUSE, Consultant
Office of Price Stabilization

THE RURAL FAMILY shares with the urban family the burdens of inflation as reflected in the high prices both pay for everything they have to buy. Inflation hits all of us, for it cuts the value of the defense dollar which at current high prices buys less in terms of planes, tanks, uniforms, and all defense items than it did before Korea. The tragic danger of inflation is that unchecked it could undermine our entire economy and ruin our program of increased production for defense needs.

Inflation is an economic disease that appears when the supply of purchasing power is more than the equivalent of the volume of goods available for civilian purchase. The result is similar to an auction where there is one very good antique desk and several people with ample check books bidding on it. The price goes up.

How did this imbalance between the amount of available civilian goods and of purchasing power come about? Well, since 1946 we have been producing at peak vol-

ume but we have added to the purchasing power — the wages, profits, rents derived from that production—more purchasing power in the form of building mortgages, installment credit, and bank loans. When we buy a \$200 refrigerator, for example, and pay \$50 down and the balance on installment credit we take the refrigerator out of the production side of the equation but do not take the equivalent out of the purchasing power side. In fact we take out \$50 and add \$150. Thus, the effect of the purchase of a refrigerator on credit is inflationary.

So while we were increasing production we were increasing purchasing power still faster. This built up inflationary pressures. However, we probably could have handled the situation if Korea had not set off the spark. People remembered 1942, the shortages, the rising prices. There was scarce buying, hoarding by consumers, stockpiling by manufacturers, speculation, a scramble for profits. Prices started up and kept on going higher.

What Is the Cure?

What is the cure for this situation, for inflation? There is no one simple remedy. Some people say cut Government spending, balance the budget, and all will be well. Would that it were so simple. However, this last year the Federal cash budget showed a surplus of some 2 billion dollars. It was not government spending which sent prices sky rocketing in the last 6 months of 1950.

Private deficits, buying on credit, constituted a very important factor. So we have placed curbs on building credit, curbs on consumer credit, and voluntary restrictions on bank

loans, all directed toward cutting down excess purchasing power. Heavier taxation and renewed emphasis on the savings program, buying of long-term government bonds, are directed toward the same end.

On the other side of the equation we have pushed the constructive positive program of increased production with real success.

It Looks as if We Were on the Right Trail

While these cures, credit curbs, heavier taxation, increased savings and increased production are working, price controls are necessary to alleviate the situation, to halt the price spiral. The fact that since February 20 certain important price indices have shown a slight downward trend is an encouraging indication that we are on the right trail.

Somehow we must get everyone to realize the seriousness of this fight against inflation; to understand that paying only legitimate prices, discouraging the black market by social disapproval, refusing to be panicked by rumors of this or that shortage into scare buying; in fact, buying only what we really need and forgetting all about the Jones for the time being at least, is our day-by-day job for the defense program.

There is nothing glamorous about this job of watching prices, of disciplining ourselves to buy only what we must have and to save all we can. Yet, it is a vital job if we are to reach our goal of strength so great as to avert war and to give hope that the nations of the world will have time to learn to live and work together in peace.

How Home Economists Can Help Homemakers Meet the Impact of the Defense Program

GERTRUDE S. WEISS, Family Economics Division,
Bureau of Human Nutrition and Home Economics, USDA

HOMEMAKERS are beginning to feel the impact of the defense program on the market. Prices of consumer goods have increased. Even with price-control legislation now beginning to operate, there is no prospect that prices families pay for daily purchases will cease to create problems in home management. Some household goods are already less plentiful; substitutes for others are in prospect.

In this situation, home economists can make an important contribution in helping families with their problems. They can suggest substitutes for scarce or high-priced goods in terms of the basic properties and qualities of these goods, the known needs of families, and customary practices in use of the goods. For example, the home economist can evaluate the wisdom of substituting one food for an-

other in terms of the contribution each makes to the nutritive quality of the diet. Home economists also know which are the "critical" nutrients—the ones most likely to be short in the average diet or in diets of certain population groups. Average city diets, for example, are likely to be short in calcium. Diets of teen-agers, particularly girls, are known to be poorer than those of other groups.

To be most useful home economists must supplement their basic training with current knowledge of the market. Homemakers' problems are in the "here and now." As a result, the home economist cannot find all the answers that she needs in books. She needs to have current information on the local market situation and to learn how to apply her basic knowledge to it.

As during World War II, regula-

tions of defense agencies will affect the kind, quantity, and price of consumer goods available. An understanding of the regulations will give the home economist forewarning of the problems that homemakers will face.

Chief among problems on which homemakers now want help is the selection of "best buys" in food. In times when prices are changing, help on this problem is not easy to give. Tradition and training in home economics may list certain practices as economical and certain food combinations as "thrifty." But in facing homemakers who are dealing with the daily problem of food buying, constant reevaluation of these concepts is needed.

Evaluation of the many services markets now offer to homemakers is another challenge. Domestic servants are few. But a homemaker can buy in a grocery some of the services of many workers as in baking, canning, preserving, and meat cookery. How much is she paying for these services? Are they a "good buy" for her and her family? Answers must be framed in the here and now. What are the alternatives, and what are relative costs? How important to this particular homemaker is the saving of time and labor that is offered? Homemakers make these decisions daily. Home economics can help them to make them more wisely.

Hand in hand with the problem of selecting goods goes that of deciding how much to buy on the market and how much to produce at home. Rural families who can have gardens or who can decide to produce such important foods as

(Continued on page 71)



New York home demonstration agents learn new ways of planning and preparing meals in a training school at Cornell University.

Women of the World Look to America

DOROTHY TUTTLE

Women's Editor, U.S.A. Life, State Department



WOMEN in all parts of the world are looking to American women for guidance in taking a more active role in the social, political, and economic life of their own nations. Information on how women in the United States participate in cultural and civic activities of their communities and in national and international affairs is an important part of America's "Campaign of Truth."

The story of how women live in a free society is being distributed throughout Asia, Africa, Europe, and Latin America by the U. S. Department of State's Office of International Information under the direction of Edward W. Barrett, Assistant Secretary of State for Public Affairs, and former editorial director of *Newsweek* magazine. The overall program is planned to explain the aims and policies of the United States and to combat Soviet propaganda about America.

There are three divisions of the International Information Office. News, features, and photographs are distributed to more than 10,000 newspapers and periodicals in 85 nations by the International Press and Publications Division (INP).

The Voice of America

The Division of International Motion Pictures (IMP) provides films for an estimated audience of 120,000,000 persons. Broadcasting to the world is the work of the International Broadcasting Division better known as the "Voice of America."

Each of these divisions gives prominent play to the women's angle. They explain how American

women use the privileges they enjoy in a free nation to help make the world a better place in which to live. They present a graphic picture of women in the United States at home, at work, and at play. They show how a government "of the people, by the people, and for the people" benefits all women. They tell how women's organizations in the United States exert a strong influence on local, national, and international affairs.

Response Is Enthusiastic

Interest in the American women's status is shown by the overseas response to the "Campaign of Truth." For example, American Embassy reports from all over the world are received regularly by the State Department, giving details on the wide use made of the material distributed overseas.

Women's articles are being enthusiastically requested by prominent women in Australia. "Some are editors of women's publications or editors of women's pages," states the report from Australia. "Others are women leaders in Australian public affairs and women's organizations who use this material for background in connection with talks on the United States."

Among the articles listed by the Australian women as being "most interesting and instructive" were those entitled "Women's International Exposition," "Simplifying Housework," "Picture Cook Book," "American Mother of the Year," and "Women With Wings." Nearby New Zealand reported that 17 women's feature articles were worked into a master script for use by producers of the "Women's Hour"

radio program in four major centers of the Dominion.

A story on the model kitchen developed in the laboratories of the U. S. Bureau of Human Nutrition and Home Economics, brought requests by several thousand housewives in the Netherlands for copies of a booklet mentioned in the article.

From Africa came requests for a book on ironing which was described in a feature article called "Easier Wash Days," appearing in women's publications of that continent. Many newspaper clippings and magazine articles printed in publications of Asia also arrive in Washington showing translations of the women's articles.

Interest in Rural Women

South America reported widespread interest among women readers in an article called "Handi-Coat," telling of a new utility coat for women designed in the Agriculture Department's laboratories. There is a tremendous amount of interest overseas in the activities of rural women in the United States. Articles on home demonstration agents, farm and garden groups, and the Countrywomen's Council have wide appeal.

The women's feature articles are written in the State Department's INP Division and published in U. S. A. Life. Distributed throughout the world every week by airmail, it includes news items, general features, biographical sketches, and signed articles on all phases of

(Continued on page 71)

What Do Americans Eat?

FOODS from foreign countries have intrigued American women in many places. The Connecticut home demonstration project "What's Cooking in Your Neighbor's Pot" brought in many new and interesting foreign recipes to add both variety and nutrition to Connecticut meals. The Yolo County, Calif. home demonstration clubwomen, enriched the family diet with foreign foods as described in the January Review. But here is a story from far-off India where native homemakers tried out some American foods.

The occasion was the Supplementary Food Exhibit organized by the All-India Women's Food Council. The New Delhi American Women's Club brought in the new ideas with an exhibit for which they received two prizes. One was the Prime Minister's silver cup for the best exhibit and the other for the best balanced highest caloric value, one rupee meal.

Many things about this story sound familiar. The exhibit was in the interests of the "grow more food campaign," to educate and encourage the public in the use of supplementary foods and seasonal vegetables and fruits such as roots, tubers, pulses, singhada, tapioca, ground nuts, and millets.

The American women exhibited two meals, lunch and dinner. No meat, white sugar or rationed items of wheat flour and rice were used. The 1,150-calorie lunch weighed 20 ounces and cost approximately 20 cents. It was a three-salad plate, stuffed tomato with cottage cheese; potato salad; and pineapple, nut, and cabbage salad. Corn muffin and banana fluff completed the meal.

The 1,050-calorie dinner weighed 25 ounces and cost approximately 21 cents. Cream of cauliflower soup, sweetpotato-peanut butter ring, buttered string beans, creamed onions, grilled tomato and Indian corn pudding made up the dinner.

Two tables set complete with silver, linen, dishes, glassware, and

floral decorations showed individual servings. A third table was set buffet style with each lunch and dinner item in appropriate serving dishes.

The judges, officials and more than 1,000 other visitors had a chance to taste samples of these meals. Mimeographed copies of recipes, including the cost and caloric values, were given out as long as the supply lasted. Three hundred copies were given out and 1,500 more could have been used. Copies were later filed with the United States Information Service Library, so that some of the interested people would have a chance to get the recipes.

10,000 See Exhibit

Some 10,000 private citizens of India visited the exhibit as well as President Dr. Rajendra Prasad, the Prime Minister and the ministers of health, food and agriculture. The American women found their Indian visitors extraordinarily interested in what Americans eat. Part of this they attribute to frank curiosity about life in the United States. Indians were surprised that Americans, though not vegetarians, often ate meals composed of vegetables. But most of all they showed a genuine desire to know how to prepare these appetizing-looking, nutritious, and inexpensive meals, which were so different from the unvarying Indian meat or vegetable curries, chapaties, and cakes.

Men were particularly interested, apparently because in the middle and lower classes they do the buying. Some returned as many as four times to ask questions or receive promised recipes. Sometimes the wife was brought after the first visit, with the man acting as interpreter. Volunteer workers from the American Club described in detail just how to make the dishes.

The all-India Women's Food Council was very appreciative of

the American women's cooperation in their exhibit. The common interest in feeding the family has proved again the basis for real international understanding.

More Opportunities for Graduate Study

THE extension workers who attended the Midcentury White House Conference and then the Extension Conference on Children and Youth that followed were unanimous in their decisions that one of the important follow-up programs for the Extension Service is more training in child development and human relations for extension workers. The following opportunities for study have come to my attention.

The Merrill Palmer School of Detroit, offers a number of special grant scholarships and nine student assistantships for graduate students. These give more direct experience with children and families in normal groups and in clinical situations than in usual graduate work and provide a continuous learning experience rather than a mere routine. The Merrill Palmer School has a wide community program in Detroit and the surrounding areas and offers a fine area of field experiences along with study toward advanced degrees. Complete information can be obtained by writing to Merrill Palmer School, 71 Ferry Avenue East, Detroit 2, Mich.

A work conference on Education for Marriage and Family Life is scheduled at Teachers College, Columbia University from July 2 to July 20, 1951. This conference is designed for workers concerned with family life education in schools, colleges, churches, social welfare, public health and other social and government organizations. A registration of parents is also planned. Information as to registration and program may be secured by writing to Professor Helen Judy Bond, Chairman, Interdivisional Major, Education for Marriage and Family Life, Teachers College, Columbia University, New York 27, New York—*Lydia A. Lynde, Extension Specialist in Parent Education.*

HELP WANTED

Research is the backbone of the Extension Service. In times of stress, adequate research is even more vital to an effective service. Yet in the rush and bustle, it is likely to draw less support. A recent report on home-economics research, highlighted here, furnishes facts which can be used to sustain interest.

THAT home economics is a changing field, with only a small area of its vast panorama searched and researched, is seen in a report of November 1950, made by the Home Economics Research Problems Committee for the Association of Land-Grant Colleges and Universities.

Leading the way in showing the tremendous, unexplored field relating to home problems, are the homemakers themselves, who are in contact with extension workers the country over. Their compilation of queries of "hows" and "whys" in relation to present-day home problems is a challenging one.

It came about as the result of the Extension Committee on Research Problems set up in 1947, then renewed for 2 years at the request of the Committee of the Home Economics Division of the Land-Grant Colleges. Its purpose was to find what problems, arising out of the needs of homemakers, should be referred to the Division Committee on Research.

Members of the committee were: Azalea Sager, Oregon, for the Western Region; Florence Atwood, Nebraska, Central Region; Frances Scudder, New York, Eastern Region; and Myrtle Weldon, Kentucky, Southern Region.

"Help wanted" might well have headed the staggering list of requests submitted by homemakers, home demonstration agents, and extension specialists and supervisors, covering all phases of home-making—housing, equipment, clothing, textiles, foods and nutrition, family life, health, home manage-

ment, home furnishing, gardening, insecticides, recreation, community organizations, community improvement, education, teaching methods, religion, and many others.

Some subjects listed were not problems for research, but rather for investigation or experimentation, according to the committee. Others were requests that material on hand be made available. On many, research was under way or completed. The committee made no attempt to evaluate the problems nor to check against research completed, leaving that instead to the research group, it was stated.

A New World Needs New Facts

It is significant that the requests "gave evidence of changing needs and problems of homemakers with changing patterns of living, new materials, new equipment, new services and scientific discoveries." For example, new fabrics and finishes brought a score of requests for such studies as the durability of water-repellant and water-resistant finishes, and the effect of chemicals on synthetics.

The psychological effects of clothing included study requests on relationship between clothing and juvenile delinquency, and the effect of dressing children alike.

Continued research on the use of non-fat dried milk solids, of waterless cookery in stainless steel, and the effect of freezing on the food value, flavor and texture of foods was asked. The effect on cost and

quality of pre-packaging meats, vegetables, and milk showed questions in the homemaker's mind on present day trends.

Problems in management and buymanship included such subjects as the comparative effects of detergents and laundry soap, the effect of bleaches on special finishes, the effect of automatic dryers on the wear and shrinkage of garments, and automatic dishwashers versus hand washing when convenient arrangement and proper standards are used.

Homemakers recognized new problems in housing when they asked for studies on storage needs when there is neither attic nor basement, costs and effectiveness of various cooling systems, low-cost methods of eliminating condensation in houses, and use and wearability of plastics in home furnishings.

Family problems were brought out in requests for study of the evaluation of cost of installment buying in terms of money, family relationship, and behavior problems, the influence of television, radio, movies, and comics on behavior habits of children of 8 to 14 years, and the effect of long hours, necessitated by the school bus and consolidated schools, on the health and family life of the children.

In addition to acquiring a list of more than 100 problems about which homemakers are giving considerable thought and wanting information, the committee found "the study has values beyond its original purpose, not only for research, but for extension and resident instruction."

Here are some "byproducts" of the study as the committee sees them:

1. Extension's program-planning procedures have developed in homemakers an awareness of problems and the ability to voice them.

2. Homemakers need the opportunity to say when research findings do not please them. Sometimes they want continued research to produce a more satisfactory product.—*Orinne Johnson, Assistant in Information, Kentucky.*

Iowa 4-H Leaders Train for Camping

WHEN IOWA 4-H Club leaders take their members for an overnight hike or 4-day district camp they know how to help their 4-H'ers get the most out of their trip. That's because the leaders already have had an opportunity to go through the experience themselves.

They can lead groups on nature hikes, conduct evening vespers, cook appetizing meals with primitive equipment, make a bedroll and lead in dozens of other skills that place camping high on the list of activities among the Hawkeye State's 4-H and Rural Young People's club members.

Club leaders don't learn these skills out of bulletins or by talking about them in hotel rooms. They learn by doing at district camping workshops held at actual camp sites. The leaders actually camp for 2 days and take part in all the activities they'll be offering to their members later on in the camping season.

The idea of training 4-H and other extension leaders for camping by actually taking them camping was originated by Harlan Geiger, State older youth leader. He

teamed up with Elisabeth Smith and George Boehnke, assistant State 4-H leaders, to work out ideas for the first program 3 years ago.

Many ideas for the program came from experiences of the youth leaders in leadership training camps sponsored by the Iowa Section of the American Camping Association.

The trio reasoned that the job of leading young people to the full spiritual richness of the camping experience is one that takes capable, experienced, and enthusiastic leadership. This was the basis of their program planning for the workshops.

Here's how the camping workshops are run. The usual period for one of the camps is about 30 hours. Leaders arrive at about 9 a.m. and stay until after lunch on the following day.

Their camp program, like those they will later lead, includes fellowship through music and recreation, an evening inspirational program, an early morning nature hike and cook-out, sessions on various handicrafts, and participation in outdoor games.

The program includes some discussions, but is mostly a matter of doing. Discussions are designed to give everyone some insight into every facet of camping, such as management, fees, cooking for campers, and camp counseling.

From there the leader picks a special area in which he concentrates his attention. As a member of a small group, each leader spends three periods of about 3 hours each in nature study, recreation, outdoor cookery, music, or crafts. These periods are work periods which are led by State extension specialists.

Camp workshops are scheduled by districts and held sometime during late April or early May. This early schedule usually finds rural folks less tied down to responsibilities in the field.

Members of the camp staff move into the camp site the evening before the camp opens. They work together to get ready for the leaders.

When the campers arrive next morning they're met with hot biscuits baked in a reflector oven and coffee prepared over a camp fire. This welcome makes a good introduction to the camp.

Influence of the workshop is showing up in camps all over the State. Partly because of the workshops, camping has burst into a place of prominence in Iowa extension programs. Four annual district Rural Young People's camps an-

(Continued on page 71)



Learning to conduct vespers by taking part in a service led by Max Exner, music specialist.



Leaders and 4-H members prepare a meal, using homemade utensils at the camping workshops.

Conserving Manpower on the Highways

Norman Damon, vice president of the Automotive Safety Foundation, enlists the support of extension workers in cutting down the mounting toll of manpower and materials lost on rural roads.

WITH RURAL highways piling up far more than their share of traffic accidents, America is experiencing the worst toll of deaths, injuries and property damage in more than a decade—despite the urgent need for manpower and materials in national defense.

Last year's 35,000 traffic deaths represented an 11 per cent increase over 1950. The grim trend is continuing, with a 17 per cent rise recorded in January 1951, compared with the corresponding month a year ago. In announcing this figure, the National Safety Council stated that the "chief target for attack on the accident problem appears to be the open road in rural areas of about three-fourths of the States." The President's Highway Safety Conference pointed out last year that rural traffic deaths were outnumbering urban approximately two and a half to one.

"Never was the need more pressing," the conference report said, "for concerted action on the part of the county and local enforcement agencies, county and local engineers, and public support groups such as farm and safety organizations." Is not this a direct charge for the Extension Service?

Highway Safety Conference

Because of the heavy inroads that traffic accidents are making on our human and material resources in this time of national emergency, the White House has directed that the Highway Safety Conference be reconvened in Washington in June 1951. Official solicitude about the situation was further evidenced in Secretary of Defense Marshall's recent statement.

"The Department of Defense is directly concerned with safe and

efficient highway transportation. Traffic accidents cripple and kill uniformed personnel and destroy military equipment. They are a major cause of absenteeism in defense production plants. They delay movement of urgently needed materials. I trust the officials, drivers, pedestrians and others concerned will give this problem the serious attention it deserves in the development of our national security."

It is obvious that at the highest governmental levels, traffic accident prevention is considered an essential part of the defense effort. We cannot carry on an effective mobilization program unless, so to speak, we draft safety too.

We Can't Afford Needless Waste

Though we must necessarily expect casualties on the war front, losses from needless traffic accidents on the home front are inexcusable, since we know that from 85 to 90 per cent of them could be prevented. It is appalling to realize that 6,500 more civilians were killed in traffic during the first 6 months of 1950 than the total number of Americans listed as dead or wounded in Korea during the same period. Moreover, 25 civilians were injured on our streets and highways for every man wounded in battle.

The fearful toll of accidents means the loss of countless man years of productive work or military service. In addition, the accidents impose an intolerable burden on our limited hospital and medical facilities, personnel, and blood banks. But that is not all. The 8 million or more traffic accidents that occur annually in the United States waste an enormous amount of materials, many of them of a critical nature.

Shortly, many automotive parts and supplies will be in short supply. The World War II slogan, "take care of it, brother, you can't get another" may well apply to a growing list of replacement parts, and ultimately to the vehicle itself.

Traffic accidents have become so commonplace from our personal experience, from newspaper and radio accounts and the newsreels, that our familiarity with them has bred contempt. But there are other factors that make the problem both serious and difficult to cope with. Sheer traffic volume increases have vastly multiplied the chances for accidents. Our traffic control forces—police and others—are being depleted as more and more of them are called into military service or go into defense industries which give better pay. Moreover, the mounting demands of civil and national defense on our time and attention are taking precedence over the more immediate challenge of death on our roads and streets.

The civil defense program is vital for preparedness in case of possible attack. A vigorous safety program is no less imperative, because large-scale destruction in traffic is not merely a threat but a day-by-day occurrence. Moreover, while civil defense safeguards may be needed for a few or for many years, we shall have to continue strengthening our defenses against accidents as long as America uses motor vehicles.

The Responsibility Is Yours

In any case, traffic safety is not, and never can be, the responsibility of public officials alone. It can be achieved only through a truly cooperative effort embracing everyone who drives or walks. Safety cannot be won by mere lip service. It requires, first, that every citizen set the best possible example in behaving sensibly and courteously in traffic, whether behind the wheel

(Continued on page 71)

Manufacturers Listen

WHEN LOUISIANA Home Demonstration Club women made suggestions on improving home freezers at clinics held by Esther Cooley, consumer education specialist, she sent the recommendations to manufacturers of this piece of household equipment. They hit the jackpot for now the commercial concerns are busy trying to improve their product by adding features which the women suggested.

Some of the improvements the home demonstration women of Louisiana would like to see made in home freezers are more compartments and more trays, a more convenient way to get to the bottom of the freezers, self defrosting mechanism, smaller labeled baskets for food, non-sweating boxes on rollers which are longer and not so deep with a cold water spigot at the end, movable shelves, two separate outside doors for the upright box, two lids and partitions for larger freezer, improved gaskets, temperature gage in plain view and arranged so that current can be turned off part of the box.

The following two extracts from the letters received are typical of the others, says Miss Cooley:

"Thank you very much for your letter of January 16 outlining the list of improvements which the home demonstration clubwomen of Louisiana supplied. It is this sort of information that is always most welcome with both retailers and manufacturers. We are most grateful to you for sending it and hope that should any similar information be available on other products that you will forward it to us. We are always most anxious to receive any such help as your letter indicated and can assure you, within the reasonableness of manufacture, we shall attempt to incorporate the features in our new products when conditions permit their manufacture."

"We have your letter of January 16 regarding suggested improvements for home freezers, with list

of recommendations attached. This subject was thoroughly reviewed at the January 30 meeting of the refrigeration product development committee. The suggestions you offered were of great interest to the committee, and you may be assured that we will make every effort to incorporate as many improvements as possible in future production of home freezers. Thank you very much for your interest in forward-

ing us this helpful information."

"The clear thinking of the women in knowing what they want and the willingness of the manufacturer to listen and to take into consideration the suggestions made by the women of Louisiana show how consumers and manufacturers can work together on matters of mutual concern," asserts Miss Cooley. The part played by the Extension Service has been that of a "go-between" in stimulating the women to consider how refrigerators could be improved, assembling the materials sent in by the women, and in making contact with the manufacturer.

Increasing Efficiency



Dan Turner (left) of the San Diego Gas and Electric Company, explains the step-by-step construction of an electricity tool chest to a group of local leaders from Imperial County, California, and Farm Advisor Robert Plaister looks on.

POWER company employees are trained as 4-H electricity consultants in a mass leader training plan recently inaugurated in California. They will multiply many times the effectiveness of Ralph Parks, extension agricultural engineer.

The five power-distributing companies forming the Pacific Coast Electrical Association in California sent 15 men to a 3-day "clinic" at the college of agriculture for the "kick-off" of the electricity project. Ralph Parks and John Dobie, specialists in the Division of Agricultural Engineering, put on the dem-

onstrations. Each member of the "class" made a tool chest for the tools he would use in the project, an attractive table lamp, and repaired broken home appliances. Safety rules and practices were emphasized in the training work.

These trainees are now busy in their own home territories training local leaders in the step-by-step jobs in the farm and home electric project. Within 4 months after the 3-day clinic, James Stearns, an employee of a gas and electric company in Ohio, had trained 63 leaders from 8 counties in his home area.

Result Demonstrations Extend Our

GLADYS GALLUP, Assistant Chief, Division of Field Studies and

WHEN extension work was created it began on farms and with a serious problem—how to get rid of the boll weevil. That problem was followed by others such as pellagra, low yields, low incomes, and worn-out soils.

From the beginning, the farm demonstration method of teaching conceived by Seaman A. Knapp was successful. It was convincing. The people learned by doing and seeing.

Today, over 40 years later, the problem is to adjust to defense mobilization. The farm and home result demonstration is still one of the most basic and convincing teaching methods.

Let's consider how the result demonstration can help us in the job we now have to do.

In this defense mobilization period the expansion and improvement of gardens now being carried on in all States and Territories will contribute additional strength to national defense efforts by helping people to have better balanced diets, resulting in better health and morale; and to cut food costs. Demonstration gardens throughout the country are visual evidences of what can be accomplished.

Such evidences should reassure the county extension agents and many families that raising a home garden actually helps the family to follow better dietary practices and also gives a good financial return per hour. The results can be used to persuade hundreds of others that gardening has all the advantages claimed for it.

Other less comprehensive local garden demonstrations may be needed with check rows or other proof of the effectiveness of using certain pesticides and minor fertilizer elements.

In the defense effort we need to help people to work more efficiently, to save time and energy. Through result demonstrations we can show people how to have more conveniently arranged time-and-energy-saving-kitchens and better storage spaces in the kitchen.

If in the defense effort we need to help families meet the added strains on family life result demonstration in this field can help

also. Good homes and happy family life make up the sound foundation of our democracy. It is in the home that children must learn to adjust themselves quickly and easily. The security of their having a place among family members who love them is a foundation of courage.

If in the defense mobilization period we find it necessary to extend our frontiers; to reach more people; we can do it through farm and home result demonstrations or improved farm and home practices that will spread like leaven, whether or not dignified by the name "result demonstration."

Extension workers are eager to work with families we have not worked with before. All-out defense mobilization demands that we reach all families.

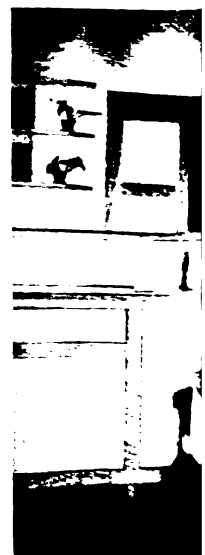
We know that if we are to reach more people we shall need to reach the less privileged, least informed, and lower income families. It is most essential that we use the demonstration method to appeal to and influence them. Result demonstrations appeal to the eye and reach the "show me" type of persons. They help the farmers and homemakers to have confidence in improved practices and confidence in the extension agents.

The result demonstrators or co-operators can help extend the local leadership system to reach nearly all of the people. There is no better way of helping leaders to develop than through the leaders carrying on a demonstration themselves.

Having successfully demonstrated some better practice in cooperation



Mrs. Maria Romero, Puerto Rican 4-H Club leader, works in her kitchen before the demonstration. Improvements were planned in home visits and kitchen workshops.



The completed kitchen is clean and sanitary—shown in home visits and exhibits, or

Frontiers

Federal Extension Service

with a local farmer or homemaker, the extension agent is more sure of the advice and direction he gives other farmers and homemakers.

To make the best use of the result demonstration the county extension worker holds a meeting at the farm or home. He includes the farm and home in a tour. He uses the result demonstration to provide the most convincing information for meetings, news items, exhibits, pictures, and radio talks.

In this way the demonstrations are used to bring the best system of farm and home practices to the attention of the average farmer and homemaker in the neighborhood in such a way that they will accept it.

Farm people want to see improved
(Continued on page 71)



Demonstration gardens speak for themselves to all who see them.



A family-life demonstration helps with the common problems of childhood.



Convenient, spacious, well equipped, is local homemakers on tour, in pictures held at meetings and in radio talks.



The homemaker takes pride in explaining to friends and neighbors the fine points in her efficient kitchen demonstration. She says that 5 years ago when making a cake she took 150 steps and now only 41 steps.



Farm Youth to Help Keep Tractors Running

A 3-day tractor and electric training clinic for 4-H leaders was held in Yakima February 21 to 23, to prepare Washington's farm youth to keep tractors operating on farms during a manpower shortage.

The 3-day clinic gave leaders intensive training in tractor operation and care, and in farm wiring and maintenance of electrical equipment.

Paul Fanning, State Extension agricultural engineer, was in general charge of the clinic. The lecture laboratory sessions were handled by a staff of experts from the State College and from tractor, and electric and power companies in Washington and Oregon. Yakima tractor dealers provided tractors of all makes for the course as well as technicians to show how each works.

A New Look for Outlook

C. A. BRATTON, Extension Economist, Cornell University

ECONOMIC OUTLOOK meetings are usually dry. But they need not necessarily be so. At least it was not so in Allegany County, N. Y., last year. County Agents Ira Blixt and Charles Hebblethwaite put a "new look on their outlook."

Ira and Charley decided to put some action in their presentations. Actions called for a setting. So "over the line fence" was selected as a suitable setting. The Allegany agents, dressed as farmers, met at the back line fence and began discussing the outlook for the year ahead. The picture was taken at one of their outlook sessions.

Ideas on the outlook for dairy, poultry, and potatoes, the main enterprises in the county, were exchanged by the two agent farmers. The Extension Service's recommendations, in light of the economic conditions, were discussed informally but clearly in the skit. The opportunity to work in suggestions on good farm practices was not overlooked. Artificial breeding, early

hatched pullets, and adequate farm records all came in for a boost.

Basic facts for the outlook information were obtained by the agents at a 2-day economic school held at Cornell in December. At the close of that school, the agents were challenged by F. B. Morris, State county agricultural agent leader, to go home and find ways to make this information available to farmers in an understandable manner. This challenge set two fertile minds to work. Blixt and Hebblethwaite decided that they could do a better job at presenting outlook that had been done in the past by the specialists. And they did!

Extension agents and specialists are always looking for new methods. Here we have an example of one which really worked. These agents had requests for repeats on their presentation as it was alive and timely. They also report having enjoyed putting otherwise dry outlook into an understandable and interesting form.

- Travel to learn seems to be a new trend with home demonstration clubwomen in Colorado. Fifty-one homemakers recently boarded two chartered busses in Longmont, bound for Denver, where they toured packing companies and dry-cleaning establishments. They enjoyed demonstrations at the Hospitality House and invaded all the interesting corners of the new Denver Post building. This tour, sponsored by Boulder County's rural council, was an inexpensive, rewarding adventure, says Vera Close, home demonstration agent of Boulder County.

- J. B. WILLIAMS, former assistant county agent in Laurens County, has been appointed district boys 4-H Club agent in South Carolina, succeeding O. Romaine Smith, who resigned recently to become young folks editor of the Progressive Farmer with headquarters in Birmingham, Ala.

A veteran of World War II, Mr. Williams was reared on a farm in Pickens County and graduated from Clemson College in 1938. Prior to joining Extension, he taught vocational agriculture for several years in the State.

Public Policy Needs Wide Understanding

WHAT is the Cooperative Extension Service doing to help rural people understand the reasons underlying national and international problems and the policies aimed at meeting these problems? Considerable thinking and experimenting in this field are going on. This was amply shown at the last meeting of the Association of Land-Grant Colleges and Universities, which devoted one of the extension sessions to a report of what different States are doing and the possible need for expansion to meet emergency needs. Four directors representing the four geographical regions reviewed the present status. They were C. M. Ferguson of Ohio for the Central States, H. C. Sanders of Louisiana for the Southern States, R. B. Tootell of Montana for the Western States, and P. E. Nystrom of Maryland for the Northeastern States.

The definition furnished by North Carolina read: "In the broad sense, public affairs or policies refer to those forces controlled by man beyond the individual farm boundaries, which affect the social and economic well-being of the farm family and which are subject to action by a governing body."

In many States the major interest was in either local or national affairs. Educational meetings on local problems related to health, education, zoning, roads, taxation, development and use of water and land resources, and weed control proved popular. National policies dealing with security for farmers, land use, relations between agriculture and labor aroused interest. International problems rated third place.

Among the methods tried and found good are the long-range agricultural planning committees in Oregon which for the last 30 years have studied problems basic to agriculture and policies for meeting them. Minnesota reported experience with discussion groups which were started back in 1934 and are now carried on in every county.

This work has developed a group of leaders trained in discussion methods. The most popular topics are agricultural policy, business cycles (good times, hard times), foreign trade, and taxation. An innovation this year was a farm forum in which representatives of agriculture, business, labor, and the public took part.

The farm forum idea is proving successful in other places, too. For example, Missouri delegates representing county organizations sponsoring the extension program—some 800 of them—discuss such problems as urban-rural relations, what makes price, philosophy of democracy, and the role of the citizen. They then go back and report to their own group. Fifteen follow-up conferences, with an attendance at each of about 30 to 40 people, are held as method demonstrations in handling discussion groups. The Institute of Rural Affairs carried on successfully for many years in Virginia, Ohio, and other States is a living testimonial to the value of such meetings.

Understanding Leads to Action

These educational activities have made a real contribution to public welfare in such cases as road planning in relation to land use in Colorado and New Mexico, land classification in Montana, school reorganization in Illinois, and land zoning in Wisconsin.

Rural policy committees in both county and State have done valuable service in Vermont, New York, and other States. A leader training program for the home demonstration citizenship project in New York has been held at Cornell for the past 4 years. West Virginia home demonstration clubs have been active in the discussion of national and international problems as a part of their regular programs.

Although most of the States reported that there was a great deal of interest and some work was be-

ing done, the directors thought that the lack of trained personnel and the newer approach required, posed some difficulties. As expressed by Mr. Nystrom: "Public policy is much more than a matter of adding up 'facts.' Opinions of people are grounded in their background, their present situation, and their sense of values. Expert leadership is needed to understand them and to help them examine their situation more objectively.

"There are opportunities in this program to make a larger contribution to rural life. There is opportunity to make an extension 'family approach,' since men, women, and youth have expressed a vital interest in public affairs. There is opportunity to weld our own staff more closely together in a common approach. There is also opportunity to broaden the understanding between rural and urban people in these areas of common interest."

Director Tootell advised: "Start where the people are. Encourage them to begin with local problems of public policy. The agents and their local leaders together will learn processes and develop confidence that will enable them to progress effectively toward the more difficult problems of public policy."

● ROSALIND M. JEWETT, assistant supervisor of the home economics extension program in Pennsylvania for the past 20 years, retired on October 14. Prior to going to Penn State, Miss Jewett was assistant State home demonstration leader in Michigan and State home demonstration leader in Maine.

Born in Waterville, Maine, Miss Jewett graduated from Colby College of that city and took advanced courses at the University of Maine and Columbia University.

Miss Jewett will make her home with her sister in her native city of Waterville, Maine.

The Ancients Too

Extension Teaching Goes Way Back to Antiquity

A 3,700-year-old farm bulletin, the earliest detailed account of agricultural techniques and extension teaching, has been discovered in the archaeological finds of the 1950 joint exposition to Nippur, Iraq, sponsored by the University of Chicago Oriental Institute and the University Museum of the University of Pennsylvania.

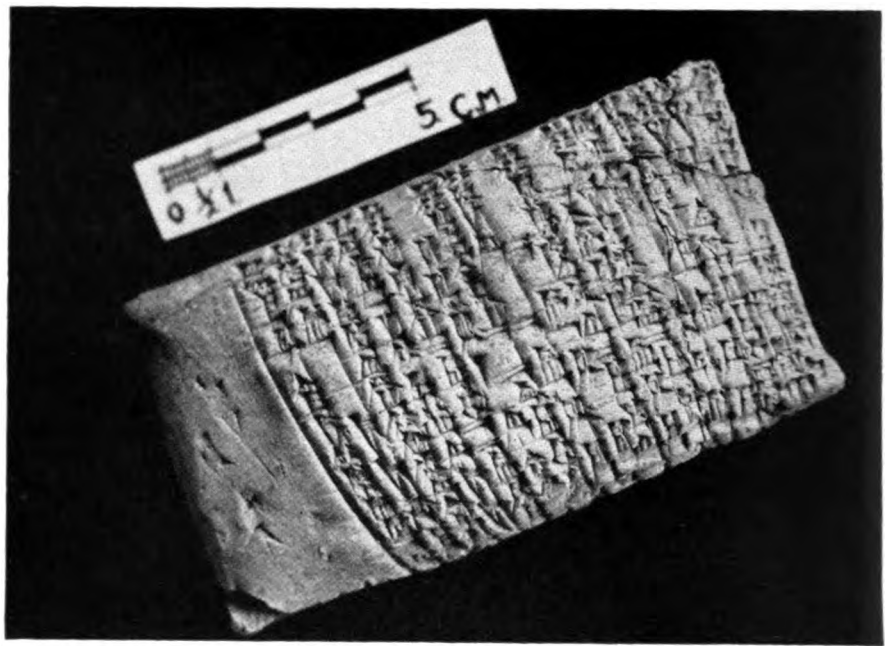
This document antedates the first previously known agricultural bulletins, *Works and Days*, by the Greek poet Hesiod, and the famous *Georgics* by the Roman poet Virgil, by more than a thousand years, states Donald E. McCown, field director of the expedition and University of Chicago associate professor of archaeology.

Among the approved practices listed are putting the seed in two fingers deep and irrigating a fourth time to net an extra yield of one cup in every ten.

Instructions are ascribed to the god of the farmers, Ninurta, to whom praise is given in the poem.

The Sumerians, who developed the first civilization which arose in Mesopotamia in the fourth millennium B.C., were principally an agricultural people with their religious capital at Nippur, 100 miles south of the modern Baghdad. At Nippur, a 108-acre site, the university archaeologists uncovered 5 temples to Ninurta's father, Enlil, chief god of the Sumerians, and the quarters of the Sumerian scribes.

Preliminary translation of the agricultural bulletin, which was



Something old in bulletins is this 3,700-year-old farmers bulletin written in Sumerian on a clay tablet discovered in Nippur, Iraq, last year by a joint expedition sponsored by the University of Chicago and University of Pennsylvania.

found in the scribes quarters, has been made by three of the dozen scholars in the world who can read the oldest-known form of writing, Sumerian: Samuel Noah Kramer, University of Pennsylvania Museum, and Benn Landsberger and Thor-kild Jacobsen, of the Oriental Institute of the University of Chicago.

The instructions in the new documents guide the farmer through the sowing and to the beginning of the harvest. The sowing, according to the translation, is to be done with a seeder, a plow with an attachment which carried the seed from a container through a narrow funnel down into the furrow. When desired, the flow of seed could be regulated by means of a choke mechanism.

The farmer who operated the seeder was instructed to plow eight furrows to each strip of 19½ feet. He was cautioned to place the seed at an even depth in the line, "Keep an eye on the man who puts in the seed, have him put the seed in two fingers deep uniformly."

If the seed does not penetrate properly into the earth, farmers were advised to change the plow-share of the seeder.

Four types of furrows were explained, with advice on when to use one type in preference to the others. After the sowing was over, farmers were told to gather all clods so they would not impede the sprouting of the grain.

"On the day when the seed breaks through (the surface of) the ground," the farmer was advised to say a prayer to the goddess of the mongoose, enemy of the field mice and other vermin that might harm the grain. He must also scare away the birds.

It was time to irrigate, according to the bulletin, when the grain had grown so that it filled the narrow bottom of the furrows. The second irrigation was to take place when the grain was dense enough to cover the field like a green carpet, literally "like a mat."

If a reddening appeared in the grain, the farm god explained that the crop was being damaged by the dread samanu disease. He advised discontinuation of irrigation.

Irrigating a fourth time would net an extra yield of one "cup" in every 10.

The farmers were also advised to watch that the grain when ready

for harvesting, did not bend under its own weight. "Cut it at the right moment," the text admonished.

The text of the newly discovered clay tablet closed with the above line. Other tablets and fragments, closing with a line of praise for Ninurta, continue to give detailed instruction about harvesting, threshing, and winnowing.

The joint expedition of the two universities sent out in 1948 and 1950, and scheduled again for 1952, was the first major postwar archaeological expedition to the Near East. It was preceded more than a half century ago by an expedition of the University of Pennsylvania.

Findings, already announced from the expedition, include the tracing of the 1,600 years in the history of the temple of Enlil, the oldest-known record of successful prosecution for murder, a hymn to the oldest-known goddess of justice interested in social and moral welfare, Nanshe, and jewelry and pottery from 2,000 to 500 B. C.

Boys' Day in Massachusetts

One hundred and twenty-five youths, who seem to like contests best when the going is toughest, met in competition during State 4-H Boys' Day on the University of Massachusetts campus, October 21.

State Boys' Day in Massachusetts has one purpose—to let older youths, 14 and above, test their skill and knowledge in dairy, poultry, livestock, and gardening. A keen eye for judging was only one of the requirements for this year's contests. In addition, 4-H youths had to identify articles and answer questions concerned with the event in which they entered. As many as 4 3-man teams entered from each of the 11 counties.

Berkshire County in western Massachusetts carried home the sweepstake award—the Nathaniel I. Bowditch trophy—when their teams won three out of four events. The Berkshire teams in dairy, livestock, and gardening swept away first prizes in those events. But neighboring Franklin County's poultry team came through with first-place honors in the poultry

division. Hampden County's teams scored enough points, however, to place second in all events and drop the Franklin County teams to third place.

High-scoring individuals in the contests received medals for their excellent work.

The winning Berkshire teams were coached by County Club Agent Robert Hall. The sweepstake trophy was presented to the Berkshire teams at a banquet after the contests by Willard A. Munson, Director of Extension in Massachusetts.

4-H Silver Anniversary Celebrated

THE only club of its kind in Pennsylvania to complete 25 years of continuous service, the Cumberland County 4-H Baby Beef Club recently observed its silver anniversary with a banquet and a review of achievements, among them six State grand championships.

Hosts for the occasion were the Mechanicsburg Chamber of Commerce and the Cumberland Bankers Association, both of which have been loyal supporters of 4-H Club work in the county for many years.

County Agent W. Irvin Galt, in a tribute to club local leaders and others who have aided in the club work, gave this clue to the club's success:

"In all the years (since 1929) that I have worked with the club everyone identified with it in any

way has rendered unselfish service. The good of the club has been their first concern. No one has used the club for personal gain."

He and other speakers also emphasized devoted parental interest and the qualities of the club members themselves as other important factors in getting the club established and in keeping it going through the years. The club now numbers 40 active members.

Founder of the club and an honor guest at the silver anniversary, Paul L. Edinger, assistant director, and former county agent in Cumberland County, recalled that the club was established only after the local people decided such an activity would fit in with the county's agriculture as well as the 4-H program.



Russell O. Drawbaugh, president of the Mechanicsburg Chamber of Commerce, presents the cup for the 1950 county championship while County Agent Irvin Galt (center) looks on. Paul L. Edinger, assistant State director (right), was county agent when the club was established.

Learning to Use Dried Milk and Eggs

MRS. RUTH SMITH, Home Demonstration Agent, Cameron County, Tex.

THE "FREEZE" of January 31 caused an extreme food shortage for farm laborers on the south Texas border. There were no crops left to cultivate or harvest. There was very little water in the old Rio Grande to start a new crop, so no work, no pay, no food.

A group of ministers, civic leaders and welfare workers decided something would have to be done to feed the needy. The Red Cross provided funds for food for a limited number for 2 or 3 weeks. The three valley counties set up committees to order and distribute surplus commodity products furnished by the Government. Willacy County and the city of Harlingen decided that they would not ask for help, but would set up an employment agency and locate work for as many as possible. However, they soon gave that up and came in on the commodity program.

The Food Was Strange to Them

Potatoes, apples, dried milk, and dried eggs were the commodities furnished. Dried eggs and milk were new to these people. They had never seen them nor did they know how to handle and use these products. To prevent waste of good food or perhaps even illness caused by food that had spoiled, they had to have some help. The local welfare office had instructions which the Latin American secretary translated.

The local extension office mimeographed 9,000 copies in both English and Spanish. These copies were given out with the commodities. This of course, was just a start. The families needed to be shown, so we organized a training school for home demonstration leaders in fixing and preparing both dried milk and eggs, the demonstrations to be given at the point where the products were given out. Twelve leaders took the training on February 19.

Included were the county council civil defense chairman, county council chairman, eight club civil defense leaders, and two club presidents.

To prevent confusing the two products, milk was mixed in a mayonnaise jar and the eggs were mixed in a bowl with a spoon. This equipment was available in most homes. The leaders decided to emphasize five points: 1. Keep the milk and egg powder in closed container, 2. keep egg powders as cool as possible, 3. use small amount of warm water first to speed mixing, 4. mix only the amount needed, 5. cook the eggs thoroughly.

The leaders made arrangements with the county civil defense chairman to work in shifts at four different points. In three towns, I made home visits to help train leaders. At Fort Isabel, the whole demonstration club was trained to give the demonstration.

Schools without lunchrooms got milk for their pupils which the assistant agent, Mary Elizabeth Buell, taught them to use.

Leaders Demonstrated Well

Around 20,000 people learned how to use dried milk and eggs through these demonstrations. Many of them heard about home demonstration work for the first time in this way. I visited the demonstrations and found these leaders were doing an excellent job with the aid of Latin American school girls as interpreters.

With the demonstration program well underway, I went to work on the recipes. There were some errors in translating and typing. The recipes for baked dishes were impractical for some homes with only open fires or charcoal burners. The local Spanish teacher prepared a better translation. Popular recipes such as

Spanish eggs, eggs and potatoes, eggs and tortillas, migas, and flan were revised, using dried milk and eggs.

These recipes were just the thing to make a news release or radio program click. Through both the press and radio, the main theme was played again that these new dried foods are nutritious, palatable, and economical if you learn how to use them. We also urged employers and their wives to show the laborers on their farms how to use the new products as many of them do not read. Press and radio served to call the attention of many people to the dried eggs and milk and at the same time followed up on the instructions given in the demonstrations.

Aid to Hospital

Home demonstration club members of Alexander County, N. C., under the leadership of Annie Norton, county federation president, are doing their bit to help the county hospital, reports Mrs. Agnes W. Watts, county home agent.

The home demonstration members furnished the reception room of the hospital prior to its opening in May 1950. This year, the members are working on three additional projects: some 38 Hinodegiri azalea plants will be set out in a plot at the hospital; a table will be purchased for the reception room; and one of the 14 home demonstration clubs will do something special for the hospital each month, such as providing fresh vegetables and fruits, eggs, homemade jellies and jams, vegetable soup mixture, and tomato juice to be used in the hospital kitchen, and flowers to be used in the reception room and patients' rooms.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Dual-Purpose Insecticide for Oranges

Parathion not only controls purple scale insects on oranges but also advances maturity of the crop. In experiments in Florida, ARA scientists found that parathion in wettable powder sprays controlled purple scale as well or better than oil sprays and had other obvious advantages: It can be included in sulphur sprays, used to control citrus rust mites, which would cut down the cost of application. The coloring of the oranges is advanced, and interior quality reaches market requirements earlier. This effect of parathion on the quality of the fruit is of considerable interest to citrus growers, since it may help solve their problem of how to improve Hamlin oranges to permit marketing them earlier. Special precautions must be used in handling parathion, an extremely dangerous poison.

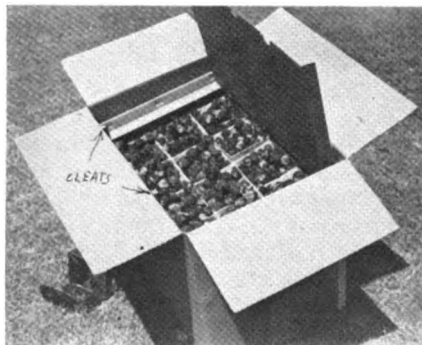
New Millet for Southern Pastures

Starr, a new cattail (pearl) millet for Coastal Plain pastures, has just been released that promises to be the best of all summer temporary grazing crops for livestock in the Coast States from the Carolinas to Texas. The new variety has proved outstanding in grazing tests. Steers gained 2.2 pounds per day in comparison with 1.7 pounds for steers on common millet and 1.1 pounds for steers on improved pastures. Ten pounds of seed per acre in 30- to 36-inch rows gave the best forage yields in the trials. Starr produces more leaves per stem than common millet and about the same yields per acre. If the plants are not pastured or otherwise retarded, they may grow 6 feet high or more. They

mature 4 to 6 weeks earlier than common millet. The new millet, named in honor of the late S. H. Starr, former director of the Coastal Plain Experiment Station, comes from plants introduced from Russia in 1938.

Flying Strawberries

When field-fresh strawberries appear on northern tables in April, it means some fast work has been done to get them there in that condition. Even the speed of air shipment is not enough unless the fruit has been kept cool—50°F. or less—all along the route. ARA scientists, working with the United Air Lines, have recently devised a light-weight container that will keep strawberries cool for 24 to 36 hours with a small supply of dry ice. The double-walled fiberboard case has four wooden trays that hold a total of 50 pounds of berries. A fifth tray on top is filled with 7 to 11 pounds of dry ice. A 3-inch pad of crumpled paper inserted over the berries protects them from freezing. Cleats on sides and bottom of the carton permit the cold air to circulate. The strawberries, precooled to about 35°, are kept cool, and the carbon dioxide atmosphere preserves their



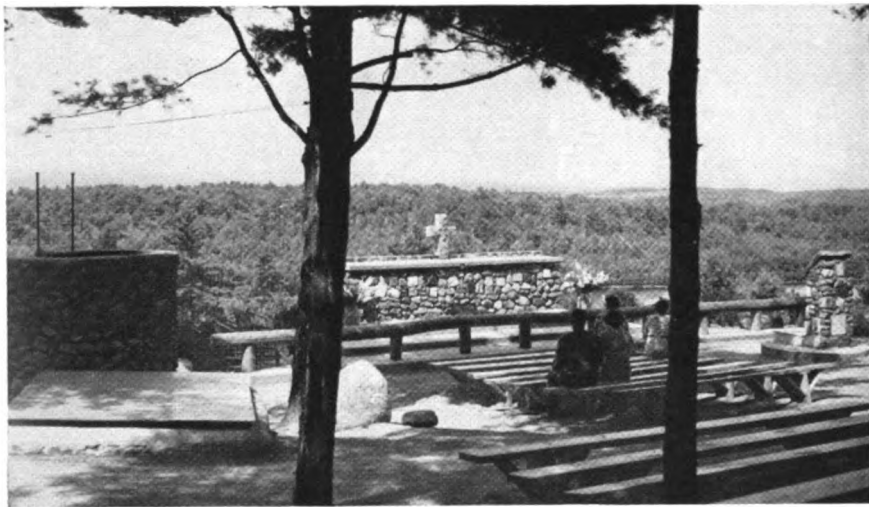
bright color and delays softening and decay.

Everything but the Cackle

It has been said that pork-packing plants made use of everything but the squeal. It now looks as if the poultry packers may be able to use everything but the cackle. Our Western Regional Research Laboratory has worked out a cheap and efficient way of converting chicken feathers into a stable product that is practically odorless and can be easily stored or shipped. The processed feathers find a ready market as fertilizer. They contain 12 to 15 percent organic nitrogen, about 1 percent of which is water-soluble and therefore immediately available to plants. The rest is slowly released in the soil. The process consists in first treating the whole unwashed wet-feather residue with steam pressure. Then it is discharged, dried by passing through a revolving drum drier, and bagged. The processing cost is estimated to be about \$34 per ton on a 5-to-10-ton-per-day schedule, and the product sells for \$60 to \$75 per ton. No loss occurs during processing; a ton of raw feathers (dry weight) produces a ton of the fertilizer material.

● Recent research on animal feeding promises to save poultrymen nearly 80 million dollars a year in the production of broilers and turkeys. By adding vitamin B¹² and antibiotics to low-cost poultry rations, they can save 15 percent or 795,000 tons of feed annually. This means lower feed costs and more feed available for livestock production at a time when increased meat supplies are greatly needed.

4-H Sunday Service in New England



A service at the altar of the Cathedral of the Pines, Rindge, N. H. Stones from all over the world, soils from most world war battlefields, and tokens from leading generals and admirals are in the altar and other structures in the Cathedral.

THE New England Club Agents' Association will sponsor an inter-denominational 4-H Sunday exercise at the Cathedral of the Pines, Rindge, N. H., Sunday, May 20, at 2 p. m., eastern daylight saving time. The idea took form when several agents visited this most impressive spot during the New England club agents' conference last October. This beautiful area grew from a family to a world-wide shrine to which hundreds of thousands representing 28 creeds have flocked annually for the inspiration of a service in such soul-moving surroundings.

Most of the program, including organ and choral music, will be participated in by club members. Representatives of Hebrew, Catholic, and Protestant denominations have been invited to take part. The main speaker will be Rev. Kenneth MacArthur of Sterling, Mass., a minister and retired army chaplain, a veteran 4-H Club leader, and a club father.

The Rindge Congregational Church has offered the use of its facilities

in the event of rain. Those planning picnic lunches will find picnic areas along the way and one fairly near the cathedral grounds. The cathedral area is not used for this purpose.

The committee in charge includes: Chairman Willard G. Patton, Keene, N. H.; George Erickson, Concord, Mass.; Walter Waterman, Greenville, R. I.; Mrs. Elizabeth Farnham, Hartford, Conn.; Margaret Blaisdell, Sanford, Maine; and Isabelle Barden, Woodstock, Vt. They welcome all who wish to come, regardless of where they live.

A Community Service

In Colorado's Rifle Creek community you can check out a pair of crutches from the community clubhouse without unwinding any red tape whatever, reports Jeanette Lynch, Garfield County home demonstration agent.

Years ago the Rifle Creek home demonstration club members decided there was a need for sick

room equipment in the community and they would do something about it. They began to collect equipment to be used by members of their own group and neighbors in the community.

Equipment now includes a pair of crutches, a wheel chair, rubber bed ring, and a bedside table. These articles donated by members are in almost constant use. They are stored at the community clubhouse where they are checked out to anyone requesting them. The crutches are amazingly popular. The wheel chair has been used by many persons.

In addition to donated equipment, club members have raised sufficient money to buy a new wheel chair for an invalid of the community, says Mrs. Lynch. Since receiving the wheel chair this person is able to visit neighbors for the first time in many years and is also in better health because of the pleasant hours spent outdoors.

● Both county agricultural agents and home demonstration agents in Pennsylvania elected new officers for 1951 at their recent annual meetings at State College.

County Agent Association officers for 1951 are: E. G. Hamill (Blair), president; Paul N. Reber (Bradford), vice president; E. G. Ifft (Venango), secretary-treasurer; and directors: Charles K. Hallowell (Philadelphia) and John D. Gapen (Green).

The Home Economics Extension Representatives Association elected Verna M. Criss (Berks), president; Mrs. Isabel B. Smith (Allegheny) and Frances Vannoy (Bucks), first and second vice president, respectively; Yvonne L. Cook (Lancaster), secretary; and Mrs. Rachel Hogan (Erie), treasurer.

● GRACE I. NEELY, associate economist in food conservation in Florida for the past 2½ years, resigned recently to become nutritionist on the staff of the New Mexico Extension Service.

Civilian Defense Calls for Preparedness

CLARA L. LONGSTRETH, Chairman, National Security,
National Federation of Business and Professional Women's Clubs, Inc.

"BECAUSE of development in this air-atomic age, the United States can no longer be free from the danger of a sudden devastating attack" is the warning sounded by National Security Resources Board to the people of this country. Mr. Symington, chairman of that Board advised the President, "We must put into action those precautionary measures which past experience and new tests have shown would save thousands of lives in case of attack."

We have all read statements like these. We believe them. We know that Russia has atom bombs. We know that Russia has planes with which to deliver them. We know that there is no sure military defense against attack. We know that only a handful of men make decisions for Russia, and that at any moment it is within their power to make the decision that would send disaster to our cities. Are we realizing the full implication of the facts? Are we striving, or are we afraid we will be accused of panic? In our effort to alert but not alarm, I wonder if we are putting too much emphasis on the "not alarm." Is it not alarming that Russia has the power to destroy American cities?

Protection of our population is a local problem which is being worked out on a local basis. No one knows exactly where protection will be needed or when. We do not know what city or town or what families will need help. So every community needs adequate plans—every family needs to make some provision.

Most of the things we can do for protection also add to the safety and security of living in the community at any time. Training in first aid and home nursing gives many a victim of peacetime acci-

dents and sickness, a new lease on life. The blood bank has saved many a life threatened by the usual vicissitudes of living. The very knowledge of what hospital and medical facilities are available show the weak spots in community organization for health and efficiency. Much of the civilian defense preparation needs to be done anyway. It has been skipped because the urgency was not there. Now the emergency is here. It is time to put the house in order.

Does your community realize what it may mean to prepare to recover from a disaster? Consider that a good aircraft spotting plan combined with an adequate warning system might decrease deaths and casualties by 50 percent. Have you figured what such a system takes? Are you willing to be a spotter or work at an aircraft filter station? If we are prepared and the emergency never comes, we will have the serenity that comes from being ready to face these problems. We will also have safer homes, more self-reliant citizens, more neighborly responsibility and a keener sense of the citizen's obligation for the preservation of our way of life.

They Built Their Own Library

Libraries have a way of catching up with you no matter how far you are from main highways. Residents of Debeque, Mesa County, Colo., will tell you this. They have the evidence to support their statement.

When Mrs. Vantie Cameron, oldest member of the Debeque Home Demonstration Club, passed away, her husband donated all of her books to the clubmembers who

promptly conceived the idea of starting a community library.

Inspired by this generous donation of books, the women redecorated the interior of a modest building, added shelves, desks, table, and filing systems. Finally, with the help of their husbands, they placed over the door the sign "Vantie Cameron Memorial Library."

New books sent from the Mesa County library supplemented those donated by Mr. Cameron and other residents of the community. The library is open to the community two afternoons a week, busy members of the home demonstration club volunteering their services as librarians.

This recent project of the enterprising clubwomen is only one of their many other project results for the betterment of their families and community, reports Mrs. Alba Tidwell, Mesa County home demonstration agent.

During the past year they purchased and placed 20 markers in the local cemetery. Before the opening of the school year they killed, dressed, and prepared for the freezer locker a large number of chickens which are now being used in the school lunches.

● J. KATHRYN FRANCIS COOKE, one of the first agents in the State to conduct a radio program, retired as home demonstration agent in Mercer County, N. J., after three decades of extension work.

A graduate of Cornell, Mrs. Cooke taught home economics in New York State and Pennsylvania before entering extension work.

For a hobby, she collects buttons, and creates marionettes for entertaining her friends.

● LOIS G. HAMILTON, home demonstration agent for 17 years in Cape May County, was chosen outstanding agent of the year by the New Jersey Association of Home Agents. President of the Cape May County Art League, she is an active member of the League of South Jersey Artists. Her water colors were displayed at Cape May last summer.

Regional Extension Short-Term Schools, 1951

Courses and Instructors

Northeast Region—Cornell University—July 9-27

- Extension Work With 4-H Clubs and Young Adults—C. C. Lang, Assistant State Club Leader, Ohio
- Extension's Role in the Field of Public Problems—Arthur Mauch, Associate Professor, Agricultural Economics, Michigan State College
- Extension Information (Press, Radio, Visual Aids, Etc.)—L. L. Longsdorf, Extension Editor and Radio Program Director, Kansas State College
- Psychology for Extension Workers—Paul J. Kruse, Professor Emeritus, Extension Education, Cornell University
- Supervision of Extension Work (for Supervisors and Administrators)—Charles Potter, Field Agent, County Agent Work, Northeastern States, Federal Extension Service
- Program Building in Extension Education—J. Paul Leagans, Professor of Extension Education, Cornell University
- Contact: L. D. Kelsey, Professor, Extension Service, Roberts Hall, Cornell University, Ithaca, N. Y.

Central Region—University of Wisconsin—June 11-29

- Organization and Methods in Adult Extension Work—J. N. Raudabaugh, Extension Studies and Training, Iowa
- Extension Methods in Public Affairs—J. B. Kohlmeier, Assistant Professor, Agricultural Economics, Purdue University
- Psychology for Extension Workers—J. C. Gilchrist, Professor of Psychology, University of Wisconsin
- 4-H Club Organization and Procedure—John T. Mount, Assistant State Club Leader, Ohio
- Evaluation of Extension Work—Mrs. Laurel Sabrosky, Extension Analyst, Federal Extension Service

Philosophy of Extension—H. C. Ramsower, Director of Extension Emeritus, Ohio.

Extension Publications—Harry P. Mileham, Information Specialist, Federal Extension Service.

Extension Program Development—Eunice Heywood, Field Agent, Home Demonstration Work, Central States, Federal Extension Service

Contact: V. E. Kivlin, Associate Dean, College of Agriculture, University of Wisconsin, Madison 6, Wis.

Western Region—Colorado A. & M.

First Session—June 18-July 6

Public Affairs in Extension Education—J. C. Bottum, Associate in and Assistant Chief in Agricultural Economics, Purdue University

Principles and Techniques in Extension Education—K. F. Warner, Extension Meat Specialist, Federal Extension Service

Rural Sociology for Extension Workers—H. W. Beers, Head, Department of Rural Sociology, University of Kentucky

Principles in the Development of Youth Programs—Barnard Joy, Coordinator, Extension and Action Program Relations, Agricultural Research Administration, USDA

Second Session—July 16-August 3

Consumer Education for Extension Workers—Loa Davis, Extension Marketing Economist, Federal Extension Service

Extension Information Service—Rex W. Brown, Chief, News and Radio Service, Colorado A. and M. College

Public Relations in Extension Education—William Nunn, Director, University Relations, University of Minnesota, Minneapolis

Conference Leading for Extension Workers—Clarence L. Wetzel, Vocational Teacher-Trainer, St. Louis Public Schools, St. Louis, Mo.

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

Southern Region—University of Arkansas—July 30-August 17

Use of Groups in Extension Work—W. M. Smith, Jr., Associate Professor, School of Home Economics, Pennsylvania State College

Development of Extension Programs—R. W. Roskelley, Extension Sociologist, Utah

Effective Use of News Media—Marjorie B. Arbour, Editor, Louisiana State University

Psychology for Extension Workers—C. H. Cross, Professor of Education, University of Arkansas

Extension's Role in Public Problems—Bushrod W. Allin, Chairman, Outlook and Situation Board, Bureau of Agricultural Economics, USDA

Evaluation in Extension Work—Mary Louise Collings, Home Economist, Federal Extension Service

Methods of Doing Extension Work in Nutrition—a Workshop—Under leadership of Evelyn Blanchard, Extension Home Economist, Foods and Nutrition, Federal Extension Service

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

Regional Negro School—Prairie View A. & M.—Prairie View, Tex. June 4-22

Extension Methods—R. E. Jones, State Leader for Negro Extension Workers, North Carolina

Psychology for Extension Workers—Carl C. Taylor, Chief, Division of Farm Population and Rural Life, Bureau of Agricultural Economics, USDA

Extension History, Philosophy, and Organization—H. H. Williamson (retired) Assistant Director of Extension, Federal Extension Service

Development of Extension Programs—Cannon C. Hearne, in charge, Personnel Training Sec-

tion, Division of Field Studies and Training, Federal Extension Service

News, Radio and Visual Aids—Sherman Briscoe, Information Specialist, USDA

Evaluation for Extension Workers—J. L. Matthews, in charge, Educational Research Section, Division of Field Studies and Training, Federal Extension Service

Contact: G. G. Gibson, Director of Extension, A. and M. College, College Station, Tex.

. . .

RESULT DEMONSTRATIONS EXTEND OUR FRONTIERS

(Continued from page 61)

methods tested by fellow workers like themselves with similar financial status. The people learn by doing. As Seaman A. Knapp said, "What a man hears he may doubt, what a man sees he may possibly doubt, but what he does for himself he does not doubt."

In some States we do not have enough convincing result demonstrations with actual proof of the effectiveness of adopting certain practices. We do have less comprehensive demonstrations which may serve as local examples or illustrations of good farming and home-making practices which are used to teach others.

. . .

● **D. C. MOORING**, Oklahoma Extension horticulturist, retired recently from active service after 40 years with Oklahoma A. and M. College and its Extension Service. He joined the college staff in 1910. When the State Extension Service was organized in 1914 he was appointed to the staff and has worked continuously since then. "No man in Oklahoma has contributed more to farm family living than Mr. Mooring," said Oklahoma Extension Director Shawnee Brown in tribute to the veteran extension worker.

WOMEN OF THE WORLD LOOK TO AMERICA

(Continued from page 54)

American women's activities. Women or women's organizations conducting programs of interest to readers in other nations provide potential material for the Women's Editor of U. S. A. Life.

There are many sources which supply topics for women's articles. They include press releases from Government bureaus and women's groups, newspaper clippings, and magazine articles. Many women mail in suggestions for stories. Personal interviews and coverage of national and international conventions and conferences provide background material for many of the articles read by the "Campaign's" millions of women readers throughout the world.

. . .

IOWA 4-H LEADERS TRAIN FOR CAMPING

(Continued from page 57)

nually draw about a fourth of the State club membership at a time when field work is near its peak.

Dozens of county and local 4-H organizations are making camping an annual program high light. Land has been purchased and 4-H'ers are tackling the job of equipping a State 4-H camping center to make even more camping opportunities for Iowa 4-H, Rural Young People, and other extension groups.

The crafts programs have been extended widely in the nature of articles made and in popularity at camps. Interest in outdoor cookery has grown until practically every extension group camp has at least one cook-out on its schedule. Similar upswings of interest can be found in other areas emphasized at the workshops.

Another influence growing out of this leader training program is the county leader training camp. Several counties are holding camps for their leaders that follow a plan similar to the workshops.

As this idea becomes more and more widely adopted, leader training in camping will be within reach of all the State's extension youth leaders.

. . .

HOME ECONOMISTS CAN HELP

(Continued from page 53)

eggs, milk, and meat have a large area of choice here. Home canning, home sewing, and other projects for making things at home offer ways of spending effort rather than cash to satisfy family needs. Home economists can give instruction in the skills needed. They can also help homemakers evaluate the gains from the alternative ways in which time and effort could be spent.

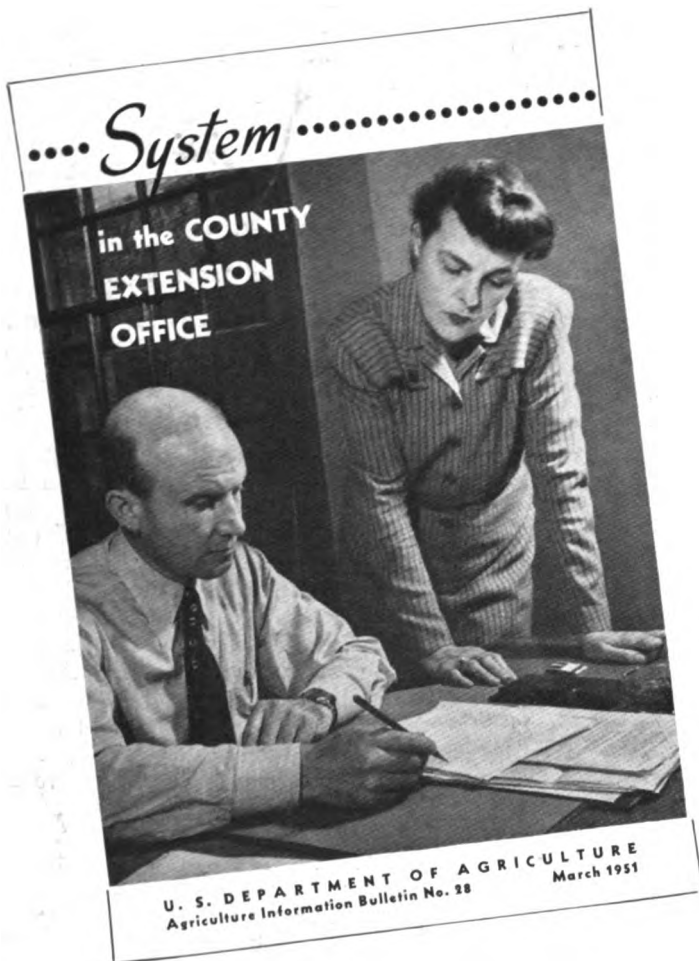
In recent years United States families have acquired a great deal of labor-saving equipment and have increased their stock of other household goods. How long and how well these goods will serve is important to the national economy as well as to the individual family. Home economists have always given guidance in the use and care of these resources. They can expect this help to be even more wanted now.

. . .

CONSERVING MANPOWER ON THE HIGHWAYS

(Continued from page 58)

or on foot. Secondly, the self-interest of every individual requires keeping his vehicle in service and out of accidents. Since the traffic accident problem is particularly acute in rural areas, farm people and all engaged in working with them can, by so doing, make a two-fold "bonus" contribution to the national defense. They can reduce the needless waste of accidents and at the same time conserve essential manpower for farm production in the face of demands from the military and competition of industrial employment.



Gives Ideas on . . .

- LAYING OUT SPACE
- MAKING A PLEASANT PLACE TO WORK
- KEEPING THE FILES
- HANDLING THE MAIL
- DEVELOPING TEAMWORK
- GETTING MORE WORK DONE EASILY

If Your Office Wheels Need Lubrication . . .

See this New Bulletin

SYSTEM IN THE COUNTY EXTENSION OFFICE

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MAY 1951



EXTENSION SERVICE
Review

The food supply line goes through a New York wholesale auction market. Facts about food, from producer to consumer, are the concern of everyone and challenge extension education.

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The Cover This Month

● The route taken by perishable food from grower to consumer is highly organized and intricate. Such large auction markets as that shown on the cover where prospective buyers are inspecting the produce to be auctioned at Washington Market, Hudson Terminal, New York City, are but one step. The picture on the front cover was taken by George C. Pace, Federal Extension Service.

Next Month


● June is National 4-H Club Month. Again this year some 37 International Farm Youth Exchange delegates from foreign countries will join the 4-H Camp delegates in their activities. Again rural youth groups from 9 countries will participate in the second "International Invitational Open House."

● In honor of these events, the cover next month shows one of last year's American exchange delegates, Donald Melke, cutting thistles with his Danish farmer host. Inside the magazine Donald gives a few tips on how to get along in foreign countries.

● The first article, "Learning from our World Neighbors," tells of the contributions made in our own communities by visiting Farm Youth Exchange delegates and suggests some ways in which an extension agent can make use of these visitors.

● Ray Turner, well-known 4-H Club field agent for the Central States, looks back at the 20 National Camps which have been held in Washington and calls to mind some of the contributions leaders' conferences have made to the 4-H movement.

● One of our good contributors south of the border, Vernon D. Bailey, extension specialist in El Salvador and former county agent in Colorado, writes for the REVIEW—this time about some of the conditioning factors of establishing an extension service in a foreign country. His experiences will be interesting to extension workers contemplating foreign assignments, even if they do not get beyond the contemplating stage.



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The Facts on Inflation and Communism

THOUSANDS of Michigan's citizens might well be listed among the best-informed people in America in regard to some of the vital problems facing our Nation and the world today.

They're demonstrating this by the enthusiastic part they are playing in a bold educational venture which has mushroomed over the State.

It all started 3 years ago when Michigan State College educators decided it was high time to stop side-stepping controversial issues involving public policy. In cooperation with the U. S. Department of Agriculture, the MSC Cooperative Extension Service launched a program to bring crucial problems of the day into the open from one corner of the State to the other. And Michigan's citizens have responded by speaking up in hundreds of free discussion sessions throughout the State.

Currently, the project is being carried out at the college by Art Mauch, Dale Butz, and D. B. Varner, all of the agricultural economics department.

Using timely and controversial topics, Mauch, Butz, and Varner prepare a series of provocative discussion guide pamphlets entitled "Open Meetings" each year. After each pamphlet is published, the State's county agricultural agents and organized groups cooperate in distributing them and conducting the many community meetings.

In Monroe recently, more than 500 people from all parts of the county assembled to hear about and discuss the stakes in our struggle with Russia. Farmers, bankers, businessmen, laborers, and school executives attended the meeting; and, according to the Monroe Evening News, they filed out of the auditorium expressing the wish that everyone in the county had been there.

Many were shocked by what they

learned, as Varner and Butz pulled no punches in outlining Russia's menacing plans to dominate the world. People were intensely interested in learning the differences between capitalism, socialism, and communism as a means of understanding the present world conflict.

This meeting is but one example of hundreds of similar sessions held all over Michigan during the past few months to tackle the problems of the "twin enemies of freedom"—Communism and Inflation. Meetings to discuss these topics are still going strong in several sections of the State.

After 3 years and hundreds of meetings, Mauch has concluded that "Michigan people are sincerely anxious to learn the facts about significant national and international problems. The college has developed the current program to help these folks make their own decisions on policy questions vital to this State and Nation."

"We live in one of the few places in the world where what the people think is really important," Mauch added, in emphasizing the need for such programs.

Michigan State College avoided taking sides in several earlier issues of "open meetings" tackling agricultural problems involving political implications—such topics as "Is Subsidized Farm Prosperity the Answer?" This thinking still prevails as the pamphlets present arguments from many sources for and against the question being presented. There's no mistaking the tone of the actual discussions centering around two topics, however. They're all-out stands against two vicious enemies of our way of life—Russian Communism and inflation.

—This article was written by the Michigan staff. No one person claimed authorship for they said "it was an amalgamation of ideas around the place."



Egg Institutes Click in Minnesota

ROBERT O. RAUSTADT, Extension Information Specialist, Minnesota

WHEN commercial interests, producers, and extension workers understand and cooperate with each other, you can bet that you have the makings of a program that will have some real influence.

The success of a series of all-day "egg institutes" held in Minnesota the past year to teach quality production and promote informed marketing leaves no doubt about the truth of that statement in the minds of Minnesota extension people.

The institutes, which have been conducted by Cora Cooke, extension poultry specialist, in collaboration with an extension economist at the rate of about four a year for the past several years, really clicked this past year. Eleven were staged during the 1950-51 season and prospects are looking up for the coming season.

Two principles are basic in the conception of these meetings. One is that what people need most is information. The other is that the job should be done a step at a time, with producers not expected to go all-out for quality improvement until they have had a chance to see the results of some of the simpler recommended practices.

Quality Based on Simple Practices

The institutes are planned on the theory that most people really don't know what constitutes egg quality and how easily it can be lost, and that they need to be taught some of the simpler practices that will protect quality.

This planning is based on information obtained from a study of egg quality in the North Central States made possible with funds provided under the Research and Marketing Act of 1946. This study showed that only two-thirds of the eggs delivered by farmers were of grade "A" quality which pointed up



The grand champion eggs at the Rochester egg institute please everybody. Farmer Ralph Stoppel (center), Cora Cooke (right), and Dwight Havens, manager, Rochester Chamber of Commerce (left).

the need for improving quality at the farm level. The egg institute seemed a "natural" for attacking this problem.

In making advance arrangements locally for an egg institute Miss Cooke met with a local committee which usually included the county agricultural extension agent, county home agent, produce dealers, hatchery men, feed dealers, and other interested business and community groups. It was the responsibility of this local group to arrange for facilities and equipment needed for the institute.

Recommendations given at the institutes are limited to things which can be done without increasing labor or money outlay—things which may, in fact, save labor or make more money.

Of the extension "team" furnishing the program at the institute Miss Cooke handled production and allied problems; Max Hinds, extension economist in marketing, who is now with the Federal Extension Service in Washington, covered the

outlook and marketing problems during the past season.

A typical egg institute included talks by the production specialist on "What Happens to An Egg?"—illustrated by color slides—and "Producing Quality Eggs." The economist discussed "What's Ahead for the Egg Producer?" and "Egg Marketing Problems."

At noon recess, entries of dozen lots of eggs in an egg show were judged in competition for prizes furnished by local merchants. Eggs entered in the show were bought by local produce houses at a premium over the current market price. Awards and prizes were presented, usually at the end of the program.

Set up at each institute were four portable panel displays. They included charts on yearly production and prices, designed to encourage production in periods of highest prices, in addition to suggestions on housing, producing infertile eggs, frequency of gathering, cooling, and packing.

(Continued on page 85)

Afterglow of Home Demonstration Week

HOME DEMONSTRATION WEEK has again come and gone. Judging from previous records, some 10,000 news stories appeared in county papers, more than 8,000 home demonstration club members took part in local radio programs, and some 500,000 people attended a special meeting during that week. The variety of activities and programs was limited only by the imagination and ability of the women. It was work, but fun, too.

In retrospect, some of the long-time values of the activity come into focus. These values depend in part on how the leads gained during home demonstration week are followed up. As reported by home demonstration agents and State leaders, the values and specific results are worthy of note.

One of the values frequently mentioned is that of having a special time to give an accounting of the work to the general public. Home Demonstration Week programs generally showed not only the practical aspects of homemaking but also the contribution to community life and the educational values of the study of national and international affairs. They not only show specific examples of club handiwork but also the educational breadth of the movement.

Special guests were invited. The county commissioners got a better view of just what is going on; ministers learned that the clubs are a force for good in the community; editors took the occasion to comment; and men in all walks of life, as well as women, toured, viewed exhibits, and took part in meetings. Events planned often call for closer cooperation with civic organizations. These are the things which are building understanding and generating enthusiasm.

Not only the general public but young homemakers who have not been taking part learn of the pro-

gram and enroll in home demonstration clubs. Last year nearly 1,000 new groups were organized with some 21,000 members. This year's results have not yet been reported but there is an increase in telephone calls and many requests from both rural and city women wanting to join a home demonstration club. Home Demonstration Week brings in many questions of all sorts from city dwellers who have heard the radio programs and read about activities in magazines and newspapers.

Homemakers get a real lift out of the telling of their accomplishments. The window exhibits, radio talks, articles in local papers, and specially prepared talks at meetings give a large number the thrill of getting public acclamation for their work. Some told of their achievements in national magazines or on radio networks such as the New Mexico homemaker who told of plans for making the State a healthier place in which to live, the Iowa woman who described improved kitchens, and the Vermont club member who told of taking part in discussions on public problems over a coast-to-coast radio network.

The Feel of a National Movement

Many members of home demonstration clubs have for the first time become fully conscious that they are a part of a big national movement sponsored by their State and National Governments. They are proud of the letters from the President of the United States, the Secretary of Agriculture, the governor of their State, the president of their State university, and other celebrities. They are proud that their club is a part of such an organization. All this adds zest to their plans for the future.

The opportunity to give recognition for the unselfish service given through local volunteer leaders is featured during Home Demonstration Week observances in most States. The letters of appreciation, the newspaper articles, the recognition ceremonies, and radio testimonials all give the leaders a feeling of being appreciated and a new sense of the importance of the work. It makes it easier to keep good leaders and to enlist the interest of new leaders. Home Demonstration Week strengthens the leadership system.

Follow-up Pays Well

The value of Home Demonstration Week depends partly on the follow-up given the initial contacts, on how requests for new clubs are handled, and the response to new leaders who volunteer. A State home demonstration council was organized because of the activities of Home Demonstration Week. The practice of inviting the general public to achievement events or giving special invitations to public officials, civic leaders, educators, and ministers has grown out of activities of the "Week." September was declared "Guest Month" for all home demonstration clubs in one county. In another the need for more county play days was brought out and a one-act play contest was initiated. Again, because of interest which had its start in Home Demonstration Week, a sewing-machine clinic was given in a corner of the county heretofore unorganized.

Because of the interest in the special county tea party, still another county decided to hold an annual tea in each club when members can invite large numbers of nonmembers. A set of 50 color slides on home demonstration activities
(Continued on page 86)

4-H Clubs Test New Idea

JOHN Y. BARBEE, Farm Adviser, San Bernardino County, Calif.

WITH true pioneer spirit, 4-H Clubs in San Bernardino County, Calif., are trying out a new system of selection and feeding of dairy heifers to increase milk production.

In this county, the 4-H Club members and the dairy-herd-improvement association are working together to produce better dairy herd replacement heifers. Dairy heifers in this 4-H project will be put on heavy feed and bred by weight and not by age. By this method, the heifer comes into production at about 2 years of age instead of the usual 3 years. In a few years the whole community may feel the impact of this new project. Some dairymen are so desperate for replacement heifers that they are using calves of inferior quality. If this practice is continued, the production per unit of these herds is sure to drop. This means that such dairymen may not be able to meet the competition of the more efficient dairies.

For 32 years the dairy-herd-improvement association has been increasing the herd production per unit by keeping careful records. The board of directors of the San Bernardino County Association decided to do something about the shortage of heifers and at the same time help 4-H Club members. The board obtained dairy calves whose dams had outstanding records of production. These calves were sold at cost or less to 4-H Club members that had had previous dairy calf experience.

With the increased demand for good dairy herd replacement heifers, 4-H'ers should have no trouble selling their calves at a premium price. The 4-H Club member has a record showing the calf's dam, sire, and the ranch and date on which the calf was born. Each member has agreed to notify the dairy-herd - improvement - association

board of directors before the calf is sold so that association members can have a chance to make a bid on these calves.

The calves in this project are put on a heavy feeding schedule. From 5 weeks to 4 months they are fed whole milk and a concentrate mix of barley, rolled oats, wheat bran, cottonseed meal, and salt. They are also started on alfalfa hay.

From 4 to 7 months they are fed a pound of the concentrate mix to which has been added 15 per cent dried skim milk and are started on pasture and given all the good alfalfa hay they will eat. From about

7 months of age to freshening, rolled barley, good hay, and pasture are added.

On this feeding program these heifers should be heavy enough to breed when they are between 14 and 15 months of age.

By this method of heavy feeding a dairy calf freshens when about 2 years of age and begins to pay her own way. This method is still in the trial stage, but it is hoped that the work of 4-H Club members backed by the dairy-herd-improvement association can help test a new system of feeding which meets a need of dairymen.

Seeing Balance



THE FRUIT of an idea found in the Extension Service Review is this visual aid used by G. B. Phillips, swine specialist, and Lyle Brown, visual aids specialist, in Alabama. It is adapted from the article by Uel D. Thompson of Texas, published in the August 1950 issue of

the Review. The first picture of the series showed that when a man has hogs and only corn for feed his operations are out of balance. This picture shows that it takes green grazing, protein, minerals, and salt in addition to corn to bring his hog-feeding operations into balance.

Cooperation Pays Off

COOPERATION among 17 families in Olive Branch, Ga., has made the community a better place in which to live and rear a family. And what better compliment can you pay a community?

Their cooperative efforts toward community development brought to them, among other things, 7 new bath rooms, 9 new or remodeled kitchens, 11 kitchens with hot water, 4 new washing machines, 7 refrigerators, 2 new Sunday School rooms and a paint job inside and out for the Methodist Church, and almost a 100 per cent increase in attendance at the Methodist and Primitive Baptist Churches.

This cooperation brought to the community, agriculturally, an increase of 174 acres in pasture since 1949, 253 other acres seeded to pasture plants, 57 more tons of phosphate than were applied in 1949, 10,800 feet of terraces, 91 more acres in corn, 255 more acres in crimson clover, 48 acres planted to vetch and Austrian winter peas, an increase of 2,000 bushels in sweet-potato production, 2,602 more hens and pullets, 107 more cows and pigs, 5 new tractors, and 17 pieces of other farm equipment. All this in 1950!

Between the two churches are two acres that were hilly and grown up in bushes. A field day was held last year during which R. H. McRae, Talbot County agent, the Soil Conservation Service, and a veterans' agricultural class cooperated to level the area. Small plots were laid off and each one sowed to a different grass or clover and each getting varied amounts of different analyses of fertilizers. Each plot has been labeled, and farmers expect to get information from this project which will teach them what grasses and clovers to use in their livestock-feeding programs.

Community cooperation didn't

end with the year, and already in 1951 a new 4-H Club has been organized, land has been cleared for a community park and playground, and work on a community house has begun.

Further plans for 1951 call for a new porch for the Primitive Baptist Church, another new Sunday School room for the Methodist Church, renovation of the grounds at both churches, and even more of the farm and home improvements like those made in 1950.

Why this change for the better in Olive Branch? Mrs. Lucas says it was simple. "When people see some-

one else do something good, they want to do it, too."

The beginning really came in January 1950, when County Agent McRae told several people in the community about a new farm community-improvement contest sponsored by the Chattahoochee Valley Farmers Club of the Columbus Chamber of Commerce. The people became interested, a meeting was called, and they organized.

Seventy-six other Georgia and Alabama communities in 19 counties did the same thing and carried out the 1950 program which was conducted in cooperation with the Extension Services.

Olive Branch won a \$75 prize for being the top community in Talbot County, but the people learned during the year that no amount of prize money could pay for their improvements. So they are entering the contest again because they like this new way of life.

Pasture Renovation



MINNESOTA county agents donned work clothes and got right down to earth when agents from the southwestern part of the State brushed up on pasture renovation techniques.

County Agent Victor Johnson (left) of Jackson County sat down

beside E. R. Duncan, Minnesota Extension Soils Specialist (right), and got a line on what information to send with soil samples. Other agents took a turn at obtaining the soil samples, running the tractor for plowing and other jobs in renovating the pasture.

IT WAS MORE than 5 years ago when Lester L. Osborn first mounted the steps of the administration building on Colorado A. & M. Campus. In fact, it was June 1945, when fresh from under a major's gold star in World War II, he began his efforts to help young men and women who were seeking opportunities for better living on Colorado farms.

He spent the first 6 months laying the groundwork for community and State-wide organizations. He studied surveys and background material of other States, trying to find the key to the interests, needs, and problems of rural young people, and why they weren't actively participating in community life, why they didn't vote, why they migrated from farm to city.

Those who went to the city were found to be illy prepared for the change. They had had no vocational guidance to help them find a place in urban society. Those who stayed on the farms were progressive, and full of good ideas but Mr. Osborn wondered why so few of them took part in community activities. Not even the churches reached some of them.

Seeking the answers, he called on many young folks. Typical of these was Harold Miller: "I'm not afraid to speak my mind among my own age group," he said. "My experience has been that when I meet with the older groups in community organizations, the meetings are pretty well dominated. I give full credit to the sages for what they know, but I find little room for expression from the young folks."

"This young farmer is after three things," Mr. Osborn said. "One is fellowship among those of his own age, another is subject matter counseling and the third is recreation."

The roots of the desire for academic knowledge do not go too deep into past generations, but the young man and woman of today—the college graduate and the grade school farmer—have the desire in large measure.

Groups began to take form—though sometimes the organization was somewhat intangible — until

Meeting the Needs of You

Colorado young people with the help of Lester L. Osborn
an organization which gives them what



The desire for knowledge and skill permeates the workshop for young homemakers.



Better farm living comes through the help of Lester L. Osborn, built with the help of young people.

more than 3,000 young people were participating. Through their efforts, church services were started in communities where they never existed before, rodeo grounds were constructed, parks established and maintained, and innumerable community services performed. These things began to herald the tradition which Les (Gramps) Osborn wanted to instill into their group activities—that of democracy, self-expression, and leadership.

"Democracy means cooperation and teamwork for the good of the cause. Cooperation and teamwork come through group activities," he says. "Leaders are not all born, some are made through community enterprises. The very habits and skills acquired through the practice of living, playing, and working together, plus learning to follow, con-

tribute to making leaders."

What makes the young farmers and homemakers' program click in Colorado? The first need is a leader in the community—sometimes an older farmer, the county agent, or even a young farmer. This local volunteer leader, along with two or three other couples, is the key to success. The material with which the leader has to work are young people—as plastic and workable as new clay, but alive with human eagerness, imagination, adventure, and desire to be wanted, and liked by their fellowmen.

Second in importance to a program that clicks is recreation. This is vital in the development of young people. It is one of the first needs and can be used as a nucleus of an organization of young farmers and homemakers. People get

People

are developing
ant.



concrete things as a new barn for Bud
ser young farmer, Joyce Rawlinson.

mixed up and find themselves laughing with each other and thus they get acquainted. This makes it easy to work together and a new friend is found.

For a successful meeting, Mr. Osborn recommends "be brief and punchy." When a meeting of young people is called, send a mimeographed letter explaining what the program is about. Make the business meeting brief and put it first on the agenda. Time the subject-matter speaker and give him 30 minutes. It is often a good idea to serve the refreshments next so that those who have to leave early or do not care to take part in the recreation may go home. Within an hour and a half, the fun has started and it is still early.

Baby sitting has been a popular phase of the meetings in Colorado.

Young married people have small children who usually have to be brought along. A separate room arranged as a nursery, with the young mothers taking 20-minute or even 10-minute shifts, solves the problem.

The social life often revolves around carnivals, fairs, and big money-making dances, which make for blithe spirits in villages and hamlets across the State. The busy young folks put on machinery shows, set up community or county booths and each year seems just a

little busier and more important than last.

Working to conserve and improve the land is important because good land contributes to broader opportunities. Better living on farms is built out of definite things such as crops, livestock, equipment, health, education, and security, each of which can be divided into specific problems which young people can do something about. These are the things which have made the young farmers and homemakers' program in Colorado a hopeful development.

Catwalk Into Editor's Office

A FLANNELGRAPH cat helped to teach news-writing techniques at the first State-wide publicity workshop for Home Bureau members held at Cornell University in September. It was the first time a flannelgraph had been used in New York State for such a purpose, and workshop delegates pronounced it "an excellent aid to remembering."

A yellow cat—not exactly orthodox but recognizable—was built on a blue background from the three letters: C—the cat's head; A—it's body and front legs; T—the remainder of its body, hind legs, and tail.

Mrs. Marion Stocker, editor in the College of Home Economics, who conducted the news-writing part of the workshop, explained that three factors are essential for success in placing an item in a newspaper and that their initials are C A T: C for Content; A for Appearance of manuscript; T for Timeliness.

"The editorial CAT cannot walk its way into the favor of the city editor unless it has all three of these equally important parts," Mrs. Stocker told her class.

The second flannelgraph act amplified the "content" part of the triumvirate by completing the cat's face with the five W's and the ABC's of news writing: Who and What ears; When and Where whiskers; Why mouth; Accuracy and Brevity eyes, and a Clarity nose.

In the third and final act, Mrs. Stocker built, paragraph by paragraph, an inverted triangle news story, representing with flannel figures the attention-catching lead, and successfully less important facts in paragraphs of diminishing size.

A humorous skit, "Mrs. Greenhorne Meets the City Editor," emphasized rules brought out in the flannelgraph, and then delegates wrote advance and follow-up stories which Mrs. Stocker corrected and returned.

News-writing instruction consumed a half day of the 1½-day school. The remainder of the time was devoted to discussions, always followed by question periods. Prof. William B. Ward, head of the Department of Extension Teaching and Information, spoke on "What Good Press Relations Mean to the Home Bureau;" Associate Prof. L. W. Kaiser discussed "How Radio Can Spread Home Bureau Teaching"; Asso. Prof. Elmer Phillips explained "Effective Exhibits" and "The Value of Pictures in Home Bureau Publicity;" Helen Pundt, assistant editor in the College of Home Economics, presented "Historical Record Books, How to Make Them Valuable;" and Victor R. Stephen, publications production manager, gave a chalk talk on "Layouts for Record Books."

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Toward a Better Job

The Ohio plan of giving all extension workers a chance to do graduate study and work for professional improvement is reported by E. O. Williams, county agent, Toledo, Ohio, who is chairman of the professional improvement committee of the National Association of County Agricultural Agents.

THE TWO-WAY communication between agents and administrators in Ohio is making graduate study attractive and profitable to both the extension worker and the organization. It is an integral part of a well-conceived program in which agents are invited to come in for analysis of their needs and assistance in selecting an institution that will best serve their needs.

The present policy for professional improvement was inaugurated in 1937 by the Board of Trustees of Ohio State University. Amended in 1939, it provides leave for all extension workers who hold the rank of instructor or above, contingent upon approval by the dean of the college of agriculture, the director of extension, and the president of the university. Under the plan, every worker is entitled to a semester's leave at 5-year intervals. Of course there are exceptions where a longer period of time is required to complete a course, but in such cases the employee is not permitted leave until a proportionately longer period of time has elapsed.

Program Is Systematized

Responsibility for the program is assigned to the assistant director of extension in charge of programs, who encourages further study, advises undecided employees, and helps them select a course. After clearance with the administration staff, the assistant director notifies employees well in advance when they will be entitled to sabbatic leave. Upon notification, the extension worker is expected to take the initiative in determining his or her own program for study, which requires registration with an institution of learning. The employee is

invited to come in at his convenience and discuss the matter and, when necessary, is assisted in selecting a college or university and a course of study. In 1950, 73 extension workers consulted the assistant director on such matters as choosing a course, selecting an institution, and personal adjustments.

Agents are requested to discuss the administrative problems involved by their leave with other agents and their supervisor to agree upon the best time to be away from the county. Members of the State staff are urged to talk over the matter with the head of the department. Applications of county extension workers for leave for graduate work must be approved by the county advisory committee. Both State and county workers agree to return to the job for 2 years.

Extension workers are enthusiastic about the opportunities offered them to pursue further study. Some workers select a course, others a problem, and some both. In the "problem" area, they tackle such matters as a children's clothing radio series, study of the dairy industry in a county, farm management and conservation practices, and many other problems they feel they need to know more about in order to do a more effective job.

A Ceiling on Numbers

The State ceiling on the number of employees who may engage in graduate study during a year has been set at 40. Since the new professional improvement program has been in effect, there has been a better balance in the number of agents taking part. Between 1937 and 1941, 107 extension members enrolled in

some type of advance study. Leave was discontinued during World War II, but since the close of that war 81 have taken advance training.

When the worker returns to his duties he prepares an evaluation of the leave, record of courses, and special problems studied, which he submits to the State office. This becomes a part of the employee's personnel file.

What the agents learn is naturally funneled back to the people in the counties. As one extension agent put it: "I have used the material many times after returning to the county. I have already changed some of my methods of extension teaching, which I believe will enable me to reach more farmers."

The administration staff is highly pleased with the leave plan, and the returns in better teaching have repaid the investment many times. The quarter allows enough time for the member to really dig in and learn something and, at the same time, is not so long that major personnel adjustments are necessary.

In addition to graduate study, Ohio is also encouraging attendance at summer schools, personal programs of study and reading, and attendance at State and national professional meetings.

Catwalk Into Editor's Office

(Continued from page 81)

Evaluation sheets were filled out by the delegates at the end of the sessions, and comments were unanimously favorable. Remarks stressed "new understanding of the importance of spreading Home Bureau teachings and how to go about it" and urged that the workshop be held annually. Home demonstration agents present suggested that a similar State-wide training school be held for agents, a possibility which currently is being discussed by State leaders.

Sixty-eight Home Bureau representatives from 42 New York counties and a county agent from each of the State's four districts attended the workshop, which was sponsored by the New York State Federation of Home Bureaus.

Building Support for 4-H Club Center



WITH a personal check to the National 4-H Club Foundation, Director M. L. Wilson launched one phase of a Nation-wide fund-raising program for the National 4-H Club Center, March 19. Walter Conway, assistant director of extension work and vice chairman of the National 4-H Club Foundation is pretty happy about it. The incident symbolizes one of thousands of such contributions that are now being made for this worthy purpose.

The purchase of a beautiful 12½-acre campus and five buildings in Chevy Chase close to the northwest boundary of the District of Columbia completes the first phase of a long-standing 4-H dream. A self-sustaining financial program is the next big step. Currently, the property is leased by the Department of Defense for a secret army operations research project. But soon, if

international conditions are stabilized, it is hoped that the center may be developed as the hub of a far-reaching program of training and education. Its program and facilities will serve cooperative extension workers, 4-H members, young men and women, farm and home organizations, and many other types of activities. It is planned that special emphasis will be given to citizenship and character development. The location of the 4-H Center in the Nation's Capital makes it ideally situated for this purpose. The National 4-H Club Camp will be held at the center, among other meetings.

Getting back to the "Share and Care" fund-raising campaign, a three-phase plan has been developed. The nearly 2 million 4-H Club members will be given opportunity to contribute through funds raised by their local 4-H Clubs. The equip-

alent of 10 cents per member or a minimum of \$1 per club is suggested as a starting point. Regional committees of State and county extension personnel will organize and implement this first phase of the "Share and Care" campaign.

Extension workers may contribute, too. Walter H. Conway will coordinate and receive the contributions of extension staff members. In commenting about the "Share and Care" program he said: "I wish that every member of our extension family of 17,000 might have a chance to see and use our new National 4-H Club Center. We hope they will eventually. In the meantime, we have a big job of paying for it and establishing a reserve fund for its operation. This will be a million-dollar program. It will benefit every extension worker and the entire Cooperative Extension Service. I hope every member of our extension family will contribute personally and will promote and support the 'Care and Share' program among 4-H members, alumni, and friends."

W. A. Sutton, State 4-H Club leader of Georgia and chairman of the Committee on Development of a National 4-H Club Center, says that among the purposes and uses for the National 4-H Club Center are to provide:

1. Headquarters for the annual National 4-H Club Camp, including 200 delegates and 100 leaders.
 2. Campus and headquarters for training institutes in citizenship and leadership.
 3. Living, dining, and conference headquarters for State or county 4-H touring or study groups.
 4. Quarters for national and regional extension conferences, policy groups, and planning meetings.
 5. Facilities for groups of county agricultural, 4-H Club, or home demonstration agents who wish to visit or study at the Agricultural Research Center in Beltsville, Md.
 6. Orientation programs and accommodations for international exchange groups.
 7. Facilities for young men and
- (Continued on page 86)*

World Extension Begins With Family

*Point 4 directing technical assistance
extension programs to family and community*

DOUGLAS ENSMINGER, Head

Extension Education and Training Division, Technical Collaboration Branch,
Office of Foreign Agricultural Relations, USDA.



IN A SERIES of discussions in Washington in recent weeks, extension workers and Point Four officials have reached broad agreement regarding the orientation and emphasis of extension in countries where technical assistance programs are being carried out by the United States Government. To be effective and gain the support of the people, the orientation must be directed toward the farm family and community. To meet the objectives of Point Four the emphasis will be on increasing food production and raising the general level of family-community living.

What the Family Know They Need

In this direct extension approach to the farm and family, attention will be pointed toward systematically analyzing what the farmer and his family know they need. Once these needs are fully understood, Extension will direct its educational efforts toward initiating self-help and aiding government programs to meet farm and family needs.

While the number one objective must be the production of more and better food in stable supply, Extension in order to be fully effective must also focus attention on such things as sanitation, better housing, improved diets, education, and all the things that make up the pattern of family living. An equally important objective should be to educate people to participate in the community process of analyzing

needs and working together to solve their problems.

Both men and women extension workers are being requested by the Point Four countries. In many countries the extension staffing pattern calls for 10 United States extension workers. A staff of 10 would include three pairs of county and home agents who would work directly with the people on the farm family and community improvement program in three different sections of the country. At the national level would be a man and a woman responsible for coordinating the extension work with the other technical assistance programs and for supervising and exploring ways of spreading the work throughout the country. A specialist in communication and an extension social scientist would complete the staff of 10. It is not expected that 10 United States extension workers will be sent to each Point Four country. Some countries will have only one or two.

Communications Expert Included

The communications person (an extension information specialist) will work with the entire project staff in (1) analyzing the normal processes of communication of the people, (2) devising communication procedures which can be understood by the people, (3) preparing materials in such form that they will be useful to Extension and the farm people, and (4) assisting in developing new channels of com-

munication with the people.

The extension social scientist likewise will work with the entire staff, assisting in analyzing and understanding the culture and helping to (1) determine what the farm family believes it needs, (2) find out what the farm family and community need without fully realizing the need, and (3) develop methods and techniques of gaining acceptance of new farm and home practices and methods. The social scientist also will assist in measuring the real effectiveness of the various approaches and projects and work with the research and extension workers in reshaping and altering objectives and methods to assure constant project improvement.

Native Technicians Cooperate

In all cases the extension workers will be paired with one or more technicians from the Point Four country to assure that from the inception of the program the objective will be to help the country develop and direct its own farm family and community improvement program.

To do this job requires some of our most competent United States extension workers. The Cooperative Extension Service is actively participating in the formation of policies involving extension work in the Point Four countries. As the work progresses, Extension will assist in the selection of extension workers for Point Four field assignments and will directly participate in supervising the work in the various countries.

Egg Institutes Click

(Continued from page 76)

Among the advantages of these displays was that folks attending the institutes could study them before and after the program and during the noon recess. "These," to quote Max Hinds, "are more effective in conveying ideas than the lecture method." RMA funds were used to finance the cost of making these displays.

It was believed by Minnesota extension people that the logical way to improve efficiency in marketing was to develop a good product, and it was with this in mind that Miss Cooke and Mr. Hinds worked with trade groups in expanding the egg institutes.

Individual institutes can and do differ from the typical one described above in several respects. At one, a panel discussion was held, with the panel including representatives of all three participating groups—trade, producer, and extension. As usually happens when the audience can participate, results were highly satisfactory.

At some institutes there has been a display of equipment supplied by local merchants. At Rochester, where a capacity crowd braved a near-blizzard to attend, space and equipment for 100 hens was laid out. Quality exhibits, showing examples of various grades of eggs, were featured at several of the institutes.

An egg-cooling exhibit showed how long it takes to cool eggs by various methods, driving home the fact that the cooling process can be accomplished most efficiently by using a cooler which any farm family can build or have built locally.

Community nests, as well as the egg cooler, have played a big part in the effectiveness of the egg institutes. At most of the affairs, local groups have built a community nest and a cooler for display at the meeting. Rural Electrification Administration plans were used for the cooler, and plans for the community nest were provided by Miss

Cooke. Plans for the nest and cooler were made available to those attending.

Both the community nest and the cooler were sold at cost or given away as a prize at the conclusion of the program. The purpose of disposing of the nest and cooler in this manner was to encourage prompt adoption of a new method by getting it into actual operation on the farm, where it could serve as a demonstration unit long after the meeting had faded into the past.

While planned primarily for the producers' benefit, these egg institutes were affairs into which hatchery men, egg handlers, feed merchants, lumber and hardware dealers, civic organizations, vocational agriculture units, and even consumers could be drawn, making them an all-industry event.

Community "Carries the Ball"

State and county extension personnel were always available to lend guidance and fit into the program, but the representatives of the community actually "carried the ball," with the local committee having a maximum of latitude in planning and carrying out the program.

Miss Cooke has noticed that the most effective institutes were those in which local trade groups and marketing people were noticeably present and taking an active part. Identifying the local trade people with the recommended egg production and marketing practices encourages adoption of these practices, she has observed.

Active producer participation is also essential, and it was the egg show that formed the peg on which producer participation hung. A topic of informal discussion among the producers, the egg show has been an occasion for neighborliness. It generated the spark that spelled the difference between "making or breaking" the institute.

The exact degree of the effectiveness of educational procedures is always hard to measure, but in the case of the Minnesota egg institutes, there are several encouraging signs. Among these are post-

institute reports of sharply increased volume handled by egg buyers, quick upsurges in requests for egg pick-ups from farms in outlying areas, requests to feed dealers for more information on feeding, the sale of more and better poultry equipment by local merchants, and improvement in egg show entries after the first year.

In almost all of the communities where these meetings have been held the past year, there have been indications that they will be repeated by popular request. News of the institutes is spreading about the State. They are serving as demonstrations of what can be done when trade, production, and educational forces get together, and counties previously hesitant about going ahead on their own are considering combining with other counties in staging the institutes.

In Minnesota, the future looks good for extension teaching of quality improvement by the egg institute method.

● In January, the first family life specialist in the history of the State was appointed to the Maryland Extension staff. She is MRS. JEANNE SATER MOEHN, former home demonstration agent in Illinois and home efficiency specialist in 4-H Club work at Iowa.

Mrs. Moehn, who attended Iowa Wesleyan College at Mt. Pleasant, Iowa, and received a degree in home economics education from Iowa State College, has her headquarters at College Park, Md.

● JOSEPH L. MATTHEWS now heads the educational research section of the Division of Field Studies and Training, Federal Extension Service, filling a vacancy left by the transfer of Dr. Douglas Engminger to the Office of Foreign Agricultural Relations last July. Matthews hails from Texas where he has served as a county agricultural agent and a member of the State staff. He has recently completed work for a Ph. D. degree at the University of Chicago.

4-H Club Center

(Continued from page 83)

women's conferences, older youth tours.

8. Farm women's club groups.
9. Other organization or group meetings and conferences.

The three national associations of county extension agents have been asked to promote and support the "Share and Care" campaign among county extension workers. State extension directors will determine procedures within each State and serve as spearheads in those States where the plan is promoted. Nationally, the program was approved in principle by the Extension Committee on Organization and Policy at its meeting March 15, 1951.

A. G. Kettunen, State 4-H leader in Michigan and chairman of the board of trustees of the National 4-H Club Foundation, says that some States are already moving forward with their part in the "Share and Care" program for the 4-H Center. His own State Extension Service launched a comprehensive, State-wide program on Washington's birthday, February 22, 1951. He points out that the need for money to repay indebtedness of the foundation is urgent. The campaign will go forward on a broad front with all friends of 4-H and young people eligible to contribute through their State extension office or W. H. Conway, vice chairman of the National 4-H Club Foundation, Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

Home Demonstration Week

(Continued from page 77)

developed for the week has given people throughout the county pleasure and kept them informed throughout the year.

A county home demonstration chorus received a new lease on life, exhibits at the county fair showed marked improvement, an open house was held following an uphol-

stering school when the public was invited to see the finished product, the county home demonstration council entertained the county board of commissioners at dinner, roadside signs were put up to indicate the communities having home demonstration clubs, and a weekly television program was initiated, all because of Home Demonstration Week and an effective follow-up.

It has also been a stimulation to more participation in radio and television programs and in writing news and feature articles for the newspaper. Because of the demand, some States have inaugurated news-writing and radio schools for local leaders as well as for agents. In another State, Home Demonstration Week started the practice of

introducing new home demonstration agents through a news story and picture in the local paper. In another office, a new camera was bought to supply pictures of local activities for the press.

These are but samples of the values and the results as reported by home demonstration agents and State leaders. By and large, the women themselves like Home Demonstration Week. In most States the observance is in the hands of the home demonstration clubs. They plan for it, they work for it, and they enjoy it. Where the leads have been followed up, the whole program has profited greatly in the number reached, in the extent of the field covered, and in the quality of the work done.

Homemakers Landscape Youth Center

THE YOUNG PEOPLE at Beckville, Panola County, Tex., are enjoying a new youth center all because home demonstration clubwomen, who mainly comprise the parent-teacher association there, decided to take a hand.

Two years ago, the P. T. A. at Beckville bought an old army barracks building and from time to time the clubwomen made improvements. A new roof was put on, new windows with screens put in, and a front porch was added. The interior was walled with knotty pine. A kitchen, with cabinets, sink, hot plate, and serving counter, was installed in one end of the structure.

Members of the Beckville, Sims, and Harris Chapel Home Demonstration Clubs assumed the task of landscaping the grounds. They also made curtains and pads for the benches around the wall.

Minna Perry, Panola County home demonstration agent, says that the ground will be leveled and the grounds will be landscaped with native shrubs and flowers.

Included in the plantings will be

dogwood, redbud, sassafras, willow oak, sumac, elder, yaupon, winter willow, birdseye, and buckeye. The clubwomen are donating other shrubs which they are finding at old home sites.

One side of the grounds will be a picnic area with a barbecue pit and table. A grass tennis court and croquet ground will be located in front on land lent by local businessmen.

● **JAMES W. DAYTON**, State county agricultural agent since 1943, was appointed associate dean and director of Extension in Massachusetts on February 1.

Director Dayton, a native of Redding, Conn., has been active in agricultural circles since 1913, when he graduated from the Massachusetts Agricultural College.

● North Carolina has another man of the year, State Club Leader L. R. Harrill. This title was conferred on Mr. Harrill by The State, a North Carolina magazine.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Reforming Johnson Grass

Johnson grass, long a scourge of cotton farmers of the South, has now become a major crop for summer pasture in many areas. In the first breeding program in the world designed to improve this grass, progress is being made at State College, Miss., in developing lines that are high yielding, more persistent under mowing, and have better forage quality. One of the experiments involved crossing Johnson grass with its distant cousin, the sweet-juice forage sorghum. Lines have been obtained from this cross that have the perennial habit of Johnson grass but without its objectionable habit of spreading by underground stems or rhizomes. One line, with juicy stalks, higher dry-matter content, and higher yielding ability than the annual sorghum parent, is now being increased. A perennial forage sorghum will eliminate the necessity of reestablishment each year with attendant costs and hazards of failure.

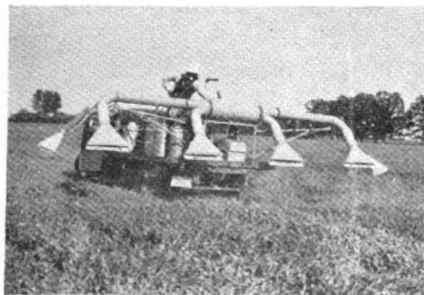
New Test for Adulterated Feed

It looks as if the end may be in sight for the shady practice of adulterating dehydrated alfalfa meal with ground field-cured hay for purposes of profit. Our dairy scientists have developed a method for detecting such contamination by means of a phosphatase test similar to the test for detecting underpasteurization in dairy products. Like milk products, hay contains a phosphatase enzyme that is destroyed by the heat of dehydration. Since the enzyme remains active in field-cured hay, the presence of

enzyme in dehydrated meal indicates adulteration with field-cured hay or some other nondehydrated material. Dehydrated alfalfa contains 3 to 100 times more carotene than field-cured alfalfa. It is, therefore, an important source of vitamin A in livestock feed. The test will be most useful to manufacturers who buy dehydrated alfalfa meal for mixed feeds. Its ultimate benefits will accrue to purchasing farmers, who will be assured of getting their money's worth.

Mist Blower for Vegetable Spraying

Vegetable gardeners will be interested in an experimental lightweight mist blower for applying concentrated sprays to vegetable crops. Developed by ARA entomologists in cooperation with the Wisconsin Experiment Station, the blower has been tested in the field against pear aphids, cabbage caterpillars, potato leafhoppers and flea beetles, onion thrips, and six-spotted leafhoppers on carrots. DDT, parathion, and tetraethyl pyrophosphate were among the insecticides used in the tests, which showed as good control as when the conventional high-gallonage sprayers are



used. The new equipment can be maneuvered easily through fields of vegetables, causes less mechanical damage to the plants, and requires very little water hauling. Further tests are under way to make the blower practical for manufacture and general use.

More Lamb Chops Through Science

One good way to increase supplies of lamb meat is to produce more vigorous lambs that will reach market weight sooner. Experiments at Beltsville have shown a simple way to do this—by crossing pure breeds. Crossbred lambs from purebred Hampshires, Shropshires, and Southdowns had 19 per cent fewer death losses before weaning, and they reached a market weight of 75 pounds in 38 days less time than was required for the purebred lambs. The crossbreds weighed 63.5 pounds at weaning time and the purebreds 56 pounds. Each crossbred lamb was from a purebred sire of one breed and a purebred dam of another breed. The reduction in death losses and the faster gains give the farmer a good opportunity for increasing annual returns from his farm flocks.

■ The 1951 award, presented annually by the Nebraska Crop Improvement Association for outstanding work in aiding the certified seed program went to Dundy County Extension Agent LEO BARNELL. DR. F. D. KEIM, chairman of the agronomy department of the University of Nebraska, received the award in 1950.

"QUICKIES"

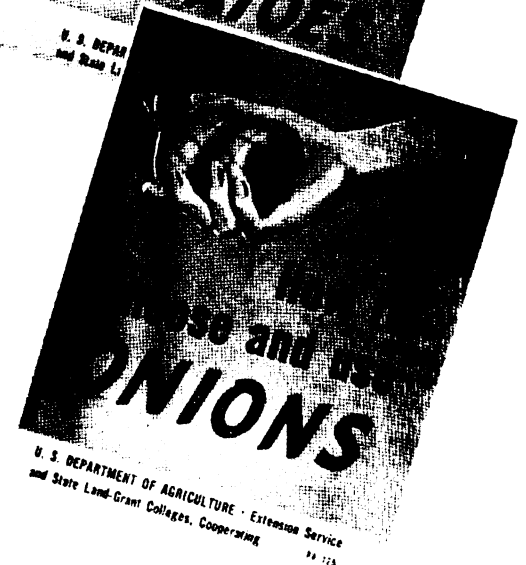
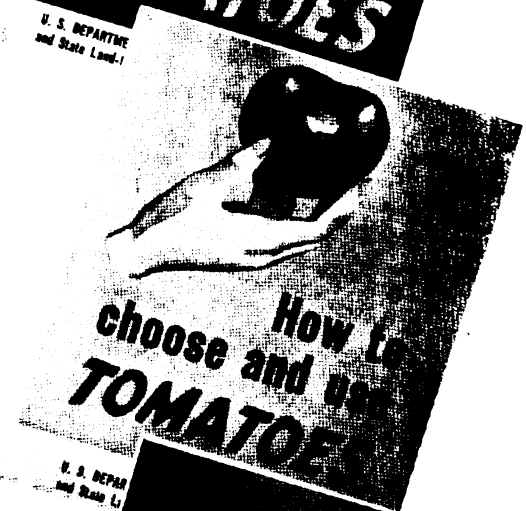
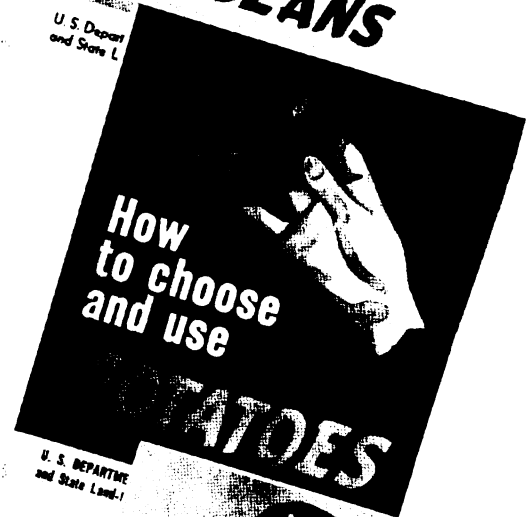
on Food Buying for the Consumer

Color that appeals, read as you run, see it all at one glance are features of the "How to Choose and Use" series of consumer education hand-outs. Quickly read, they can clinch the consumer information taught through television, radio, exhibits, demonstrations, and meetings. They are equally appealing to adult consumers and to 4-H consumers. They briefly show how to choose for both quality and quantity and how to care for and use. The first series has been widely used. This vegetable series includes in addition to those pictured two others—cabbage and carrots.

This summer there will be six new ones for your use. It is a fruit series—apples, peaches, pears, oranges, grapefruit, and dried fruit.

These U. S. D. A. leaflets are made available in limited number through your State publications distribution officer.

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EXTENSION SERVICE

Review

JUNE 1951



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Learning about our world neighbors.

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The Cover This Month

• "Different conditions make different methods," says Don Meike, an International Farm Youth Exchangee from Wyoming who helps his Danish host, Mr. Speggers, cut the thistle from the barley field with hand implements. With labor cheap and plentiful, Don opined that this method was as practical in Denmark as 2-4D is in the United States. (Tips from a "Grass Roots" Ambassador, p. 94.) This month 58 more International Farm Youth Exchangees from 33 States board their ships to spend several months living with farm families in 19 foreign countries.

Next Month

• Members of Texas home demonstration clubs are learning the broadcasting business and putting on some good programs—in fact, they are taking the responsibility for a regular feature, according to Frances Arnold, Texas assistant extension editor, who sent in a report for next month's issue.

• New Jersey's well-known county agent, Dwight Babbitt, was seen in the Department of Agriculture recently looking as if he worked here. A little research disclosed that he was engaged in writing a leaflet for members of the National Association of County Agricultural Agents which he agreed to discuss.

• The Extension Service was represented at the President's Highway Safety Conference in June. The back page in July will call attention to some of the facts on highway safety for the extension agents.

• The article in this issue, "To Have and to Hold 4-H Club Leaders," aroused considerable interest among the staff members who were asked to read it before publication. In fact, Dr. Barnard Joy, who is teaching an extension course at the Colorado summer school, asked permission to have it mimeographed to use in his classes. It is, therefore, with pride that we announce another article by the same author, Wilbur Pease, this time on ways of getting parent cooperation.

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Review

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Extension Service Review for June 1951

Learning About Our World Neighbors From the IFYE's

HENRY SEFTEN, Federal Extension Service

WHY DO the British drive on the left-hand side of the road?

Why are their cars smaller than ours? Do you raise turkeys in Turkey? Do all women in your country wear veils? Do all people in Holland wear wooden shoes?

Americans, like any other people, are curious. These and many other questions they ask our visiting International Farm Youth Exchangees. These alert ambassadors of good will are here to help better understand our way of life and to tell you about theirs. They are eager to meet people, learn about us, and, above all, to contribute to our knowledge of their way of life.

Here is what a prominent old-time leader of 4-H Clubs in Connecticut said about the young man from Germany who visited his community as an International Farm Youth Exchangee: "Fritz has given us much more than we could possibly have given him in return."

Fritz, like many other youth who have visited the United States in the past, came here for a 6-month visit to live, work, and share experiences with several farm families under the sponsorship of the National 4-H Club Foundation of America, Inc., and the Extension Service.

This month most of the 50 farm youth from 15 foreign countries will have arrived in the United States. These young men and women between the ages of 18 and 26 are in the United States to learn about the life, customs, and culture of rural America. Unlike most other foreign visitors' programs, the IFYE's place more importance in learning about people than to gain technical information. Carefully selected by the youth organization to which they belong, these young visitors from overseas come to the United States

with a keen desire to participate in all activities and, above all, to contribute something.

To list all the fine contributions made by the IFYE's who have visited the United States during the past 3 years would fill a book, so let's just glance at a few ways in which IFYE's like Fritz have contributed toward enriching the experiences of rural people.

Eight IFYE's, each representing a different country, staged a "Your Neighbors" program at a State 4-H event. Each IFYE crashed through a large 7-foot colored map of his country. After introductions were completed, each IFYE spoke briefly on the customs and life in his native country.

IFYE's with a limited knowledge of English may be used very effectively by having them speak in their native language with a local person translating.

Many of our young visitors from foreign lands are excellent cooks. They may have something really special they would be happy to prepare for their host family. Here's an opportunity to learn first-hand information, not only on how to prepare tasty foreign dishes but to taste them as well. To Americans tea is tea—all you need is a tea bag and hot water. Get one of the British IFYE's to show you how a good cup of tea is made, then you will realize why the British consider our tea inferior. Dishes like fondue, as made in Switzerland, and the manner in which it is served will fascinate any group. Have you ever tasted French bread or the famous "apfel kuchen" (similar to our apple pie) as made in Germany.

One of the Swiss IFYE's introduced the art of yodeling in the communities he visited and even trained and developed a few

4-H'ers. A few IFYE's have brought over articles of home handcraft and rural arts which, if invited, they are only too glad to display at meetings. Pictures showing typical rural scenes of their country are occasionally a part of the IFYE's baggage. These may be used at meetings or displayed as part of an exhibit on foreign rural culture.

A Swedish IFYE helped make a county fair just a bit more interesting by putting on an exhibit of pictures, booklets, and circulars telling about their rural youth organization known as "JUF."

An Austrian IFYE interested in geology put on an exhibit at a 4-H fair of more than 30 specimens he had collected while in the United States, including fossils, petrified wood, and minerals. Another IFYE wrote a full-page article for a national farmers' organization house organ, and several have written short articles for extension publications.

A French girl last year made a United Nations flag at a homemakers' meeting and demonstrated some of the French techniques used in clothing construction. The three young people from Finland had two reels of movies and a fine lecture on the life and customs of their people.

The two Greek IFYE's who surprised their host by their accuracy in bagging coyotes, explained that they had spent several years in guerrilla warfare. As a result they were often asked to tell of their experiences.

A young British girl from the county where Hereford cattle originated spoke to a county Hereford Breeders' Association.

The IFYE's are eager to contribute. Give them the opportunity, and they will help to give us a clearer and better understanding of our world neighbors.

To Have and to Hold . . .

4-H Local Leaders

WILBUR F. PEASE, 4-H Club Agent, Suffolk County, N. Y.



County executive committee's



. . . leader recognition dinner



. . . is big event of the year.

AN INTEGRATED program has helped us obtain volunteer leaders more efficiently and work more effectively with them. Other benefits, originally thought of as possible results only, are proving of equal value.

We first discarded a method too long used, the "hunt and find" method. We realized it was a wasteful use of time and not too successful in getting leaders who would stay with us. Our population has a heterogeneous race heritage, cultural patterns, and economic status. Small villages and open country contribute more to our 4-H membership than do the farms. Parental interest under such conditions must be constantly cultivated.

Three years ago we adopted the parent meeting plan of club organization which we have used ever since. Believing that although parents are interested in their boys and girls, they must have an understanding of 4-H Club work before we can expect their active cooperation, we have used parent meetings as a first step in establishing a club, though parent meetings are also held whenever an established club needs new leadership.

To give understanding of the purposes, methods, and values of club work, we began to use a set of color slides of State origin, supplemented by county slides of local interest. We organized the slides and the word story to bring out the three main features of 4-H—the local club, projects, and special activities. As the "4-H Way" pictorial story unfolds, few words are needed to highlight the values to youth.

Following the slides, questions from parents come readily and lead to a discussion of the parents' part, supplemented by a sheet on "Ways Parents May Help."

In the 43 (out of 47) successful meetings which have been held, the parents have heartily favored 4-H for their boys and girls. The next important step at the meeting is to place upon the parents the responsibility for leadership. They have never failed to provide it, either from the parents present or by choosing other folk of their community. Guidance is given them as regards the number of leaders needed and characteristics desired in a leader. Responsibility must follow understanding if this method is to be a timesaver for the club agent.

But what happens if parents fail to attend the meeting in sufficient numbers to guarantee success? We simply will not proceed with club organization. In one community this action challenged the few who did attend so that a year later a successful meeting was held.

This method has been a real timesaver. Since early in 1948 we have not "hunted" a leader, and 43 clubs have been organized as compared to the 31 in an equal period of time preceding. We have also had more time for other phases of the work.

Fewer clubs have been lost. In the 2-year period preceding the plan 70 percent of the new clubs organized were lost. In the first 2 years following its start, new club loss was reduced to 30 percent. Not perfect but progress! This is due in part because leaders have, in effect, been selected and approved by parents who have pledged interest and support.

The percentage of leaders having children in 4-H has increased from 42 to 66. It is a fine first step to better leader-parent relationships.

(Continued on page 108)

The White Rat Teaches Better Nutrition

MRS. CARRIE N. HERRING BENNETT, Home Demonstration Agent
Winston County, Miss.

THIS story has grown out of a white rat nutrition report in my 1945 annual narrative report. At that time I used two white rats on the following menus: White meal, fat meat, and molasses for one, and a well-balanced diet of egg, milk, lean meat, bread, butter, cheese, and all types of vegetables and fruits for the other. It was interesting, but some people got the idea that fat meat, white meal, and molasses were bad foods. This year the experiment was planned to clarify the lesson taught.

Five menus were planned for five rats of the same age, sex, and litter imported from the University of Tennessee. A small-town lunch for school-age youth is a soft drink, cookies, and candy. These we gave in abundance to Rat No. 1. To No. 2 was given a plentiful supply of white meal, fat meat, and molasses, as a control or basic diet. Rat No. 3 had the basic diet plus milk only. Rat No. 4 had the basic diet plus egg only. Rat No. 5 was given the basic diet plus milk, egg, lean meat, vegetables, fruits and cookies.

These animals were fed in the county laboratory for 2 weeks. During this time posters were made showing their diets. A hardware merchant let us place the exhibit in his store window on Main Street for 2½ weeks.

While the rats lived in the Main Street store window, the board of supervisors, the 4-H Club Junior Council, the Home Demonstration Council, the various 4-H leaders, and the superintendents of the schools in each of the nine consolidated schools in the county learned the details of the project and the plans to repeat it in nine schools. Teacher-sponsors were selected to advertise the event.

4-H Club girls sponsored the



In the science laboratory two high school students carefully conducted the experiment. Then they "visited" the cages from room to room.

project for the benefit of the boys, girls, and parents in their own community. A cage was made, menus selected, and in most instances the rats were named before they arrived in the community.

At the appointed time the University of Tennessee sent more rats for the community feeding experiments. Two rats in one cage were delivered to each school center, and one rat was transferred to the school's waiting cage. The children brought foods from home to fill the menus, or used foods from the lunch room at their school. I visited the 4-H Clubs, according to the regularly appointed month's schedule, and noted the progress being made by the rats, talked with the teacher-sponsors, and set date to take pictures. Further details of the plan were checked such as getting a story of the experiment written by one of the children, including the menus used. Sometimes a chapel program gave everybody a chance

to see the rats and hear their story as told by some member of the arrangements committee. In other cases the committee visited the rats from room to room so that the children could see and ask questions about the little animals. Some of the teachers used the project as the basis of a letter or a theme.

On scheduled time I took a small covered garbage can and druggist-donated chloroform to the schools. The rats were put to sleep and their pictures were made, together with the pictures of the children who had fed, watered, cleaned the cages, and made the menus.

The stories of the children showed that they recognized a poor diet and a good diet. They described the growth and development of the rats; they mentioned the condition of the fur, the differences in size, the skin coloring, the weakness or sparkle of the eye, the nervous condition of one and the ability of the

(Continued on page 107)

Financing Increased Production

JAMES L. ROBINSON, Extension Economist

AS FARMERS move into the emergency period, a number of questions loom large. Can farmers continue to improve their rates of production and their efficiency in the use of labor? Can and will they use money as effectively as they did during the 1940's? Can credit agencies be as successful in helping them with loans? Can Extension be as sound in its guidance?

Here in a nutshell is the farm financial problem for the coming years:

Farmers today are using more operating credit than at any time. A large part of this credit might be referred to as the farmer's "hired man," for much of it is going to finance the purchase and operation of power machinery used in place of man labor. But a good part goes for feed, fertilizer, insecticides, and the numerous supplies needed to operate a farm.

Power equipment and labor-saving devices in producing crops and livestock are enabling the smaller number of people now on farms to carry out the bigger production job required of them.

Saving in man-hours has been made all along the line. The one-man one-mule, hand-picking operation took about 200 man-hours to produce a bale of cotton. The four-row tractor, flame cultivator, and mechanical picker operation averages 28 man-hours for a bale. Tractors and combines have been responsible for reducing the man-hours needed to produce 100 bushels of wheat from 67 in 1935-39 to 34.

The first and major use of credit in this emergency is to meet expenses necessary to get high production on needed commodities, both crops and livestock. This means that farmers will need to continue and even to intensify using approved technical practices—those practices that have proved so useful in increasing the rates of

farm production in recent years. They will need to keep in good repair and despite probable shortages add to their power equipment, labor-saving devices, and other capital items. They will need to do all within their power to enable fewer people to carry out a bigger production job.

Many young farmers will start farming in the next few years. Most of them will have to use credit to finance the purchase of power equipment and machinery. A considerable amount of operating capital will be needed. With proper background, experience, and the

ability to undertake the operation of a farm, these young farmers should find credit a useful tool in helping them get a start in farming.

Farmers already established on farms may find that to operate efficiently they need to increase the size of their farms or to make improvements to the land and plant. By using credit to help them round out their units or to improve their farms, farmers can increase production so vital to the Nation's welfare.

In times like these all the re-
(Continued on page 109)

Tips from a "Grass Roots" Ambassador

"WE NEVER fully realize the significance of the role as "grass roots" ambassadors until we're caught in the act of representing America to a foreign people," asserts Donald Meike, a 1950 International Farm Youth Exchange diplomat from Wyoming.

Though the young folks make many preparations and are well aware of their responsibility, they have not had the chance to work at being polished diplomats with the insight and understanding for getting along with foreign peoples. Sometimes they know better when they come back than they did when they started out, and so Donald offers a few suggestions from his 3 months' experience in Denmark. His ideas are useful to those developing good international relations with foreign visitors or pen pals, as well as to the 58 new 1951 international farm youth exchangees starting out this month for their assignments in other countries.

"I don't believe one has to be a 'brain' to do a good job of building understanding and friendship with other peoples. But we do have to be able to talk with and not at people." In our 4-H Club demonstrations we talk and then ask for questions. In this other type of 4-H work we exchange facts and ideas. Our conversations are based on mutual participation. I found that a leading compliment is an excellent way to create common grounds for conversation," advises Donald.

"One of the most helpful impressions I brought back is the fact that Europeans are like us. It isn't that I thought they would eat and dress so differently, but I had a feeling that folks in the old world were old-fashioned, clinging to their old ways, and speaking in a language which I never could understand. I found that their ways often are best for the situation in which they find themselves, and I can learn to understand their language."

Point Four Program Takes on New Significance

VERNON D. BAILEY, Extension Specialist in El Salvador

SINCE coming to Central America nearly 4 years ago, I have had many inquiries from county agricultural agents about opportunities for them in the foreign extension field.

The President, in his Point Four of the inaugural address, said: "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." Exactly what form will these programs take when applied to field conditions?

The Point Four programs have already begun to take shape. As an example, a contract is being signed between the Office of Foreign Agricultural Relations and the University of Arkansas whereby the latter will take the responsibility of giving technical assistance to Panama's agricultural school, the National Institute of Agriculture in Divisa, and to establish a national extension service to advise Panama's farmers. This is the first arrangement; others undoubtedly will follow. What will such cooperation actually involve on the part of the colleges and the universities and their extension services?

Having started an extension program from scratch some 4 years ago in El Salvador, I feel that the presentation of factual information concerning the situations to be encountered might be helpful.

The adapting of U. S. personnel to the customs and agricultural habits of the country is of first importance. This is not a small task and cannot be accomplished—as sociologists tell you—merely by reading a treatise on the country and people.

This change affects the man's entire normal way of life. He must work, play, and breathe, remembering constantly the methods and techniques acceptable in his new



Secretary of Agriculture Brannan inspects extension field work in El Salvador.

assignment. Any North American who is not willing to become a part of the country and its customs and to work for changes in line with these customs is certainly doomed to failure. And it is not a short-time task—sending a man into a new country for only a 6-month or a year assignment is usually not sufficient.

The quantity of unknowns which face the technician in everything he attempts to do is greatly multiplied in foreign work. In the United States the technician has a vast storehouse of available information almost at his fingertips. This is not the case in most foreign environments, especially in the agricultural field. Well-stocked libraries are not within easy reach, and the old information on which he has depended so frequently does not seem to apply to his new environment.

Another difference is the time schedule. The time required to complete individual goals should be studied thoroughly before a long-

time planning schedule is drafted. To obtain clearances for supplies and then to receive such supplies often takes more time than anticipated. In the case of El Salvador it has sometimes taken as long as 2 years to receive a needed piece of equipment, and in some cases the time element completely holds up operations. Often the best-laid plans of mice and men run afoul when you are operating over great distances and when two governments are involved.

In doing almost any job in an underdeveloped country you are not only doing that specific job but you are also training native workers to do it. This type of job training requires a great deal of time to accomplish the most ordinary type of task.

Adequate transportation is another factor in this situation. In some countries mule trains are necessary because of the lack of roads, and in others a "carry-all" station

(Continued on page 109)

One Day in Extension

A Narrative Report

J. D. PREWIT

Associate Director, Texas

SHORTLY after midnight on the morning of February 6 a county agent's telephone rang. Answering it, he learned that a dairyman was having some trouble with his cows. "Can't you come out and help me?" the dairyman asked. Within a few minutes the county agent was at the dairy farm where he remained until 2 a. m.

Thus started the day for the Texas Agricultural Extension Service when each extension employee was asked to keep a detailed record of his duties to provide a panoramic view of Texas Extension.

Promptly at 8 a. m. our midnight-visiting agent was at his office, ran a few terrace lines on a farm before noon, attended the Lions Club, gave a livestock demonstration on a ranch in the afternoon, wrote eight letters back in his office, and went home. After supper he gave a talk at the veterans vocational class on grass seed.

February 6 was selected at random for no particular reason, and it found extension agents doing a wide variety of things. If one were to try to formulate a typical day from the reports mailed to headquarters, he would fail. One conclusion can be quickly drawn. There is no such thing as a typical day.

An extension agent is presumed to convey agricultural and home economics information to farm and ranch people of the county, and if his work were confined to this duty, and within the confines of normal working hours, his life would be



All in the day of a Texas county agent.

little different from post office people, bankers, or any others engaged in working with the public. But the extension agent has no hours of his own, nor do his duties have any bounds except when, through sheer exhaustion, he calls a halt to duties which are too foreign to his regular assignments.

The extension agent should have a good office, but it is interesting to note that a majority of his contacts are made outside of the office. The total report for the day shows that agents made 4,776 contacts out of the office as against 3,848 in the office. This indicates the value of an extension agent becoming known to his county people as soon as possible after he starts work in a county.

This mammoth Texas beehive of activity showed agents traveling 34,406 miles, writing 6,314 letters, answering questions for 8,624 persons and answering 3,049 telephone calls. They took part in 833 meetings and were in 132 other meetings where a total of 44,255 persons were in attendance. They conducted 50 radio programs and gave out 456 newspaper releases.

Information sought from the agents would test the knowledge of the most learned. A few examples show the confidence of the public that extension agents know everything:

- Who is the largest turkey producer in the county?
 - Are moth balls inflammable?
 - What about hybrid crosses of rabbits?
 - Where can I get game preserve signs?
 - How does Dallas rank as a market for garden crops?
 - Can you give me information on cotton-picking machines?
 - Can you give me a letter of deferment from military service?
 - When is it going to rain?
 - How can I get old-age assistance?
 - Would chartreuse walls, lip-stick-red living room suite, dark green draperies and chair look all right?
 - How many eggs did you use in the meat loaf made in a demonstration which you gave in 1948?
 - How does the peanut program operate?
 - Can you give me a formula for tanning a deer hide?
- These calls started coming about 7 o'clock in the morning. One agent answered her telephone at this hour to tell a caller how to keep bermuda grass out of the flower beds. Other agents started their duties as early as 6:30, such as the one who gathered cooks to start a barbecue, then
- (Continued on page 107)*

WHEN the delegates assembled in Washington, D. C., on June 13 for the opening of the Twenty-first National 4-H Club Camp, every State, Hawaii, Puerto Rico, and 11 foreign countries were represented. In 1927, for the pioneering venture of the first National 4-H Camp, 35 States sent 4-H members and leaders. Altogether, residents of 1,344 counties have listened as their own 4-H Club members told of their experiences as delegates and their observations in the Nation's capital.

Delegates' programs for the 21 camps have emphasized first-hand observance of the Government at work, discussions of the responsibilities and opportunities of citizenship in a democracy, and the problems and place of youth in the rural community. To this of recent years have been added international relationships and the problems of world understanding.

The National Camp conferences of State 4-H Club leaders have straightened out many problems, tried up methods and procedures, and contributed much to the development of high standards for 4-H Club work.

One important contribution resulting from the action of the leaders' conferences was the creation of the Extension Subcommittee on 4-H Club Work to advise with the Committee on Extension Organization and Policy of the Land-Grant Col-

Credit the National 4-H Camp

RAY A. TURNER

Agriculturist
(4-H Club Work
Central States)

lege Association. This subcommittee was officially established in July 1939. Through it administrative problems and matters of policy pertaining to the 4-H Clubs are presented regularly to the policy committee for consideration.

The decision of the State 4-H leaders' conference, made some years ago, that opportunities to become delegates to National Camp as well as to participate in the 4-H awards programs should be open to all members until they reach maximum club age, regardless of academic allocation, was a strong fac-

tor in strengthening the stimulus which 4-H Club work gives its members to continue their education.

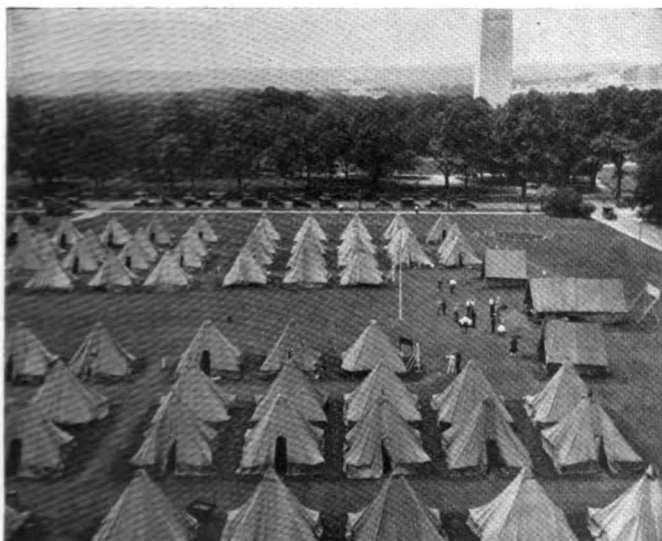
The formal adoption of a National 4-H Songbook was an action of the leaders' conference. More than 750,000 copies have been sold, and the third edition of the book is now being edited. The customary procedure of introducing at National Camp any music composed especially for the 4-H Clubs was established early in the history of the camp.

Recognition of volunteer leaders of 4-H Clubs for length of service was repeatedly discussed in the leaders' meetings, and the plan to award "4-H Leadership Recognitions" for 5, 10, 15, 20, and 25 years of service was inaugurated in 1944 on the thirtieth anniversary of the signing of the Smith-Lever Act. This award consists of both a certificate and a specially designed pin.

From the first leaders conference back in 1927 came the 4-H motto "To Make the Best Better."

The final, official adoption of the 4-H Club pledge was worked out by the leaders' conferences, presented through the Extension Subcommittee on 4-H Club Work, and approved by the Committee on Extension Organization and Policy. Adoption of the official 4-H pin also grew out of these conferences.

(Continued on page 109)



From the tent encampment of 1927—to the future site of the National 4-H Educational Center.

About People . . .



● **DIRECTOR DAVID S. WEAVER**, of North Carolina, was recently selected "Man of the Year in Service to North Carolina Agriculture," by the *Progressive Farmer*. This title is conferred annually by the magazine on the basis of contribution to the State's agriculture.

Director Weaver took over the administrative helm of extension work in North Carolina on October 1, 1950, succeeding Dr. I. O. Schaub. Before that time, he served as assistant director for more than 2½ years. He came to North Carolina State in 1923 as associate professor of agricultural engineering, after having served in similar positions at Ohio State and Mississippi A. & M.

● **F. J. (JACK) HILLS** was recently appointed extension agronomist at the University of California, succeeding Wayne Weeks, who has transferred to the position of regional director in the organization. A 1941 alumnus of the University College of Agriculture, Mr. Hills expects to receive his master of science degree in plant pathology in June.

● **LAMAR ARGYLE**, a veteran of World War II, has been named acting county agent in Summit County, Utah, to take over the duties of E. Lee Guymon, who is on leave.

Mr. Argyle is a 1951 graduate of the Utah State Agricultural College, with a major in animal husbandry and a minor in agronomy. He has a long achievement record in 4-H Club and Future Farmers of America work.

● **WILBUR H. THIES**, veteran extension horticulturist in Massachusetts for the past quarter of a century, returned in September from a 3-month agricultural mission in western Germany. As a consultant in agricultural extension, he was assigned to the French Zone of Occupation. Mr. Thies reports that ex-

tension activities in that area are centered in the winter schools, and bicycles are a common means of transportation.

● **H. H. WILLIAMSON** retired as assistant director of the Extension Service, U. S. D. A., on March 31 to return to Texas, his native State. He had been a member of the Federal staff since January 1945, coming to this position from the Office of Price Administration where he had served as agricultural relations adviser. Mr. Williamson, following his graduation from the A. and M. College of Texas, joined the Texas extension staff. He was, successively, State 4-H Club agent, State agent in county agent work, assistant director, vice director, and director of extension work. His career of public service spans a period of more than 39 years.

In 1939 he served as chairman of the Committee on Extension Organization and Policy of the Association of Land-Grant Colleges

and Universities. One of his unique experiences was conducting a study tour with a small group of 4-H boys to England, France, Belgium, and the Netherlands in 1921. This was the first group of 4-H members to make such a tour. In 1937 Mr. Williamson returned to make a further study of farming and rural economics in England, France, the Netherlands, and the Scandinavian countries.

An important element of his work with the Federal staff was the development and leadership of the coordinated extension program for cotton production. He also represented the director of extension work in administrative relations with State directors, especially those in the South.

Mr. Williamson is living at his home at 107 Williamson Drive, Bryan, Tex., near the campus of the college. Some 42 miles distant he has a 1,400-acre beef-cattle and cotton ranch which he is operating.



Mr. Williamson enjoys working with young people. He talked with these International Farm Youth Exchangees before they left for Austria and Germany.

IRRIGATION PRINCIPLES AND PRACTICES. Dr. Orson W. Israelsen, Professor of Irrigation and Drainage, Utah State College. John Wiley & Sons, New York, N. Y.

● This is the second edition of Dr. Israelsen's popular book which meets a long-felt want for a practical treatise covering almost all phases of irrigation. In its preparation Dr. Israelsen had in mind the hundreds of workers in the field of irrigation, including extension engineers and county agricultural agents.

In his text Dr. Israelsen gives a splendid discussion of the sources of irrigation water and then follows with chapters on water measurement. His discussion of transportation of irrigation water by means of canals and pipe lines is particularly interesting as it covers new means of canal lining such as the slip-form method by which 1,000 lineal feet of ditch can be lined per day. There follow interesting chapters on pumping water for irrigation, irrigation pumps, and methods of water application.

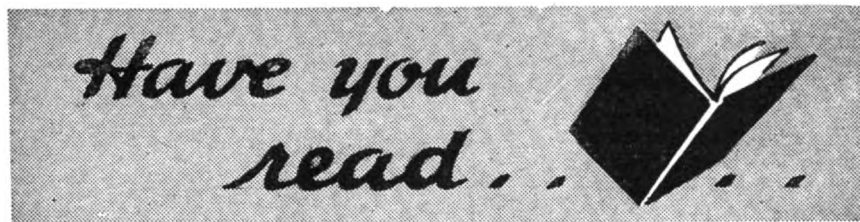
Of particular interest are the discussions covering various types of sprinkler systems with regard to design, cost, and efficiency. The last chapter in the book deals interestingly with irrigation law.

Dr. Israelsen is eminently qualified to discuss the subject of irrigation, as he has devoted a lifetime of study to water problems, both in the laboratory and as a practical designing engineer in the field.—*Ivan D. Wood, Extension-SCS Irrigation Specialist.*

SWINE PRODUCTION. W. E. Carroll and J. L. Krider (resigned) of the Illinois College of Agriculture. McGraw-Hill Book Company, New York, N. Y. 498 pp.

● This new volume is packed with information on practically all phases of swine production. It is organized for college text and general reference use.

Interesting treatment is given the development of the swine industry in the United States and the place of the swine enterprise in our agricultural economy. Much emphasis is put on management as a factor in the cost of producing



pork. The chapters on feeding are exceedingly practical and include the latest findings from scientific research.

The authors are among our top authorities in the field, and extension workers will find the book a valuable addition to their libraries. The work is well illustrated.—*C. D. Lowe, extension animal husbandman, U. S. D. A.*

ELECTRICAL FARM EQUIPMENT YOU CAN BUILD. Westinghouse Electric Corporation, School Service Department, Post Office Box 1017, 306 Fourth Avenue, Pittsburgh 30, Pa. 1951. 32 pp.

● This booklet shows in two colors, illustrations, and detailed drawings and diagrams, how to build some two dozen inexpensive pieces of farm electrical equipment. All are easy to build and for the most part require only scrap material which is easy to obtain. Many of the plans have been adapted from publications of the Extension Service, U. S. Office of Education, and the electric power suppliers.—*H. S. Pringle, extension rural electrification specialist.*

FINANCING THE FARM BUSINESS.

I. W. Duggan, Governor, Farm Credit Administration, and Ralph U. Battles, Assistant Chief, Economics and Credit Research Division. John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N. Y. 354 pp.

● Very few books have been written which consider exclusively the problems of farmers in the wise use of credit. Financing the Farm Business is a book of this kind. It is based on farm management and considers credit as an aid to better management. That is one of its strong points. It treats all situations realistically, with consider-

able emphasis on the human elements and personal factors involved in extending credit. As a reference on farm credit problems and how to meet them, this book is an excellent contribution to teaching materials. It also contains a full and clear description of the various sources of agricultural credit for farmers and farmers' business cooperatives. It should be extremely valuable to the land-grant colleges and to the county agricultural agents and vocational agriculture teachers for whom it was primarily intended.—*L. M. Vaughan, extension economist.*

BUNT CONTROL IN KANSAS—A THIRTY-FIVE-YEAR COORDINATED PROGRAM. L. E. Melchers. Kansas Extension Service Contribution No. 496. 28 pp. June 1950.

● A long look back is often necessary to see clearly how much we are actually accomplishing in our extension work. Bunt Control in Kansas describes a fine accomplishment in controlling a plant disease over a 35-year period through teamwork of the Extension Service and Experiment Station. Bunt of wheat, once a disease of great importance to the Kansas wheat industry, has been steadily reduced while the acreage of wheat has increased. The average annual loss from this disease during the first 15-year period (1914-28) was \$4,528,000 as compared with \$915,000 during the second 15-year period (1929-43). This reduction in loss has been due to the adoption of improved, effective, state-wide control practices worked out by research and introduced into practice largely by extension through its persistent, long-time, intensive campaign. We need more historical summaries of this kind to show how cooperative action results in the solution of problems.—*R. J. Haskell, extension plant pathologist.*

Will You Have Leaders T

ELTON B. TAIT, Extension Radio Editor, P

WHO WILL be your leaders of tomorrow? What kind of leaders will they be? How are you preparing them to assume the responsibility of leadership?

If you could have watched the young men and women at Pocono Manor, Pa., from March 30 to April 1, you would have said that a good many counties in New York, New Jersey, and Pennsylvania had some answers to these questions. For these young folks who attended the Tri-State Extension Conference for young men and women demonstrated their abilities as leaders and their desire to become better ones.

Most of the 286 folks who attended this conference were members of older rural youth groups, or senior extension clubs, or young adult clubs, or young farmers' and homemakers' clubs; and some were older 4-H Club members.

Regardless of their affiliation, these young men and women in their late teens and twenties came to this gathering with very definite ideas of what they wanted. After all, these young people from the three States had asked for the meeting and had planned the program themselves.

The steering committee, which guided the conference through the planning stage to the end of the meeting, was composed of State and county extension workers along with young farmers and homemakers. However, at the planning meeting when it came to the program itself, the extension workers left the room, and the young folks themselves outlined what they wanted.

They needed new ideas for club activities. So the first session featured a panel of six discussing "Program activities that have worked."

"What Makes Us Tick," presented by Dr. Glenn Dildine, University of Maryland, fulfilled another desire by these young folks to know more about themselves. This speaker seemed to put his finger on one of the problems of this age group when he said today's kind of life is different from that of a few years ago. Today there seems to be no place for young adults. Dr. Dildine challenged adult leaders to recognize this group and to help them help themselves.

"Who is a Leader and Why?" A panel of young folks led by W. R. Gordon of the Pennsylvania State College took a look at leadership and arrived at these conclusions: Everyone has some degree of leadership. But situations create leadership. A good leader must have ideas and believe in them, but also he must be able to get his group working together and direct the action.

The young folks who planned the program said they didn't want this to be a speaking program entirely. They wanted a workshop type of conference. Consequently, a good bit of time was spent in workshop groups or in small "huddle" sessions. As C. P. Lang, chairman of the steering committee, put it, "I don't believe there was a person present who didn't have some part in the program."

Youth Run Own Workshops

One of the workshop groups was for extension workers. It gave them a chance to discuss problems of the older youth program and gave the younger delegates an opportunity to run their own workshops.

As the theme of the conference, "Leaders in a changing world," indicated the delegates were also concerned with problems beyond their own clubs and counties and States. The panel of four who discussed "Friends Far and Near" was composed of an exchange boy from Germany and three International Farm Youth Exchange delegates from Pennsylvania, Connecticut, and New York who had been in Germany, Switzerland, and the Netherlands. Many delegates told me this was one of the most interesting features of the conference.

Dean Elizabeth Lee Vincent of the New York State College of Home Economics further emphasized our international responsibilities in her

talk to the conference. She said: "We must understand other peoples of the world. This is the great problem of our generation."

Of course there were other features on the program such as square dancing, song fests, a worship service and a friendship ceremony; and if a delegate found a spare minute, he was well rewarded by just looking out over the beautiful Poconos.

Did the delegates get what they came for? When C. A. Bratton, Cornell extension economist, asked the delegates to go into "huddle" groups just before adjournment and list the nuggets they would take home, he got a blackboard full of them:

"Better international understanding." "There's leadership in all of us, it just needs developing." "This has started us thinking that we should be partners in progress." "Information on how much war costs." "Meeting other people and sharing ideas." "A realization that although people are different they can still work together and understand each other." "By understanding ourselves better we can work better with others."

And there were others. But the final comment came from one of the few delegates from Connecticut, Maryland, Massachusetts, New Hampshire, and Virginia who had come to observe. "It gives us an idea of how we can plan the same kind of conference with several States cooperating." New England is planning one for next spring.

While this conference was going on, I buttonholed a few of the county extension workers who had accompanied these young folks. I wanted to find out just why they were interested in this particular age group.

Carolyn Usher, home demonstration agent of Columbia County, N. Y., sees a great need in this age

sylvania

group to be able to find themselves. Extension should meet that need. She feels that the leaders she develops will be leaders not only in extension activities but for other organizations as well. The big problem is to hang onto these older youth.

"We can't drop them cold." That's what Kenneth Pickett, 4-H Club agent, Bridgeton, N. J., told me about the boys and girls who leave 4-H Club work. "They are too valuable to us. Many of them are at an age when they have something definite to contribute. So we like to see them come into our older youth clubs. They'll be our adult leaders some day."

J. E. McKeehan, county agent in Wayne County, Pa., took a little different slant. Of course he admitted that some of his senior extension club members, as this group is called in Pennsylvania, were former 4-H Club members. He likes that; but he's even more enthusiastic about picking up some non-4-H Club members, young men and women whom extension has never reached before. He told me about two of the best 4-H Club leaders in Wayne County who are products of senior extension training.

Florence Walker, county extension worker in Hunterdon County, N. J., believes that the older youth clubs are valuable even if they just get the members to do a little thinking. It's so easy to live today without thinking, and she thinks these boys and girls need to find a purpose for living.

Harold Carley, 4-H Club agent, Delaware County, N. Y., likes to work with this group because he believes that at that age they will pick up leadership abilities quicker than at any other time of life. He figures leadership abilities are started in 4-H Club work, but he

(Continued on page 111)



"Huddle" discussions brought everybody into the program.



One workshop group studied the art of leading songs.



Square dancing was a popular diversion at the conference.

FELLOWSHIPS—*Here They Are*

HAVE you been thinking about doing graduate study? A fellowship or a scholarship might be just what you need. A few of these of particular interest to extension workers are described in this article, including fellowships, scholarships, and loan funds especially for extension workers.

American Educational Research Association

Each year the American Educational Research Association offers a fellowship in educational measurement, made possible by a grant from the World Book Company. The person selected pursues graduate studies at either the predoctoral or postdoctoral level, in the field of educational measurement at an institution of his choice in the Metropolitan New York area. He also receives the benefit of a systematic program of practical experience in test research and development in the Division of Test Research and Service of World Book Company and other testing agencies. The fellowship provides a stipend of \$2,000 for the year (subject to Federal income tax withholding). Candidates for the fellowship should be citizens of the United States or Canada, resident in either country, who are planning to pursue a professional career in the field of educational measurement in either of these countries. Candidates should have completed at least 1 year of graduate study in the field of educational measurement or a closely related field at a recognized institution. For additional information about the fellowship and for application blanks, interested candidates should write to: Fellowship Award Committee, American Educational Research Association, 1201 Sixteenth Street, N. W., Washington 6, D. C.

American Home Economics Association

The award of these fellowships is regarded as a high honor. They are available to well-qualified home economists who give promise of

contributing professionally to home economics and are prepared to carry on research. The recipient of one of these fellowships must file a copy of the report of her investigation, when completed, with the American Home Economics Association and in any publication of results must give due credit to the Association.

The Effie I. Raitt Fellowship, \$500, is awarded annually for graduate study in any of the subject-matter areas or phases of home economics as: Family relations and child development, family economics-home management, food and nutrition, institution management, housing, textiles and clothing, and in any professional areas as administration, supervision, and college, secondary, or adult education.

To be eligible for this fellowship a candidate must show promise of making a valuable contribution to home economics. The following points are considered in rating applicant: Personal and professional characteristics including health, ability to do graduate study, experience that gives promise of success in the chosen field, and probability of continued professional service in home economics.

The Ellen H. Richards Research Fellowship of \$1,500, and the Omicron Nu Research Fellowship of \$1,000 are annual awards made in alternate years and may be used in any of the subject-matter divisions (family relations and child development, family economics-home management, food and nutrition, housing, textiles and clothing) or in home economics education.

The important qualifications for eligibility for this research fellowship are: a high scholarship rating in home economics, interest in advanced study, and ability in research that have been established through some previous graduate work. The following points are considered in rating applicants: scholastic record, experience, special qualities for research, personal and professional characteristics in-

cluding health, significance of proposed problem or field of research, and the university or college where the research will be carried on or directed. Application blanks may be obtained from the American Home Economics Association, 1600 Twentieth Street, N. W., Washington 9, D. C.

University of Chicago

Fellowships and scholarships are available to extension workers for study at the University of Chicago. They are handled individually, generally upon recommendation of the State director of extension. Information may be obtained through Dr. Ralph W. Tyler, Dean, Division of Social Sciences, University of Chicago, 1126 East 59th Street, Chicago 37, Ill.

Epsilon Sigma Phi Loan Fund

This fraternity provides scholarship loans, for a year or less time of advanced study, to approved extension people. The loan is to be used for advanced study at any educational institution of recognized standing within the United States.

The maximum loan to any one individual can be \$600. A smaller loan can be made, but in no case will the loan be less than \$200. An extension worker can be considered for a second loan at a later date. Loans will be granted to members of Epsilon Sigma Phi or to non-members who have had at least 5 years' experience. The applicant must be employed as a full-time extension worker when the loan is made. Loans are made for 3 years or less at 2 percent interest, beginning with the period for study. Repayments are required of half the amount of the loan during the first year following the period taken as leave for study, while the balance of the loan can be repaid during the second year. Names of borrowers will not be published. A note or contract signed by the borrower will be required.

An application form can be obtained by writing to the Grand Sec-

retary, Epsilon Sigma Phi, State director of extension, or chapter secretaries.

Farm Foundation

This foundation offers seven fellowships for a period of 9 months at \$2,000 each. This fellowship study is available to extension workers recommended by State directors of extension and the dean of the college of agriculture or by the Director of the United States Department of Agriculture Extension Service for Federal employees. It is limited to extension workers who are in, or will be in, the administrative field. Applications are made through the State director of extension to Frank Peck, Director, Farm Foundation, 600 South Michigan Avenue, Chicago 5, Ill., and to any one of the following universities: California, Chicago, Cornell, Illinois, Minnesota, Wisconsin.

Grant Foundation, Inc., Fellowship

The Institute on Child Study at the University of Maryland, headed by Dr. Daniel Prescott, can grant a \$3,600 fellowship for 12 months to a young man extension worker for advanced study in the field of human development education. This 12-month fellowship is available for study beyond the master's degree. Interested extension workers should write to Dr. Daniel Prescott, Institute on Child Study, University of Maryland, College Park, Md.

General Education Board

The General Education Board fellowship program is designed to provide promising younger faculty members of selected southern educational institutions with the opportunity for advanced graduate training leading to the Ph. D. degree. Extension workers in the South are eligible under this program. All applicants must be 35 years of age or less, all must possess the master's degree, and all applications must be presented to the Board not by the individual but by the president of the individual's institution.

The stipend is \$150 per month plus allowances for dependents, tuition, travel to and from place of study, and certain fees.

Applications should be made through the president of the institution to Robert W. July, Assistant Director, General Education Board, 49 West 49th Street, New York 20, N. Y., not later than February 1 for awards commencing in July or September. For awards beginning in January or February, November 1 of the previous year is the dead line.

Selection of an institution in which to study is left to the applicant.

Harvard University

Fellowships are available through funds provided by the Carnegie Corporation for agricultural and home economics extension workers for study in the agricultural extension training program at Harvard University. This program is designed to equip agricultural and home economics extension personnel to assume supervisory and administrative responsibilities, and also to train extension specialists in the economics of agriculture and farm family living and in the other social sciences related thereto. Applications for these fellowships and admission to this training program should be received whenever possible not later than May 15 of each year. Other properly qualified advanced students from the United States and other countries are admitted to this program.

Applicants must be recommended by the State extension director or by the director of the United States Department of Agriculture Extension Service for Federal workers to Dr. John D. Black, Graduate School of Public Administration, 205 Littauer Center, Harvard University, Cambridge 38, Mass., not later than May 15.

The men and women registering for this program are ordinarily candidates for the master of public administration or the doctor of public administration degree in the Graduate School of Public Administration. The programs of study may include courses in the Graduate School of Education and in related social science fields such as sociology, social psychology, and anthropology.

The awards are made more or

less geographically among different ranks and types of extension personnel. The amount of each award is varied according to the needs of the student, but it is hoped that those receiving the awards will receive supplemental aid from their own institutions.

The Lucius N. Littauer Fellowships are intended for men who have already had some experience in the public service and whose academic abilities and personal promise give evidence of the likelihood that they may profit from graduate training in the social sciences. Under the plans of the Graduate School of Public Administration students are enabled to work out individual plans of study. These may be concentrated in one of the social sciences, particularly economics or political science, or they may combine two or more fields in a manner suitable to the needs of the particular student. Programs usually include one or more of the advanced seminars offered by the Graduate School of Public Administration.

The annual award of fellowships will be announced on or about April 1 for the academic year beginning in September. Littauer fellowships are renewable in individual cases for a second year of study where a student's record makes such an award justifiable. The fellowships carry stipends up to \$2,100, with awards adjusted to the needs of the individual student.

Persons interested in fellowships or admission may obtain application blanks, catalogs, and other information by writing to 118 Littauer Center, Harvard University, Cambridge 38, Mass. Applications should be filed by March 15.

Charles H. Hood Dairy Foundation

This foundation is interested in the advancement of dairy farming in New England. For this purpose a limited number of fellowships in support of graduate study will be awarded. Fellowships are available to graduates of New England colleges whose background, education, and experience indicate that further study will enable them to con-

tribute to improved dairy farming. Study may be undertaken in any recognized university and must be related to the production or distribution of fluid milk. The amount of each fellowship is determined on the basis of the recipient's needs and will not exceed \$2,500—nearly all awards have been under \$2,000.

Applications will be received until March 31 and awards announced later in the spring. Information and application forms are available from Walter N. Dooley, Executive Secretary, Charles H. Hood Dairy Foundation, 500 Rutherford Avenue, Boston 29, Mass.

Health Education

Federal moneys administered by State health departments are available for fellowships in health education. Recipients of these fellowships are expected to return to their State usually for 2 years. They may, however, be free to work on health education in any agency. For information about these fellowships and the regulations covering them, apply to the State health officer of your State health department.

Horace A. Moses Foundation, Inc.

The Horace A. Moses Foundation, Inc., West Springfield, Mass., provided 74 scholarships of \$100 each during the calendar year 1951—two scholarships to qualified professional staff members of the Cooperative Extension Service in each of the 12 Central States, 12 Northeastern States, and 11 Western States, plus Alaska and Hawaii, who are nominated by their respective State extension directors and a joint scholarship committee from the Cooperative Extension Service and the Foundation. Preference will be given to a man and a woman county extension worker from each State if all other considerations are equal.

Applications are made through the State director of extension to the Chief, Division of Field Coordination, United States Department of Agriculture Extension Service, Washington 25, D. C. Applicants should be devoting one-third time or more to work with rural youth. The scholarships are to be used for

attendance at one of the approved short-term schools for extension workers of 3 weeks or longer in which the applicant enrolls in the 4-H or youth course plus others of his choice. The applicant shall not have previously received one of these scholarships.

The National Committee on Boys and Girls Club Work

Cooperating with the U.S.D.A. Extension Service

These institutions sponsor two fellowships of \$1,200 each for 9 months of study in the United States Department of Agriculture under the guidance of the Extension Service. The National Committee on Boys and Girls Club Work, 59 East Van Buren Street, Chicago 5, Ill., provides the funds.

Additional funds will be provided to take care of the travel costs from home to Chicago to Washington, D. C., plus hotel and meals in Chicago for 2 weeks at the beginning of the fellowship period to give the fellows opportunity to become acquainted with the National Committee on Boys and Girls Club Work, Inc.

One fellowship is awarded to a young man, one to a young woman from nominations by State 4-H Club leaders through State directors of extension to the Division of Field Studies and Training, United States Department of Agriculture Extension Service, Washington 25, D. C. Applications must be received by May 1. Application blanks may be obtained from the State director of extension.

Frank R. Pierce Foundation

Four annual fellowships will be awarded. Each fellowship will be a grant of \$2,000 for the 9-month academic term to be paid monthly, plus the tuition fee for the institution selected by the candidate. One fellowship will be awarded in each of the four regions to be set up by the Foundation to men who have been in county extension work at least 5 years and have the title of county agent, associate county agent, assistant county agent, or its equivalent. It is desired that the

applicants be under 40 years of age and that they have a bachelors' degree in agriculture but no advanced degrees. The Foundation does not intend that the fellowship be awarded for the sole purpose of earning a degree, as only 9 months' work is provided for. The Foundation thinks it is desirable that the applicants select an institution other than that of their undergraduate degree in order to get as broad a viewpoint as possible.

Application forms are available through the State director of extension. The State director will receive applications and select a single candidate. He will then forward this application to the regional committee with his recommendations. Applications will be received by the Secretary of the Foundation with a dead line of March 1 of each year. Selection will be made according to the general principles set up by the Foundation and the National Committee.

The announcement of the four Frank R. Pierce fellows will be made at the June meeting of the Extension Organization and Policy Committee.

Further information may be obtained from the State director of extension. Extension directors should communicate directly with the secretary, Frank R. Pierce Foundation, 2100 E. Maple Road, Birmingham, Mich.

Sarah Bradley Tyson Memorial Fellowship

For a number of years the Woman's National Farm and Garden Association has offered annually the Sarah Bradley Tyson Memorial Fellowship of \$500 for advanced study in agriculture, horticulture, and the related professions. The term "related professions" is interpreted broadly to include home economics. The award is intended for young women who, after graduation from college, have worked in their chosen fields for several years and have need of financial aid in undertaking a year of graduate study.

Applications are made to the chairman of the Education Committee of Woman's National Farm

and Garden Association, Miss Gertrude L. Warren, 2400 16th Street, N. W., Washington 9, D. C., or to the United States Department of Agriculture Extension Service, Washington 25, D. C.

Teachers College, Columbia University

Extension workers are eligible for most of the types of fellowships and scholarships available at Teachers College, Columbia University. All of these are awarded on a competitive basis regardless of the fields of education represented. Applications for an ensuing academic year must be received by January 31.

A graduate program designed for cooperative extension personnel is available at Teachers College. Programs may be arranged leading to the degree master of arts, doctor of education, or doctor of philosophy.

Information may be obtained from Dr. Edmund deS. Brunner, 525 West 120th Street, New York 27, N. Y.

The Grace Frysinger Fellowship

The National Association of Home Demonstration Agents has set up a fellowship named for Miss Grace E. Frysinger, pioneer in home demonstration work, now retired after 28 years in the Extension Service, U. S. D. A.

The fellowship is a fund of \$500 to cover expenses of a home demonstration agent for a month or 6 weeks of visiting other States to observe the work there for professional improvement. Each State may nominate one candidate, and the selection of the agent to receive the fellowship will be made by a committee appointed by the National Home Demonstration Agents' Association.

State home demonstration leaders will have the details of the fellowship as soon as plans are completed.

Sabbatic Leave

Provisions of the U.S.D.A. Extension Service for Leave for Study or Professional Improvement

Should colleges desire to extend sabbatic privileges in whole or modified form to extension employees the Department desires, in case

funds of Federal origin or offset thereto are used, to have each individual case made a project mutually agreed upon. Such a project should show the name of the individual desiring to take such leave, length of time in the Extension Service of the State, studies to be pursued or investigations to be made, the institution at which such studies or investigations are to be made, period of leave covered, rate of compensation and source of funds involved, likelihood of the one taking sabbatic leave returning to the State Extension Service following sabbatic leave, and like matters.

Federal funds should bear their proportionate share of the salary of an extension worker while on sabbatic leave. For example, if a county agent's salary is paid at the rate of \$1,800 from Federal funds, \$1,800 from State funds, and \$900 from county funds, the Federal cost of his sabbatic leave should not exceed \$1,800 per annum.

Other leave for professional improvement. The statements made for sabbatic leave apply for a semester, quarter, 3 weeks, or other type leave for professional improvement.

Home Demonstration Clubs Offer Scholarship

Washington County Colorado's 23 home demonstration clubs, through their county council, have announced an annual scholarship to Colorado A. & M. College to be awarded for the first time this year to a 4-H Club girl in her senior year in high school.

Mrs. John Pachner, Elba, president of the Washington County Home Demonstration Council, says the club members hope through this scholarship to encourage higher scholastic standing in high schools of their county, to encourage teen-age girls to complete their 4-H Club projects and to stimulate interest in college education for the young people of the county.

● CLARENCE A. SVINTH, Washington State agent, has been appointed to the Faculty Executive

Committee of Washington State College to fill the vacancy left when Dr. Charles Elkinton accepted a position with the Department of State. It is the first time that an extension member has been appointed to this committee.

Mr. Svinth, former county agent in Thurston County, Wash., spent 1946 and 1947 on a cooperative appointment with the U. S. D. A. Extension Division of Field Studies and Training and received his master's degree at Columbia University.

● Appointment of GEORGE C. KLINGBEIL as horticultural specialist on the North Carolina Extension staff was announced recently. He will work with farmers and county agents in dealing with problems of fruit culture.

Mr. Klingbell earned a bachelor's degree in horticulture from Michigan State in 1949 and formerly worked as a research assistant in the department of horticulture at Michigan State. During World War II, he served 2 years overseas, participating in five major campaigns.

● MRS. VERNA J. HITCHCOCK, State home demonstration leader in Wyoming, has been named head of the division of home economics at the University of Wyoming. Mrs. Hitchcock first joined the Wyoming staff in 1929 and served for some time as State home demonstration leader, following a stint as home demonstration agent in Idaho, and as a nutrition worker with the Elizabeth McCormick memorial fund in Chicago, where she undertook graduate work in child development at the University of Chicago.

Mrs. Hitchcock was reappointed State home demonstration leader in 1943 and has served continuously since then in that capacity. As head of the University's division, she will also hold the post of home economist in the agricultural experiment station.

Mae Baird, who has been on leave studying at the University of Chicago, will replace Mrs. Hitchcock as home demonstration leader.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Crate Cuts Shipping Costs

A new crate for shipping lettuce, carrots, and other vegetables is paying dividends to growers in reduced damage and lower transportation costs. The old LA crate, which has been in use for 20 years, worked fine until improved varieties of lettuce and better growing methods produced larger heads that did not pack efficiently in the long, narrow crate. The Western Growers Association under contract with PMA solved the problem by developing a crate that is wider, higher, and shorter. The new dimensions were calculated after measurements were taken of heads of lettuce normally packed in each of the west coast lettuce-growing districts. The WGA crate costs no more than the old container, and its dimensions permit the loading of an additional stack of crates in the refrigerator car. Thus 16 cars can carry the same quantity of vegetables that required 17 cars when the old crates were used. This means a saving to California and Arizona growers alone of more than \$300,000 annually. The use of the new crate is spreading to other States that ship vegetables long distances.

Big Names in Soybeans

Eight superior new varieties of soybeans will help U. S. growers meet the 273-million-bushel production goal for 1951. Developed by Federal and State research during the past 10 years, the new varieties are Lincoln, Hawkeye, Adams, Monroe, Wabash, Roanoke, Ogden, and Blackhawk. Our soybean scientists estimate that more than three-fourths of this year's acreage will be planted to the improved varieties, which produce 10 to 20 percent more beans than the old

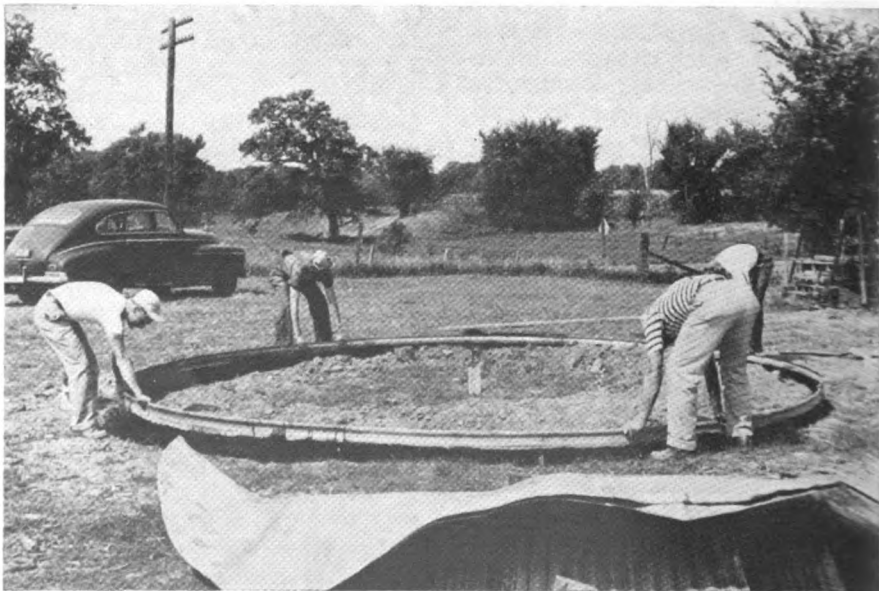
varieties. This averages at least 3 bushels per acre, and the beans have a higher oil content. The plants stand erect in the field and are more easily harvested. The new varieties also carry resistance to several diseases: Wabash, for

example, shows high resistance to frogeye leafspot and Ogden to bacterial pustule and wildfire. Research is seeking resistance to stem canker and brown stem rot and other diseases that are potential dangers to the soybean crop.

Better Protection for Stored Grain

Our engineers have found another way to protect stored grain—this time from wind, water, and rats. Working with PMA and industry, they have developed a new type anchor for keeping in place during high winds the circular metal grain bins widely used throughout the grain-producing areas. The new bin anchor, called a foundation ring, replaces the conventional concrete block foundation often used for such bins. The foundation ring is primarily a 22-inch extension of the bin with a 4-inch steel flange bolted horizontally onto the base of the extension. After installation

15 inches of the ring are below ground level. The weight of the earth on the foundation ring flange anchors it solidly in place. The bin then is bolted to the top of the ring. Seven inches of sand or dirt fill is added inside the bin to bring the loose metal bin floor up to the level of the original bin base and well above ground level. The new ring also protects the bin from storm water penetration at the ground level and from damage by rats and mice. It works as well with old bins as with new ones. Several CCC bins have been successfully modified with these foundation rings.



One Day in Extension

(Continued from page 96)

went over to assist the mayor with his welcome speech.

Extension agents may feel far removed from foreign policy for the Nation, but on this day one was called on to meet with the International Boundary Commission. A little later he made a radio broadcast by telephone from San Benito to the radio station in McAllen.

A few "biggest" figures would show 310 persons attending a horticulture school, one agent traveling 351 miles in addition to a half day's work in the office, another traveling 125 miles within the county in connection with normal duties, a long-distance telephone call from Kansas City to Fort Worth asking for information on the stock show, and one agent assisting in sending out 2,000 form letters. Among the specialists, the longest distance traveled was by bus from Lubbock to Houston, a distance of 523 miles.

The latest lunch hour was reported by a Negro agent. His work kept him busy until 4 p. m. before he had time to eat.

The work of Negro agents closely paralleled that of white agents. They took part during the day in such projects as the March of Dimes, Dallas Negro Chamber of Commerce, County Teachers' Association, Soil Conservation Service, Production and Marketing Administration, Social Security, county livestock shows, rural neighborhood contest, Red Cross, and Civil Defense. One reported preparing a radio script, and several prepared newspaper articles.

The noon hour found many of the agents, both men and women, attending all of the various civic clubs. For one agent, however, the noon whistle sounded a fire alarm. He ran for the fire truck, climbed aboard, and chased out to a big range fire. Three hours later the fire was under control but not until more than 3,000 acres of good grass had been consumed. His lunch time came at 3:30. Ironically, he left home at 7:30 that night to attend

the regular monthly meeting of the town's firemen.

After-hours for the extension agents found a big round of meetings. These varied from schools for farmers to meetings with SCS, PMA, Farmers Home Administration, 4-H Clubs, cotton meetings, tomato growers' meetings, business and professional meetings, home demonstration meetings, and some just plain meetings. Judging from the reports, about 1 out of 3 nights is devoted to some sort of meeting to which the extension agent is invited or which he has called. State-wide meetings are attended if they are held within a few counties' distance of the agents. One meeting of this nature was the State-wide Broiler Growers' Association meeting held at Terrell on the night of February 6.

By 10 o'clock most of the agents had retired—that is, except for two, one a Negro agent. His telephone had rung a little before 9 p. m. "One of my hogs is dead. Can you come over and see what the trouble was?" The agent drove out to the farm and with a knife cut into the hog. A .22 bullet dropped out of the cut.

And so ended the day for the Extension Service with one lone agent still driving from the Houston Stock Show where he had helped with the 4-H Calf Scramble. This agent did not arrive home until 3 o'clock the next morning, which proves that for the Texas Agricultural Extension Service the day never ends.

White Rat Teaches Better Nutrition

(Continued from page 93)

other to lead a normal life. The older children reported that "the younger boys and girls really understood better than ever before the need for a good diet. This was because they saw the differences in real live animals, and now they have proof." One large school group reported: "We have enjoyed the little fellows and hope that they have been as much help as they have been fun."

A color film of the experiment will be used as a teaching aid for

many different adult and youth classes.

Besides the nine school centers in the county, there are 18 adult home demonstration women's groups who have had some part in this experiment. Our newspaper editor has given 71 column-inches of newspaper publicity through the local paper. This paper "covers Winston County like the dew." All people of the county have had ample opportunity to see and know about the rats, either by seeing them on Main Street or in their own community, or by reading about them in the local paper. They have brought home to all families a real knowledge of the food needs of the body. One of the local ministers used this demonstration as a subject for a large congregation sermon. After he had emphasized the needs for physical development he expanded the idea into the need for a well-rounded spiritual development.

As a method of teaching an object lesson, these little white rats have scurried over the town and the country and have opened the eyes of many to the physical need of all; they have entered the homes, schools and the church to challenge our people to a more abundant life.

● Good reading means more to folks in Moffat County, Colo., when the snow is deep. That's why the Maybelle Women's Club has raised money to add 30 new books to the children's department of the local library. Some of the books were to be read for school credit and class work. The club members did not forget the adults either, because they recently purchased 20 new books of special interest to grown-ups.

● Twenty North Dakota 4-H Club members, accompanied by two county extension agents, took a look at crop marketing and processing operations in Minneapolis early this spring.

In the past 3 years, 60 4-H members of the State have taken this trip, seeing for themselves how grain is handled and sold when it reaches one of the Nation's largest grain marketing centers.

4-H Local Leaders

(Continued from page 92)

But this method is but one part of the plan. Also in 1948 we began to push the idea of more than one leader per club. We now average a little more than 2 leaders per club with only 12 clubs out of 65 having but one leader. This method permits division of responsibilities, gives moral support, and in case a leader resigns there is less chance the club will disband. The remaining leader will carry on until another can take over.

To find leaders is one thing; to keep them, another. Our plan of working with leaders includes training, recognition, and giving responsibility activities.

Leaders want to know what their job is and to get some guidance and training in doing it. To new leaders organizational training is given by personal conference. For efficient use of the agents' time this procedure needs improvement. Our plans for that await trial.

The homemaking leaders' training and educational materials in subject matter have been excellent in this State for many, many years. To coordinate agricultural educational materials we have devised a Leaders Project Teaching Handbook. It includes materials of State and county origin helpful in project teaching. This is a loose-leaf notebook divided into project sections by colored separator sheets. A listing of project illustrative materials and equipment available from the 4-H Club Office and a listing of the various activities for club members are included at the beginning of each section.

Believing that an important task as an agent is to keep leaders supplied with teaching tools, we follow club programs closely. Many things are sent by mail. Others we deliver to the leaders. With many clubs 20 to 50 miles from the county office we know leaders could not call for materials needed. The increased quantity and quality of teaching at the local club level justifies, we believe, our time and travel. Also, as we cannot attend the meetings of any one club more

than two or three times a year, this arrangement helps us keep in contact with leaders.

The two local leader associations provide opportunity for training in special fields of interest such as health, safety, recreation, and understanding of youth.

The New York State 4-H Club leadership study shows that leaders are not too concerned with tangible rewards. Yet most of us will do a little better job if we know our work is appreciated. A letter of commendation is so simple it may be overlooked. We use it frequently and attempt to keep it from being a mere "bread and butter" letter.

Along the same line is the use of leaders' names in news releases about meetings, club activities, and the successes of members. We also give each leader a subscription to the National 4-H Club News. Opportunities to attend special events, conferences, and trips are real recognition. We have carried it so far that neither club agent in the county has attended the annual State Capitol Day trip! That is a privilege reserved for a different leader each year.

Leaders Given Recognition

Our leaders are given recognition by our method of appointment. New leader application blanks are acted upon by the county executive committee which officially approves and appoints leaders. The chairman then sends a letter of welcome and an appointment card.

The leader recognition dinner is the big event of the year. It is sponsored by the County 4-H Club Executive Committee, aided by many banks. In addition to good food and good fellowship we provide sincere appreciation for volunteer service from several sources. Representative parents express their thanks on behalf of all parents. A banker looks to the future as well as the present and pays tribute to the leadership being given youth. The chairman of the executive committee speaks, and a member of the county governing body—the board of supervisors—tells what their training of youth means to the

county. The "lift" of this meeting can be felt for some time.

Leaders desire responsibility more than recognition. They want more than "chore" responsibility. Various leader committees are our main answer to this. An advisory homemaking committee, with a rotating member plan, meets four times a year. The leaders select the projects to be offered, decide upon the training meetings needed. They plan for special events—clothing revue, demonstration day, and others. Other leaders assist in executing the plans.

In agriculture an over-all committee which considers the broad aspects of the program is supplemented by project committees. When training meetings for members and leaders are held a leader serves as chairman.

For their leader associations the leaders have complete responsibility.

Trained leaders, given a voice in planning and afforded some recognition, are satisfied leaders who are loyal to club work and happy in their service to youth. Our integrated plan is helping find and keep such leaders. We know this is true because the number of leaders since 1947 has increased from 71 to 144, their tenure from 1.7 years to 2.8 years. During these same years the number of clubs has increased from 44 to 64 and the number of years they stay in clubs from 2.2 to 2.6.

● Virginia's 4-H'ers will give added emphasis to wildlife conservation this year, says Dr. W. E. Skelton, State 4-H Club agent at Virginia Polytechnic Institute.

The Virginia Wildlife Federation is offering memberships at reduced rates to 4-H Club members and will help club members in programs on soil and land use, supply speakers at 4-H meetings to explain game and fish programs, and send a monthly bulletin to each county farm and home agent to keep them informed on current activities in conservaton.

National 4-H Camp

(Continued from page 97)

The idea of a formal citizenship ceremony honoring 4-H young people on reaching voting age was a contribution of the National 4-H Club Camp.

The presentation of specially designed citations to nonprofessional individuals who had been of special service to 4-H Club work for a number of years was first observed at the Fifteenth National Camp in 1941 through the action of the leaders' conference.

Throughout the years these State leader conferences at National 4-H Club Camp have emphasized the value of combined planning by the State and Federal offices of the Co-operative Extension Service.

But the educational and administrative problems are not all solved, and the need for development of new ideas is immeasurable; so the leaders' conference begins its twenty-first session with a full agenda.

The Committee on Extension Organization and Policy selected Washington as the place for its June meeting so that members could sit in on some of the camp programs. The Subcommittee on 4-H Club Work met with it on June 12.

Club leaders who attended June 13 sessions of the President's Highway Safety Conference had an opportunity to hear President Truman, Secretary of Defense George C. Marshall, Federal Civil Defense Administrator Millard Caldwell, and Secretary of Agriculture Charles F. Brannan who also spoke at a camp session.

About 37 International Farm Youth Exchange delegates coming here from cooperating countries joined the 4-H delegates in all of the camp group discussions and in other activities on the program. Professional leaders of rural youth groups from 9 countries participating in the second "International Invitational Open House" program attended the camp to observe the methods followed, joining in any of the State leaders' meetings of special interest to them. International Farm Youth Exchange delegates of the United States who are assigned

to European countries other than the United Kingdom joined the National Camp groups on June 19 and took part in one or more international sessions. The schedule of IFYE delegates to the United Kingdom, Brazil, and New Zealand made it impossible for them to attend the camp.

Financing Increased Production

(Continued from page 94)

sources of a country must be used to the limit. To advance full force ahead, all idle resources must be put to work.

Every acre of farm land should go into the use for which it is best fitted and idle acres be put to work. Plans for its long-time use may mean shifts in crops which involve a considerable outlay of cash. Soil conservation and other soil improvements relating to balanced farming and a grassland agriculture may require the use of borrowed money to supplement accumulated cash.

Despite an emergency, many young farmers in the next few years will be ready to become farm owners. Death of old farmers and maturing of managerial ability of young operators call for a constant change of ownership. Just as young men find it takes borrowed money to get started in farming, a young farmer finds the next big step—buying a farm—another hurdle that may be made by using credit. Loans to finance part of the purchase of farms or for the transfer of farms in the family are continuing important purposes for using credit.

To finance the purchase or transfer of a farm, most leaders require the borrower to have a reasonable equity and for the farm to be a fairly productive family-sized farm. If these conditions exist, they are willing to finance a part of the purchase price.

The sound principles of credit developed over the past years should prove helpful to the future. Farmers' restraint in going into debt,

lenders' conservatism in granting credit, and the general use of loan plans adapted to agricultural needs have been important factors in the successful use of credit. High production—partly the result of favorable weather—good prices, and rising land values have combined to bring happy results for nearly all farmers borrowing money.

As we speed up our farm plant and with credit in good supply, it is anticipated that farm production will keep pace with the needs of the Nation.

Point Four Program

(Continued from page 95)

wagon serves. Whatever the means available, it never seems adequate to cover a country.

When an agent rides a mule 30 miles to do a specific piece of work, it will take him approximately 4 to 5 days. The entire program must be geared to this speed.

Colleges and universities have the "know-how" to improve yields, and through such things as improved yields the standards of living of these countries can be raised. In doing the job, the college or university will learn much on its part which will, in the end, bring the peoples of the world toward a more common understanding. It will not be accomplished without serious and determined effort on the part of the colleges, but in the final analysis these institutions will gather more information than they impart.

● The annual Distinguished Service Award, presented by the Appleton, Wis. Junior Chamber of Commerce, was given to County Club Agent G. L. Vandenberg, at a special dinner meeting earlier this year. A committee, representing professional, industrial, and civic leaders, annually selects the young man of the year.

4-H Horses

The youth of America are reviving the horse and buggy era. Well, at any rate the horse is in the fore again. In recognition of Dobbin's comeback, a national equine publication, with a press run approximately of 60,000 is running a regular column entitled H-H-H-H- Horses.

The column is written by a former 4-H girl, an equine columnist in both U.S.A. and Canada, and freelancer of horse articles for 20 other equine publications.

Approximately 10,000 horses are being used in 4-H projects. A project often includes up to 3 horses. Several States admit of no horse projects, but include them as livestock projects. Twenty-two States participated last year, and an even greater number are pledging this year. Michigan leads with 914 projects. Colorado second, with 599; and Nebraska, Kansas, and Washington share third with between 250 and 300 projects each.

These 4-H'ers have trail rides, drill teams, shows, summer camps, and a fine time in general. Many of them make money with their horses, too. And they don't have to sell their pets over the block, after lavishing a year's care and affection on them, either. Breeders are bedding the 4-H projects with hay in the form of equipment, educational aids, (films, books, and pictures) prizes, awards, and even—horses.

● **VENIA M. Kellar**, assistant director in Maryland since 1935, and a member of the organization for 34 years, retired on March 31. When Miss Kellar began work as home demonstration agent in Dorchester County, only 5 of the 23 counties in the State had part-time home demonstration agents. Now, the program includes an agent in every county and Baltimore City, with assistant agents in several counties. Five home economic specialists, a district agent, and a 4-H Club agent have also been added to the State staff and worked under her supervision.

This year marks the twenty-fifth anniversary of the Rural Women's Short Course, which Miss Kellar originated in 1923—it was discon-

tinued through World War II—and she has agreed to again direct its activities. Two hundred and three farm women attended the first short course, which has grown each year. In 1951, the enrollment reached 1,200.

● **M. ELMINA WHITE**, who as a high school home economics teacher started the first school lunch program in the State, retired January 1 as assistant director of extension in Washington State.

One of the first two county home demonstration agents appointed in the State in 1917, her work was directly involved with the food conservation program of the First World War. Subsequently she served as assistat State 4-H Club leader, State Club leader, and assistant director. All but 2 years of her extension career were spent in her native State of Washington. In 1929 and 1930, Miss White served as assistant director in charge of home economics in Hawaii. This was during the time the Hawaiian Extension Service was being formed, and

besides heading up the home demonstration work, Miss White also served as specialist in every home economics field and assisted in organizing 4-H Club work in the Territory.

Miss White is a charter member of Beta Chapter of Epsilon Sigma Phi. In 1946 Miss White was awarded a "Certificate of Recognition," recommended by Beta Chapter and awarded by the Grand Council of Epsilon Sigma Phi.

She served the Association of Land-Grant Colleges and Universities in many ways, including her recent membership on the Committee of Extension Organization and Policy and the Board of Trustees of the National 4-H Foundation of America, Inc.

Miss White will make her home with her sister, Mrs. Audrey Sanger, in Spokane. Before settling down, however, she plans to visit the Hawaiian Islands and renew the friendships she made more than 20 years ago. At a banquet which was held in her honor, friends presented her with sufficient funds to purchase the round-trip ship passage to Honolulu.



Director E. V. Ellington presents a scrapbook to Miss White which contains 200 letters from co-workers and former associates. In the center is Erle Hupp, county agent, Pend Oreille County, who acted as toastmaster at the banquet honoring Miss White.

Leaders Tomorrow

(Continued from page 101)

likes to keep right on working with them. The young adult program helps to hold them until they can fit into adult groups.

It doesn't take long to get returns on the time and effort you put into work with these young farmers and homemakers. Mary Jane Mickey, county extension worker in Adams County, Pa., can point to many ways their senior extension members are helping—becoming 4-H leaders, assisting with spring homemakers' meetings, becoming officers of other organizations. Adams County has a young senior extension club member who was elected a member of the county extension executive committee.

And Bill Greenawalt, county agent in Bucks County, Pa., says simply: "Why drop them? Let's hang onto them. They are our potential leaders of tomorrow."

Edna Summerfield who works with the extension pilot project for young men and women in New England philosophized a bit when I asked her about working with these young adults. "There's joy in seeing young people come through in able fashion when, with some assistance, you give them the opportunity of planning their own program."

You ask a dozen county extension workers the same question. You'll get a dozen different answers, too, but chances are most of them will mention leadership as one reason for working with this group. They want to be sure of their leaders of tomorrow.

● A JOHN A. HILL memorial scholarship fund has been planned as a living memorial to JOHN A. HILL, late vice president of the University of Wyoming and former dean of its college of agriculture. Dean Hill died early in March.

A scholarship fund committee, headed by Director A. E. Bowman, was appointed by H. M. Briggs, present dean of the university college. The income from the fund is to be used for agricultural students at the university showing outstanding achievements.



When Dr. Evelyn Blanchard (extreme right) visited Texas A. & M. College, nutritionists and food specialists got together to see what their program of work could do in meeting the national emergency. Maurine Hearn, State home demonstration leader for the Texas Extension Service, is on the extreme left. Jimmie Nell Harris and Frances Reasonover are foods and nutrition specialists with the Texas Extension Service.

Club Score Card

WATAUGA County, N. C., Home Demonstration Council has worked out a point system for choosing the most outstanding club in the county each year, reports Mrs. Betty M. Edwards, Watauga County home demonstration agent.

The system, used last year for the first time, is based on 17 activities for which a club may obtain points.

Five points are given for four active officers—president, vice president, secretary, and treasurer. By conducting demonstrations in their local clubs, project leaders earn 10 points for their clubs, and for conducting a meeting in some other club, they earn 25 points.

Five points are awarded for such community activities as clean-up drives and beautification projects.

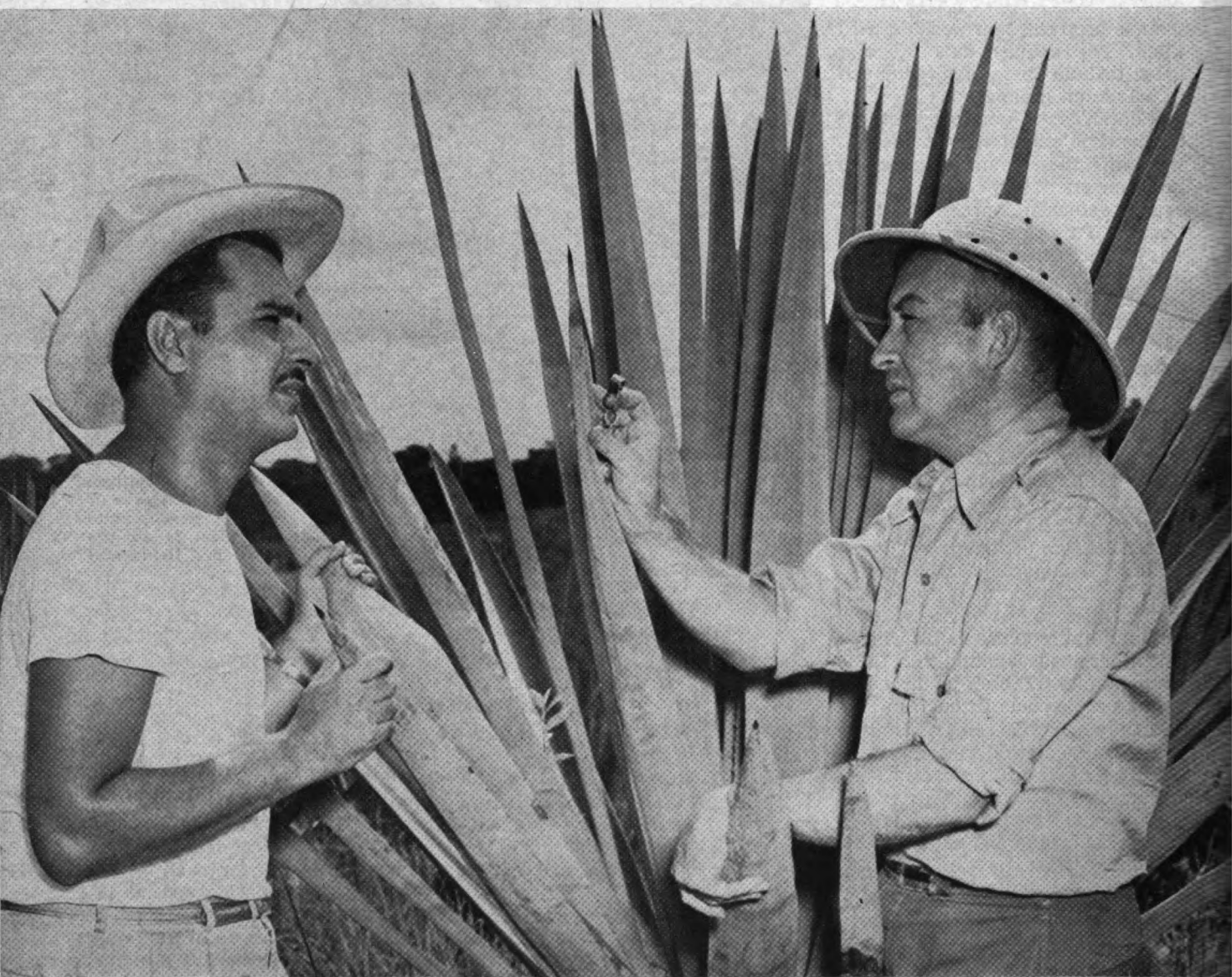
Twenty points are given for perfect attendance at a regular club meeting, or the percentage of 20 as to the percentage of members pres-

ent. Attendance at district meetings counts three points for each member, five for each officer or leader attending county council or leaders' schools, and two for each person attending county-wide special interest meetings.

Payment of State federation dues by March 1 earns a club 10 points and participation in National Home Demonstration Week adds some points—10 for an exhibit in a local store window and 5 for a special program during the week. Ten points each are allowed for attendance at home demonstration camp and farm and home week.

Perhaps the one thing that has created the most interest is the sponsoring of new clubs, 25 points being given for this activity. Three clubs already have made plans to sponsor new organizations this year. For each new member in a club, 5 points are given.

YOU CAN HELP



Unlock the wealth of under-developed countries. How? By helping the people of those countries to develop the skills needed for increasing food production and for raising their general level of family-community living. You can also be of service to them in initiating self-help and aiding government programs to meet farm and family needs.

Here at home you have been doing these things. Extension agents, specialists, and teachers of vocational agriculture are equipped through their training and experience to render valuable assistance in the Near East, the Middle East, South America, Central America, and Southeast Asia.

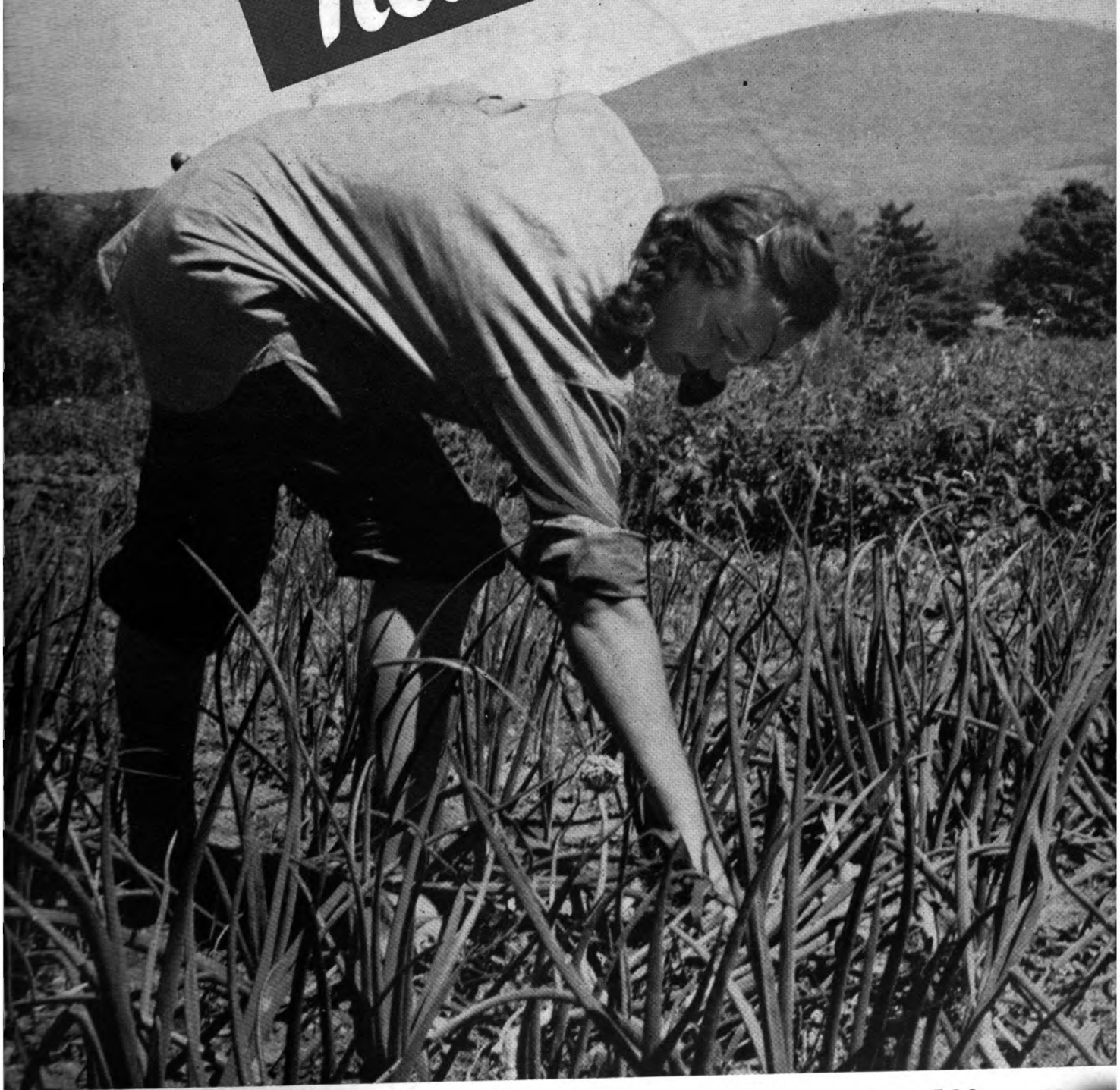
You will have the joy of accomplishment that comes from helping others; you will see more of the world; and you will learn something new that you can use when you return home.

For information, write to Parke G. Haynes, Chief, Division of Employment, Office of Personnel, U. S. D. A., Washington 25, D. C.

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EXTENSION SERVICE
Review

JULY 1951



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The Cover This Month

● Farm operators and members of their families make up the backbone of our agricultural labor force. The present manpower situation is described in this issue by Meredith C. Wilson in his article, *Best Use of Agricultural Manpower*. The cover picture taken by Extension Photographer Ed Hunton shows a New Hampshire farm girl helping to meet the labor shortage of World War II.

Next Month

● The success of the Illinois clothing specialist, Edna Gray, in training local leaders to teach mothers of young children precision techniques to speed up the sewing job came to the editor's attention in a casual conversation with Clothing Specialist Alice Linn. Miss Linn was enthusiastic about a film strip planned to record these methods for home demonstration workers in every State.

It seemed only fair for REVIEW readers to get a little preview of such a good activity, so Jessie Heathman of the Illinois information staff went along to report it. Echoes of the expedition indicate that she made a big contribution to the film strip project, as well as writing a story for next month's issue.

● A Minnesota home demonstration club member made a talk during Home Demonstration Week which really seemed to hit the nail on the head. Her fellow members liked it so well that they sent it into the State office. When Mrs. Jo Bjornson Nelson, Minnesota assistant editor, saw it she thought it such an excellent statement on what the home demonstration program can mean to rural women that she sent it in to the REVIEW office. The Federal home demonstration staff sent it back to the editor with a big "excellent" on it. Seldom has the value of home demonstration work been stated any better. We hope that you won't miss it next month.

● A look ahead at the extension program in farm buildings is scheduled for next month.

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Home-Town Broadcasts



Grayson County Home Demonstration Agent Zelma Moore, plans with two members of the home demonstration council for the newer radio program each Friday, 12:30 to 1:00 p. m.

HOME DEMONSTRATION clubwomen in Texas are taking to the air waves. Like veteran broadcasters, they are planning their own radio programs, emceeing, and voicing over home-town stations.

Cameron County women go on the air each Tuesday afternoon at 1:45 with Mrs. Alma McGinnis leading. Each club takes its turn, sends material to Mrs. McGinnis who works up the 13-minute script for Station KGBS at Harlingen. Mrs. Ruth Smith, agent, works with them to get out special information during emergencies such as the spring freeze.

Nolan County home demonstration clubwomen are in their third year with their own program over Station KXOX. They had an evaluation session with their local station manager in January and are continuing the weekly program.

Grayson County in northeast Texas has a weekly recorded program each Friday morning for 10 minutes at 6:35 over Station KRVV and a 30-minute spot at 12:30 noon each Friday over Station KTAN. The 30 minutes is sponsored by the Merchants and Planters Bank of Sherman and is divided to give two home demonstration clubs each 12 minutes. There are 26 clubs in the

county, so each club has a fair share of experience in broadcasting before a year has passed. They come on the air with the announcer saying "Out Your Way" and give local personal news, then broaden into information on homemaking of interest to town and rural women.

Denton County clubwomen have recently started a new weekly program each Wednesday morning at 9:45 immediately following one of the daily 5-minute spots by Mrs. Myrtle Negy, home demonstration agent. Station manager met with the women to plan this program, and Mrs. Lucius Cox, council chairman, is announcer for each program.

Smith County home demonstration clubwomen take over the home demonstration agent's program during National Home Demonstration Week to display their talents. Mrs. Agnes Marrs, home agent, says they consider this week one of training in broadcasting, as well as opportunity to tell about home demonstration clubwomen's activities in skit form. Station KGKB, Tyler, carries this program each Saturday morning at 7 o'clock.

Atascosa County is beginning a home demonstration club program

but is waiting for a radio training school. Janice Scarborough, home demonstration agent, says the 11 clubs are eager to begin their broadcasts.

The editorial office offers help to the agents and the leaders through radio training schools. These are 1-day meetings where leaders from each club attend to study the program, their activities as clubwomen, and plan, record, and review short broadcasts.

The editor leads them to thinking of 5-minute presentations on different subjects, in various ways including actual demonstrations on the air. They have originated ways of their own and recorded the 5-minute spots without script. The play-back sessions are always interesting, and the women themselves criticize or comment on their presentation.

None of the established programs are alike, for the women plan with their station managers to fit the type of broadcasts preferred. In all instances the stations are small, and the managers encourage the women to remember they are broadcasting to home-town folks who like news of home-town folks.

● The Home Demonstration Council of Windsor County, Vt., wanted a sign for their homes similar to that available to 4-H Clubs. So they had the home demonstration seal made up in gold-and-blue metal strips which can be attached to window sills or license plates. They also ordered some decals for windows in either the home or car. Mrs. Dora Johnson, Norwich, Vt., chairman of the committee, reports that the Windsor County women are pleased with the result and are using the proceeds from the sale of emblems to establish a scholarship for a local girl.

Community Problems and the Extension Service

Report of a community study made in New York by A. Lee Coleman, Department of Rural Sociology, Kentucky Agricultural Experiment Station

DIRECTOR WILSON has defined the Extension Service as "a partnership agency in which the officials of government—Federal, State, and county—sit in council with rural people and together analyze local conditions, take stock of their resources, and make and help to carry out programs for the financial, educational, and social benefit of the community and its individual members."

A study carried out in a New York State community throws some light on how nearly we approach this situation. The study called *The People's View of the Extension Service in Relation to Extension Objectives and Problems* was a project of the Cornell University Agricultural Experiment Station, Department of Rural Sociology.

The community was entirely rural and not very close to any large towns or cities. Only a quarter of the households were headed by a person whose main occupation was farming. Another quarter of the households were those of part-time farmers and home food producers, and the remaining half were nonfarm. Of the 2,300 people in the community, about 450 lived in the central village, and the rest lived in the open country and a few small hamlets. The community had one industry employing about 160 persons, a large consolidated school, one one-room school, eight churches, and a number of stores and services. Some people worked in a small industrial village nearby, and quite a few commuted to an industrial center 25 miles away. Many people were retired or semi-retired. Almost 100 percent of the household heads and home-makers in the community were interviewed.

Most of these people were aware of the Extension Service, but only a minority could be classed as well informed. Most people regarded Extension as primarily having to do with technical matters of agriculture and home economics and thus of direct concern only to persons who operate in these fields. The community problems which were uppermost in the minds of the people of this community were not the problems on which the Extension Service has specialized, nor were they problems which the Extension Service is ordinarily equipped to handle.

These Problems Ranked High

Improvements in transportation and recreation were mentioned as community needs more often than any others. It was the men who most often mentioned roads and transportation, whereas the women listed recreation problems, especially those relating to recreation needs of young people.

Matters relating to schools and education, community spirit and leadership, business and industry, local governmental services, church and religion, community appearances and public utilities all ranked high as community problems.

Problems specifically concerning farming and homemaking matters were mentioned by only a negligible number. But two-thirds of the people felt that one or more changes or improvements of some kind were needed in their community.

Perhaps the principal significance of this study lies in the fact that it was carried out in a predominantly nonfarm but neverthe-

less rural area representative of the ever-increasing number of areas which are losing their predominantly agricultural character. The phenomenal increase in the rural nonfarm population during recent years is by no means just a matter of suburbs developing adjacent to large cities. Industrial workers have moved out into the open country and rural villages; farm people have taken industrial jobs while still living at the rural homestead, and the number of retired and pensioned people in rural areas has greatly increased.

The people recognized the importance of agricultural and homemaking improvement and of programs dealing with such matters. But when they were questioned about changes or improvements they felt were most needed in the community, problems relating to agriculture and homemaking were not often mentioned. Apparently, they were regarded more as individual problems whereas recreation, transportation, communication, education, and the other matters most often mentioned were more clearly recognized as communal problems which require group action.

This study focuses particular attention on the nonfarm people living in the open country who had had less contact with extension work than any other group in the community. In the community studied this group was, in most respects, less well-off than either the farmers or the villagers, having a lower level-of-living, less education, and more persons in the non-productive ages. This population

(Continued on page 127)

There's a Challenge in Marketing

DWIGHT BABBITT, County Agent, Hunterdon County, N. J., and former chairman of the Standing Committee on RMA for the National Association of County Agricultural Agents

HIGH on the list of new opportunities for greater service in the county are those offered under the Research and Marketing Act of 1946. The National Association of County Agricultural Agents early saw the challenge to broaden the scope of service given rural people. They noticed that the law assigned certain very definite responsibilities to Extension. In fact, the act read: "to the maximum extent practical . . . ; marketing, educational, and demonstrational work done hereunder in cooperation with the States shall be done in cooperation with the State Agricultural Extension Services." Three years ago they established a standing committee to study the act and advise how agents should participate.

The Smith-Lever Act, under which the Cooperative Extension Service was established years ago, charged the Service with the educational program in agriculture and home economics "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."

So from the beginning, county agents have not considered themselves agents of agricultural production alone. They have done much of the educational work in the development of grades. City farmers' markets, indeed many of the national leading marketing co-operatives, owe their existence to the ground work done by county agents. The county agent programs now operating in most counties for the improvement of quality in eggs,

milk, fruit, and vegetables are top-notch marketing jobs.

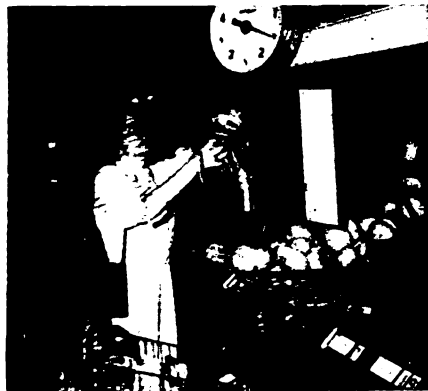
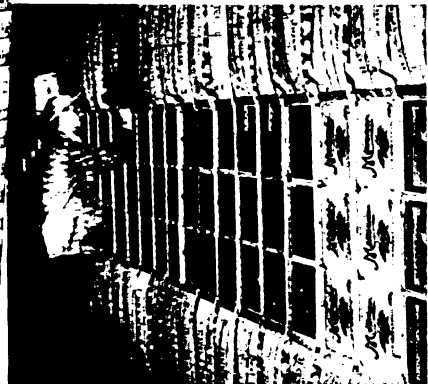
These are the achievements of the past. The RMA opens up new fields. This act is concerned with steps from the producer on through the handler, the processor, and finally the ultimate consumer. It states that wherever an educational program is involved the Extension Service is responsible for such activity.

Funds are provided which must be matched dollar for dollar with local funds. This taps additional resources to expand the extension program. There are 2 million middlemen and 150 million consumers in 41 million families who are possible extension cooperators.

As Extension Service is given the opportunity to carry on educational programs for RMA, the National Association of County Agricultural Agents deemed it of importance to study the possibilities and acquaint the members with the act and the agents' part in the program.

This was no small undertaking. But in 3 years of committee work progress is evident. One objective has been the organization of an RMA committee in every State association to carry the information to every member and to promote more market-mindedness. Committee members have labored in order that significant marketing problems might be recognized and work started from the "grass roots" developing an educational program to meet the need with RMA support.

As the consumer is the ultimate objective of so much of the expenditure
(Continued on page 126)



Under RMA, agents work with producers, wholesalers, retailers and consumers.

Alongside Their Sons and Daughters

WILBUR F. PEASE, County 4-H Club Agent, Suffolk County, N. Y.

THE PARENTS of Suffolk County 4-H Club members are being put in their place—right alongside their sons and daughters. This is a welcome condition which does not “just happen,” nor does it come quickly. Rather, it is the result of persistently plugging away at a many-phased program designed to obtain active interest on the part of parents.

We call this our E R R program—Education, Responsibility, Recognition. Basically, it rests upon the philosophy that the best club work results when parents cooperate. Hence, parents are not only people but mighty important people in the 4-H program.

But no matter how great the parents' interest in their children, we work from a false premise if we assume that interest in their 4-H work naturally follows. Parental education in the purposes, methods, and values of club work must precede parental cooperation. We reach parents of new club members at the parent meetings which are held as an important step in the organization of new clubs. The color slides on 4-H which are shown at such meetings also are shown every few years at club meetings attended by parents. This helps reach parents of new members.

The written word is also used. Letters to parents are varied from year to year. A “welcome” letter to parents of new members has been used, stressing the opportunity parents have in helping with club work. A letter on “Success in 4-H” pointed out ways of marking achievement other than by the winning of awards. Progress as well as problems may be presented, new programs explained, help in specific ways requested. Although this method of “talking things over” may not be as effective as the real thing, it does help reach hundreds of folk more frequently than would otherwise be possible.

Farm and home visits can be most helpful in establishing mutually friendly and understanding relationships. The few extra minutes talking with parents are time well spent, even though it may be only pleasant conversation the first time. It lays the ground work for future opportunities to be real help in parent-child relationships or in other ways.

As parent-leader relationships are at least equally important as parent-agent ones, local leaders are encouraged to visit members' parents. Sometimes leader and agent make such visits together.

More than half of the local clubs now schedule a parents' meeting each year. An educational program is presented as well as entertainment. The history of the club and its achievements, exhibits of work done, and demonstration of skills learned are blended to present club work vividly.

A few clubs have one or more parents attend each meeting, using a rotating plan to reach as many

as possible. An increasing number of clubs are having parent-member meetings purely for fun—covered-dish suppers, mothers' teas, picnics, square dancing, father-son suppers, and beach parties. Homemaking girls often prepare and serve a meal to their mothers as part of a foods project.

It is good for parents and members to share good times as well as work. It pays dividends in the form of happier, easier, more helpful leadership.

Parents Accept Responsibility

Once a parent's interest has been captured, it can be channeled toward active cooperation by giving some responsibility. An increasing number of clubs are including parents on their program committee. Leaders report that often parents are not too articulate in giving ideas at the first planning meeting. But they are learning more about 4-H and are realizing they really are wanted.

Leaders who have tried this idea



Two mothers present their daughters with medals won in national contests awarded the girls as county champions.

for 2 or 3 years are most enthusiastic. Parents do give ideas and are pleased when one or more are accepted. Frequently this leads to helping occasionally with some teaching at meetings. This has resulted in active leadership in some instances.

At the county level at least one father is appointed to each agricultural project committee. Mothers are given opportunity to make suggestions regarding the county homemaking program. Also parents are given the responsibility for obtaining the leaders of a new club and for any new or additional leadership for an established club.

A more willing acceptance of such "chore" responsibilities as providing transportation, opening homes for meetings, furnishing refreshments, and the like, results from being given major responsibilities. Parents are human!

Parents Rate Recognition

Gestures of appreciation need not be big. They must be sincere. Parents' names are used in news items regarding successful members. How parents helped and encouraged their children is an important part of the item. It helps to give parents as well as leaders such recognition.

Personal letters are sent to parents of members receiving some honor. We congratulate them and thank them for help given. A letter of appreciation goes to parents who help in any special way.

Club members who are county winners of the national contest medals cherish them. Two years ago we brought parents into the picture in the presentation of these awards. They are invited to the club meeting and medals presented to the parents who in turn present them to the members.

Similar to this is our plan of honoring long-term members at the annual achievement meetings. Members completing 5 years or more are accompanied to the stage by their parents. To them are presented the achievement certificates and pins, the girls then receiving them from their mothers and the boys from their fathers. The county

key banker who presents these awards stresses the important part parents play in club work as well as the achievement of the members.

At the annual leaders' recognition dinner a mother and father representing all 4-H parents have presented some of the leadership certificates. By design they present them to the first- and second-year leaders. It is the newer leaders who most need to know that their work is appreciated. Parents are honored even as they in turn are honoring leaders.

Activating the Plan

What may be done at the local club level in obtaining parental cooperation is even more important than that at the county level. First, then, we, the agents, must have the positive philosophy that parents may become actively interested. This must be passed on to local leaders, plus help and encouragement to do something about it.

The task is not easy. It is a continuing task; for, just as there are always new parents necessitating a continuing parent program, so there are always new leaders with whom to work.

We have used a variety of methods in this work with leaders. Personal conferences have been reinforced by an illustrated talk at leaders meetings on obtaining parental cooperation. Some months later a panel of leaders reported on the success of things they had tried. Articles and pictures in our 4-H News have helped.

This year we are sending leaders a series of special letters. A Leaders' Exchange Corner is one of the features of this leader letter. From time to time we will present in the corner the reports of leaders on their parental cooperation efforts. We are convinced that results come more quickly when one leader tells another. It is much more effective than when an agent tells a leader, for it has become a workable fact not a fanciful theory.

Such a program takes time. Is it worth while?

The number of parents attending the achievement meetings exceeds

the total attendance of 6 years ago. An increasing number of parents are present at clothing revues, demonstration days, and other special activities. No longer do we have to keep our fingers crossed when an extension specialist travels 320 miles to attend a club member meeting. We know there will be a respectable attendance, due in part to the fact that more parents are helping with transportation.

A mother canceled vacation plans to be present at a mother-daughter tea. A father postponed a business trip to attend a father-son supper. Such actions are indications of increasing interest.

Best of all, more than one leader has said, in effect: "We finally tried that idea. It works. The parents had a great time." It's good to see pleased leaders, happier leaders because they know parents are not merely behind them but with them!

It is not 100-percent effective. All leaders have not yet been "sold." We feel they won't buck the tide forever. Even so it will be a continuing job. For agents and leaders this matter of working with parents may be summed up in: Patiently and persistently inform, use, and thank parents.

4-H'ers Boost Pasture Program

Almost every farmer in Calhoun County, Ala., was called on last month by a 4-H Club boy. The boys had a questionnaire aimed at finding out how many acres of pasture are located on each farm in the county.

These boys know that there cannot be much expansion of the cattle industry in their area until there is a good supply of winter and summer grazing crops located on every farm. When the survey is completed, the boys are planning to put on a campaign to get more grazing and feed crops produced in the county.

Tom Bass, assistant county agent in Calhoun, originated the idea and is handling the project through all of the clubs in the county.

THAT a serious shortage of farm labor will develop by the 1951 harvest, with the farm manpower situation becoming critical by 1952, seems inevitable at this writing (early June). What are the facts upon which this conclusion is based? How can the Cooperative Extension Service assist farmers and the Nation in utilizing the manpower available to agriculture to insure continued high level food and fiber production during the years just ahead?

The Size of the Problem

The 107 million more man-days of labor required for 1951 farm production (figure 1) is the equivalent of 535,000 workers employed 200 days each. To this number must be added the decrease of more than 400,000 in the 1950 farm labor force which has already taken place and the anticipated further drain of 250,000 from agriculture by the end of 1951 when authorized defense spending gets fully under way. Making allowance for the trend toward higher output per hour of agricultural labor, we arrive at a calculated net deficit in agricultural labor force by the end of 1951 in excess of 900,000 workers. This figure is larger than for any of the critical years of World War II.

The manpower problem of agriculture is, of course, but a segment of the total manpower situation incident to a nation with limited human resources checkmating the aggression of communist countries with a vastly greater numerical manpower supply. The superimposing of a larger military establishment and a huge defense produc-

tion program upon a record level civilian economy and civilian employment presents a problem more difficult of solution than in 1941, when some 4 to 5 million persons were unemployed in this country.

As indicated in figure 2, there are only about four ways to solve a bigger labor problem. These apply to agriculture and industry alike: (1) employ more workers; (2) each person work longer hours and more days; (3) substitute mechanical power for human labor; and (4) increase the output per man-hour of labor.

The number of men from agriculture going to the Armed Services, although significant, is small compared to the number of workers changing from agricultural to defense or other nonagricultural employment. The reason is, of course, largely economic—higher wage per hour worked—combined with more attractive working and living conditions (figure 3). The possibility of a net return of many workers to agricultural employment is slight indeed, and the pull of the non-agricultural magnet will undoubtedly grow stronger as the full impact of defense production upon civilian employment is reached several months hence. In the absence of drastic manpower controls the

prospect of meeting an appreciable part of agriculture's manpower requirements in late 1951 and in 1952 by increasing the number of persons employed on farms is discouraging.

Longer Hours—More Days?

Farm operators, members of farm families, and a substantial proportion of hired farm workers are accustomed to long hours of work per day as critical farm jobs demand. Much worth while can and will be done by the Employment Services of the United States and the several States in extending the number of days of productive farm work performed by migrant and local seasonal workers. We must recognize, however, that such workers supply but 15 percent of the labor entering into agricultural production.

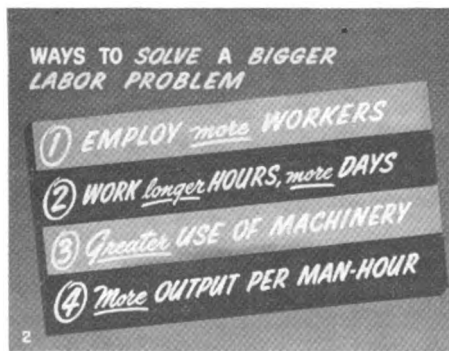
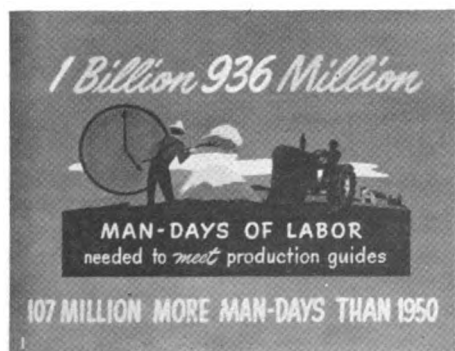
The Machinery Picture Is Bright

Compared to 10 years ago farms are better supplied with mechanical power and other equipment to replace manpower (figure 4). However, most of the substitution of machines for workers, indicated by the larger supply of power equipment available for 1951 farm production, was accounted for by reduced farm employment in 1950.

Best Use of Agricultural Manpower

Extension's Defense

MEREDITH C. WILSON, Chief, Division of Field Service



Power—

Assignment

and Training

Greater dependence of agricultural production upon machines emphasizes the essentiality of the workers now on farms and the need for training a large number of farm replacements in the necessary skills.

Increased Output per Man-Hour

Human labor is the largest single "input" entering into farm "output." Best use of manpower resources is not only a must during a war emergency, it is also economically and socially sound in time of peace. During the current defense mobilization period manpower is a critical factor in national security. Acceleration of the long-time trend of higher production per unit of agricultural labor by as much as 5 percent would be equivalent to adding 500,000 new workers to the farm labor force.

Extension's experience with the farm labor supply program during World War II and labor utilization research of recent years demonstrate the potentialities of a broad-gauge aggressive program addressed largely to the operators of family-size farms and members of such families who constitute the backbone of our agricultural labor force and who perform 80 percent

of the labor entering into agricultural production.

According to the recent report of the President's Commission on Migratory Labor, "at the peak of the war effort in 1945, farm family workers were only 4 percent fewer than in 1940. In contrast, the number of hired workers declined sharply. Hired farm workers in 1945 were approximately half a million—almost 20 percent—below 1940. Yet, at this stage of the war emergency we were producing more crops and livestock than ever before."

Studies by the Bureau of Agricultural Economics indicate that output per man-hour of agricultural labor accelerated at the unprecedented rate of 3.6 percent per year between 1937-39 and 1944-46 (figure 5). That rate of increase has not been maintained since. The report, Migratory Labor in American Agriculture, states: "By using our work force less and less effectively each year since 1945, we have now arrived at a level of labor utilization approximately as low as that which prevailed in 1940."

The higher output per man-hour approach to increasing the effective farm labor supply is not an academic one. It was used successfully in World War II. It becomes a question then of developing the kind of best-use-of-labor program that fits the current defense situation.

Extension's Important Defense Assignment

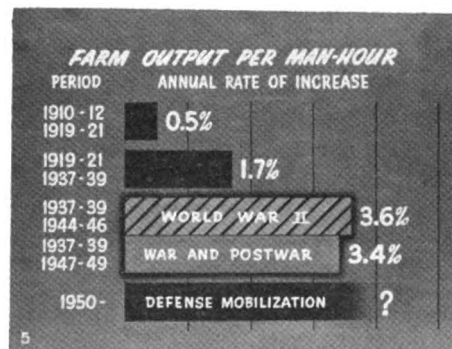
Secretary Brannan, in Memorandum No. 1283, makes a definite mobilization assignment to the Cooperative Extension Service of the

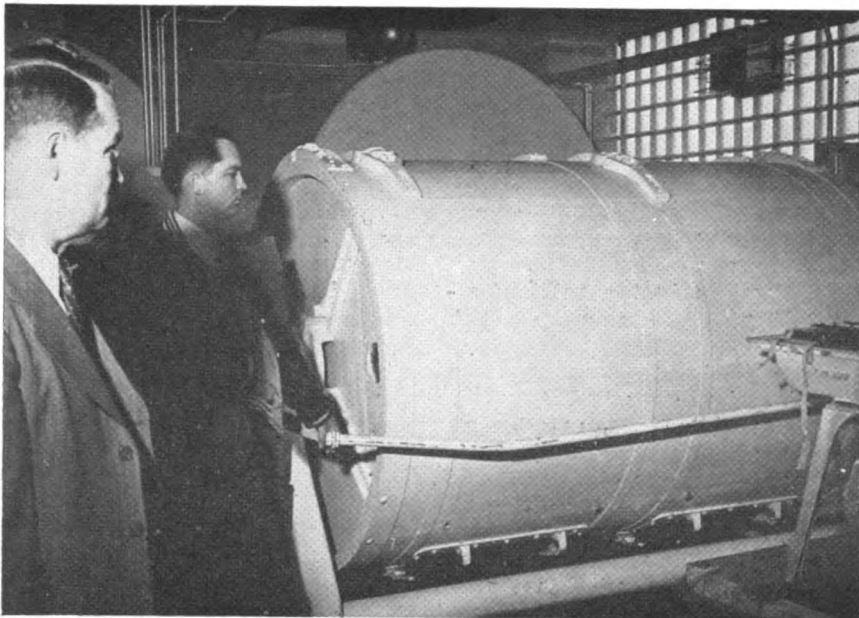
Department and the State agricultural colleges of responsibility for the aggressive promotion of a comprehensive educational program to improve the utilization of the labor available for the production, processing, and marketing of adequate supplies of agricultural commodities necessary to national defense and welfare. Certain specific areas of program activity are set forth (figure 6). This manpower responsibility is probably the most important mobilization assignment likely to come Extension's way during the defense period. It fits in with Extension's basic charter.

Getting Under Way

A few States have continued substantial aspects of farm labor educational activities conducted in World War II. A few other States have recently re-established a farm labor educational project. However, in most States extension emphasis on efficient utilization of farm labor ended with the termination of the Farm Labor Supply Program on December 31, 1947.

The organization and operation of an agricultural manpower use program of the scope outlined in Secretary's Memorandum No. 1283, and of sufficient size to effectively cope with the farm labor situation of the years just ahead, is no small task. Educational solutions to important problems are proverbially slow, particularly at the outset. This emphasizes the importance of an immediate beginning if a worthwhile extension farm manpower use program is to be in full operation by 1952.





County Agent Jay Hesser, Creek County, and Assistant Agent George Hull, Washington County, inspect the 1,000-pound capacity churn.

Study City Fluid Milk Market

Marketing tours were one of the recommendations of the last Extension Marketing Committee meeting. Oklahoma took action on this recommendation in two spring milk marketing tours—one in Oklahoma City and one in Tulsa. The latter is here described by A. W. Jacob, extension economist, marketing, Oklahoma.

THE TULSA, OKLA., milk industry was host to county and State extension workers in an educational tour which proved mutually helpful. Mr. Ernest K. Lowe, district agent, arranged the day's "laboratory" study and acted as chairman. A total of 38 State and county workers and men of the industry attended.

The full day's program started with a talk by Cy Dotson of Glencliff Creamery who spoke of the services and responsibilities of the milk processor in the assembling and distribution of fluid milk. He emphasized the important role of the modern milk distributor in delivering to the consumer quality products. The group asked many questions which he and Bruce Reynolds of Beatrice Creamery answered.

The next stop was Hawk's Dairy. Here, under the careful guidance of Walter Eppler, assistant manager, the group studied the receiving, processing, packaging, cooling, and distribution of fluid milk in a representative Tulsa milk plant. Mr. Eppler emphasized the efficient use of Class II milk in the market for making ice cream, novelties, sweet-

cream butter, powder, and condensed products.

The Pure Milk Association entertained the group for dinner. Charles Moore, manager of the Pure Milk Producers' Association, spoke on the Association's Program, emphasizing the role of this new bargaining association in improving market conditions. C. R. Young, a director of the association and a dairyman, supplemented Mr. Moore's remarks. W. M. Costello, U. S. D. A. Milk Marketing Administrator, reviewed the development of the milk order and its objectives. A milk order provides for Federal supervision of a fluid milk market by a market administrator and may be established by request, provided that two-thirds of the producers supplying a market approve. He explained important items on their monthly reports which are mailed to county agents, as well as the new amendments which deal with (1) higher Class I (milk used for bottling) price and (2) plan for establishing producer bases. These bases would be the amount of milk sold by each producer during the short-supply season in the fall, and he would be paid the Class I price

for only that amount of milk during the flush season (May and June). A lower price would be paid for milk in excess of the base. The purpose is to encourage uniform production throughout the year.

Charles Klemke, city milk inspector, traced the development of the Grade A milk program since 1930 when the U. S. Standard Ordinance was first adopted in the Tulsa market. His talk brought on many questions.

A. W. Jacob presented a few of the important changes in the market during the past 20 years. Most prices have risen in 20 years.

In 1931 about 225 farmers were producing and selling raw milk. Today 8 modern plants provide pasteurized milk and other dairy products desired by consumers. Grade A fluid milk is received from 760 dairy farms in surrounding counties. An important change in the last decade was made possible by electricity through the Rural Electrification Administration. Modern electric milk coolers make it possible to cool milk on the farm quickly and keep it cool until moved to market, resulting in higher-quality milk.

Do you know . . .

LILAH HEMBREE who has added new meaning to the word "cooperation" in Oldham County, Ky.



Lilah Hembree

AN OUTSTANDING county in winning national and State honors in girls' 4-H Club work is Oldham County, Ky.

This seedbed for developing top-ranking 4-H Club girls has had 14 national and 60 State winners in the past 14 years, their fields of conquest including demonstrations, scholarship, dress revues, home economics projects, National 4-H Camps, and the *Courier-Journal* and *Times* contests. One club member was an International Farm Youth Exchange representative to France in the summer of 1950.

How can one relatively small county claim such a record? To many, the home demonstration agent, Lilah Hembree, is the answer, although she is quick to say: "The marvelous record of the girls is due to the local leaders, the willingness on the part of the girls to work and really 'make the best better,' and to the wonderful cooperation of the parents in providing good equipment with which to work, such as gas and electric stoves, sewing machines, and other pieces."

The community as a whole is given its fair share of credit, too, by this home agent. "Churches, schools, and business firms all cooperate to the fullest when it is for 4-H work."

When Lilah Hembree came to this northern Kentucky county as home demonstration agent in 1936, it had only two 4-H Clubs with a total membership of 10 girls. There was one adult leader. A recent check-up shows 12 clubs, 340 girls, and 40 adult leaders.

Homemakers' clubs had fared better, for 190 women were members of 11 clubs. "Here was potential and

trained leadership, due to the extension program begun in 1918," said Miss Hembree. At the present time, 19 homemakers' clubs have an enrollment of 450 women, 195 of them serving as officers or leaders in various organizations and projects, including 4-H work. "We never have trouble getting leaders," she stated.

Miss Hembree herself has been recognized as a leader on several occasions. Most recent was her election in Chicago last fall to the secretaryship of the National Association of Home Demonstration Agents for a term of 2 years, after filling out the unexpired term of 1 year in that office.

From 1949 to 1951, she was State president of the Kentucky Home Demonstration Agents Association. In 1947 she was given the District Service Award presented annually to two home agents in the State at the National Home Demonstration Agents' Association meeting. She is a member of the American Home Economics Association and Epsilon Sigma Phi.

When Miss Hembree enrolled as a freshman at Maryville College, Maryville, Tenn., she planned to have music as her major, with electives in home economics. But it was not long, she said, before she realized she could never major in anything but home economics. However, her father refused to let her drop music, and so she was graduated *cum laude* with degrees in both subjects. As a result, she has served her church in La Grange, Ky., as organist for 7 years.

Advanced study at George Peabody College, Nashville, Tenn., further prepared Miss Hembree for home economics teaching in Ten-

nessee and Florida but it was not until she became a home demonstration agent in Oldham County, Ky., that she found her work completely satisfying.—*Orinne Johnson, Assistant Extension Editor.*

"Operation Cookie Jar"

One thousand Shiawassee County (Mich.) women in 61 home extension groups are providing 30,000 cookies for patients of the Saginaw Veterans' Hospital. Each week for the next 52 weeks two extension groups in the county will bake 50 dozen cookies to be sent to the institution.

The Shiawassee County Extension Office and the county Red Cross chapter office act as clearing house for the sweets. Cookies are packed at the county extension office each week and delivered to the hospital by the Red Cross.

Marian E. Hermance, county home demonstration agent, reports that the club members are enthusiastic over the project. The 50 dozen cookies a week will mean 3 apiece for the 200 patients at the hospital.

Each extension member uses her own recipes and does the baking in her own home.

This Library Speaks

A LIBRARY which lends the voices as well as the words of leading authorities in many fields has been set up at Cornell University. The Cornell Tape Recording Center is one of the first in the country.

The center is operated by the radio services of Cornell's Department of Extension Teaching and Information under the supervision of Prof. L. W. Kaiser. A newly issued catalog lists about 450 titles which can be obtained by schools, extension workers, or interested community groups. The only requirement is that the person ordering a program furnish his own tape on which the program can be transcribed.

The idea isn't a new one, Kaiser says. There has been a demand for this type of service for a long time, but the disk recordings used have been expensive. Recording on a magnetized cellulose tape which can be erased and reused indefinitely has cut the cost. High quality, low cost recorders are now available and many groups already own or have access to one.

Recordings available at Cornell range from advice on home gardens to a program on radar contact with the moon, although agricultural and home economics topics predominate. They include material from many departments at Cornell and from the United States Office of Education. The Center is also an official repository for tape recordings from the Minnesota Department of Education which maintains a similar service for teachers.

"We aren't trying to build up an archive," Kaiser points out. "We plan to carry only those titles for which there is the most demand. As quickly as people stop requesting a pro-



Professor L. W. Kaiser, supervisor of the center, examines one of the tapes on which programs are recorded. More than 400 programs are available.

gram, we will replace it with something else."

Adding to the library is a continuous process. The main body of the recorded material is changeless factual information which will be supplemented as fast as new material is available. Recordings of speeches and events such as the recent Farm and Home Week will be included as long as they are timely.

All recordings are kept on master

tapes at the center. Persons wanting to use a recording send a tape along with their order. The material is recorded on the subscriber's own tape and this is returned to him. The master tapes never leave the center.

"Tape recording gives us a chance to overcome the objection that radio isn't permanent," says Professor Kaiser. "Now we can keep important programs on tape as long as people want to hear them."

● In South Carolina 17,951 Negro 4-H Club members are conducting demonstrations on their home farms through 584 4-H Clubs.

Of these club members, 1,345 attended Camp Daniels last summer. One hundred and twenty-seven learned principles of soil, water, and human conservation. One hundred and fifty-six learned to swim, and 356 boys and girls learned to care for and drive a tractor.

The work is under the supervision of Wayman Johnson, assistant State supervisor of Negro Agricultural Extension Work.

● The people of Whatcom County, Washington, are about to run the legs off—and breath out—of County Agent L. N. Friemann, in requests for him to tell about his work and experience with farm people in Germany, as a representative of the United States.

Mr. Friemann estimated that he has talked to audiences totaling 6,000 people and a good many thousand more through press and radio since he returned from 6 months abroad, where he worked directly with German farm families.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Conservation Farming Pays

Farming with special attention to hay, pasture, and livestock really pays off. And the payments get bigger year after year. Proof of this comes out of a recent study by the Soil Conservation Service in cooperation with the University of Illinois. The farms in one county were rated for their adoption of soil conservation practices. Then 20 pairs of matched farms, each with a high-score and a low-score farm, were compared on the basis of farm records covering 10 years. At the beginning of the period the high-score farms showed a net income advantage of only 75 cents an acre. By the middle of the 10-year period this advantage had increased to \$2.32 an acre. For the final years the figure had risen to \$5.08 an acre in increased net income. An advantage of 500 percent gained in 10 years speaks for itself. And—believe it or not—the differences between the two groups of farms are still getting wider.

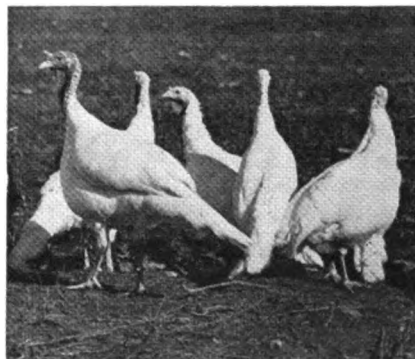
“Cold Plate” Time

Midsummer is the time when housewives avoid the heat of the kitchen range by serving ready-to-eat cold cuts of meat, including many pork products such as bologna, liverwurst, and frankfurters. Since undercooked pork may contain the organism that causes the serious disease, trichinosis, our scientists recognized the importance of making sure these processed products were entirely safe. In recent tests, they examined more than 1,000 half-pound samples of these ready-to-eat meats to determine the effectiveness of processing procedures. No live trichinae were found in any of the samples. The evidence was conclusive that com-

mercial processing of ready-to-eat pork products is adequate to protect the public from the danger of trichinosis.

Females Preferred

Turkey hens usually sell at a higher price per pound than toms—not because they're hens but because they are smaller. Housewives find them better fitted to their family needs—and their ovens. The Beltsville Small White turkey was developed to meet the demand for a small turkey, but we still have the difference in size between the toms and the hens. Last season our turkey scientists compared the weights of the hens and toms in 37 families of Beltsville Small Whites in the breeding flock and found striking variations between families in the weights of male and female birds at market age. In all families the toms averaged bigger than the hens, but in some families they averaged much bigger. In one family the toms were more than twice as heavy as the hens. Since these differences in weight run in families, that means they are heritable. So in order to scale down the size of the toms and put them on a marketing par with the hens, turkey breeders should select breed-



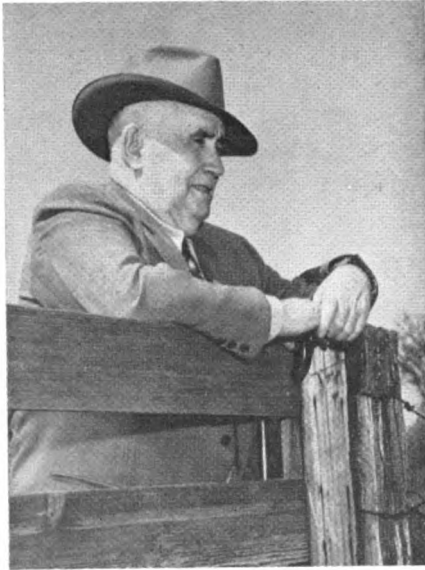
ing toms that have not developed an extreme difference in weight as compared with the hens. General practice in the past has been to select big, heavy toms for breeding.

For a Hot Summer Night

Another new food has recently come from the research laboratories—this time a chocolate-flavored milk dessert that should be particularly popular for summertime meals. Developed as a dry mix by our Western Research Laboratory, the nutritious dessert needs only the addition of cold water to make—no heating or cooking, requires only 2 minutes to mix, and in just 5 minutes is “jelled” and ready to serve. The ingredient that gives the dessert its jelled texture is low-methoxyl pectin—made from fruit pectin—which requires neither heat nor acid to “set” a mixture. The new mix, which is not yet on the market, was developed in the course of research for new and wider uses of byproducts of agricultural crops such as citrus fruit.

Curing with Gas

Gas heat to cure shade-grown tobacco, used as cigar wrappers, promises growers better quality with less work and less cost than curing with charcoal. In preliminary tests made by ARA in cooperation with the Connecticut and Georgia Experiment Stations, tobacco in a gas-fired barn averaged 43 cents more per pound in graded value than the charcoal-fired tobacco. This saving included 3 cents from the lower cost of gas as fuel and 40 cents from the better price for higher quality, apparently the result of better curing with gas. The use of gas also cuts down the labor. One man can handle four or five curing barns fired with gas.



● **WILLIAM BROWN CONNELL**, Pennsylvania livestock specialist who retired on June 30 after 33 years of service, was feted on June 18 at a livestock day in his honor on the college campus. The event was arranged by the State's livestock breeders, producers, and processors, with the cooperation of the college, to pay tribute to Connell's many years of outstanding service.

● An alumna of the Massachusetts home demonstration staff, Mrs. Esther Cooley Page was given special recognition by homemakers throughout the State during National Home Demonstration Week. Many letters were received paying tribute to her outstanding service during her 24 years of service. Mrs. Page resigned April 15 as extension clothing specialist and is living with her sister, Laura Cooley, in Berkeley, Calif. Miss Cooley is a district home demonstration agent supervisor for the California Extension Service.

Challenge in Marketing

(Continued from page 117)

diture of public funds, and as there are so many of them, it is natural that many educational programs should be aimed at the consumer. This, too, is the reason why the

committee aims to bring the home demonstration agent into the picture in joint projects.

The study has been brought to the attention of county agents at the annual conventions, and the reports have been printed in the official organ of the association. A leaflet for county agents is now in preparation by the committee under the chairmanship of the new chairman, M. E. Hill of Humphreys County, Miss.

About half of the State associations now have RMA committees. The national committee is continuing efforts to get the others organized and servicing the committees already organized.

To date, 44 States have 157 extension marketing projects covering the marketing of all agricultural commodities, consumer education, marketing information, processing, cooperative marketing, and retailer education. These involve more than half a million dollars of RMA funds matched with an equal volume of local funds.

One of the major problems is that of matching funds. State and county appropriating bodies are economy-minded and rightly so. They are not appropriating new funds even when the voters really want the services. In the case of many projects now under way the funds have come from private organizations, farmer co-ops, and private concerns in the trade. In one case a marketing tax has been imposed by the producers themselves on the marketing of their product in order to get matching funds.

Marketing projects are not so easy to organize as production projects. As they are broader in scope they are likely to cover several counties in a State or even more than one State. This means cooperation between a number of county agents. The county agent's biggest job is to show his people where RMA can help solve a marketing problem and help organize a program. The committee urges agents to consult their director and marketing specialist about the possibility of putting into effect a marketing program in their county or State.

● The Victor H. Ries Achievement Award, to be presented annually by the Ohio Association of Garden Clubs in honor of Ries who was one of the founders of the association, will be presented for the first time this year. The award, a set of garden books, will be given to Ohio's outstanding garden club.

Mr. Ries, extension floriculturist at Ohio State, has served as the association's secretary for 18 years; and, 20 years ago, he helped garden club representatives from various cities in the State to organize the association.

● **MARION BUTTERS**, State home economics leader who has guided the activities of New Jersey county home agents and State home economic specialists, retired on July 1. She has been one of the pioneers in extension work and has seen home demonstration work bring a richer life to countless rural and urban families. Miss Butters has encouraged rural women to broaden their horizons by taking an active part in community affairs and keeping aware of world developments.

Miss Butters first served in the State as home agent in Morris County. Shortly after, she was appointed State home demonstration leader. Before coming to New Jersey she taught at several New England schools and served on the home demonstration staffs in Connecticut and New Hampshire.



Marion Butters

Community Problems

(Continued from page 116)

group has been increasing in many areas.

In such areas, apparently, extension work is going to have to be changed to include more assistance on the problems and for the families mentioned if it is really to serve the new rural America as found in many counties today. The family approach and the community approach, rather than that of the individual man or woman, probably should be used more. Such areas would also appear to be a fertile field for 4-H Club work, but in this as well as in other extension programs the new situation would present a challenge to project planning.

THE WORLD'S FAVORITE RECIPES.

Harper & Bros., New York, 72 pages.

● This new cookbook of foreign recipes is now ready for distribution. In addition to foreign recipes, it turns out to have a page of American recipes, including Mrs. Truman's pancakes, Mrs. Barkley's fried chicken, and Senator Margaret Chase Smith's clam chowder.

Each delegation of the sixty member countries of the United Nations has contributed one, two, or three recipes as being the best and most representative of its country.

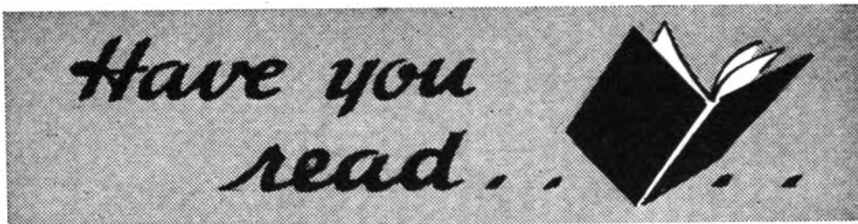
Books can be ordered either singly or in quantity from the National Citizens Committee for United Nations Day, 816 21st Street, N. W., Washington 6, D. C.

POULTRY HUSBANDRY. Dr. M. A.

Jull. McGraw-Hill Book Co., New York.

● This text and reference book has been revised and a third edition issued. In its 526 pages county extension workers will find many answers to their local poultry problems.

The book discusses recent scientific developments in poultry production and marketing and applies this fundamental information to the various improved practices.—*H. L. Shrader, Extension Poultryman.*



THE UNITED STATES OF AMERICA —ITS PEOPLE AND ITS HOMES.

An aid to understanding contemporary American life. A study folder prepared by a committee of the Country Women's Council of the U.S.A. as one of a series issued by the Associated Country Women of the World. 1950. 95 pp.

● With no advance publicity, this 95-page booklet made a modest debut in late 1950. The enthusiastic response to it from many different groups of people leads one to analyze the reasons for its immediate popularity.

Pictures on almost every page help to tell the story of the kind of people we are in these United States, the homes we live in, our schools, our food, our clothes, and the songs we sing.

This book, one of a series of Study Folders describing life in various countries, is circulated by the A.C.W.W. This one, however, is the first to be prepared by a nation's own countrywomen working through a committee appointed by the Country Women's Council, U.S.A. Although it is designed primarily for people from other countries who may wish to learn about us, native sons and daughters will also be thrilled by this story which describes so enchantingly the land we love. Thirty pages are devoted to "A Commentary on the History of the United States." Throughout this brief colorful summary one is conscious of the emphasis on the democratic principles that have made America great.

Many home demonstration clubs and other groups of women have purchased the book to give to women's groups in other lands to promote friendship. Foreign students are taking copies of the book with them when they return home. Our people who are visiting other coun-

tries are taking the books to give to new friends there, using it as a thank-you gift for hospitality extended to them. The State Department is buying 5,000 copies for foreign visitors. The publication won a "Medal of Honor for significant work in building a better understanding of the American Way of Life" given by the Freedom Foundation of America.

This booklet is available from five regional distribution centers. Rural women are designated by the Country Women's Council to sell these books.

Miss Laura Lane, associate editor of the Country Gentleman and formerly extension editor in Texas, was chairman of the committee which produced the book.—*Florence L. Hall, field agent, home demonstration work, Northeastern States.*

MILK AND MILK PRODUCTS. C. H.

Eckles, W. B. Combs, and Harold Macy. Fourth edition. McGraw-Hill Book Co., Inc., New York, N. Y. 1951. 454 pp.

● This famous book, now in its fourth edition, contains a wealth of information that can be useful to county agents and home demonstration agents. Details of the Babcock butterfat test and an explanation of why milk tests vary are sufficient reasons for it to be in the reference library. Chapters on the constituents of milk and the factors influencing the composition of milk can give valuable aid to home agents in planning a sound nutrition program.

The authors thoroughly cover the field of milk and milk products, the information is authoritative, and is presented in a readable and easily understood manner.—*W. E. Wintermeyer, Dairy Husbandman, USDA.*

It Could BE YOU



Courtesy of
National Safety
Council, Chicago

**If you are an average extension agent, you will drive about
10,000 “official” miles this year.**

**A survey shows that extension agents generally are among
the safest of drivers.**

***But more extension workers are injured in traffic accidents than in any
other type of accident.***

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AUGUST 1951

EXTENSION SERVICE
Review



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GENERAL LIBRARY

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The Cover This Month

• The cover this month is from a PMA photograph by Harman. It seems to express so well the responsibility of the farmer for growing the crops needed for defense mobilization in spite of weather, floods, and short labor supply.

The back cover was designed by REA to call the attention of extension workers to the possibility of expanding the use of electric power as a saver of labor.

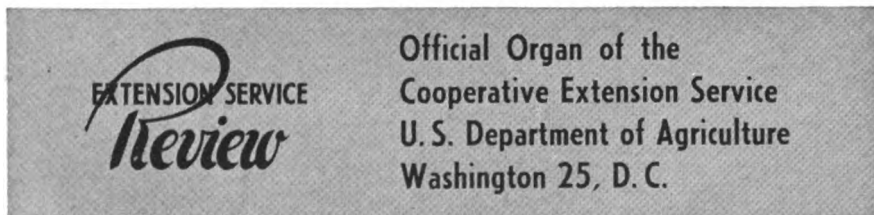
Next Month

• At Cornell University, Ithaca, N. Y., they have an Extension Club. One of the topics always good for an argument is what the county agricultural agent ought to be doing. Some were irked by a disposition to spend more time on young adults, housing, and health at the expense of helping the farmer with his business problems. Others defended this tendency and said that it was not farm production but the people who were at the core of the problem and ought to be getting the time and effort. So they decided to debate the issue publicly, and four specialists presented four viewpoints. They wrote out the question "From Our Viewpoint as Extension Specialists, What is the Job of the County Agricultural Agent?"

• Returning from a field trip to New Hampshire, Max Hinds, Federal economist, told the editor of an interesting RMA project in New Hampshire. The article, "Small Scale Milk Pasteurization Is Possible" is the result.

Helen Horst, home demonstration agent in Oregon, has worked out what she feels is a good way of using press and radio to carry on the home demonstration program in the county.

• Some of the reports given at the last meeting of the Agricultural Agents' Association were too good to be buried in the proceedings but too long to be put into the REVIEW. Compromising on the issue, Dwight Babbitt wrote a shortened version of the report on RMA, printed last month; and S. C. Bohanan will give the high points on program planning next month.



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What the Extension Home Program Means to Me, My Family, and My Community

A talk given by Mrs. Jonas Jacobson, Kandiyohi County, Minn., at Kandiyohi County's Home Demonstration Week Program, on May 4, 1951

THE TELEPHONE rings, and as I answer it I hear this greeting:

"Our home extension group will meet at Mrs. Blank's on Thursday afternoon at 1 o'clock." This is a greeting that I have been receiving at regular intervals for the past 5 years. It is a greeting that I am always happy to receive because I know that something good is in store at this meeting.

What has the extension home program meant to me, my family, and my community? Let me tell you first what it has meant to me.

It has made available a new source of information about things pertaining to my job as a homemaker. It is much more satisfactory in this way to get information than through books or magazines because we actually see and do. Working in groups is a pleasant way of combining business with pleasure. We know the information is reliable because it has been worked out by experts. I have made personal use of much of this information. Last year we remodeled our home, and the first project lessons we had on home building and remodeling were of great help to us in our planning.

Home demonstration work has shown me new ways to do some things, better ways to do other things, and how to do some things I didn't know how to do at all before. I think of the lessons in furniture refinishing, in upholstering, and the new draperies I learned how to make from the lesson on window treatment. Then there are the large variety of salads and breads we learned how to make this past year. I know my family is being served a larger variety of these foods than they were before.

This extension program has stimulated my thinking as to how to

improve my homemaking efforts, and it seems as though I can't do anything around the house any more without giving it some special thought. Is the furniture arranged to the best advantage? Are the pictures hung correctly? Do the colors used in decorating harmonize, and are they in good taste? How can I improve this, or where can I improve that? One day when I was setting the table in rather a hurry it even occurred to me that the knives weren't being placed with the blades turned in the right direction.

It has brought me a host of new friends, not only in my neighborhood but throughout the county. Neighbors that I only knew by

name before have now become good friends. These I regard as a priceless possession.

Then what has the extension home program meant to my family? If I have benefited, then it is reasonable to assume that my family has benefited also. If I have been concerned about providing a more comfortable and attractive home, then my family has enjoyed better home living. If I have been interested in preparing and serving a greater variety of food, then my family has enjoyed better meals.

I want to tell you of an incident that happened in our home last winter that shows how closely related the various phases of Extension
(Continued on page 140)

A Picnic in Their Own Back Yard



Right in their own back yard this Missouri family shared their picnic facilities with more than 300 friends. Carolyn Vandiver, a 4-H Club member, worked out detailed plans for the yard as her home beautification project. She was one of nearly 122,000 4-H Club members to work on a similar project.

Increase in FARM BUILDING Expected This Year

J. ROBERT DODGE, Extension Architect, U.S.D.A.

THE PLANS of work indicate that both housing and farm buildings will receive as much, if not more, attention during the 1952 fiscal year as they did this year.

This is not surprising, as it has been estimated that farm construction will be 15 percent greater in 1951 than it was last year, barring all-out mobilization. Actually there is no reason to believe that the present mobilization program will change the general objective of extension work. It will, however, tend to cause workers to redirect the emphasis of their program in many cases.

This does not mean that the importance of extension programs in farm buildings will be less; in fact they will undoubtedly assume an even greater importance as it will be the job of extension workers to help the farmer with the many problems that will arise as a result of the necessity to conserve materials and labor on the one hand and meet the demands of increased production and changes in type of crops on the other. The State plans of work show an awareness of the probable effects of the defense program, and in a great many cases recognition is given to the necessity for a very flexible program in order to be in a position to help farmers with the problems that may arise as the mobilization program develops. Many of these problems may not be readily foreseen at the present time.

Although it is not clear what the future may bring, we are reasonably sure that there are areas of work toward which extension efforts in farm buildings can be di-

rected profitably now. These areas may be classed roughly as follows: 1. Conservation of labor through good planning. 2. Conservation of building materials and equipment. 3. Conservation of crops and proper housing of livestock.

At a recent conference on farm labor in connection with the defense program sponsored by the Extension Service, the relation of farm buildings to the problems presented by labor shortages was brought out and the design of buildings to reduce the time and labor required in producing, handling, storing, and processing farm products and caring for livestock was recognized as a necessary part of the defense program. This is very evident when it is considered that as much as 80 percent of a farmer's time is spent in and around farm buildings in some types of farming such as dairy and poultry enterprises. In the design of buildings, the safety of the workers would also be an essential consideration.

Housing Farm Labor

The importance that housing for farm labor will play in recruiting and holding good farm labor was also brought out and applies both to year-round and transient labor.

The second area in which emphasis will be necessary is that of putting existing buildings in condition to resist deterioration and minimize the need for major repairs and maintenance during the period when both labor and materials may be in short supply.

Proper bracing of structures, making minor repairs which if neg-

lected would call for more extensive repairs later, and protecting structures from termites and rot are important considerations at this time.

Many new buildings will be needed to meet demands for increased production. These will include storage and livestock structures. Every effort should be made to see that these are designed to be built with a minimum of material and labor commensurate with sound construction, and any plans developed for such buildings should be carefully analyzed with this in mind.

Emphasis will also have to be placed on protection of buildings from loss by fire. Farm fires result in an annual loss of some \$100,000,000. This is a serious problem at any time, but now it is doubly so in that the country can ill afford the cost in materials and manpower needed to replace such losses in times such as these. The resulting losses in farm products and livestock are also serious when agricultural products are needed as badly as they are now.

There are many simple precautions that farmers can take to prevent fires, and educational work is of major importance in this field. Some of the principal causes of farm fires are:

1. Defective chimneys and heating systems
2. Sparks on combustible roofs
3. Lightning
4. Spontaneous ignition
5. Careless use of matches and smoking
6. Careless use of gasoline and kerosene
7. Faulty wiring and misuse of electrical appliances

Some of these causes can be overcome only by a conscious effort on the part of the individual farmer. Others require attention to the structure itself or its equipment. Farmers should, therefore, not only be encouraged to develop safe practices but also to build fire safeguards into their structures.

In the event of an all-out war the possibility of sabotage cannot, of course, be ignored; and now is the time to encourage measures

(Continued on page 143)

A County Tour in Pictures



Women in Decatur County, Tenn., took a 90-mile trip through their own county to see what their neighbors were doing in the way of home improvement—all via a color camera in the hands of Home Demonstration Agent Robbie Latta who tells how she did it.

A PICTURE tour of Decatur County, Tenn., for our home demonstration club members appealed to me for various reasons. It would provide demonstration material on home and community improvements and, at the same time, keep the various clubs informed of progress in other communities; and it would provide usable slides for permanent files on improvements and improved practices.

The picture taking was started in June 1950. I kept making pictures until December on visits to every community in Decatur County. The pictures were assembled for use in the January 1951 home demonstration club meetings. They told a story in the form of a tour through the county, showing what farm families, town families, and communities were doing. The tour began in the north end of the county at Sugar Tree and continued southward through the entire county, including 12 communities. It covered about 90 miles.

Club members making the tour by way of pictures saw many home improvements such as redecorated living rooms and dining rooms; refinished floors; rearranged kitchens and new kitchen cabinets; food storage facilities; new bathrooms; the outside of one completely remodeled home, both under construction and after completion; two new homes being built; yard improvement showing walks, good sods, shrubbery well placed in base plantings, and arrangement of perennials; school and church im-

provements; community centers; and many other things.

This tour proved of unusual interest to home demonstration club members because it presented a fairly complete story of what had been done in Decatur County. Many women have already started plans for improving their own kitchens; and many have asked for assistance in planning bathrooms, in rearranging kitchens, and in redecorating living rooms.

There are 20 home demonstration clubs in Decatur County with a membership of more than 400 women. In preparing for the tour, I used a color camera owned by the county extension office. Film was provided by the Decatur County Soil Erosion Association, the Decatur County Fair Association, and the County Council of Home Demonstration Clubs. The tour was made more vivid through use of a 1,000-watt projector.

A 4-H-FFA Building Bee

A BUILDING for youth livestock exhibits at the Evert fair, Osceola County, Mich., was made possible by an old-fashioned barn-raising bee in which more than 100 farmers participated. The fair had one building for all the exhibits of boys and girls. This soon was filled with handicraft and crop exhibits so that the livestock exhibitors, both 4-H and FFA, had to use a tent. This year they will have a pole-type barn measuring 36 by 91 feet.

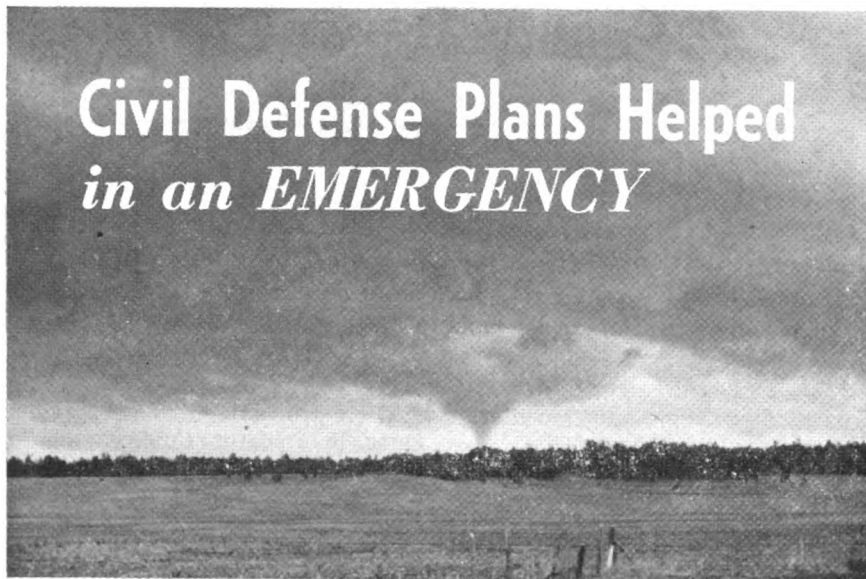
Working plans for the new livestock barn were drawn by William C. Butts, 4-H Club agent, from a rough sketch by Arthur J. Bell, extension engineer, who was on hand to supervise the construction and work in many good practical building ideas for farmers.

County Agent Abraham P. Snyder

organized the bee. Extension Forester John N. Fields took part. The treating of the old utility poles with a preservative under the direction of a chemical firm representative was of interest to many.

Many community businessmen made cash contributions for the purchase of hardware, nails, and other incidentals. The women of the local farm organizations furnished the food for noonday lunch, and farmers donated the timber from their own wood lots. The Reed City Chamber of Commerce financed the sawing. It took 2 days to erect the building and a great deal of cooperation, of which there seemed to be plenty. The 4-H-FFA Fair Board members are very proud of their new building which will make possible a bigger and better fair this year.

Civil Defense Plans Helped in an *EMERGENCY*



THE TORNADO at Olney, Tex., on May 18 destroyed 107 houses, leaving many people homeless. Two people were killed and approximately 30 people hospitalized.

Young County home demonstration clubs had been working on the civil defense program. A defense chairman was functioning in each club and in the county council. Two standard Red Cross first-aid courses were finished on Tuesday before the tornado struck on Friday. One course was taught at Olney, the other at Graham.

The defense chairmen from Tonk Valley, True, Proffitt, Bunger, and Olney home demonstration clubs and council offered their help in first aid but found that the Red Cross and Salvation Army had the situation in hand.

The Olney Home Demonstration Club helped to set up a feeding station. They took their coffee urn and helped serve coffee to the workers.

The Indian Mound, Eliasville, Loving, and Proffitt clubs sent boxes of clothing, sheets, pillowcases, towels, cup towels, wash cloths, and cooking utensils.

The Lake Eddleman and Red Top clubs and county council and the home demonstration agent sent cash donations.

Every club in the county is making a survey of the number of people their community could take

care of in case of an emergency. They now see the need for this information. Some of the Olney Home Demonstration Club members took people into their homes, but the president could not give the exact number.

Lucile King, home demonstration agent, had just completed a demonstration on "What to Do in Case of an Atomic Attack" with the 4-H's the month before. The Olney 4-H girls found the information really did help them as they crawled under their desks and got as far away from the windows as possible. They got only a few scratches. They said they really remembered what they had learned in 4-H.

Taxpayers' Association Sponsors New 4-H Project

The Wyoming Taxpayers' Association is sponsoring a new 4-H project dealing with the workings of government. It is arranged to encourage a study of administrative affairs. The first phase is county government, dealing with the duties of the county officials, the laws that govern their office, and the manner in which they carry out their duties.

Home, community, city, State, and national governments will also be studied in ensuing years. The project is open to any club which desires to undertake it.

The Community Marches On

NEXT on the Luthersville, Ga., Community Improvement Club's list is a community house, and \$300 has been raised toward its construction.

There is no doubt in the minds of Luthersville citizens that enough money will be raised to make the proposed community center a reality. Neither do strangers doubt after they have heard the story of this town.

Folks there get things done. In 1950, for example, the Community Improvement Club decided a street ought to be paved. A group of men went to Atlanta to see the State highway board. Then some women went to see the board about—and got—paved sidewalks to go along with the new street.

With only 10 telephones in the community in 1947, a campaign was started to get more. A count late in 1950 showed 98.

Twelve new freezer lockers were installed in 1950. Tractors increased from 10 in 1947 to 26 in 1950. Other machinery increased in the same way.

A new dairy was started last year, one in 1949. There are now three in the community, and two carry out artificial breeding programs.

R. C. A. Buchanan, Meriwether County agent, says farmers are turning to diversification, decreasing acreage in peach trees and row crops and increasing Ladino clover and fescue pastures.

All three churches in the community are represented in the improvement club. Mrs. Roy W. Hardy, 1950 president of the community group, pointed out that the community is too small for everybody to belong to a great number of organizations, so they settled on the improvement idea.

The churches cooperated in 1950 to improve the cemetery. It was cleaned off, and flowers and shrubbery planted. Attendance at the three churches since 1947 has almost doubled, Mrs. Hardy said.

A Pageant of One World

Produced by

Wisconsin Homemakers

"**WE** cannot have anything for nothing, not even man's heritage.

"Rights and liberties get rusty if we don't use them—and the free may again become slaves."

That's what an audience of about 1,000 was told when Green County, Wis., homemakers' clubs presented their original pageant, "One Flag—One World."

The play offered glimpses into the everyday lives of "your neighbors of all races" and was written "to emphasize the high hope for peace for which the United Nations flag stands."

"The blueprint of world peace has been written," a narrator declared in the climax.

"Fifty-nine nations today have agreed to build a home where our children shall live in freedom from fear and want.

"The words of some citizens, the actions of others have made our world as it is today. It will be the same tomorrow. It will be up to you. . . ."

A cast of more than 50 took part in the costumed pageant, written by Mrs. George Abplanalp of the State Line Troopers Homemakers Club. The play was the feature of the fifteenth annual Green County Homemakers Achievement Day program.

It was inspired by the homemakers' national project, sewing UN flags and distributing them to schools so both homemakers and school children will learn more about the UN.

The pageant told the story of one homemaker who spent an afternoon helping to sew one of the flags, and then took a trip in imagination to see how women live in eight other countries around the world.

The "trip" included visits to the family of Ole Anderson, a glass

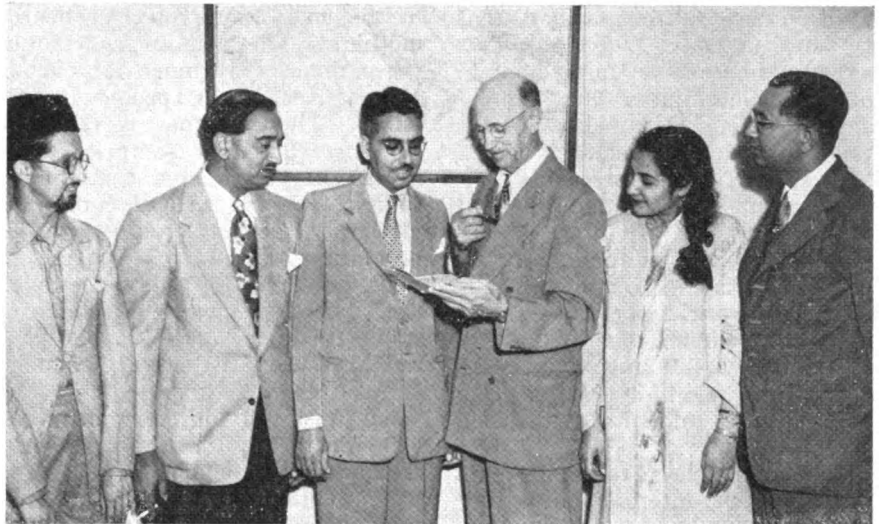
blower of Orresfors, Sweden, where preparations were under way for a wedding; the Van Hootens of Holland who raise tulips for a living; a Japanese farmer's home; the thatched hut of an Indian family; a fete for tourists in Hawaii; a native village in India; a carnival

in Brazil, and a farm field in Russia where—

"The mass of people are tired. They are increasingly cynical and disillusioned. They are apprehensive about a war, as we are . . . Russia respects power, but its common people, like ours, do not want war."

Women from eight homemakers' centers in the county participated in the pageant. They made their own authentic costumes and props, including the Brodhead group's Dutch windmill that really worked and the Nation's first homemaker's flag, embroidered by Mrs. Frank Schiesser the general chairman.

Pakistan Visitors Here



AFTER a year in Pakistan Karl Knaus, formerly field agent, Central States, returned this summer. A group of high-ranking government officials interested in establishing an Extension Service in Pakistan arrived a week later. Left to right, they are: Mohammad Amin Bhatti; Mohammed Said Khan; M. H. Sufi; Karl Knaus, chief of the Point Four Mission in Pakistan, who is helping to plan their activities in this country; Mrs. Akhlaq Hussain, and Abdul Mubin Chowdhury.

Agriculture is a basic industry in Pakistan and occupies more than 85 percent of the 77 million people.

A new republic, the Government is vitally interested in improving the education and welfare of the masses of the people. The Extension Service as they have learned about it from Karl Knaus, seems to meet their need, and they are anxious to get an Extension Service under way as soon as possible. They have sent to this country the group shown above to gain the knowledge and skill for establishing such a service. The States they are visiting are Ohio, Missouri, Tennessee, Alabama, Kansas, California, New York, Indiana, Florida, Louisiana, Arkansas, Colorado, Mississippi, and Michigan.

Public Relations in the 4-H Clubs

ED SLETTOM

Former Rice County Agricultural Agent,
Now Deputy Commissioner, Minnesota State Department of Agriculture,
Dairy and Food

BECAUSE 4-H work has made a good impression, it is recognized as the greatest out-of-school movement in the world. We cannot rest on these laurels, however. We must continue to make good impressions and hereby improve our public relations if we are to serve effectively. Each of us, of course, has a different definition of public relations. My own personal idea is that "It is what we do as an individual or as a group to leave an impression in other people's minds." That impression may be good or bad. We want the type of public relations which will leave a good impression.

What must we do to have good public relations?

We must sell club members on using their talents to reap full benefit of 4-H work. A satisfied member is a good public relations agent. We must get 4-H members to put effort into their individual projects and activities and into their group activities.

We must sell parents on club work. Parent interest can either make or break club work. They must know that their cooperation is needed. Of course it is difficult to do this individually. Perhaps a word injected here and there that club work functions best when there is parent cooperation and a fuller explanation of this cooperation may help. "Lads' and Dads' Night," "Mother and Daughter Dinner," or "Parents' Night" and a short talk of appreciation to the parents for the fine cooperation they have exhibited is effective. Even then the disinterested parent may not show up. Then the only effective way is to talk directly with the parents. During fall enrollment this can be done under the guise of

making a trip to the farm to find out what project Johnny or Susie might take which would fit into the farm plan as a whole.

Another solution which is used in most clubs is to hold meetings in the homes. If each family takes its turn in serving, parents can't very well miss that one meeting. So there are ways of getting the foot in the door. Have you ever heard mothers say: "You know I think the parents get as much fun out of 4-H as the young people themselves." The fun they refer to is genuine fellowship. There is nothing I like better in a community than to see a bunch of dads and mothers cementing friendship and promoting community harmony as they do at 4-H Club meetings. That's the best public relations you can get. It's the closest public you have and the one that can make or break your 4-H Club.

We must sell the community on 4-H work. Many folks have no contact with the club because they have no children of club age. Some are prospective 4-H families. Some of them have children who are beyond club age. They must be educated regarding 4-H work. Here is where group activity and individual responsibility come into the picture. Now how can we sell our community on club work?

First, every club should have a reporter. After each club meeting the club reporter should either send a report of its meeting to the local paper or to the county extension office. In Rice County, Minn., no report has gone unpublished unless it was lost. Editors like those reports because names are involved and because the news is local.

Second, you might put on a pro-

gram for the local farm organization. There is talent available in every club. Add to this music, the 4-H pledge, and the pledge of allegiance, and you have a program. Or you might have your club members give the demonstration they did so well at achievement day. One of the club members might tell about the projects members are taking and the activities of the club.

If you have a good demonstration team on quality milk, why not have them perform at the local creamery meeting? Club members not only will be teaching good approved practices but also will be doing good public relations work.

Carrying on a community project builds good public relations. Maybe the local school yard could use a good windbreak. This project is worth while to the community and at the same time is good public relations.

Perhaps the 4-H Clubs can sponsor a benefit party at the community building or the town hall. The money is to be used for the Polio Foundation, Red Cross, Crippled Children's Society, or some other worth-while project. Community-minded leaders look with favor on a youth organization which is interested in such projects.

In our public relations program we must be careful in promoting



The county fair and a good demonstration
county

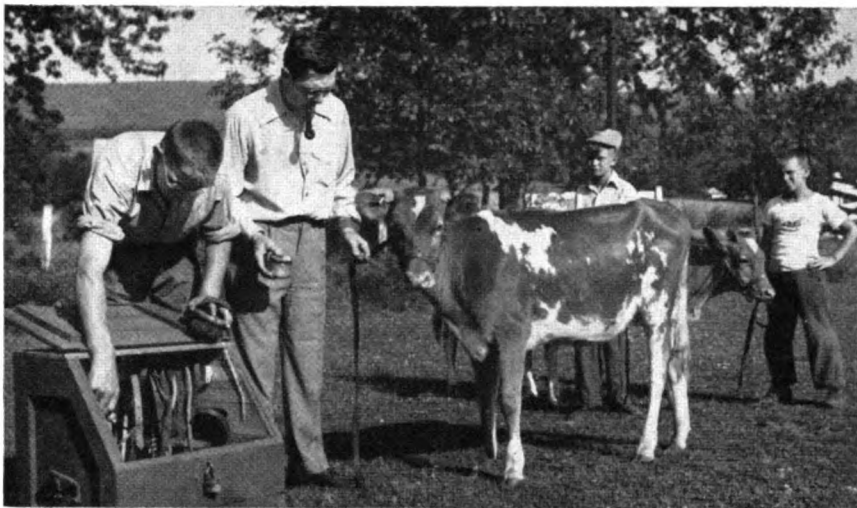
certain activities to raise funds for the club treasury. Every community is different, and what may work well in one place may not do well in another. In general, we want to keep our 4-H members doing constructive things and to avoid environments associated with less constructive programs. We don't want to exploit our membership just because our boys and girls are an organized group in the community and because they can provide cheap labor in promoting something for financial gain for a single concern or individual.

Tours will help your relations in the community if properly handled. On these tours we should be orderly and careful. Speeding up or down the road is not good public relations. An adult leader should be in the lead car and thereby hold down speed. Needless tramping in gardens doesn't set too well, either.

We must sell the county and State on 4-H Club work. Anything you do here to better 4-H Club work will also be good public relations.

Local leaders taking an active part in county-wide activities help their club. Here club members step outside their own community to meet boys and girls attending different schools throughout the county. So don't overlook the value of

(Continued on page 140)



The first step is to sell the club member on his own talents.



Club meetings in the members' homes enlist parent interest.



A team can stimulate interest in the State.



Community projects, such as landscaping the church, bring the work of 4-H Clubs to the attention of the community.

Clothing Leaders Trained Successfully

JESSIE E. HEATHMAN, Assistant Extension Editor
University of Illinois, College of Agriculture



Local leaders help each other.

WHY the growing interest in making children's clothing?

Illinois mothers say that ready-to-wear garments are relatively costly, and by doing the job at home they save money.

They get better-quality material for the money they have to spend; they utilize "make over" materials; they adapt the design of the garment to the age and needs of the child. Precision techniques speed the sewing job.

Interest has increased steadily since the end of World War II. Edna Gray, extension clothing specialist, is in direct charge of the project, and through her teaching and the assistance of the county home advisers, local leaders have done outstanding work.

Last year in one county alone, 153 women made more than 1,200 new garments for children. In counties where the work had been started earlier, interest continued to increase. Local leaders repeated the lessons for new groups of women. Some women even developed sufficient skill to earn money by sewing.

Reports from some of the counties read like a ready-to-wear inventory—6 blouses for Mary, 4 dresses, 3 slips, 4 pairs of panties for Susie, 4 shirts for Junior.

Along with the reports on "number of garments made" come comments such as "For \$2 I made a dress that would match a \$7 ready-to-wear one in material, workmanship, and design." "I save time since I learned to cut two garments at once. I add interest by varying the trimming." "I save many dollars by making garments for my daughter from 'used' materials."

In setting up the project in a county, two training schools are usually scheduled. Mothers of young

children are selected to serve as local leaders. They have a keen interest in the work and have considerable knowledge of the clothing needs of children.

In order to set the stage for the project, home advisers are asked to give local leaders information on fabrics, textures, colors, and fabric designs suitable for children. This is a phase of children's clothing too often neglected and one which calls for more attention.

To the first training school local leaders are asked to bring pre-shrunk and straightened cotton—material with warp at right angles to the filling—for two girls' dresses. In addition, they are asked to bring their sewing tools and if possible a machine. In some counties local stores have supplied the sewing machines and other large equipment.

In order to simplify the teaching, the same make and number of pattern is used by all leaders. One is selected which is available in sizes from 4 to 12, and the dresses are given variety by the decorative finishes used.

Factory Efficiency Methods

Miss Gray demonstrates the step-by-step procedure—starting with the importance of checking the grain of material, placing of the pattern on the cloth to cut two garments at the same time, and marking of the garment pieces. Factory methods are used from planning the order of work to the specific construction techniques demonstrated. Each step is completed on both garments before the next step is started—stay stitching, seams, hems.

At the end of the first training school home work is assigned. Leaders are asked to return to the sec-

ond session with the blouse ready for the sleeve, the sleeve ready to be placed, and the skirt seamed and hemmed ready to be gathered and joined to the waist.

Machine-made buttonholes are used. Leaders have their choice of making them or taking the garment to a professional to have the work done.

Doing While Learning

Each leader is asked to meet with her local group at least once before she returns for the second training school. She is to practice until the new method of work is easy for her to demonstrate. In addition, she is to discuss techniques and teaching methods with members of her group.

Is "precision" sewing important? Can the information learned in making children's clothing be turned to good account in sewing for adults? The answer is "yes" on both counts. In talking with local leaders and with women who have received instruction from local leaders, the response is heartening.

One local leader, mother of two children, 8 and 4 years of age, reported that she makes garments for both of her children from grown-ups' clothing that is either out of style or is worn in spots.

She says that knowing how to cut a complete pattern from the "purchased" pattern has made it possible for her to utilize "make over"

materials and short lengths of cloth. To make the complete pattern, she places the "purchased" pattern on paper and cuts the pattern as she would cut the garment. This complete pattern is not used for cutting the garment but is used for planning the placing of the pattern pieces on the material and for planning the necessary piecing.

Using the cloth guide, machine basting and stay stitching are techniques which have saved her time and given her better fitting, more attractive garments.

Another homemaker, mother of two boys, says that she saves time by cutting several pairs of overalls and several shirts at one time; also that she has learned techniques for difficult-to-sew materials such as corduroy and heavy wool which she uses for her sons' jackets and top coats.

Timesavers

Many women report that they are amazed to find how much can be accomplished in a short time with good methods and accuracy. They made special mention of stay stitching, facings, the use of the cloth guide, and good-looking hems put in by machine.

One homemaker—not a mother of young children—says she has adapted all of the information gained at the classes to making garments for herself. According to her, "the method is the same, only the size of the garment pieces is different."

Other women report that they have gained valuable information in the use and the fitting of patterns. For example, one who frequently makes jodhpurs reported using the precision method with a pattern which had failed to fit when cut and sewed by her old method. The second pair fitted perfectly with no pattern alteration or garment fitting.

A local leader—and an experienced one—says: "Even though all unit members are not interested in clothing construction, I never gave a lesson when the women were more interested than the one on children's clothing. They asked for more help and more information."

A New Angle on Leader Training

LEONARD J. HILL, 4-H Club Agent, Berrien County, Mich.

FIVE county 4-H Club agents in a panel discussion at the annual conference set us all to thinking about the value of adequate leader training.

These 5 agents had all tried out the leader-training outline given to us by Nevels Pearson, assistant State 4-H Club leader at last year's conference. Agent Floyd Hicks, as moderator, started off by saying that it was the consensus of those on the panel that the reason leaders drop out of club work was because they do not get enough training to handle the job, thus making it necessary to train 4,100 new leaders each year.

Discussion brought out that each of the panel members had followed the recommended plan in holding five meetings, but some had spaced them a week apart and some had held them monthly. All had opened the training meetings to both old and new leaders. Agent William P. Kirkpatrick of Midland County reported that some of the older leaders had asked more questions than the new ones. He felt that older leaders had been in the work long enough to realize just what some of the problems were and hence were more eager for help.

The training meetings were generally about 2 hours long. Some agents used the full 2 hours and then had refreshments and a get-acquainted half hour. Others broke it up with a breathing spell half-way through the meeting. The average attendance was 35 with a majority of new leaders.

In summing up the panel discussion, Agent Hicks said the first meeting is an important one. It should be well planned and make the leaders feel that they want to come to the remaining ones. All meetings should be carried on just the same as in a local club with a

pledge to the flag and a 4-H Club pledge to open the meeting.

Although it was acknowledged that leaders need all of the information they can get, yet it was possible to overload the meeting with too much material. This was especially true of the first meeting. The panel recommended a question box at the meetings, as some leaders are hesitant in asking questions before a group.

Those of us who took part in this discussion echoed a statement by Club Leader Pearson in his outline which many of us had used: "How often we ask a person to be a 4-H local leader and do nothing to prepare him for the job, and how often leaders are completely in the dark as to what their job is. So is it any wonder that we have difficulty finding and keeping leaders?"

Agent Helps New Settlers

More help for new settlers in the Columbia Basin of the State of Washington will be available with the appointment of a new agent, Mel A. Hagood, in Grant County. He will serve as the leader of a group of several agents, giving specific help to new settlers as they arrive in the Basin area. He will work with George Delaney and other members of the present Grant County Extension Service staff.

Other new agents will be employed as various blocks of land come under irrigation and will work directly with settlers in those blocks. An attempt is being made to place these men on the area in advance of actual arrival of settlers to give them a chance to become acquainted with the jobs. New agents will receive a special 6 months' training in the field.

What the Program Means to Me

(Continued from page 131)

sion are. We had pork roast for dinner one day, and as we sat down to eat I was rather surprised to hear one of my boys say: "Oh, I learned all about how to prepare a pork roast last night. You're supposed to take the bone out. Then you fill that cavity with dressing, and it should be roasted in an uncovered pan." That same week we had frankfurters. The family was late in coming for dinner, so when the frankfurters were served they had large cracks in them. I can still hear the tragic voice of another of my boys when he said: "Oh, you cooked them too long. When you cook them until they bu'st all the juice runs out." These boys belong to the Rural Youth Group and had been in attendance at a meat cooking demonstration.

Our family has never been as food conscious as they've been this past winter. We've had a lot of fun discussing these food projects; and it seems to me there has been an increased feeling of mutual interest, understanding, and fellowship in our home. As a result, haven't I the right to expect these young people to do better work in the jobs they may have, to take more interest in their community, and to become better citizens?

Then what has the extension home program meant to my community? If my family and I have benefited, other homemakers and their families have benefited in like manner. There has been a regular wave of remodeling in our group since the lessons on home building and remodeling. One of our members even had the pleasure of moving into a brand-new home. I'm sure some of the work was inspired by the lessons in this project, and all received help from them. So our community enjoys better home living.

The home program has broadened the horizon in the community through tours conducted which are an important part of community homemaking, by open meetings such as one on descent of property, which we had this year, and by

meetings such as the one we're having today—a Home Demonstration Day Tea.

The home program has promoted the spirit of neighborliness in the community. In this day when nations are taking sides, and they all seem bent on destroying each other as well as themselves, this spirit of neighborliness is of paramount importance. Unless we can find the way to world fellowship, we are going to continue to bring up our sons to fight wars.

Had you been at our last group meeting, you would have heard comments such as these: Haven't you liked the lessons we've had this year? . . . We'll miss these get-togethers. . . . Do you think any other group has as much fun at their meetings as we do at ours? . . . Let's plan a picnic for next summer and take our husbands along.

If any project has contributed to better family living, if it has stimulated the thinking, if it has broadened the horizon, or if it has promoted the spirit of neighborliness, then it has accomplished something worth while for the homemaker, for her family, and for her community.

Public Relations in 4-H

(Continued from page 137)

public and radio speaking contests, rally days, play festivals, softball tournaments, and tours.

Our county fairs serve as one of our best media through which the story of 4-H work is told to the public. Not only is the county fair a good experience for our club members, but it also helps us to sell 4-H work to our own members. Inasmuch as the county fair is the showcase of 4-H work, we must do our part to let it serve us well. Our members must conduct themselves well at these events.

Booths are an excellent means of teaching approved practices and at the same time selling the public on 4-H work. In our own county we had 21 4-H booths. Both walls of our 4-H building had 6x6 booths with white background and green trim. Each booth told a story of club participation in constructive work.

Showing and expressing appreciation to the businessman and farm groups that support 4-H is only proper, but club members sometimes forget to express thanks. If the Chamber of Commerce sponsors a banquet, we should make every effort to see that either individual club members or the secretary of our clubs writes a letter of appreciation to the chamber. Let's not forget that important "thank you."

Taking an active part in National 4-H Achievement Week is another method of selling the program to the general public. During this week, appearances before civic groups by club members are effective. We started out this fall with one of our club members who attended the National 4-H Club Congress. The girl was proficient in making all types of fancy rolls. So we had her make rolls before the Rotary Club, soon the Lions Club, and then the Exchange Club. Before we knew it, 200 businessmen of the city of Faribault had seen this roll-making demonstration. It was an interesting program attracting much favorable comment. In addition, the girl received valuable experience in demonstrating. Not all clubs may have such an attraction, but surely our club members and adult leaders could discuss certain phases of club work at many meetings.

Radio programs are very effective, too, in telling folks about club work. Interviews at club meetings add a touch of informality and let the people know how meetings are conducted and what is done at the average 4-H meeting.

Finally, every event in which 4-H Clubs participate, whether county, State, or national, is in itself public relations. But public relations are incidental to the activity itself. It is the good that is done for the boy or girl that counts. But at the same time the conduct of club members and the conduct of the event itself leave impressions, good or bad. The same can be said for each of us individually. We try each day to do and to say those things that cause people to think well of us. They are happier for it, and we are, too.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

School Lunch Time

August is back-to-school month in many rural areas of the United States. This means the lines will be forming at school cafeterias, where, according to our nutrition scientists, children should eat at least one-third of their vitamins, protein, and other food nutrients. To learn how well school cafeteria lunches are meeting these recommendations, our nutritionists studied 70 plate lunches taken from the cafeteria line in 15 schools. Thirty-two of the lunches had enough vitamin C, but two-thirds did not have enough thiamine. The study gave new evidence that children who refuse milk deny themselves an important food. Without milk as a beverage, 55 of the 70 meals would have been below recommended levels of protein, 60 below in riboflavin, and 69 below in calcium. With milk, the meals fully met the need for all these nutrients. The study brought out the need for continuous attention to recipes, menu planning, good cooking, and careful general management if a school is to serve economical, attractive, nutritious meals that the children will pick up from the cafeteria line—and eat.



New Test for Overheated Corn

Overheated corn is difficult to process for starch production. Safe drying conditions are known but are often ignored, and at least one large corn processor has refused to purchase corn from a county in which a drier was known to be operating. As the mechanical corn picker has come into common use, more and more corn requires artificial drying before storage. Scientists at our northern Regional Laboratory have developed a simple chemical test that shows when corn has been damaged by overheating. The test requires no specialized equipment and can be made in about 30 minutes by the prospective purchaser. Thus, the processor can buy with confidence, the operator can keep closer check on the drying process, and the farmer whose corn has been properly dried should not have difficulty selling his corn. The test is already in use.

Mystery of the Housefly

Will we have to go back to some of the old methods of controlling houseflies and other insects? That is a big question and a serious one wherever scientists are studying resistance of insects to insecticides. The problem is not new. As far back as 1914 the phenomenon came into prominence when A. L. Melander, speaking of the San Jose scale, raised his now famous question "Can insects become resistant to sprays?" The subject has come into much wider prominence, however, since DDT-resistant houseflies and mosquitoes were reported a few years ago. Although not very much is known yet about how resistance is developed, we are getting information that may prove highly useful. Here are some high lights of research with houseflies:

1. Flies that are highly resistant

to one insecticide may be fairly resistant to other insecticides of widely different structure. If the resistance is low, they are usually resistant only to closely related insecticides.

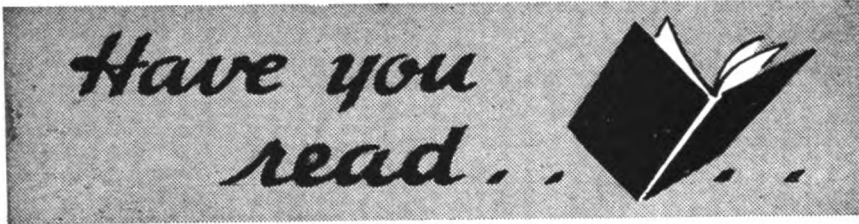
2. Strains have been developed in the laboratory that have resistance to all insecticides tried on them—including those of plant origin as well as synthetic organic materials. Wild strains—except in rare instances—are not nearly as resistant as strains developed in the laboratory.

3. The degree of resistance varies considerably from generation to generation.

4. Once flies have developed resistance to any insecticide, they become resistant to other insecticides at a much faster pace.

Bad News for Cotton Insects

Insects such as thrips, spider mites, and leafworms, which attack cotton early in the season, cause tremendous damage to the cotton crop. ARA scientists have been doing intensive research on this problem for the last 3 years and report some promising results. Dieldrin, toxaphene, and aldrin controlled thrips and hastened fruiting and maturity. The accelerated maturity is important, because earlier harvesting produces higher-grade cotton. Controlling the thrips and other early-season insects increased the yield 5 to 20 percent. Small amounts of parathion, metacide, and tetraethyl pyrophosphate controlled all kinds of spider mites. This is a definite advantage, because sulfur dusts used in the past at rates of 20 to 30 pounds per acre failed to control some species. The discovery makes spider mite control available at only a fraction of the cost of old, effective methods.



NEW WAYS TO BETTER MEETINGS.

Bert and Frances Strauss, The Viking Press, 18 E. 48th Street, New York, N. Y., March 1951, 177 pp.

● This book offers practical help to people who lead and attend meetings. It should be a useful reference book for extension workers and local leaders. It should also be an excellent handbook for use in Extension summer schools and in undergraduate and graduate Extension courses.

Some of the material in the book is based directly on research; on results of experiments and tests which social scientists have been making in a particular field of human relations. Other parts of the book come from experience obtained by making practical application of research results. A third major source of material has been devices developed and successfully used in training groups or in helping groups to improve themselves.

Bert Strauss is a management engineer currently with the Army in Washington during the day. He leads discussion groups and teaches evening courses on how meetings can use the abilities of all members. Both Mr. and Mrs. Strauss are convinced that people meeting together can accomplish much.

There are excellent chapters on "What's Wrong With Our Meetings?" "Can the Chairman Stop Being Boss?" "Don't Blame the Expert," "The Large Meeting," and "The Working Conference."

The chapter on "Don't Blame the Expert" should be of help in making annual Extension Conferences more productive. District agents who constantly plan working conferences should get much help from the chapter, "The Working Conference."

The book is filled with many

practical examples. In each chapter the authors describe some kind of a meeting which brings out the points they are discussing. These examples help to clarify and add interest.

In the chapter "Stimulating Change" there is an excellent check list for analyzing the situation in order to change it.

In the appendixes a few pages are given over to practical aids and devices. They include a sample form for a recorder's record, an observer's report, some post-meeting reaction sheets, summaries, and a training plan for conference leadership teams.

A selected bibliography is added with references on "group discussion," "role playing," and "value and uses of participation." The book is easy to read, personalized, and well illustrated.—*M. L. Wilson, Director of Extension Work.*

**Selected Rural Fiction
in 1950**

*Compiled by Caroline Sherman,
Bureau of Agricultural Economics*

● Among those on this list are experienced authors of recognized success and eye-opening new writers to be watched for in future. That fortunate combination is a healthy sign in this school of fiction. Any year that brings Conrad Richter back with a new book is noteworthy. This latest volume completes his trilogy, the perfected parts of which have come at 5-year intervals and have been noted in these annual selections.

SWIFTWATER. Paul Annixter. A. A. Wyn, Inc., New York. 256 pp.

● Infused with thrilling descriptions of the Canadian North Woods, its animal life, and dazzling or desolate winters. Permeated by the

silent devotion of woodsman and woods-dedicated son, the last of the hunter-trapper tradition. The boy succeeds beyond all hopes in getting a wildlife sanctuary established.

CHRISTMAS WITHOUT JOHNNY. Gladys Hasty Carroll. Macmillan Co., New York. 230 pp.

● A misunderstood child, at home and at school. Psychological aspects are sound, and the little tale is not too sentimental. As this Maine writer is well-known, especially to rural readers, both parents and teachers may wish to take note.

GRANT OF KINGDOM. Harvey Ferguson. William Morrow & Co., New York. 311 pp.

● Panoramic view of the evolution of a romantic slice of New Mexico by a proved writer of the Southwest. Masterful strokes change this country from an unexplored reach with vast natural resources, owned by a Spanish don who never saw it, through ownership and occupation by a born pioneer developer, and on to an intricate financial proposition controlled by eastern capital. The nature and ways of its people change with the circumstances.

THE NEWEL POST. Rachel Ann Fish. Coward-McCann, New York. 376 pp.

● In northern New York in the 1920's and 30's this entrenched American family values country, landed possessions, family traditions, and position in the community beyond the comprehension of the rootless girl who marries an eldest son and finds an endless series of hard lessons ahead.

THE HOME PLACE. Fred Gipson. Harper & Bros., New York. 248 pp.

● Conservation farming, in a Texas area being laid waste by soil mining, and a simple and appealing family life are the themes. A young father brings his motherless sons back to his old and vacated home to give them the open-country upbringing he believes best. Conscientious rather than talented writing. (*List to be Continued*)

About People . . .



● On June 30, **ANDREW W. HOPKINS** retired after 38 years of service as a staff member of the University of Wisconsin. At that time his colleagues paid tribute to his accomplishments at two affairs. The members of his department of agricultural journalism paid personal tribute to his long-time inspired leadership at an informal dinner. After that, he was a guest of honor at a reception attended by his friends and associates.

BRYANT KEARL, who has been acting chairman of the department of agricultural journalism at Wisconsin since July 1950 has been chosen as Andy's successor.

● Looking to his full retirement when he reaches the age of 70 on July 9, 1952, **A. A. JEFFREY** of Missouri asked to be relieved of his administrative duties in order to have time for special work. He will, however, remain on the staff on a three-quarter time basis as associate editor.

Mr. Jeffrey has been at the helm of editorial work in Missouri for more than 31 years.

He is succeeded by **OVID U. BAY**,



A. A. Jeffrey

who has been associate agricultural editor in Missouri since 1948.

● **MRS. AGNES W. WATTS**, county home demonstration agent, and the home demonstration women of Alexander County, N. C., recently received national recognition by the National Broadcasting Company. They had much to do with building the model hospital and health center at Taylorsville, and the NBC story told how local health problems can be solved through community action.

● **MINNIE PRICE**, for 28 years home demonstration leader in Ohio, retired in June. Commenting on her retirement, Director C. M. Ferguson stated: "Miss Price pioneered in the field of extension education. . . . Under her inspiration and guidance her staff developed teaching procedures which made it possible for a larger number of people to benefit from the program. . . ."

Miss Price went to Ohio in 1921 as assistant State home demonstration leader from Hampden County, Mass., where she was home demonstration agent for 6 years. In 1950 she received the U.S.D.A. Superior Service Award in recognition of meritorious performance of duty.

● Members of the Marcia Albertson Home Demonstration Club, oldest in Pasquotank County, N. C., have invested 4 years' savings in a building and site in Salem township and are now working toward renovation of the structure into a modern clubhouse. The club, which is now under the direction of County Home Demonstration Agent Frances B. Winslow, was named in memory of **MARCIA ALBERTSON**, first home agent in Pasquotank County. It is the outgrowth of the Dry Ridge Club which she organized in 1919 and the Newbegun Club which were consolidated during the depression years and given the present name.

● **MARGARET A. FLYNN**, extension secretary in Middletown, Conn., who retired June 30 after 31 years of service, was guest of honor at a testimonial picnic July 28. In further recognition of her many years of service, the State Legislature granted her a pension of \$1,500 a year.

Increase in Farm Building

(Continued from page 132)

which would lessen danger. Some of these would include:

1. Use of fire-protective construction in new buildings
2. Use of fire-resistant coverings for roofs and walls of buildings to be repaired or remodeled
3. Proper location of buildings with relation to prevailing winds to reduce chances of fire spreading
4. Discouraging the location of buildings close to the road, particularly those in which flammable materials are stored
5. Cleaning up rubbish
6. The importance of plowed strips—other firebreaks to separate fields with dry, inflammable grass or crops from the farmstead
7. More on-farm storage of grain and feeds would also help if sabotage becomes a serious consideration. Large central storages make the easiest targets for saboteurs, whereas a great many smaller on-farm storages would make large-scale destruction less easy.

The third field for emphasis which includes proper design of structures for the safe storage of feed crops is also important. Storage losses in grains and hay are still too high, and buildings designed to make possible the use of artificial drying equipment, and in the Southeast of fumigation, should be given serious attention.

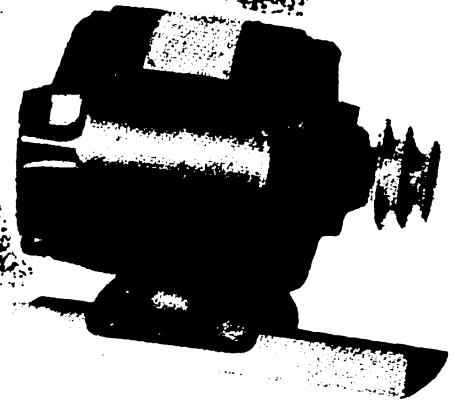
FARM PRODUCTION GOALS ARE UP

WHAT IS THE ANSWER?

Farming electrically is one solution. For example:
One kilowatt hour of electricity can:

- Pump 1,000 gallons of water
- Milk 30 cows
- Grind 200 bushels of grain
- Shell 30 bushels of corn
- Run a tool grinder 4 hours, or
- Cut 1 ton of silage, elevate it into a 30-foot silo
- And a 1 horsepower motor can do as much work in an hour as the average man can do in a day.

All along the 1,000,000 miles of power lines built by REA borrowers, farmers are putting kilowatts into overalls. It's good business for the farmer and the Nation. But electricity as a production tool is new to thousands of farmers. They want and need information on its practical application. Extension workers can help in this job.



FARM LABOR SUPPLY IS DOWN

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SEPTEMBER 1951

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EXTENSION SERVICE
Review



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This Month

● Crusade for Freedom is using the month of September to intensify its efforts. Radio Free Europe programs that are effectively combating the forces of tyranny in Europe were made possible by the contributions of 16 million Americans in last year's Crusade for Freedom. In the words of Gen. Lucius D. Clay, national chairman; "Radio Free Europe broadcasts daily messages of hope and courage to the captive people. It sends the ringing call of the Freedom Bell far beyond the borders of Berlin—far past the barbed-wire frontiers of communism." The Crusade's stations in Frankfurt and Munich have no connection with any government. The daily broadcasts expose informers, brand quislings, give facts about life behind the iron curtain. To step up this program is the aim of the September Crusade of Freedom which aims to enlist 25 million Americans in the effort.

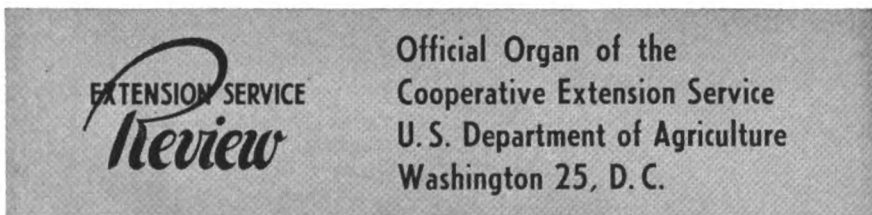
The Cover

● The cover this month pictures a farmers' cooperative grain elevator and calls attention to the need for grain conservation. The picture was taken by L. C. Harmon, formerly with PMA.

Next Month

● The California Extension Service called a conference of home demonstration agents to discuss with executives of the apparel industry the many problems in manufacturing, merchandising, and maintenance of ready-made clothing. It proved a successful example of extension workers and businessmen learning from each other and was popular with both agents and director. The October issue will carry an account of this conference, with comments by Director Coke.

● Grasslands are a topic of conversation in many extension circles these days. To get a national picture of what is being done and the methods used in a successful grasslands program, a recent survey was made. L. I. Jones, in charge of the program for the Federal Extension Service, will report on extension activities on grasslands.



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Prepared in the Division of Extension Information

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Church Council Promotes Nutrition Program

WHEN the people in the Dale Hollow Larger Church Council Parish of Overton and Pickett Counties, Tenn., became interested in a better nutrition program they turned at once to the county farm and home agents in the area for help.

As a result of the combined efforts of the farm families and the extension agents, there is now a planned nutrition program under way, whereby every family in the parish will be reached and an adequate diet for all emphasized. It is the aim of those interested to encourage the families to grow and to eat new foods, to eat familiar foods which one may not like, to introduce new methods for preparing these familiar foods and to encourage new food combinations.

The Dale Hollow Larger Church Council Parish is a venture in Christian cooperation. The area served by the 3 cooperating church denominations covers about 150 square miles and is composed of 17 neighborhoods. There are approximately 1,500 farm families, 22 elementary schools, and 37 teachers in the area.

In each neighborhood the congregation retains its ties with its denominational agencies and is served by its own minister.

The ministers of the churches and the other workers who are employed to serve within the parish make up the larger parish staff through which plans for cooperation among the groups are executed. The council consists of the staff members and three representatives from each congregation.

At the present time there are on the staff three Christian, two Methodist, and two Presbyterian (U. S. A.) ministers, and a director of Christian education who serves all the churches of the larger parish.

All farmers are urged to cooper-

ate with the Agricultural Extension Service and other agencies working for the improvement of rural community life. The program is a good example of what rural churches can do for community development. By the pooling of the resources of the churches, the Extension Service and other agencies interested in the community welfare, more can be accomplished.

A demonstration farm and forest reserve is operated in connection with the Alpine Rural Life Center, where there is also a program of weaving, woodworking, and pottery to add to the income of local families and lift the economic level of the neighborhood.

Program of Rehabilitation

A health committee teaches the importance of wise care of the body. As a practical step, the Dale Hollow Tuberculosis Center was opened. A rest home is being maintained and a program of rehabilitation for patients is being carried on cooperatively with the Tennessee Department of Education, so that upon recovery a patient may become economically useful.

In order to have some basis for the program, committees were appointed from each neighborhood; and together with the larger parish staff, representatives from the county health department, county schools, and extension agents, they prepared a nutrition questionnaire for a survey in two neighborhoods, Bethsaida and Lovelady. A committee was appointed from the selected areas, and a special day was designated to visit each family and get the information asked for in the questionnaire. Working through the church and schools, each committeeman was given a number of families to see and obtain the needed data.

Through the home demonstra-

tion and community clubs, families have been encouraged to have a garden and to make this garden a year-round one, using as a guide Extension Leaflet No. 108, A Food Supply Program for Tennessee Farm Homes. A variety of vegetables have been planted, with the amounts for families of various sizes suggested in the leaflet.

In order that 4-H Club members may have a definite part in the program, they have and will continue until the work is completed, the job of collecting garden soil samples for analysis. To date, many samples have been tested and recommendations for fertilizer made.

Milk cows, preferably two to a family, have been recommended; where cows cannot be kept, milk goats are encouraged. As a demonstration for the parish, one of the ministers now has milk goats for his own use.

The home demonstration agent has given demonstrations on methods of cooking and serving attractive foods and on food conservation and preservation. The schools are helping by encouraging a better diet for children. The health program has done much in immunization, X-ray, and dental work.

● Homemakers in Morgan County believe in yard-mapping, says Charles M. Drage, extension horticulturist, Colorado A. and M. College. Last year 29 home demonstration club members made maps of their yards. These maps were discussed by their fellow club members and suggestions made. After receiving training in landscape principles, 43 women rearranged their plantings and yard furnishings. Almost 50 families planted new lawns, and 163 others made various improvements in their yards.

A Pattern for Program Planning

ANY agricultural plan from the extension worker's viewpoint must of necessity be versatile and capable of quick change in case of local or national emergencies. Agricultural planning in the broad sense covers everything in the county in which the county extension worker is interested. We generally think of agricultural planning as covering problems of the farm, the home, and rural youth, also the correlated fields which affect the county's welfare.

One of the outstanding features found in a study of many programs from over the entire country is the large number of county programs well planned and printed in booklet form for distribution, not only among farm leaders but among business leaders as well. Many of the agents are using this method of acquainting fiscal bodies, service clubs, chambers of commerce, and businessmen generally with the type of work carried on in the county. This, coupled with a short summary of the annual report, keeps the public generally informed about extension work.

More Technology

Another point which will be used more and more in county planning will be the specialized planning and program of work which at the present time is offered to a limited number of families in several States. The program is known in Missouri as "balanced farming," in Kentucky as the "farm and home development program," and in other States by various names. The program was set up on the idea that higher farm income will result if more technology is used and properly understood, and if all phases of the farm business are tied together.

All extension workers are a part of the land-grant college and the U. S. Department of Agriculture.

The report of the program-planning committee for the National Association of County Agricultural Agents, as given at their last meeting, had many good ideas for agents on planning. County Agent S. C. Bohanan of Paducah, Ky., chairman of that committee, agreed to write for REVIEW readers a few of the helpful ideas gleaned from an extensive survey of what is being done by county agents in the field of agricultural planning.

They must at all times realize their responsibility to the land-grant college and the Department in transmitting scientific information to farm people. Planning, therefore, by the extension workers constitutes a function of the land-grant college and the U. S. Department of Agriculture.

All agricultural workers have a responsibility in maintaining proper relationships with the total population, including farm people.

Major Responsibility

The county extension agents have major responsibility for training farm people to assist in the preparation and execution of farm and home programs and for exercising leadership in developing plans and procedures for program development in the county.

The county agent and the home demonstration agent are jointly responsible for assembling all necessary economic information required to complete a long-time farm and home program.

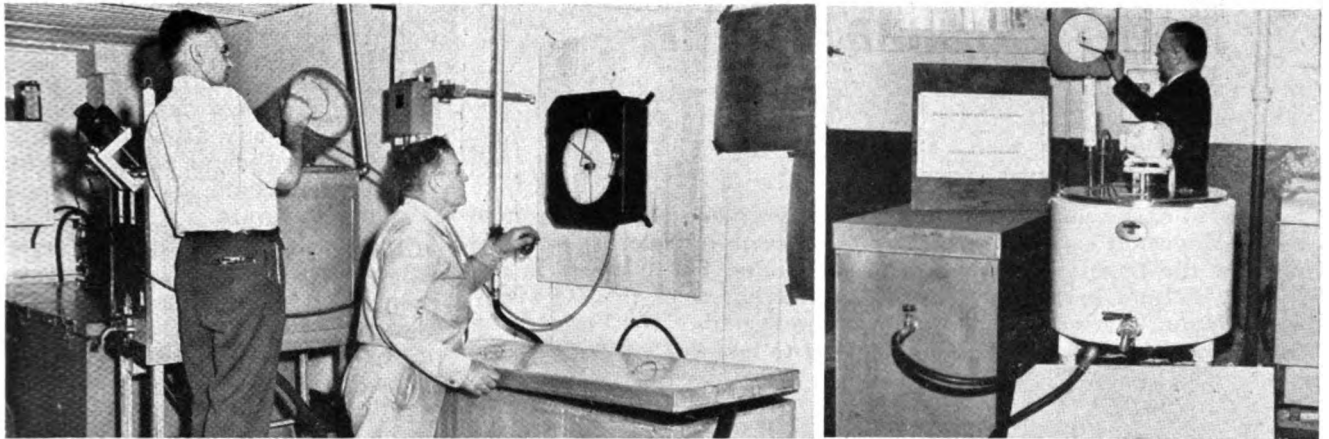
They should collect all available planning material, including community and neighborhood maps and data on soils by areas in the county where possible.

They usually assume leadership in the holding of meetings and stay with the project until a sound farm and home program for each respective county has been completed.

The information needed usually includes extension background information on what has been done

in the county and a summary of recent extension accomplishments. The current status of the county extension program should include facts on social (community) factors, such as population analysis; location of organized extension groups and leaders; farm organizations such as Grange, Farmers' Union, Farm Bureau; cooperatives; churches, with location, types, and size, recreation facilities (county and local); health services and facilities; service and civic organizations. The physical factors such as soils, land use, crops, livestock, climatic conditions, machinery (principal kinds), need to be in easily accessible form. The economic background and facts on type of farms, farm tenancy, rural nonfarm data, and income levels will prove useful. Information on such factors as living facilities and institutions including schools (location), local library, hospitals, and rural fire protection is a part of the planning background. Communication and transportation factors such as county and State highways, railroads, radio stations, newspapers, and telephones will influence the plans, as well as market and marketing facilities, including availability of supplies and equipment for family, and outlets for farm products.

Wise planning by a competent committee can greatly broaden the scope of work to be done and leave the way open for the agent and committee to cope with unforeseen problems that may arise from time to time.



Small-Scale Milk Pasteurization *Is Possible*

RUSSELL E. UNDERWOOD, Assistant Extension Economist, Marketing
E. A. ADAMS, County Agent, Strafford County, N. H.

A RESEARCH and marketing project, Improving the Quality of Milk Retailed in Small Communities, was begun in New Hampshire in 1947. This project has been guided by an advisory committee made up of members of the dairy, agricultural engineering, and agricultural economics departments and the Agricultural Extension Service of the University of New Hampshire, as well as the State Bureau of Markets, milk control board, and the State Board of Health. A small subcommittee named as operating committee was designated to work with us in improving practices in the marketing of milk retailled by small producers.

The committee first surveyed the problems of the producer-distributors in Strafford County, N. H., and in 1948 similar surveys were made in Belknap and Merrimack Counties. In all of our surveys, problems of the small dairy farmer were found to be similar to those found in our first survey in Strafford County.

In Strafford County, N. H., milk

has for many years been sold directly to the consumer in small towns by producer-distributors. The amount of milk delivered to consumers varied from the milk of one cow up to the amount of 200 quarts per day. In the city of Dover alone, there were at one time more than 100 milkmen. Today this number has dwindled to just a few. Some of the former dairy farmers are now working part time off the farm; many have quit altogether, and many of their farms have been cut up into house lots, and good farming practice is abandoned.

This situation has been developing in all communities in Strafford County and around many other towns throughout the State. Large milk dealers have bought out many of the small producer-distributors, and now practically all of the output is sold as pasteurized milk.

Raw milk is still sold by a few of the remaining producer-distributors. However, increased demand for pasteurized milk has made it more difficult for many of these dairymen to stay in business by not

This pasteurizer is of the batch type, hot and cold water flood system. It employs the standard holding method of heating to 143°F. and maintaining that temperature for 30 minutes. It has a capacity of 30 gallons. It may be used for as small an amount as 20 gallons. The milk receptacle is heavy (14 gauge) stainless steel, polished to a number 4 finish. The inner receptacle in which the milk is heated is seamless. Milk is drawn off by means of a poppet-type chrome nickel valve. The stainless steel cover of the vat carries the agitation drive and the electric motor with reducing gear.

being able to hold their customers. Even though the producer-distributor of raw milk, where the quality and health standards are maintained, continues to have good demand for it, increased demand for pasteurized milk in rural and urban communities has served to cause them to ponder how they would market their milk if they were forced immediately to pasteurize all the milk which they sold.

Although there is no law in New Hampshire which requires retailers to sell only pasteurized milk, it is inevitable that eventually such an ordinance might be passed, which would entirely destroy their business. These small dairymen could not afford to pay the high costs of regular pasteurizing equipment, let alone the expense of operating the same for the small amount of milk which they are retailing.

We have heard many of the 800 producer-distributors in New Hampshire say time and time again: "If we just had an economical method of pasteurizing our
(Continued on page 158)

North Carolina Youth Visit Texas

The second exchange visit of the enterprising young 4-H Club members of Haywood County, N. C., has just been completed in Texas. Just how the trip impressed one of the young lady visitors is told by Betty Felmet in this article. In submitting it to the REVIEW, Home Demonstration Agent Mary Cornwell said: "We believe that this type of 4-H Club exchange is proving to be most valuable to our extension program."

ON TUESDAY morning, July 3, 1951, 32 North Carolina 4-H Clubsters and leaders left Waynesville by chartered bus for the second inter-sectional exchange to be held with Denton County, Tex., the first exchange having been held in 1949 and 1950 with Washington County, Iowa. The general purposes of the exchanges were: (1) to enable a select group of 4-H boys and girls to study first-hand the agriculture of another area; (2) to obtain a better understanding of the basic agricultural conditions, resources, farming practices, community resources, and family living; (3) to provide opportunity for boys and girls of the two regions to become better acquainted so as to develop friendships and understanding through talks and discussions during their visit and after returning home; (4) to develop a kindred feeling of brotherhood and mutual understanding between the people of the 2 areas and (5) to broaden one's knowledge of the topography, customs, and general conditions of the Southern States.

As the group departed there could be seen on many faces a bit of fear and doubt as to the advisability of this long journey into an unknown land, whereas on others' faces could be seen a desire for true adventure. Some were a bit sad because this was their first goodbye to their families for any period of time. Very shortly, however, misgivings were brushed aside as the group entered wholeheartedly into harmonizing "On Top of Old Smoky" and all the other ballads and songs that we could remember.

The rain that fell all the first day didn't dampen our spirits as we arrived at "The Hermitage" near Nashville, Tenn. For here we were to see the home place of Andrew Jackson. Some of the boys tried to estimate how long it would take us to reach Texas if we had to use Jackson's famous horse-drawn carriage, but we decided we would prefer to use our bus. We were all fascinated with the beauty of his home, the beautiful period furniture, those quaint musical instruments, antique silverware, and the lovely garden surrounding the family tombs. As we read the inscription on Rachel Jackson's tomb, written by her faithful husband, our history class opinion of him as such a stern statesman and diplomat was changed, and we felt he was "human" after all.

Also in Nashville we visited the Parthenon, and there we were amazed at the beauty of the Greek architecture. We thoroughly enjoyed a bird's eye view of Tennessee's capital city at night, seeing the Capitol, Federal Building, War Memorial Building, and the famous Capitol Boulevard.

Most of our second day of travel showed us the flat lands of west Tennessee and Arkansas. Here we saw our first cotton and rice fields. A real thrill came to us as we crossed the great Mississippi River in Memphis. Our second night was spent in Texarkana, Ark., with the Texas State line only two blocks away. We were up early and packed, ready to make the "North Carolina invasion of Texas."

Agents Welcome Visitors

At the city limits of Denton we were met by the assistant farm and home agents and the city police who escorted our bus to the city square. A big crowd was there to greet us, and before we got off the bus we introduced ourselves by singing our own composition of "How Do You Do Everybody" and Haywood County's theme song. We were welcomed by the extension staff, mayor, chamber of commerce, and members of the Denton County 4-H and Home Demonstration Councils. The entire welcome was



broadcast over Station KDNT. Ice cream was served by a local concern. At the city park we were met by our hosts and hostesses.

The fear and doubt which prevailed when we left Haywood County were soon forgotten as we met the smiling faces of the Texans. Each of the boys, girls, and leaders was assigned to live in the home of a Texas family, and we immediately began our week of rushed activities.

On Friday a county tour was arranged, and we visited 10 points of special interest. On the farm of C. W. Tinney we saw a herd of 90 beautiful registered Aberdeen-Angus beef cattle. Mr. Tinney told us of his farming operations, and we learned that he was one of the many Texas farmers who are great believers in the value of Johnson grass as feed for cattle. To us it had always been a pest, and we were happy to see its valuable use. During the day, we visited a Grade A broiler plant, two turkey farms, three beautiful newly constructed farm homes, a 4-H room improvement project, and the most modern high school building any of us had ever had the privilege of seeing. We were told of how four small schools with poor facilities had been consolidated and through combined efforts of the people this ultra-modern school plant had been constructed. Especially were we interested in how the noisy, quiet, and odorous units had been arranged to eliminate confusion and disorder. All the rooms were painted in beautiful pastel shades, and on every side you could hear Haywood County boys and girls saying: "Why can't we have a school such as this at home?" Members of the Prairie Mound-Litsy Home Demonstration Club were hostesses for a delightful picnic lunch served at the home of Mr. and Mrs. Miller Faught, where many special guests and Denton County officials were introduced.

Saturday was devoted to farm life and community activities. Saturday night we had the thrill of a lifetime when we were guests at the Denton County Rodeo Association and saw our first real Texas
(Continued on page 158)



The Summer School Crowd

EXTENSION agents and State workers attending Colorado Agricultural and Mechanical College's summer session organized an extension club the day after official registration. The organization of a club brought together in a more informal way the 109 students from 24 States, France, and Canada who were attending the first term.

Club officers and committee chairmen were elected, and they in turn chose committees. Some of the af-

fairs handled by the club were a fish fry, two evening parties, tours, mountain trips, and picnics.

Officers of the club as shown above are: (standing, left to right) Archie Albright of Reno, Nev., vice president Frank Taylor, Fort Collins, Colorado, treasurer; (seated, left to right) Harriet Clausen, Lander, Wyo., reporter; T. N. Alexander, Billings, Mont., president; and Mrs. Dorothy Stephens, Boise, Idaho, secretary.

Mississippi-Minnesota

4-H Exchange

TWENTY-EIGHT 4-H boys and girls from Mississippi observed farming as it is done in the North when they spent 3 weeks on Minnesota farms in July.

Next year a group of Minnesota club members will go to Mississippi to spend an equal amount of time observing farming in the South.

The Mississippi youths divided their time between Kandiyohi and Crow Wing Counties. During their visit they saw typical Minnesota

farming conditions and some of the 10,000 lakes for which Minnesota is famous.

Activities of the program planned for the Mississippi delegation by Minnesota 4-H Club members included a trip to Itasca Park to see the headwaters of the Mississippi, a week end at Camp Eshquaguma in St. Louis County, a tour of the resort area around Brainerd, and a visit to the iron mines in Hibbing.

It Can Be Done

STELLA S. ENGLISH, Agricultural Research Administration

AS WE SAY to the man with 7-year itch, it's no disgrace to catch it, but it is a disgrace to keep it. It is the same with brucellosis. In fact, we know so well how to get rid of brucellosis that we ought to consider it a disgrace to catch it—either in our livestock herds or in our own families.

We are losing millions of dollars and millions of pounds of meat and milk each year because we do not eradicate brucellosis. Definitely it can be eliminated. Thousands of farmers already have completely cleaned up their herds. In nearly 500 counties in 22 States the disease has been reduced so that it does not now exceed 1 percent of the cattle and 5 percent of the herds. Three entire States—North Carolina, New Hampshire, and Maine—have this rating of certified brucellosis free.

What 500 counties can do, 3,000 can do. What 3 States can do, 48 can do. What does it take? I took this question to Dr. A. K. Kuttler, head of brucellosis work in our Bureau of Animal Industry. His answer: An organized drive, which will require the support of the livestock industry, the veterinary profession, regulatory officials, and public health agencies.

In order to understand the importance of eradicating the disease, these people must be fully informed about its dangers, how to identify it, and how to get rid of it permanently. The Federal-State Extension Service has accepted this educational job. For example, in carrying out the recommendations of the National Brucellosis Committee, the Extension Service has set up county committees all over the United States to work with farmers and others in an organized way to eradicate the disease. The farm press and radio are contributing mightily in getting information to the right people.

Eradication won't be easy, but it can be done, Dr. Kuttler says. With full cooperation of everyone concerned, 1955 could be proclaimed as the year when the United States won its final battle with the No. 1 enemy of livestock. It can be done, but will it? This question can be answered only by the livestock producers of the country.

An example of what is being done is the ordinance passed by the Chicago Board of Health last year, which provides that after 1955 no milk can be sold on the Chicago market except from herds that are free from brucellosis. That means the dairy farmers who supply the 3½ billion pounds of milk annually to the Chicago market must either clean up their herds or look for a new market.

One adjoining State, which sells 74 million dollars worth of dairy products a year on the Chicago market, recently voted nearly 4 million dollars to be spent during the next 2 years for brucellosis work. This is the largest amount ever voted by any State for this work. A new law, accompanying the appropriation, provides for the testing of all herds in the State and requires that no cow can be sold for purposes other than slaughter without a test showing her to be free from brucellosis.

All the money and legislation in the world will not get rid of brucellosis, however, without the cooperation of the livestock industry and the veterinarians. Experienced cattle breeders know that brucellosis causes severe losses, but many do not fully realize the heavy toll they regularly pay to the disease in temporary and permanent sterility, decreased milk yield, breaks in the ranks of valuable purebred families, cost of replacements, and lower sale value of infected cattle.

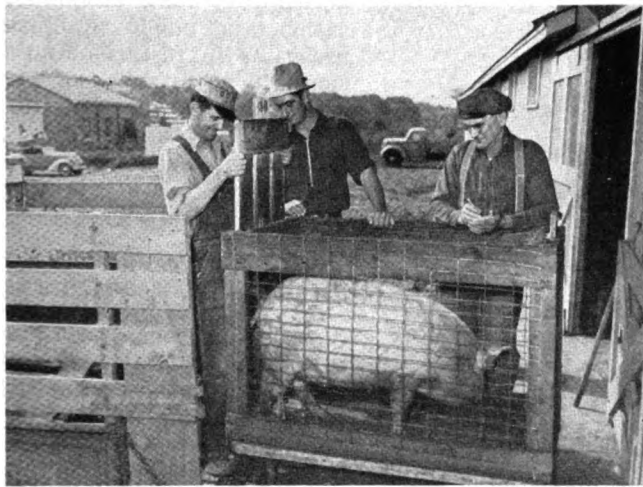
At the last count, 3.1 percent of the cattle in the United States were



Vaccination of calves is one of the ways to a brucellosis-free herd.

estimated to have brucellosis. Infected cows produce about 22 percent less milk and 40 percent fewer calves. This means a loss of millions of pounds of milk and thousands of calves. When we add the other costs to these, we find the total is somewhere near 100 million dollars a year. These losses do not take into account the human suffering caused by brucellosis in man—sometimes called undulant fever. Upwards of 7,000 cases are reported annually, and the number diagnosed is increasing. Man gets the disease only from infected animals or animal products. Therefore, when we banish it from our livestock, we automatically banish it from man.

Any farmer who has had brucellosis in his herd is anxious to do everything he can to get rid of it. Here is an example of one man's feeling about the matter: Recently, while making a motion picture on brucellosis, USDA men called on a prosperous goat farmer to ask his permission to take pictures of his goats. Although the farmer was not very enthusiastic about having his fine animals included in a picture showing the bad effects of brucellosis, he invited them down to the barn to see his herd. The first thing they saw when they reached the barn lot was one of the finest females which had just had an abortion. "Brucellosis!" they all exclaimed in one breath. The farmer stood silent a moment then turned



a brucel- The most common way of transmitting brucellosis to a clean herd is buying diseased animals. **a You can't tell a brucellosis-infected animal by looking at it. Blood testing is the only sure way.**

to the group, "I'll be glad to help in any way I can to prevent this sort of thing."

How had brucellosis got into his clean herd? It was easy to trace. Some time before, his feed supply man had come to deliver feed and had brought along two apparently fine goats. The farmer looked them over — liked their looks — bought them. Subsequent tests showed them to have brucellosis. The farmer had actually bought and paid for this insidious disease.

This kind of thing has happened thousands of times all over the country in herds of cattle, swine, and goats—so many times that farmers are not only anxious to get into a planned eradication program, they are demanding it.

That full support of the practicing veterinarians throughout the country is required goes without saying. They are as necessary as doctors in an epidemic of scarlet fever. Unfortunately, there is an acute shortage of veterinarians in brucellosis work. This is the chief stumbling block at the present time. Eight States are making progress in removing this block by using trained technicians working under the supervision of veterinarians. One veterinarian can supervise as many as four or five technicians, who can do all the mechanical testing work. For example, less than one herd out of every five in the country contains brucellosis-infected

animals. The technician finds the reactors and reports them to the veterinarian, who then gives the owner the instruction he needs.

The milk ring test has also proved a great labor saver in determining the status of a dairy herd. A sample of milk is tested as brought to market. If the milk shows brucellosis infection, the technician then goes to the farm and makes the blood test to find the individual reactors. If no infection is found in the milk, no further testing is necessary, at least until the periodic retest is made for certifying the county as brucellosis-free. This test is made every 3 years.

The USDA is formally cooperating with 43 States, at their request,

in a program to eradicate brucellosis and is giving assistance in an informal way in the other 5 States. Dr. Kuttler says we are in the best position we've ever been in to completely remove this menace to our livestock and food production. Research has given us the tools. Extension workers are carrying them to the field. Whenever they have been properly applied, the disease has been eradicated. Federal, State, and private organizations are recognizing their responsibility. Livestock owners are becoming more aware of their stake in the program. Everybody wants to get rid of brucellosis. By working together, we can do it!

4-H Gardens Flourish in Detroit

DETROIT, Mich., youngsters are really active in 4-H Club garden work. On a trip there this summer, D. A. Adam, information specialist for the national garden and home food preservation program, found a highly developed school garden program. Cooperating in making such a program possible were the city recreation and park board and schools. Gardening instruction is given the pupils of the fourth, fifth, and sixth grades in 25 schools, including actually plant-

ing a garden on school property. Here's where Wayne County's Ray Lamb, urban 4-H Club agent, comes into the picture. Each year 4-H garden clubs are organized for the summer care and harvest of the gardens planted during the school year. This year there are 500 4-H garden club members in Detroit, and all are taking part in the 4-H Garden Contest carried on by the National Committee on Boys and Girls Club Work. Achievement day is a big 4-H event for Detroit.



Russell E. Horwood (right) will head the Ryukyus University staff from Michigan. As extension and agricultural research director for Michigan's Upper Peninsula for the past 2 years and one of those who helped establish an Extension Service in Japan, he is well fitted for the new job. Eleanor Densmore (center), formerly home demonstration agent in Kent County, Mich., has a fund of experience to guide her in the new duties. Dean E. L. Anthony who headed the survey mission (left) briefs them on some of the problems which confront them in Okinawa.

Michigan State Adopts Ryukyus University

TWO Michigan extension workers, Russell E. Horwood and Eleanor Densmore, are among the five from Michigan State College who went to the Ryukyus Islands this summer to be on hand at the opening day of the University of the Ryukyus. Chosen by the American Council on Education to adopt this young university, a small group headed by E. L. Anthony, dean of agriculture, Michigan State College, first inspected these Pacific Islands.

Situated on the Island of Okinawa, they found the university of less than a dozen buildings of coral stone and wood, about 25 native instructors, and about 500 students. Before Japanese domination and occupation some 250 years ago, the nation's culture and civilization ranked with the best in the Orient. This school is very dear to the hearts and traditions of the native population, being located on the land which once housed their King.

Five small agricultural experi-

ment stations are now in operation in the islands, but a shortage of trained personnel hampers their usefulness. Some "information centers" have been established in the villages to give agricultural information to farmers.

Five publications, three of them daily newspapers, furnish fair means of communication in the islands, which have an area about equal to that of Rhode Island. A powerful radio station is being constructed on the university campus which will be used primarily for educational purposes.

Agriculture is the dominant industry of the nearly a million residents of the islands and to be self sustaining, food requirements for each citizen must be produced on an average of a half acre of land.

The group from Michigan State will aid in an effort to transplant basic programs of the land-grant college system to the new university. In addition to helping teach

agriculture, home economics, education, and public administration, programs in research and Extension will be established. They will also train clerical and stenographic personnel for the vast army installations on the islands. This will take care of one of the army's big problems there.

4-H Members Tour Oregon

About 700 Oregon 4-H Club members took a look at what the other fellow was doing during this past summer.

Cal Monroe, Oregon 4-H Club agent, says that six crop and live-stock tours were scheduled. The first one was held July 10, 11, and 12 for 4-H Clubbers in Klamath, Jackson, Douglas, and Josephine Counties.

July 13 and 14 a south coast tour was held in Coos and Curry Counties with Douglas, Coos, and Curry Counties taking part. July 17, 18, and 19 the annual Blue Mountain tour found Umatilla, Wallowa, Baker, Malheur, and Union County Club members taking part.

The South Willamette Valley tour, July 30, 31, and August 1, included Linn, Lane, Benton, Polk, Lincoln, and Tillamook Counties. The final tour, August 2, 3, and 4, was held at Oregon State College for club members from Marion, Clackamas, Multnomah, Yamhill, Hood River, and Washington Counties.

Wyoming's Citizenship Project

Wyoming's 4-H citizenship activity, Know Your Government, is carried on in cooperation with the Wyoming Taxpayers Association which is offering awards to the 4-H Clubs writing the best reports on their study of county government. The idea was reported in the association news leaflet, *Pocas Palabras* (Little Words), with this introduction: "To have good government we must have good citizens. In order to be good citizens we must intelligently participate in government. To participate intelligently we must have an understanding of how government functions."

Texas Editors Offer Varied Service

JACK T. SLOAN

Acting Extension Editor, Texas A. and M. College

ONE of the most effective means of informing extension agents and specialists of services available from the editorial office is by setting up a booth at the extension agents' conference.

This annual conference brings in every agent, and it is the one time in the year when the various editorial services can be portrayed before them. Our experience at Texas A. & M. College has been very satisfactory.

Take, for example, the visual aids program. We displayed three catalogs of motion pictures, slide sets, and slidefilms which gave agents an opportunity to see what was available for their use.

But of unusual interest to them was the announcement of picture services we give the agents. Black-and-white pictures (5 by 7) are available in whatever quantities are needed. Then one enlargement can be obtained, size 18 by 24; and two black-and-white pictures (5 by 7) from Kodachrome slides. These are annual allotments.

For newspaper use, each agent can obtain two one-column cuts or one two-column cut, and newspaper mats showing 4-H emblem, home demonstration emblem, and headings for agent's column.

Arrangements have been made with a local photograph supply store for a substantial discounting ranging up to 20 percent on all photographic equipment and supplies.

The press section had its display of press letters that are mailed weekly to more than 400 Texas weekly and daily newspapers. Other display material contained the weekly calendar of events sent over the State and special wire services and special requests made by agents for newspaper stories.

Bulletins, circulars, leaflets, and mimeographed material edited and published by the publications section were on exhibit to show services available to extension specialists by the publications section.

An array of material from the radio section showed that Texas radio stations and farm radio listeners are hearing from the Texas Extension Service. Here is a quick summary of the releases that go to radio farm-directors:

Farm Flashes (6 twice each week)
CHDA Radio News

Just Hatched (specials to radio farm directors)

Transcribed open-ended shorts by specialists

Monthly radio calendar

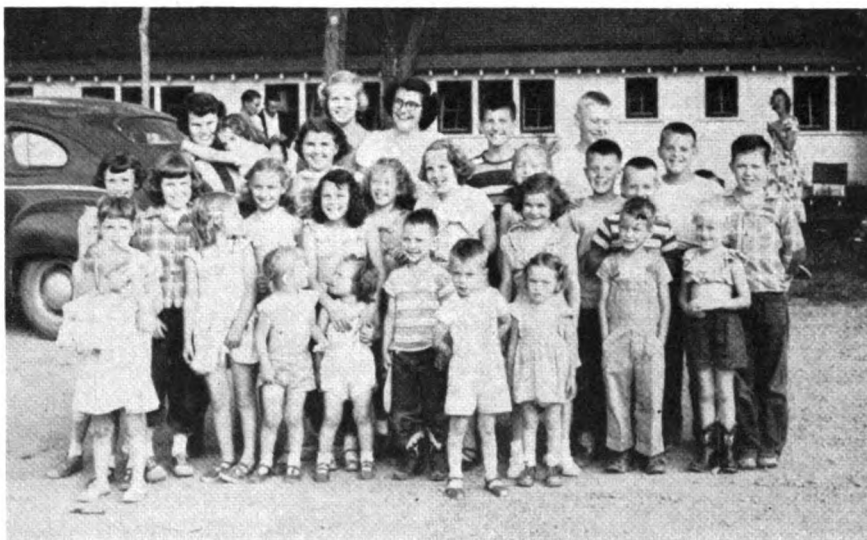
Radio announcement cards

The radio section also gives a daily program over the Texas Quality Network and the A. & M. Farm Review over the Texas Service Network each Saturday morning.

A service expanded since the first of this year which is given by the editorial office is editing magazine features prepared by extension specialists. There are more than 35 farm magazines published within the State of Texas, which provide an excellent outlet for extension stories that teach. One publication has a circulation that goes to 75 percent of the 331,000 farms in the State. Others range down to 10,000 circulation that go to specialized

(Continued on page 157)

Papa's Gone to School



TURNING the tables on their own youngsters, the 15 agents who fathered this group are off to school while the young folks take a turn at organizing a group for wholesome recreation, specializing in swimming, dancing, and playing games at White's Tourist Court, Fort Collins, Colo. As County Agent

Verne E. Kasson of Towner, N. Dak., wrote when submitting this picture, "Many county agents wonder what to do with their families if they decide to go to summer school." The tourist court solved the problem happily for 15 agents who attended the Colorado Regional Extension Summer School.

It Takes Time

but Pays Dividends

HELEN C. HORST

Extension Agent in Home Economics, Coos County, Oreg.

DEVELOPING a good radio program and writing a satisfactory newspaper column take time and effort. It is a problem to get the message "across" to the women in your county—to get them to tune in on your radio programs, to read your columns, and to give them the help in this way, that they need and deserve. Trying to give the same feeling of personal interest that a personal contact gives, I have worked out a program which seems to be giving results and is actually time-saving for me.

I have two radio programs a week. As all agents know, this in

itself can be an enormous chore. Finding the information, getting it into radio form, and taking the time to give it, entails much work. Then, after all this has been done, how certain am I that the program appeals to the women and that they are interested enough to listen?

What I have done is to feature some woman taking part in the extension program at one radio program each week. Sometimes it is an interview for 15 minutes. Other times it is just introducing the woman and letting her use the entire time herself, or it is just 5 minutes with the member talking

and the remainder of the time taken by me. Frequently, people who are well known in a special field come to the community and are willing to appear on a radio program.

On the programs featuring another person, there is so much of interest that can be brought out—It may be a chairman of some group telling of what that group is doing or a woman emphasizing some special event, or perhaps someone known throughout the county for a certain ability. There are countless opportunities—in fact, as many opportunities as there are women in the county.

These programs, using the capabilities of members of extension groups, are of interest to the other members, as they are anxious to hear their friends talk, are enthusiastic to duplicate projects, and "tune in" to learn just what will be featured.

The other radio program of that week I conduct alone. At that time the necessary announcements are made, and educational information is given.

In addition to the radio, there is the newspaper column. This column appears in five county newspapers each Thursday. Again there is the problem of interest, the problem of meeting dead lines, and the problem of work.

To keep this column on a friendly, chatty type of thing, I like to think of it as a letter to a close friend—one that tells what I am doing and what is new in the community, and gives her information she wants.

Therefore, I write directly to the women, tell them a few personal items regarding the agent and office personnel and the work we are doing or have planned. Then new and important information regarding some phase of home economics is given. Everyone likes seeing her name in print; and as the women do have wonderful ideas and recipes I try to include as many of these as are worth while, using the woman's name with her specialty.

Each mail brings new ideas that can be used to great benefit. People stop me on the street, come into the office, and tell me how much

Texas Home Demonstration Agents



New officers of the Texas County Home Demonstration Agents' Association are: (left to right) Anne B. Elliott, president, assistant home demonstration agent for Brazoria County; Loreta Allen, treasurer, Taylor County; Hazel C. Harrison, secretary, Hardeman County; and Zelma Moore, vice president, Grayson County.

they enjoy reading the column or listening to a certain radio program.

The response to my efforts proves that these methods are accomplishing the aims and proves that interest is created and held. But, most of all, there is a general feeling that all are working together, that everyone is a very necessary part in the entire program, and that no one is just an "onlooker."

Texas Editors

(Continued from page 155)

groups such as sheep and goat raisers, dairymen, and cattle raisers.

A complete art and illustrations section is maintained. Materials prepared for extension specialists include flash cards, posters, exhibits, lettering, silk-screen work, charts, and graphs.

Members of the editorial office are available for training schools or sessions on writing, reporting, visual aids, and radio.

Someone in one day asked us the watchword of the editorial office; we quickly replied "Do write."

● The Smithville Home Demonstration Club in Monroe County, Miss., has had as its major project this year the extermination of the Argentine ant, reports Tommy Grace Gully, home demonstration agent. The women adopted this project out of a need that has existed for several years in the town and surrounding community.

Mrs. M. T. Cox, president of the Smithville Club, appointed a finance committee which reached every resident of Smithville to give each an opportunity to contribute to the campaign. The club raised \$183.21, and the town contributed \$91.96. Mrs. L. J. Goodgame of Aberdeen supervised the distribution of the poison.

Smithville residents tell Miss Gully that they are happy to be rid of these irksome pests and grateful to the home demonstration club for the job it did. The club hopes to continue this eradication program each year until the town is safely rid of ants.



4-H Better-Teeth Program

"MILES OF SMILES" is not only the goal but also the slogan of the Massachusetts 4-H Club members in a special dental health campaign which will be conducted during the club year 1951-52 under the direction of Tena Bishop, assistant State 4-H Club leader at the University of Massachusetts in Amherst.

The program was officially launched July 11 before the twenty-first annual conference of 4-H women leaders who were having a special subject-matter and inspirational training period. Cooperating with the 4-H Club department were Dr. William Wellock of the State Division of Dental Health and Dr. Frank Law of the U. S. Public Health Service.

One feature of their presentation before the leaders was a special demonstration on the application of sodium fluoride to aid in reducing tooth decay. According to these dentists, more than 8 years of clinical and laboratory research have proved that sodium fluoride properly applied will reduce dental decay by approximately 40 percent.

Miss Bishop has prepared special material which will serve as a handbook for local leaders in carrying out the "Miles of Smiles" program. Each club member in Massa-

chusetts will be urged to check with his or her dentist at least twice a year, give teeth and gums good daily care, and choose foods wisely.

Talks and demonstrations are being urged in club meetings. Directions are given as to proper methods of brushing teeth, and definite suggestions as to what foods to eat in order to build better health. Avoid, says the handbook, sugars and sweets, including chewing gum and soft drinks. If you're hungry between meals, instead of a candy bar or a bottle of tonic, have a banana or an orange or glass of milk.

● 4-H Club members in California have been successful in raising puppies for Guide Dogs for the Blind, Inc. Two-thirds of all the guide dogs trained at the school in San Rafael were raised by 4-H Club members.

In the past, the club members have kept the dogs for a year. Now they may be returned after 6 months. Most of the puppies are German Shepherds, although Dalmatians are sometimes used.

Guide Dogs for the Blind likes to have its puppies raised in the country until they are old enough to train as escorts for the blind.

North Carolina Youth

(Continued from page 151)

rodeo. Following the rodeo, the entire group with their hosts and hostesses were guests at a watermelon slicing.

On Sunday we visited the local churches in the communities in which we were staying. Sunday night the Argyle community entertained us with a "sing-song." Here the North Carolinians were asked to sing their State song. We were complimented very much on the fact that every person participated. The Texans loved the words and the melody, and before we left they were joining in with us on the "Old North State." The Argyle Club gave us little "cowboys" as souvenirs and served delicious home-made ice cream and cake. Following the "sing-song" we were guests at the Colonial Theatre for a movie.

Monday we had another grand party with the Green Valley 4-H'ers as hosts and hostesses. Here we especially enjoyed the games directed by Lucille Moore from Texas State College.

Tuesday we enjoyed a tour of Texas State College for Women and North Texas State College. A picnic supper was served, and the evening program featured square dancing by the North Carolinians, and our dances were very different from the steps used by the Texans.

Wednesday night our farewell party was held on the Cole Ranch, which is the largest ranch in Denton County and is composed of many hundred acres. Here we were greeted by Director G. G. Gibson. We presented souvenir memo pads and letter openers to our hosts and hostesses, these featuring the variety of woods grown in Haywood County.

And on Thursday morning the final hour of departure came, and we had to say goodbye to our newly made friends. Tears flowed abundantly, but the one consoling fact was "We'll see you next year in Haywood County."

Our return trip followed a southern route through Louisiana, Mississippi, Alabama, Georgia, and Tennessee.

To summarize, I would say this

has been the most wonderful experience of my life. The Texans surely lived up to their Indian name, "Tejas," meaning "friendship," because nowhere had we ever found people so friendly as in Denton County, Tex. The exchange is surely fulfilling the purposes and objectives of our leaders because we have gained a first-hand knowledge of how the rural people of Texas farm, play, and work together for great happiness. We have a much better understanding of the general topography of the Southern States, the major farm crops and industries and, best of all, we have gained still a greater love for our own heritage and an appreciation for the beauties and opportunities provided for us in Haywood County and western North Carolina. My only regret is that all of our 4-H'ers could not have shared these experiences with us.

Milk Pasteurization

(Continued from page 149)

milk here on the farm, we could possibly expand the business to meet the demand which is increasing for pasteurized milk."

The opinion of these dairymen convinced those who were working on the research and marketing project that the committee should direct its energies to developing a small pasteurizer to meet these needs. With this request, we started work on such a pasteurizer with the objective that it should be one that could be purchased at a reasonable price; it should be simple and easy to operate; the operating costs should be small; and it should fit into the present equipment of the dairyman as much as possible.

The agricultural extension people on the committee knew the farmer's viewpoint and working conditions; the economics and testing were checked by the department of agricultural economics and the dairy department at the University of New Hampshire. This pasteurizer was to be operated by using electricity to heat the water rather than using wood or coal.

Our committee surveyed the sit-

uation and decided to have a 30-gallon pasteurizer-assembly built that would meet the needs of the average small dairyman retailing his own milk. Several commercial firms have cooperated in the basic research and development.

The function of the State board of health on this committee was to make sure that the pasteurizer conform to all State health regulations.

By trial and error, with our first and later experimental models, we have now a pasteurizer-assembly which we think will fulfill the small dairyman's needs. However, the farmer must take into consideration, when installing such a pasteurizer-assembly on his farm, that it does not mean he has solved all his problems until the milk room and other practices meet State Board of Health requirements.

New Slide Films

Planning the Home Vegetable Garden, No. 692, and Pots and Pans for Your Kitchen, No. 693, are the titles of two new black-and-white slidefilms sent State extension editors July 30. No. 692 was produced by us in collaboration with the North Carolina Extension Service and the Bureau of Plant Industry; No. 693 in cooperation with the Bureau of Human Nutrition and Home Economics. Both of the films are captioned entirely with hot-press titles, are completely self-explanatory, and are supplied without lecture notes or teaching manuals. This is an entirely new method in the production of our slidefilms. We would appreciate comments.

● At a silver anniversary banquet on June 28, 200 persons representing all segments of the county's agriculture, its civic interests, and public life paid tribute to COUNTY AGENT JAMES E. MCKEEHEN of Wayne County, Pa. The county farm people, among whom he had worked for a quarter century, presented Mr. McKeehen with a gold watch and Mrs. McKeehen a leather bag.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Why Do We Eat What We Eat?

Do we have scientific eating instincts? Of course we can't prove it, but take a look at these facts:

Nutritionists tell us the newly discovered vitamin B₁₂ is necessary for growth.

We like ham sandwiches. The bread has no B₁₂, but the ham—beef too—contains a lot of it.

We eat milk or cream on our cereal. Milk is an excellent source of vitamin B₁₂; cereals have none.

Cheese and crackers are another favorite combination. Cheese has the vitamin, and crackers do not.

Of course we do not have to depend on our instincts. We can follow the recommendations of our scientists and deliberately combine B₁₂-rich foods with foods rich in other nutrients. One good way would be for bakeries to add milk solids in bread and other bakery goods. Homemakers can add cheese and milk to many dishes to give their families the vitamin B₁₂ they need.

Sow Wheat in Wide Corn Rows

By widening corn row spaces to 60 or 70 inches, eastern U. S. farmers can follow a corn-wheat sequence by sowing the wheat between the corn rows. This saves the labor of recultivating the land before sowing the wheat, as is done when wheat follows the early-maturing varieties spaced normally. Studies by ARA scientists in cooperation with Ohio show that a full-season hybrid planted on good land will yield as much per acre in rows spaced 60 inches apart as will early-maturing hybrids planted at normal spacings for harvest before wheat planting time. Farmers who follow a corn-wheat-meadow se-

quence can seed meadow grass in the standing corn grown at these wide row spaces.

New Source of Chicken Feed

Another promising method of extending poultry feed supplies comes from ARA research at Beltsville. This time the experiments involve feeding fibrous materials such as oat hulls, heretofore considered only as feed for cattle and other ruminants. Our scientists found that by pelleting the laying mash, they could include as much as 64 percent oat hulls and still obtain good egg production. When the oat-hull mash was not pelleted, production dropped to 25 percent. This finding gives us a new approach into the whole feeding problem. If we can find fibrous materials that can be fed to poultry in pelleted form, we will have an entirely new source of economical ingredients either for extending present feed supplies or as substitutes for those higher in price. The experiments showed that alfalfa cannot be increased above usual levels in any form; it pushes egg production too low. Grass is another possibility, however. The scientists are continuing the feeding tests in the field to see if the results will be as good under practical conditions.

Sanitation Logging Saves Pines

As the demand for lumber in defense preparation increases, it becomes more than ever necessary to do everything possible to save our timber crops from insects and diseases. The bark beetle is one of the worst enemies of our pines. In some areas of the western ponderosa pine forests this problem can be solved by systematic removal of trees in

poor health, says ARA entomologists. Trees that are weakened by disease or other causes are most susceptible to attack by the beetles. Recent figures show that this plan of sanitation-salvage logging yields a new profit through the sale of logs from the trees that are removed.

In the South, the southern pine beetle can be controlled by removing infested trees during fall and winter. The beetle crop for the next year is under the bark of infested trees at that time. Dead trees having bark peppered with "shot holes" can be ignored—the beetles have done their dirty work and gone. It is easier and cheaper to control these beetles in early stages; wholesale killing of trees will follow unless steps are taken to control the pests before they reach the outbreak stage.

Coated Carrots

Dehydrated carrots don't sound very appetizing, but a bowl of steaming vegetable soup is welcomed by all of us. And here is where dehydrated carrots have an important place, both for their color and for their nutritive value. The retention of carotene and color has been a problem in the storage of dehydrated carrots, especially since some States prohibit the use of sulfite, generally used to preserve the color. At the request of the dehydration industry, scientists of our Western Research Laboratory developed a method of starch-coating dehydrated carrots that is much superior to sulfite in preserving the color and general quality. The method has been adopted by industry and is now in use by the three principal commercial processors of dehydrated carrots.

Every Bushel Needed

“Every bushel of grain produced this year will be needed in the Nation’s defense effort,” asserts Secretary of Agriculture Charles F. Brannan. He urges farmers and those who work with farmers to leave no stone unturned in saving all the grain from insects, rats, fire, storage loss, or wasteful feeding.

The Insects’ Toll

Insects take 300 to 600 million bushels, or 5 to 10 percent, of the national production of food and feed grain each year. This equals a month’s supply of livestock feed or more than a month’s supply of all cereal foods consumed.

The remedy: Fumigate all grain which goes into the bin and be sure the bin is free of insects.

The Rat’s Share

Rats eat about 4 percent of the grain and cereal crop.

Rats can be controlled by—

Taking away their shelter

Putting food out of their reach

Putting poisoned food in their reach regularly (hungry rats are more easily poisoned)

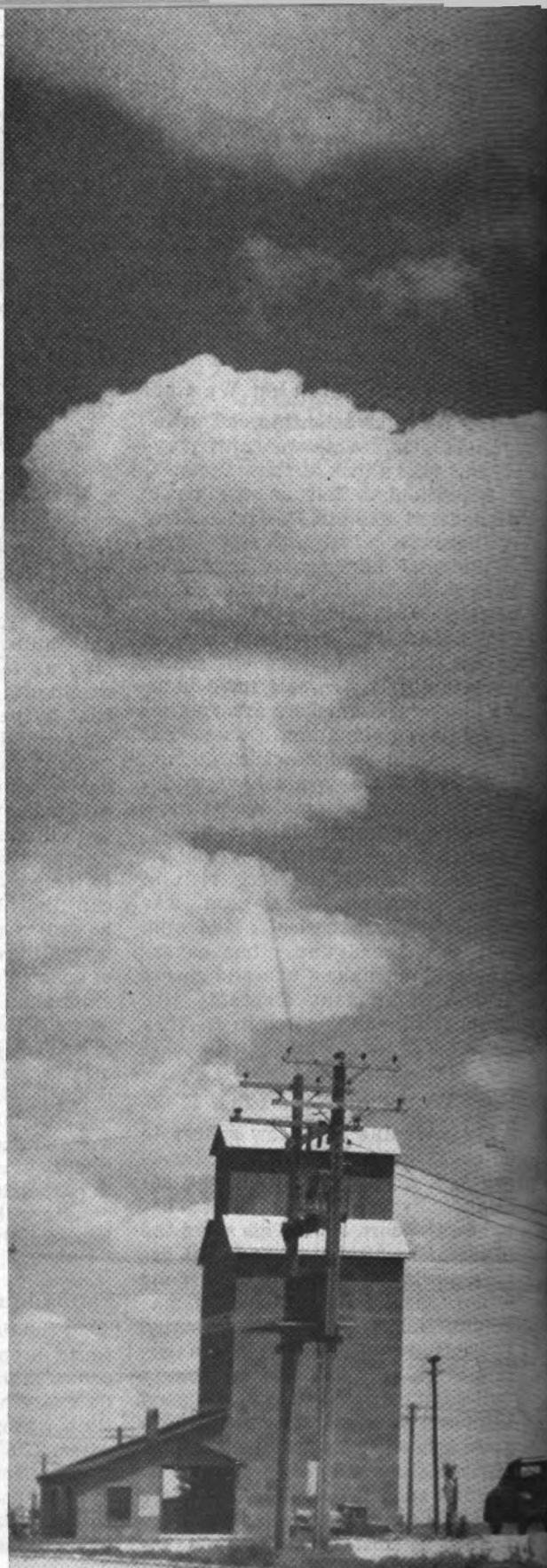
The Wasted Bushels

Grain is lost because of leaky roofs, burning buildings, dirty storage, careless transportation, inefficient feeding.

Loss of this grain can be prevented by foresight in repairing and protecting buildings, careful handling, feeding floors and self-feeders, and other devices.

Deterioration starts on the farm and much of it takes place there. Active extension campaigns in many States are showing what can be done.

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This situation is a challenge to all extension workers!

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EXTENSION SERVICE *Review*

OCTOBER 1951



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GENERAL LIBRARY

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This Month

● Again the Nation needs all the scrap on American farms for steel production to meet mobilization needs. October 15 to November 15 are the dates for a concentrated drive to round up all the old machines and equipment rusting away in field or barn.

The Cover

● The cover this month illustrates the job in reading done by a North Carolina mother with her three children. Being a home demonstration club member, she provided a good reading center in her remodeled home. As brought out in the Conference on Rural Reading held last month in Washington under the sponsorship of the Extension Service, the habit of reading is most often formed in childhood. The picture was taken by George W. Ackerman, formerly extension photographer.

Next Month

● "Foods Facts Festival" was the theme of a consumer-education meeting in Indiana which drew a large audience at the Purdue University summer agricultural conference. How visual aids, dramatization, role playing were used effectively and how many people and organizations worked together to do it is the meat of an article in the November issue.

● White birches by the New Hampshire wayside beckon the traveler as well as the native to a restful picnic ground, a labor of love from 4-H Club members of Coos County who, says County Club Agent George W. Wiesen, Jr., in an article next month, "by participating in this Heart H project have developed a sense of civic pride within themselves."

● The Conference on Rural Reading has come and gone. In preparation, a survey of extension work in stimulating more reading and in making reading facilities available in rural areas showed much activity and interest in this subject. Madge Reese has summarized the State reports and will write what she has found out for REVIEW readers.

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Knowledge Needed for These Demanding Times

Rural leaders, educators, librarians, extension workers, sociologists, book publishers, representatives of farm organizations, and interested individuals met last month under extension sponsorship to discuss the problems involved in stimulating more reading among rural people. This statement of the reason for their deliberations points up the problem and its urgency at this time. A further report of the conference will be given in a later issue.



RURAL AMERICANS, like all Americans, live in a demanding time. The patterns of their lives are changed almost from day to day by the quickened advance of science and by events in the farthest corners of the earth. These changes require them to be currently informed on a wide range of technical and economic affairs in order to conduct their own enterprises. They must help to make what are perhaps the gravest decisions any nation ever made, and on the most complex questions any nation ever faced. In a time of confusion and trouble, they feel the need to share both the understanding of the past and the new perceptions of persons here and abroad who see the future with fresh eyes.

There was never a time when it was more important that all Americans have a ready opportunity to learn to broaden their experience, to share new ideas. Our kind of democratic society can work only if the people who make it up have the means of keeping informed, of finding out the facts for themselves and making up their own minds.

This means that never before has the reading of books and journals been so important to the country. They give us the essential privilege of exploring and finding out for ourselves. They can afford us a solid background of knowledge; they help equip us for the dealing with the practical demands of our business; they set new views and ideas before us; they lay the whole thought of the world out where we



“Reading which stimulates an appreciation of spiritual and aesthetic values is perhaps the best insurance against the inroads of false ideologies,” said Carl R. Woodward, President of the University of Rhode Island, in his keynote address at the Conference on Rural Reading.

can get at it ourselves without having it selected for us; and, above all, they stimulate our thinking and intellectual judgment. The habit of using books and the practical freedom to do so are indispensable in American life.

It is in rural areas of the country that the problem of access to these resources is gravest. The Public Library Inquiry has shown how seriously inadequate is library service outside large cities. A shocking proportion of rural residents do not have access to any public library whatever. Of those who do, few indeed have access to a good library service that can really meet their

needs. Book stores, like libraries, cluster in cities, and few rural Americans have a real chance to choose books for personal buying. This situation makes difficult the full sharing of rural people in our cultural life and their most effective participation in public affairs.

The purpose of the Conference on Rural Reading called by the Extension Service of the U. S. Department of Agriculture was to explore this problem and the possible means of solving it. It is clear that its solution requires both means of encouraging interest in reading and means of making books realistically and conveniently accessible.

In Controlling Cotton Insects

K. K. HENNESS, Pinal County Agricultural Agent, Arizona

IN PINAL COUNTY, ARIZ., we are fitting the local insecticide industry into the over-all cotton insect-control program. This is paying off in better insect control and savings for some farmers who have previously been inclined to dust "just because their neighbor did," rather than upon a basis of insect populations in their fields.

With 200,000 bales of short-staple cotton produced from 112,000 acres, plus some 8,000 bales of American-Egyptian long-staple cotton from another 15,000 acres, Pinal County in 1950 ranked third in total cotton production among counties and contributed no small part to the average Arizona acre yield of 906 pounds of short-staple lint, three times the national average. The National Cotton Council credits Arizona growers with an average loss of only 1 percent of their crop because of insect damage, the low-

est of any of the cotton-growing States. It must be fairly said that we do not have the cotton boll weevil and, through quarantine, are not now bothered with the pink bollworm.

The basis of the Pinal County cotton insect-control program is the "insect count," made by sweeping the tops of 100 plants with a 15-inch bug net. If 6 to 8 injurious cotton "sucking insects" are found, it is time to dust. The accuracy of this method depends upon the training of the person making the sweepings.

Our insect-control program begins in December with a campaign to clean up ditch banks and fence rows and other weedy and grassy areas in order to destroy overwintering insects, sparked by neighborhood leaders. Next is the publication of an annual extension circular giving latest recommendations as

worked out by the Bureau of Entomology and Plant Quarantine and other workers, with copies distributed to all cotton growers.

Meetings of growers are held at which slides of insects are shown. The damage the insects do is discussed and control measures outlined.

Beginning early in the growing season, regular field inspections are made by workers of the county agricultural agent's office in 48 fields located in all parts of the cotton-growing area. The results of this weekly survey and our analysis of what is going on in the "bug world" are published in our farm column, "Along the Farm Front," by all four weekly newspapers serving the area. The results also are summarized in a broadcast each Friday evening over the one radio station in the county, KCKY-Coolidge-Casa Grande.

Dealers in dust and spray materials have men in the field counting insects and reporting to growers. As this work is only for a short period during the summer months, many of these men change from season to season, and the supervisor in charge has the annual job of training new workers. This season we thought we would take part of that chore off their hands. In the interest of better control we organized a demonstration for the purpose of helping these field workers learn the insects, both injurious and helpful, and the relationship between them.

We held one demonstration, on Saturday, June 30, with 58 representatives of 14 insecticide concerns meeting at our office at 6 o'clock in the morning. Dr. J. N. Roney, extension entomologist, spent the next 45 minutes showing them mounted insects and discussing the damage or help they do.

The group next proceeded to an early cottonfield, where the broad general aspects of the cotton insect-control program were discussed and where Dr. Roney illustrated the use of the bug net. Then everyone was given a row and asked to make 100 sweepings, holding his catch until it could be examined. Dr. Roney then took them in groups of five or

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After making 100 sweepings, Dr. Roney inspected each net and identified the insects, both injurious and helpful.

Best-Buys Program Helps Consumers and Growers

JOSEPHINE B. NELSON, Assistant Extension Editor, University of Minnesota

MINNESOTA CONSUMERS in the Twin Cities area have been getting help on keeping their food budgets in line through the best-buys program of the University of Minnesota Agricultural Extension Service which last summer was in its eleventh year.

Originally the service was set up to keep consumers alerted to the good buys in Minnesota-grown fruits and vegetables from day to day and to give information on the time when local supplies would be plentiful and reasonably priced for canning and freezing.

Ralph Backstrom, former extension marketing specialist, and Robert Freeman, then Ramsey County agricultural agent, originators of the program, believed that Twin Cities women wanted to know what fresh foods were available and how they would fit the pocketbook. The interest shown by consumers during 11 years has proved how right they were.

A further objective of the program has been to assist market growers and retailers by moving produce and preventing gluts and resultant waste. With the program past the experimental stage, the market growers feel that the best-buys program is as valuable to them as to consumers.

Cooperation of two agencies this year has made possible the addition of a new feature—information about available shipped-in fruits and vegetables. A. N. Nelson, Federal-State market news reporter, assists the Minnesota Agricultural Extension Service in operating the program this year by compiling the report on home-grown fruits and vegetables as well as those that are shipped in.

Nelson is on the job at 5 a.m. at the Minneapolis municipal market,

where he talks to growers, looks over the fruits and vegetables, checks on supply and quality, and obtains price quotations from which he determines the best buys for the day and establishes the budget rating on the produce. At 6 o'clock he telephones the information to two Twin Cities radio stations which use the report on early morning programs. Next on his schedule is a trip to the wholesale fruit and vegetable market where he gets the same type of information on shipped-in fruits and vegetables. At 8 o'clock he telephones his report on home-grown and shipped-in produce to the Publications Office at University Farm, which in turn relays the information by phone to Twin Cities newspapers and radio stations.

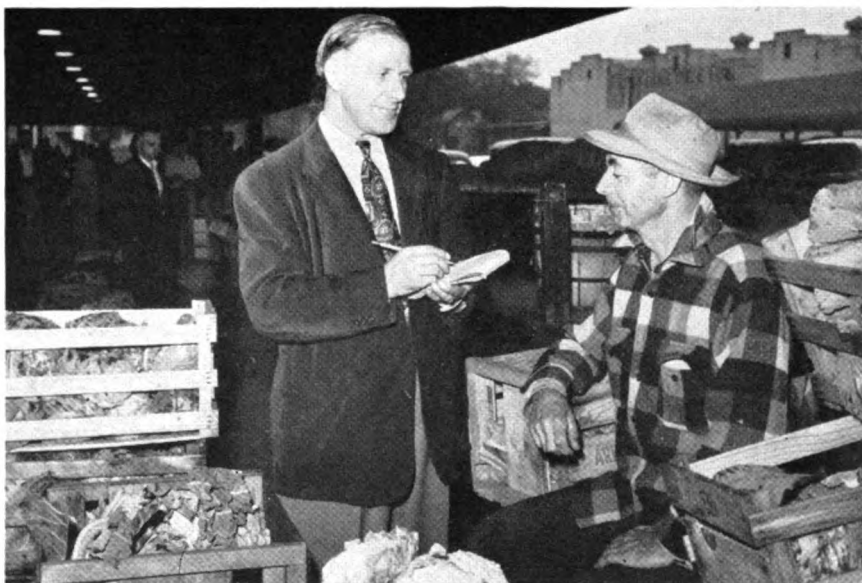
That the information is in de-

mand by consumers is evident from the fact that Minneapolis and St. Paul afternoon papers and eight radio stations in the Twin Cities carry the daily best buys. At least three of the stations use the report on the air twice during the day.

The program has been given added punch with stories sent out by the publications office giving peak dates for various fruits and vegetables with canning, freezing, and other utilization tips. When crops have been damaged and supplies are short, the housewife is given information on the most advantageous time for canning and freezing of products that are in limited supply.

Television and radio shows frequently highlight best buys of the day, thus making the homemaker

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Each morning A. N. Nelson, Federal-State market news reporter, looks over the stalls in the Municipal Market.



FORTY HOME DEMONSTRATION

AGENTS of northern California are enthusiastic about what they learned at the Clothing-Marketing Conference and Tour held in the San Francisco area August 22 to 24. At sessions on the campus of the University of California at Berkeley, in retail stores, and in factories, they met with representatives of garment factories, textile manufacturers, retail stores, dry cleaners, and fashion magazines. A similar Extension conference and tour had been held previously at Los Angeles for the home demonstration agents of southern California.

In the opening talk at the Berkeley conference Dr. Jules LaBarthe, Jr., senior fellow, Mellon Institute of Industrial Research, Pittsburgh, Pa., described recent developments in standards and labels for clothing. He pointed out common goals of retailers and customers. Performance standards for fabrics will assist the customer when buying and also cut down the returning of goods to the stores.

Dr. LaBarthe discussed the performance standards for rayons which had recently been worked out by the American Standards Association, which will give guaranteed performance qualities of rayon fabrics in garments and household goods marketed under these standards. These are voluntary standards. Now, for example, if a buyer wishes to order a line of ladies' rayon dresses intended for sportswear, requiring rather rigorous washing and considerable sun exposure, he can specify in his order the American Standard designation for sportswear fabrics.

Business and Extension Learn From Each Other

Another feature which is particularly appealing to customers, dry cleaners, and laundries is the permanent sewn-in label. This label will clearly indicate by the color of the lettering how the garment is to be cleaned. Green is for washable; yellow for hand-washable; and red for dry-cleanable only. Men and boys will benefit as well as women and girls because specifications have been made for 51 different types of clothing and household goods.

For the tours, the group was divided into four so that each group would be small enough to observe operations in the factory and to ask questions. Each small group visited three factories—one suit and coat, one dress, and one casual sportswear. It was also arranged that each small group should see expensive, moderate-priced, and low-priced clothes in production. A designer explained operations in one, a production manager in another, and a promotion head in another. It became clear that a designer must be a realistic manager to design garments which can be made in volume. Production rooms were a study in time and motion management.

The host retail store had a sign out, "Welcome California Home Advisers!" and had invited in the editor of the San Francisco and Oakland Shopping News to show fall styles

and fabrics. The general superintendent of the store listed seven shopping habits about which consumers need education. These habits add expense to store operation and thereby raise prices for consumers. The Better Business Bureau was on hand to explain their services and to advise, "Do your shopping before you buy—not after!" Their slogan, "Investigate before you invest," is well worth remembering.

On the Berkeley campus a designer, who has worked in both high and low price lines, was available to clear up questions resulting from the tours. He explained that

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Director Coke writes:

"The roles of both education and business are parallel in serving the best interests of the public. The aim of both should be to improve the economic standard. The result of the conference has been that teacher and businessman have learned much from each other.

"Particularly in these days of high prices, the best a dollar can buy is an important factor of everyday living. Extension Service conferences, such as this, are of invaluable aid to the home adviser in answering the widely diversified questions brought to her every day by California's homemakers."

YOU will be the leaders of tomorrow. Your responsibility will be greater than that of the leaders of 100 years ago, or even today. You live in a world more complex than a score of years ago and far more than a century ago. If our leaders of today choose to use atomic energy constructively to lift the total social structure one shelf higher, your task will be greater because the coming of atomic energy, like the coming of the airplane, communication, transportation, and the application of science to industry, calls for new knowledge, new skills, and a change in attitudes if it is to be harnessed and made to serve society. If they choose to use it destructively, then those of you who survive will have to rebuild civilization. Your tasks will be all the more stupendous because of the degree of civilization we have now attained.

To point you up for this great task of leadership I want you to remember and prepare to do just three things:

First, get a sound education such as will enable you to think clearly and to act independently in the interest of the masses who grope about in the dark at the mercy of too often unscrupulous leadership. Put all that you have into getting an education; attend the very best college there is to attain it. Don't go off "half cocked" when making a decision. Drink deep from the cup of knowledge, and learn to fortify yourself with real facts that will enable you to make wise decisions. Corrupt tendencies that tend to sweep the country today are the product of shallow education and unprincipled leadership. Many of the attitudes we in this country take on many of our social, economic, and judicial problems conclusively prove that we are stupid—that we still put reasoning behind our feelings.

The greatest problem incumbent upon present-day leadership is to help you young people—leaders of tomorrow—realize what are the good things of life, what have been the things that have made America great, and what will help to keep it great.

In the second place, young leaders must grow into Christian lead-

Technology—Today's Challenge

J. P. Otis, president of Alcorn A. and M. College, Alcorn, Miss., put so much good sense and sound philosophy into his talk to the delegates attending the Negro Regional 4-H Camp in Pine Bluff, Ark., last August that the REVIEW requested permission to highlight some of his main points for wider use among young leaders.

ership with the courage to battle the evils of the day until they fall like the walls of Jericho. We all know that there is a very real threat of communism within our ranks. This threat is largely the product of poor leadership and the failure of democracy to function. In many cases communism stems from dissatisfactions resulting from injustices, discrimination, and from political frustration. However, to turn from an imperfect democracy to communism is like cutting one's nose off to spite his face. With all its imperfections, American democracy holds freedoms for the most underprivileged that top-ranking communists wouldn't dare to exercise. This is not said to sanction the imperfections in our democracy but rather to set our thinking straight on the issue. You must go right on fighting racial discrimination, injustices in the court, inequalities in education, and for the right to vote.

Whether we call the world good or evil, it is within our power to make it better. Man is capable if he will but exercise the required courage, intelligence, and effort of shaping his own fate. The patient and experimental study of nature, bearing fruit in inventions which control nature and subdue her forces to social uses, is the method by which progress is made. Technology is the means to progress. We must find a way to make it work to the advantage of society.

My third rule is: Be loyal to America. It's your country. Learn to read the signs of time and to evaluate the meaning of them with accuracy. If you will do these three things, you will be prepared to inherit the greater leadership responsibilities which will be yours tomorrow.



President J. R. Otis of Alcorn College, Alcorn, Miss., is greeted by Associate Director Aubrey Gates of Arkansas and a group of the delegates to the regional 4-H Club camp.



In front of the Arkansas Capitol a few of the 124 Negro 4-H Club members tell Secretary of State C. G. Hull about their regional camp.

GRASSLANDS programs have been in the extension picture for a long time, but recent reports from 42 States show considerable added momentum for this method of meeting some of the agricultural problems facing the Nation today.

They operate under a great many names—many of them descriptive and colorful such as “Green Pastures” in New England; “Blanket of Green” in Arkansas and South Carolina; “Grassland Farming” in Wisconsin, Kansas, Pennsylvania, and Montana; “Green Acres” in New York, and “Greener Hills” in West Virginia.

Most of the agricultural agencies operating in the States are now working together on a grasslands program. This takes many forms. In Iowa a committee of extension and experiment station staff members meet regularly to develop programs on forage-crop production, harvesting, and utilization. In Maryland six regional meetings were held with vocational agriculture and veterans’ teachers. Judging contests were developed with teachers to study forage programs on selected farms.

Tours by Airplane

Special air conservation tours, developed with the Soil Conservation Service, have attracted considerable interest in Minnesota. In Montana all available publications were inventoried and recommendations for additional publications and research made. Three Missouri livestock-pasture conferences were supported by agricultural agencies, vocational agriculture teachers, bankers’ associations, and farmers’ organizations. Production and Marketing Administration county committees in Missouri encouraged the use of their funds for pasture improvement. One hundred and twelve county-wide balanced farm meetings featured pasture discussions in the same State.

In Idaho all agencies combined in putting on 3 district conferences on grassland agriculture. A luncheon meeting with the Cattlemen’s Association, Wool Growers’ Association, Dairymen’s Association, and Idaho Power Company carried the

GRASSLANDS PROGRAM Gathers Momentum

L. I. JONES,

Extension Program Coordinator for Grasslands

message to many other interested people. In Mississippi a State committee representing all agricultural agencies recommended to county coordinating councils that a grassland program be set up to fit each county. Each of the 82 counties are now working on such a program. Some have already published bulletins and charts. In Alabama 9 counties have published pasture circulars, and 26 more counties have one in preparation.

Business Leaders Give Support

Enthusiastic support has come from business and industrial leaders, both in the State program and in local activities. These leaders are fast recognizing the need and seeing the place of grasslands in building up agricultural resources and at the same time the Nation’s resources. They support many activities such as the State-wide speaking contest sponsored by the North Carolina Bankers Association or the special grasslands issue of the “Ohio Farmer.” In fact, Ohio will soon hold schools for commercial organizations interested in financial and other support of the grasslands program. In Wisconsin, the bankers are lending money to increase grass production. In Texas, banker-farmer clinics are planned and a community range- and pasture-improvement contest is sponsored by a radio station and a newspaper. In Minnesota grasslands tours are sponsored in cooperation with a commercial firm. These are examples of the different types of cooperation reported.

In many States research activity has been stepped up and definite recommendations made as to re-

search needed. In Vermont the “Green Pastures” program speeded up adaptation of research work to grassland improvement. In California test plots have been established for range program involving determination of fertilizer needs, methods of improving plant nutrient situation, and the adaptability of species.

Results can be tallied in a very tangible way. Two million acres of improved pasture in Alabama and a similar acreage in Mississippi, more than 2½ million South Carolina acres in grassland crops, and 1 million acres of Florida pasture have been developed. In Oregon 109,900 acres in Ladino clover, 296,000 acres of cutover lands were seeded, and one county reports that income from livestock increased from 5 million dollars a few years ago to 25 million dollars last year as a result of good grassland farming.

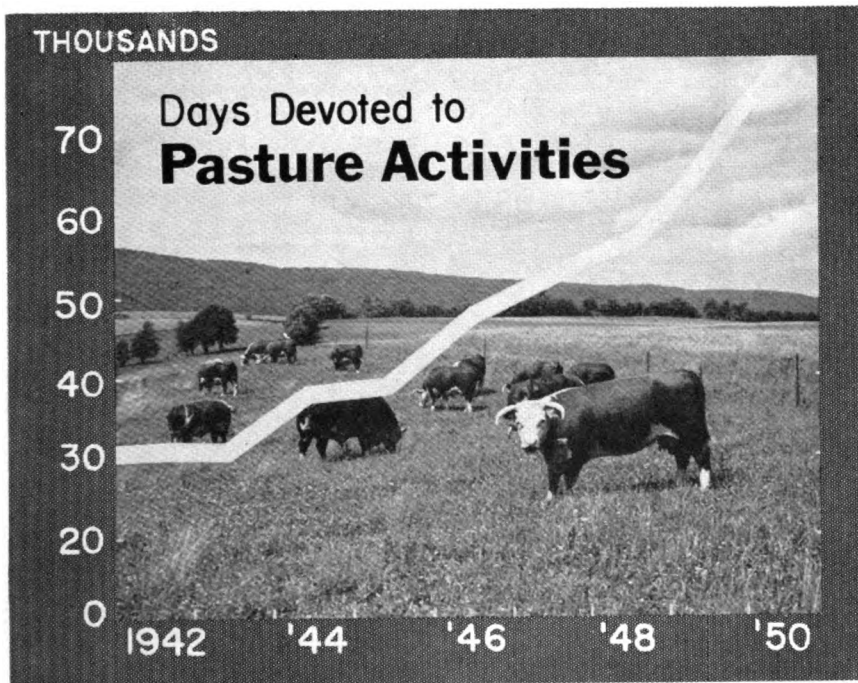
Farmers Are Posture-Conscious

There are also results harder to evaluate. North Carolina extension workers feel that farmers are more “pasture conscious”; the New York report mentions an increased awareness on the part of the average farmer and agricultural agencies. The Illinois report speaks of State-wide interest in pasture and forage production and in their more efficient use. Interest throughout Virginia is growing by leaps and bounds so that it is difficult to keep up with the demand for assistance.

These results were obtained by using the well-tried extension methods, meetings, tours, popular leaflets, contests, and exhibits, to mention a few. North Dakota set up a



Demonstrations, tours and field meetings are the core of the grasslands program with many thousands of farmers attending.



Agents have been increasing the time spent in various phases of the grasslands program for the past decade as shown in the above chart.

steering committee which helped to set up county programs and arrange county round-ups. Louisiana expanded the pasture work with

tours and field days and a series of publications. Pennsylvania reported 30,000 attendance at 5 regional field days.

Among the contests might be mentioned West Virginia's "Greener Hills Contest" with its vigorous program for increased production of meat and milk, more fertile soils and better living.

To "Keep Tennessee Green" 147 county meetings were held and 1,536 community meetings with 63,229 persons in attendance. These were supported by 946 news stories, 306 radio talks, 132 newspaper ads, and 97 exhibits. A traveling exhibit built around the theme, "Grass and People," got results in Montana. A training program for agents in soil conservation and grassland farming was set up in Minnesota and 10 assistant county agents added to emphasize more conservation practices on the farm.

Organized farmers carry the responsibility in Kentucky with awards offered for winners in local, county, and district contests. More than 700 are enrolled this year. California has already laid plans for a series of combined county livestock, range improvement, and irrigated pasture tours in 1952. Nebraska has called in a committee of county agents to help set up a coordinated extension program in the field.

Grasslands—A National Program

Improvement of the Nation's grassland as a basis for balanced livestock farming, sustained abundance, and good nutrition is the goal of the national grassland program sponsored by the Department of Agriculture and the Association of Land-Grant Colleges and Universities. A program steering committee with representatives from the State Extension Services, the experiment stations, and the U. S. Department of Agriculture has developed national program suggestions. In addition, a departmental grassland committee and an advisory committee of commercial organizations and scientific societies are giving full support to State and local activities. The problem of mobilization has speeded up activity and resulted in a coordinated National program which is producing results.

Interest Runs High in Soil-Judging Tournament

FRED H. SCHULTZ, Nebraska Dairy Marketing Specialist, formerly
County Agricultural Agent, Sherman County, Nebr.

TUESDAY, October 24, 1950, was a beautiful, clear, crisp day.

Central Nebraska folks turned out to watch 300 contestants try their talents in Nebraska's first Mid-State Golf Soil-Judging Tournament, held at Loup City in Sherman County. Each player jotted down his soils knowledge of the various soil profiles and handed them to his group leader, the soil caddy. Periodically the liaison officer would pick up the score papers and take them to the clubhouse for tabulation.

For many years I had watched the agronomy people develop new crop varieties; the animal husbandry people make long strides in new feeds and feeding and in improved livestock types; the engineers develop outstanding machines to improve the farming conditions and put a better product on the

market. But one thing seemed to lag in this parade of progress, and that was an understanding of the soil. We can go down the road in almost any section of the country and see one farm right after another that has gone down hill and isn't nearly as good as when Granddad had it many years ago. True, production is quite high as yet, but much of it is due to selected crop varieties, improved livestock, and better machinery, which contribute to the tendency to offset the loss of our soils. It is difficult to realize how little farm people know about their soils. Yet our soil is the most basic item in any of our agricultural enterprises.

When reading about the land-judging contests in Oklahoma in the Extension Service Review for July 1950, I fell to wondering how

this idea could be adapted to the problem of getting more people in Nebraska soil-conscious. An idea began to form, and I rushed over to talk it over with Stanley Roy, headman of the Sherman County Soil Conservation District, who manages winning ball teams in his spare time. He was quick to spot the possibilities in this new scoring play, and so we both sat that whole morning plotting the particulars of the Golf Soil-Judging Tournament.

The next step was to get the opinion and cooperation of other people. The members of the County Soil Conservation District Board were the first to hear about the plans at their regular meeting the following night. These men took to the idea; and so did Evan Hartman, unit supervisor, and Bill Bryan, an outstanding soil scientist, both from the Soil Conservation Service who were at the meeting that night.

The county fairgrounds were selected as headquarters for this golf soil-judging tournament. The grounds had numerous facilities for handling large crowds. Either the large grandstand or the sales pavilion could be used for grouping the contestants as they received a soil-type demonstration and pre-tournament instructions. These buildings were all wired with elec-



4-H contestants, Park Nelson, Charles Roy, and Wilbur Heil, get the feel of the soil texture.



Sixteen people were kept busy in grading, recording, and tabulating the scores of the 300 contestants.

tricity which could be used to operate various electric tabulating machines. The sales pavilion was even better because it could be easily heated in case the weather proved uncooperative.

The next question was where could we go to get enough soil types, close enough together so that transportation would not become a serious problem. Bryan, Stan and I spent a full day and a half spotting possible soil types close enough together so that the contestants could easily walk from one hole to another. There are about 75 different soil types in Sherman County. However, the ideal situation never quite materialized, and the soil types were grouped in two general areas. One group of four soil profiles was located on the fairgrounds; and the other, across the Middle Loup River, had 12 holes in an area which covered some valley and upland ground.

The Loup City implement dealer heard about the contest and climbed into the cab of one of the big trucks to help transport the contestants from one location to the other. One of the Soil Conservation District Board members furnished another truck, and between the two we had all the transportation we needed for the contest. A shuttle system was worked out, and the trucks were full coming and going.

A score card developed in Missouri gave us a pattern with changes to make it fit Nebraska conditions. Each hole was to be graded on a multiple-choice basis. The contestant first put in the number of the hole to be judged and his own contestant number, then crossed out the proper number as it fitted this particular soil profile. When each was graded he tore off the small check sheet and gave it to the caddy.

Each hole was large enough for 20 to 30 contestants to easily see the profile. Ten minutes seemed to be ample time for all to grade each hole; actually, 12 to 15 minutes were allowed before the group moved on to the next hole. The caddy was in charge of the group, kept time, and collected check sheets which

were turned over to a liaison officer. This officer moved constantly from group to group and back to the clubhouse.

A large force of graders and tabulators equipped with official placings and adding machines went to work immediately after the first scored papers came in. The 300 contestants turned in about 4,000 scored papers to be graded and tabulated. The last paper was turned in at 2 p.m., and 2 hours later the entire tournament had been tabulated and the winners announced.

Bill Bryan, the soil scientist from Kearney, who had attended the



United Nations Marks Its Sixth Birthday

For the United Nations Major N. B. Banerjea commands on Indian ambulance unit in Korea and represents one of the nations working with us for peace and freedom throughout the world. Extension workers, as well as representatives of hundreds of other organizations in the United States, are using October 24, United Nations Day, to encourage a better understanding of the goals and accomplishments of this international organization since the United Nations Charter went into effect October 24, 1945.

first planning meeting, gave a critique and official placing on each soil profile. This follow-up is one of the most important items in the whole tournament. It is the climax of the whole educational program.

The tournament was something new and interesting. Every radio station had it on the air. Cal Orr, of the university publicity department, was busy taking pictures, making up 45 minutes of tape recording, and getting the facts for press stories.

Considerable advance preparation was made for the event. The holes were dug the day before and a flag mounted in each hole in typical golf-course fashion. These holes were dug through the subsoil and one side sloped to permit contestants to easily see the profile.

Invitations were sent a week in advance to county agents, vocational agriculture teachers, and veteran training instructors in all the neighboring counties. Twelve counties were actually represented in the contest.

● DORA DEE CALHOUN WALKER ("Mother Walker"), 93, of Appleton, Allendale County, S. C., one of the earliest home demonstration agents, died at a Columbia hospital, May 26. She entered home demonstration work before the passage of the Smith-Lever Act and retired in 1946. She is credited with organizing the first home demonstration club for farm women in Bethel community of Sumter County. When the Cooperative Extension Service was set up she was named assistant State home demonstration agent for South Carolina.

Her devotion to improving the lot of rural women of her State and her loyalty to them made her dearly beloved both by her associates in the Service and the rural women with whom she worked. Several years ago the REVIEW ran a biographical sketch of "Mother Walker," and frequently letters would come into the editorial office saying "I called on 'Mother Walker' this week. Her spirit is wonderful, an inspiration to all who talk to her."



Russell Underwood, marketing specialist, looks on while Margery Porter uses the picking machine at Cheshire Fair, Keene, N. H.

CHESHIRE FAIR in Keene, N. H., discontinued holding a poultry show a few years ago because exhibitors failed to isolate birds shown after they returned from the fair. Result: Several outbreaks of contagious poultry diseases.

Visitors to the fair kept asking where the poultry show was. To provide a small showing without the danger of spreading disease, the 4-H Club department tried a new stunt at the 1951 fair. For several years 4-H Club members have participated in the State Chicken of Tomorrow Contest. This year about 100 boys and girls in the area served by Cheshire Fair were in this or a contest sponsored by the Fitchburg Cooperative. After the contest, successful growers had around 15 roasters on their hands to dispose of. At a field day held in Cheshire County a few weeks before the fair, some were trained to completely prepare birds for the market or the freezer. Then the fair offered club members a chance to exhibit not more than 2 roasters each with the provision that they must dress them off the last day of the fair and take them home or sell them. Russell Underwood, marketing specialist, judged the birds before and after dressing, and the complete score was used as a basis of awards. He also brought with him cones, sticking knives, a semi-scald tank, and a small picker. He supervised the job as the members took over. Most of the birds were sold that evening New York dressed, and the young owners went home with the

4-H Poultrymen

at the Fair

money and the knowledge of how to prepare chicken for retail trade.

For 3 years now Cheshire County 4-H Club members have had instruction in this important process in good marketing as a supplement to the Chicken of Tomorrow Contest. Results: Several members have increased their roaster-raising business and built up a retail business among the summer visitors or neighbors. Richard Warren, extension poultryman, started the program the first year at the field day and was assisted by Archie Coll, a Jaffrey poultryman.

Another Cheshire County poultry project that also involves a dressing school each year is the Rotary-sponsored capon project. Ten Rotarians give 10 club members 25 male chicks and pay for the caponizing. At the Rotary meeting just before Thanksgiving the sponsors invite the club members to the Keene Rotary meeting at which time a dressed capon ready for the oven is presented to each sponsor. Because of the training the members receive, most of the remaining capons are retailed by the club members.

Learning Fire-Prevention Techniques

WORK of North Dakota 4-H members in preventing fires on farms and in rural homes was recognized in a special ceremony in Fargo honoring two 4-H members for achievements in fire prevention.

Arvis Westlind of Cando and Donald Nelson of Mayville were selected to receive the recognition for the State's 14,000 club members, reports John J. Zaylskie, State extension forester and safety agent. Last year, he says, 5,299 individual 4-H members reported work actually done in their homes and on their farms to prevent fires.

Miss Westlind has been a 4-H member of the Wild Rose Club for 6 years. Donald Nelson is a member of the Goose River 4-H Livestock Club and has been a 4-H member 8 years.

Fire prevention activities engaged in by 4-H members include location and correction of all kinds of fire hazards. Educational programs of the Extension Service are teaching the young farm folks to be on the lookout for defective home heating and cooking systems, electric wir-

ing, careless use of matches and smoking, and to clean up trash and other materials which might catch fire easily.

Best-Buys Program

(Continued from page 165)

still more aware of the program. A weekly radio show, the Homemakers' Quarter Hour on the University Station KUOM, features Mrs. Eleanor Loomis, extension consumer marketing agent, as guest with a discussion of best buys—how to market for them and how to use them.

Ease with which the homemaker picks up the daily best-buys information is perhaps one of the reasons for the effectiveness of the program. She has only to tune in to any of eight radio stations at a specific time during the day to pick the report off the air. Or she can wait for her afternoon paper, where she finds the information.

4-H Forestry Lab de Luxe

AUSTIN N. LENTZ, Extension Specialist in Farm Forestry, New Jersey

THEY learn how to manage woodland by doing. Lucky 4-H'ers they are, those boys and girls from Jackson Township, Ocean County, N. J. Just listen—140 acres of pine and oak forest in which to romp, work, and study.

The Board of Education of Jackson Township owns the 140 acres of woodland. There were no plans for management until Ocean County 4-H Club Agent Arnett L. Kidd, "Cap" Kidd to all 4-H'ers who know him, proposed the idea of letting the Van Hiseville 4-H Club take over.

Here's what happened. Mrs. Lucy Holman, Van Hiseville school principal, aided by 3 staff members, organized the clubs. The forestry club has 58 members under the guidance of Lindsey Leming. Their aim is to manage the cutting of the woodland, harvest a crop of wood, and protect the area from fire in general, build up the productivity of the forest.

The nature clubs, led by Mrs. Martha Hurley and Mrs. Esther

Van Hise, have 68 members. They specialize in general nature study—developing nature trails, picnic and swimming areas, and providing bird sanctuaries.

In 1948 the older boys making up the forestry club laid out plots 40 feet wide and 100 feet long. Each club member surveyed his own block, set his corners, and painted his name on a sign staking his claim. Today one-tenth of the entire forest has been improved.

Forest improvement to this club meant thinning, removing cull trees, pruning pine, and planting in open areas. Those boys have the "know how" when they go home to Dad's wood lot, for they have had practical experience.

The boys and girls in the nature clubs were not husky enough to wrestle trees, but they gave a good account of themselves by conditioning 2½ miles of nature trail for hikes. In addition, they worked with the forestry club in planting trees. They made a 4-H picnic ground, built bird houses, and

also developed a bird sanctuary.

Every Thursday afternoon through fall, winter, and spring you will find club members meeting to carry on their special projects. The 4-H forestry laboratory idea is spreading to other parts of the county.

This program has been a success, thanks to a farsighted principal and her staff, a generous and wise board of education, but most of all because of a group of serious-minded, hard-working 4-H'ers who believe that only practice makes perfect and only by doing do you learn.

In Controlling Cotton Insects

(Continued from page 164)

six. He examined every net, explaining the work of each insect, injurious or helpful, as it appeared in his examination. The demonstration was well received, and it was decided to hold another later in the season.

How effective was this part of our program? That is hard to measure. Our field counts showed the lowest average for the time of year and stage of cotton growths that we can recall. So far we have heard of no cases where some new worker identified a predator or helpful insect as an injurious one, as has happened in other years.

Often we meet these workers for commercial concerns in the field and consult with them, and usually our counts and theirs are about the same. Many call at our office for help in problems which their limited training has not equipped them to solve. We feel that by working these men into our program the end result will be a better job of insect control, less dusting when it is not necessary, and higher yields of good quality cotton.

● Twelve copies of The United States of America, Its People and Its Homes are being sent overseas by the home demonstration clubs of Jefferson County, Ark.



4-H members prune pine trees for better saw timber in Ocean City, N. J.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

New Life in Old Pastures

We usually think of renovation as a springtime chore. But right now is the time to begin renovating pastures. Pasture renovation simply means converting an unimproved pasture to an improved one without growing an intervening cultivated crop. Fall is the time to start—with manure, lime, and disk harrow. Next spring will be the time to fertilize, double disk and reseed.

Renovation pays. On rough land in southwestern Iowa a renovated pasture of birdsfoot trefoil and Kentucky bluegrass produced 213 pounds of beef per acre as compared with only 97 pounds from unimproved pasture. The extra 116 pounds of beef cost only \$5. Renovating worn-out pasture land at State College, Pa., boosted the yield from less than 1,000 pounds of dry matter per acre to more than 6,000 pounds—the equivalent of 87 bushels of corn per acre. Renovation definitely pays.

Key to Corn Leaf Blight Found

Resistant inbred lines hold the answer to the 50-year threat of leaf blight in corn, say our corn specialists. This disease shows up every year, and infection spreads rapidly if the weather is wet during much of August. The lower leaves turn yellow as though damaged by drought or frost, and the stalks may be weakened and weight of grain reduced. Losses in forage may go as high as 30 percent. No commercial hybrids now have resistance to leaf blight.

Experiments at Beltsville, begun in 1942, show that resistance to the disease is inherited and can be incorporated into new lines. Furthermore, resistance has been found in breeding material from several States. The next step is to combine

this resistance with other good characters and originate new lines.

Hard To Believe—But True

I want to pass along one of the most dramatic success stories to come out of agricultural research.

The horn fly, as most people know, is a blood-sucking pest that bothers cattle. Horn flies are bad during the warmer seasons all over the United States. Our entomologists knew these pests were important, but they didn't know how costly they were until 1945 when cooperative experiments were begun to find out if it would pay to control them.

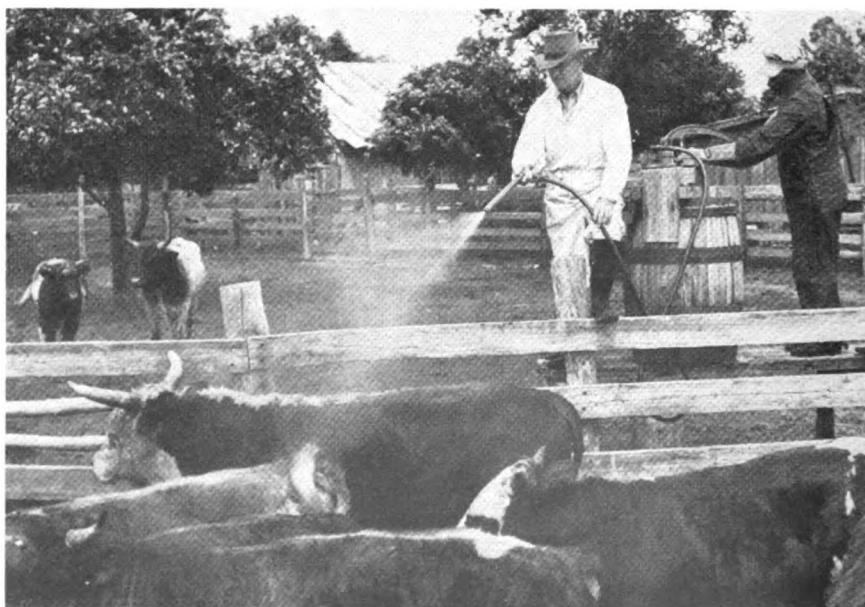
It didn't take long to find out. Cattle sprayed with 3 cents worth of insecticides gained an additional half pound a day. Dairy cows gave 10 to 20 percent more milk.

A report was sent in to our Bureau of Entomology and Plant Quarantine. The Bureau's information division took over from there and, with the cooperation of the farm press, radio, extension editors,

and others, lost no time in getting the information to the livestock people. A survey by extension workers in the fall of 1948 and 1949 showed that more than one-third of the cattle in this country were being protected from horn flies.

From these experiments entomologists estimate that horn flies cost no less than 100 million dollars annually during a heavy season. On this basis, the value of milk and meat production has been increased 33 1/3 million dollars. This experiment cost the Department less than \$5,000 and has resulted in one of the greatest changes in livestock management in modern agriculture. All this took less than 3 years.

This story points up two important facts: (1) Sometimes a seemingly simple piece of research pays for itself a thousandfold, and (2) the research job is completed only when its results are put into the hands of those who can use them and in words they can understand.



Business and Extension

(Continued from page 166)

some designs never reach the store because they are too expensive in material or workmanship for the factory to sell at its established prices.

Retailers were as much interested in the dry cleaner's presentation as were the home agents. Through an exhibit of garments from his own plant, as well as from other plants, he explained why some types of clothing were unserviceable. Many belts will not go through cleaning because of imitation-leather backing. On the other hand, customers can avoid some catastrophes by telling more about stains—coffee and other beverage stains should be pointed out to the dry cleaner by the customer. Such stains often show up only after dry cleaning and must be removed while fresh.

A new spot-resistant finish was a high light of the textile exhibit from the fabric talk. The editor of a fashion magazine described methods of analyzing the interests and needs of its readers.

The techniques of the clothing specialists, Ethelwyn Dodson and Frances Reis, in planning and carrying out this conference are of special interest because they contributed to its success.

1. They made personal contacts with each program participant in advance, to explain the work of the home demonstration agents and to explain the purpose and plan of the conference.

2. They gave the home demonstration agents questions to think about and points to look for when visiting the factories and stores.

3. A leader was appointed for each of the four tour groups and was given an advance description of the plans and procedures.

4. A home demonstration agent reporter was assigned to each session. A report is being sent to each person attending.

5. The college clothing staff, the vocational homemaking department, the 4-H Club staff, and the extension supervisory staff advised during the planning and participated in the conference.

6. At the end of the meeting, the

home demonstration agents evaluated the conference and discussed the ways in which it would affect their program.

At the close of the conference, agents were asking: Does a home demonstration agent need a manufacturing center or large retail store to conduct a similar conference and tour for her clothing leaders? The agents do not think so. They believe she has stores with stockrooms, dry cleaners, laundries, and other facilities in her own county. She can use slides to show manufacturing and testing operations. No, she doesn't need the same kind of facilities, but she does need the same kind of plan.

How will the agents profit by what they learned at the confer-

ence? One said: "Now I have current information on textiles to use in my clothing program, some good techniques employed by the clothing specialists, as well as by the business people, and ideas on developing better public relations in my job."

As one new agent at the San Francisco conference put it, "I haven't asked retailers for help because I haven't known how. Seeing the methods of seeking help has shown me how to go about it."

Perhaps the keynote of the conference was expressed in the comment of another home agent, "Clothing is a way of life for the people of the manufacturing world, for us, and for families. We have a common interest."

Rural Ministers and Extension Work Together

FOR TWENTY-THREE CONSECUTIVE YEARS the Virginia Summer School for Rural Ministers has focused on the rapid changes which are taking place in rural life and the relationship of the church and religion to the individual, the farm family, and the rural community in this shifting situation. More than 2,000 have taken part in the classes, and those who have attended one or more sessions insist that "this consistent program is making an indelible impression on the rural church situation in Virginia," reports B. L. Hummel, extension sociologist.

The school is sponsored by the Virginia Council of Churches and the Rural Sociology Department of the Virginia Agricultural Extension Service. This year the 105 persons enrolled represented 11 different denominations and came from 44 counties distributed from one end of the State to another.

All 11 of the denominations represented gave cash scholarships to enable the ministers to attend. In addition, Ruritan Clubs, Granges, Farm Bureaus, cooperatives, county ministerial associations, and com-

munity clubs provided scholarships for rural ministers and their wives. This cooperation is one of the great sources of strength for the school.

In addition to this short 1-week session at Virginia Polytechnic Institute in Blacksburg, there are 1-day sessions held in counties throughout the State during the year. These are called county rural life institutes. They bring together the ministers of a county with the various public agencies in the county, including agricultural, public health, public welfare, and the county school superintendent. In this way they get acquainted and exchange ideas about programs and county problems with the ministers.

"Strong, well-trained leadership is a necessary requirement if the church assumes the right position in rural affairs," asserts Mr. Hummel. "These State and county activities with rural ministers serve this purpose, and they also serve to build relationships between the Extension Service and the church leadership, which can help in getting extension information to families and motivating them to use the Extension Service."

LET'S BE READY!



**NATIONAL
4-H CLUB
ACHIEVEMENT
WEEK**

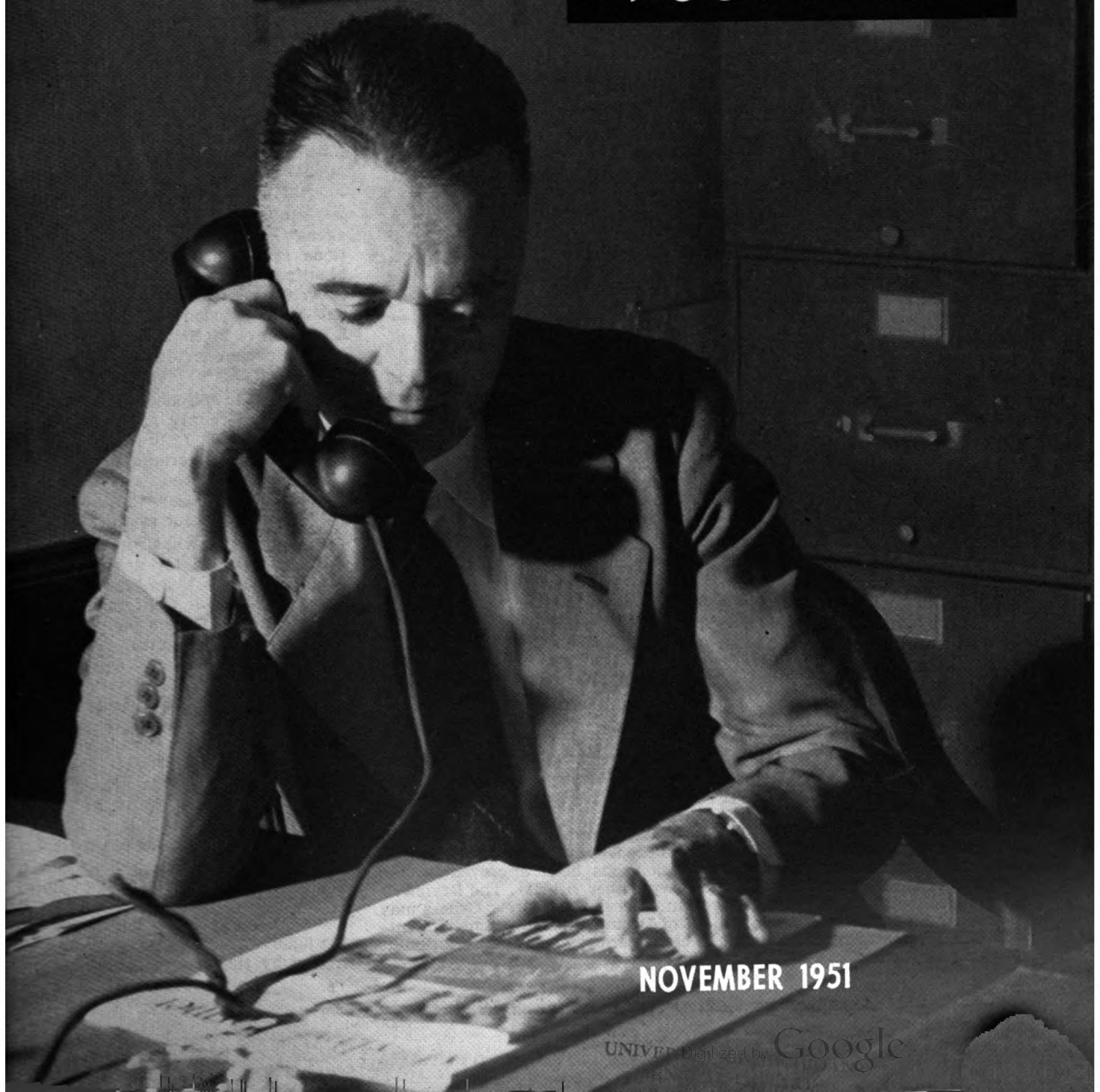
November 3-11, 1951

It will recognize and honor the accomplishments of the 2 million 4-H Club members who are finishing a year's effort toward their goals. Sharing in the honors are the 275,000 voluntary local leaders of 4-H Clubs. Nearly all 4-H records were surpassed in this first year of the national 4-H defense program.

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EXTENSION SERVICE
Review



NOVEMBER 1951

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The Cover

● County Agent W. G. Myers of Howard County, Md., takes a telephone call in his office, one of the ways in which he advises farmers and farm families in his county. More than 5,000 agents and their assistants are the subject of the discussion, "The Specialist Looks to the County Agent" in this issue. The picture was taken by George W. Ackerman, formerly extension photographer.


Next Month

● The first article in this month's issue aroused considerable discussion among specialists and county agents. The specialists have their inning this month, the county agents will speak to the point next month.

● Still on the theme of the county agent's job will be two contributions from North Dakota agents. Maurice A. Ellingson of Stark County writes a testimonial for radio as "his best extension tool," and Verne E. Kasson of McHenry County tells of an exchange of color slides among agents.

● A dramatic episode in the life of an associate county agent will be described by B. J. Przedpelski of Marathon and Portage Counties, Wis., who conceived the idea of "Good Neighbor Day" and developed it into a major event.

● An article on what rural people read is scheduled for next month in our series of articles growing out of the National Conference on Rural Reading. Others include the first article last month, "Knowledge Needed for These Demanding Times," Madge Reese's article in this issue reporting on extension activities to stimulate reading and making good books available to rural people, and next month Gladys Hasty Carroll's article on what rural people want in the way of reading material. Articles planned for later issues are a discussion of youth and books by a New York librarian and a 16-year-old 4-H Club girl, and an account of how a Michigan home demonstration agent stimulates good reading, written by the county librarian.



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Extension Service Review for November 1951

FOOD FACTS FESTIVAL



MARY ALICE CROSSON
Assistant Extension Editor
Purdue University

FOOD Facts Festival was the theme of a consumer-education meeting in food-marketing program conducted by specialists before large audiences during the summer agricultural conference held on Purdue University campus. This informative program was made possible by the splendid cooperation of the various departments, and the same program was repeated 2 days both morning and afternoon before different groups at each session.

Rural and city homemakers from all parts of Indiana, neighboring States, Hawaii, and leaders from other countries who were in the United States at that time attended. This was an open meeting, and many husbands were present. Home economics extension club members, representing their clubs, took notes on the meeting to be able to give detailed reports at their next club meeting.

C. B. Cox, retail marketing specialist, Purdue, presided on a stage resembling a retail market with counters filled with meats, fresh fruits and vegetables, canned goods, and other food items.

To help homemakers shop more wisely, H. A. Stuckenschneider, retail marketing specialist, Purdue, was behind the meat counter to answer questions for Mary Sicer of West La Fayette, who took the part of the shopper. He pointed out that less tender cuts are not as popular as the tender cuts, so they sell at lower prices but can be just as tasty when properly cooked. With meat from the showcase he identified different cuts for the shopper and pointed out factors to observe when buying meat.

Opal D. Stech, Indiana extension nutrition specialist, played the role of food demonstrator in the store. With meats which she had previously prepared, she explained to the shopper the importance of cooking all meat cuts at low temperatures. Shrinkage figures and drippings were compared. She emphasized that after the meat has been properly selected it is important that it be properly prepared to save greatest nutritive value. Miss Stech explained the use of the meat thermometer for accuracy in getting the degree of doneness. Suggestions were given for proper home storage of meat.

Milo Lacy, extension economist of U. S. Department of Agriculture, was at the canned-goods counter.

He brought out the importance of reading labels so that the consumer can learn the size of the can, servings, kind of pack, grade, meal preparation tips, and menu suggestions.

Mrs. Mary Rose, home economist, likewise played the part of the store demonstrator. She showed how to prepare quick and easy meals from canned goods.

Eric Oesterle, retail marketing specialist, Purdue, answered questions for the shopper at the fresh-food counter filled with cantaloups, watermelons, fresh peaches, sweet corn, and carrots, as well as green leafy vegetables. "Moisture and cool temperatures are essential to help retain the water-soluble vitamins in fresh vegetables," he said. These are made of 90 percent water, and it is just as important to have correct storage in the home as in the store.

After Mr. Oesterle gave suggestions and showed the proper care and selection of fruits, vegetables in the store and in the home, Miss Stech showed the proper cooking methods to save the greatest nutritive value.

Color slides made by H. R. Knaus of the Visual Aids Department

(Continued on page 189)



White birches beckon the wayfarer to picnic grounds in the Eames Memorial Park, a "4-H Heart" Project.

COOB COUNTY, N. H., 4-H Club members have had a real opportunity to participate in a "Heart H" project which has objectively developed a sense of civic pride within them.

In January 1950, John B. Eames, a member of an old New Hampshire family, deeded a piece of his property to the State of New Hampshire in honor of his parents. This particular piece of property, 2.13 of an acre in size, bounds the east and west side of U. S. Highway 3. Beautiful white birches flank the highway and are also abundant in the rest of the area.

This beautiful area is rich in historical information; it was near here that Fort Wentworth was built as a garrison to be used, in part, by Robert Rogers and his Rangers during the 1750's against attacks from Indians, and later during the Revolution against possible hostile attacks from Canala.

The Eames family purchased the entirety of Coos County from the Indians about the year 1771 for a "bushel of corn and a blanket for the squaw." The old Eames homestead stands near the site of the birches and until recently was never out of the hands of the Eames family.

'Heart H' Leads to Civic Pride

GEORGE W. WIESEN, JR., Coos County, N. H., Club Agent

In 1950 a group of Coos County 4-H'ers thought the deeded land would make a nice picnic area and after some thought decided it was a wonderful "Heart H" project in which many 4-H members might like to participate.

Members of the County 4-H Advisory Council and the county club agent agreed that it was a worthwhile project and informed the New Hampshire Highways that they would be happy to develop the area. A planning committee composed of a local 4-H leader, the county club agent, county forester, and the superintendent of highways was set up to formulate plans for the area. 4-H Club members went to work. The county forester demonstrated practices to be used in cutting, pruning, and planting. The club agent organized the work groups which had the big task of felling and removing old or dead trees, cutting brush, raking and removing rubbish, building a small pond, sinking a sand-point well, building a stone retaining wall, filling and grading bank areas to prevent erosion, planting flowers, painting waste cans, placing picnic tables, and acting in capacity of safety crews.

Folks in the nearby communities became interested and aided in the project by helping to remove brush. Crews of the Public Service Electric Company and highway department from Groveton lent the young folks a hand by hauling away debris, hauling in loam, and helping to place the granite memorial.

John Eames, donor of the area, presented a bronze plaque to be used on the granite memorial which was inscribed to pay tribute to his parents.

The formal dedication of the area was made on July with a

group of more than 150 people attending in spite of a heavy down-pour of rain. The New Hampshire Commissioner of Public Works and Highways, General Frank D. Merrill, was the chief speaker. Mr. Eames and his sons unveiled the memorial.

Plans have been made for the perpetuation of the birch trees which attract so many tourists and residents to the picnic area. The job these young folks have done certainly has bolstered their thinking toward civic projects and has strengthened their realization of the meaning of the "Heart H."

Safety Story

The Oak Ridge 4-H Club in Barry County, Mo., worked on a safety program this year. Below is a story that Carl Lewis tells of things he has done to promote safety:

"I painted the gas can red and the kerosene can green so that my mother would not put gas in the oil stove. I turned over all boards that had nails in them so as to keep cows and people from stepping on them. I picked up the rake and put it in a safe place to keep someone from sticking it into his leg. I picked up all the broken glass over the yard and put it in the trash pile. The reason why I picked up the glass was that I cut my own foot on it. I pushed the lawn mower around and put it into the shed to keep someone from falling over it. I made a little box for the matches because they get struck very easily.

"I took a shell out of my rifle and put it up where my little brother couldn't get it and play with it, for he is too careless. I hung the brush hook up so that no one could cut his leg on it."

Books for Rural People

MADGE J. REESE, Field Agent, Western States, U. S. D. A.

When about 100 people, whose bond was a common interest in books, came together for a conference on rural reading, the Extension Service prepared for its role at the conference by surveying what was actually being done through extension programs to stimulate reading among rural people and to make good reading accessible to them. Miss Reese, who summarized these findings for the conference, prepared this report for REVIEW readers. Other high lights of the conference will be included in later issues.

IT IS worth while to take time to speak of the influence books can and do have in the lives of people. Because the Extension Service believed this, a conference was called in Washington September 24-26 including various interested agencies and individuals. Here the power of books and their effect upon human institutions and the affairs of the world was acknowledged.

In the keynote address to the conference, Dr. Carl R. Woodward, president of the University of Rhode Island, said that "although reading habits have changed and will continue to change with the development of other media of communication, reading will remain the main channel of acquiring information of a permanent nature." With respect to rural America, he stated that "we are safe in assuming there are still millions in rural communities with an insatiable appetite for the fare which comes only by way of the printed page. Let us see that they get sufficient literary nourishment of the right kind. They are going to help determine the future course of America's progress." Dr. Woodward said further in his address that he thinks extension workers are the key people in any Nation-wide program for the promotion of rural reading.

If extension workers are to be the key people, it is well to take stock of present extension activities and

achievements. This was done in preparing for the conference.

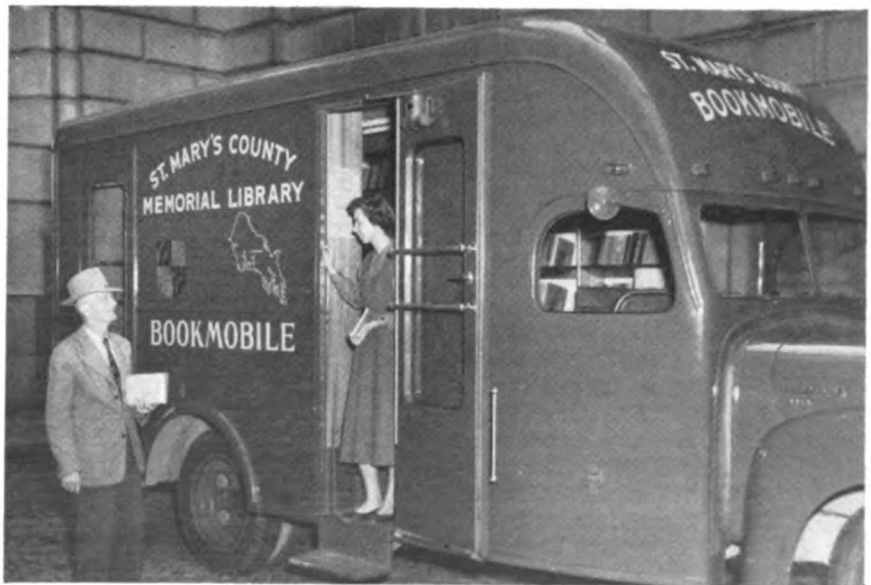
At least 30 States report good working relations between the State and county libraries and the county extension offices in making books more readily available to rural families. Reading lists of approved books are put into the hands of a large number of families through home demonstration groups and 4-H Clubs. Many of these books are on the bookmobile shelves. In Jef-

erson County, Ark., 14 home demonstration club chairmen served as librarians in their communities in 1950. The bookmobile left 20 to 30 books in each community on each trip. At least 4,000 books were read by rural families in the one county during the year. In Louisiana in some of the 28 parishes having bookmobiles it has been known for the great-grandmother, the grandmother, and the grandchildren to eagerly meet the bookmobile at its regular stop to get books for four generations.

The State Traveling Library of Vermont, with its five district bookmobiles, has operated successfully since 1946. The home demonstration groups of the State, through organized effort, donated one of the bookmobiles and have more recently replaced the original bookwagon and have donated extra books and phonograph records to each of the district bookmobiles.

The Georgia State Home Demonstration Council raised \$2,500 toward a bookmobile to serve as a demonstration in teaching the value of libraries to counties and areas in the State not now served with adequate library facilities. This bookmobile is operated by the State Department of Education and has

(Continued on page 190)



This modern Maryland bookmobile demonstrated to those attending the conference on rural reading how such a mobile unit can bring books to isolated rural areas.

Leaders Trained in Creative Arts

Texas Club Women Study Design in Crafts at Two Workshops

KATE ADELE HILL, Specialist in Field Studies and Training, Texas

A NEW TURN was given to leadership training in Texas last July when two crafts design workshops were conducted for home demonstration women. Texas Technological College at Lubbock and Texas State College for Women at Denton cooperated with the Agricultural Extension Service in sponsoring these workshops.

Representatives from 7 extension districts and 38 counties were included in a total attendance of 57 women. Design was emphasized rather than skills. Wood, plastic, water color, pencil, leather, and metal were the media used in applying the designs. At Texas Technological College, the workshop was taught by Martye Poindexter, Mrs. Ethel J. Beitler, and Quepha Rawls, home economics faculty members. W. S. Higgins of the TSCW faculty taught the workshop there.

Miss Poindexter sums up her impression of the workshop at Texas Tech in this way:

"We went into the workshop with our fingers crossed but with a great deal of faith in our purposes, methods, and ability of the women to create designs under favorable conditions. Now, as we look back on that week's work, we all feel that our faith was well founded. The women showed equally as much aptitude for creating their own designs as do college students who are trying for the first time and did the work in the same length of time."

The workshops were set for July 9-13 at Texas Tech. To Doris Leggett, district agent for Extension District 1, goes credit for the first idea on this workshop because she actually thought it up. Others helping in the planning were Maurine Hearn, State home demonstration leader; Dean Margaret Weeks of the home economics division; and Miss Poindexter. For the TSCW workshop those responsible were Miss Hearn; Kenneth Loomis, head



Class-work time was spent in creating designs.

of the fine arts department; Dr. John A. Guinn, president; and Lida Cooper, district agent for Extension District 4.

The purpose of these workshops was to train leaders in creative arts so that they might return home

and train their fellow club members. Miss Poindexter expressed a hope that "these workshops can serve as a beginning of crafts work that will be more satisfying to them and to those of you (extension workers) who work with them."

Young Negro Farmers Buy 2,000-Acre Tract

WITHIN the last 5 years, 22 young Negro tenant farmers, most of them veterans, of Hamilton County, Fla., have purchased a 2,000-acre tract of cut-over land in the West Lake community, reports District Agent J. A. Gresham.

The tract has been divided into plots ranging in size from 40 to 120 acres; and the young farmers have worked cooperatively in clearing the land with axes, tractors, and bulldozers.

With money saved while serving in the armed forces, the veterans either made the down payment or paid in full for the land. County Agent N. H. Bennett encouraged the men to confer with the lumber

company, owner of the land, about selling it. The firm agreed to sell the young tenants 2,000 acres at from \$5 to \$10 an acre.

Prior to this purchase, most of the land in the West Lake community was operated by tenants. Families of the few colored owners in the area piled up on one another, barely eking out an existence.

Today, many of the new owners have built homes and are raising good crops. They raise cotton, tobacco, peanuts, corn, hogs, and cattle. Although the land is not highly productive, the young farmers are building up its fertility by plowing under legumes and using commercial fertilizer.

A Dream Comes True

JAMES F. KEIM, Youth and Community Activities Branch, Office of Land Commissioner, Wuerttemberg-Baden, Germany

FRITZ STREMPFER is a farmer living on about 50 acres of land in the little village of Weckelweiler in Kreis Crailsheim, Wuerttemberg-Baden. Mr. Stremper does not know the meaning of the word "cannot." Temporary rebuffs merely spur him on.

Through his initiative, a Home Folks High School Program has been developed at Kirchberg-Jagst. Short courses for rural folks, especially young people, have been held during the past two winters. This winter a short course will be housed in a picturesque old castle perched on the side of the river. This he has organized and carried through, surmounting all sorts of difficulties—difference of opinion as to how the course should be held and particularly the problem of financing the same.

Next, he tackled the job of setting up a traveling school to teach farm youth the elements of farm

shop work. He is still tracking down the difficulties that so far have halted him.

However, he has gloriously succeeded on two other projects dear to his heart. They have been developed by the Jugendhilfe Land local organization. Their purpose, simply stated, is to give boys and girls a chance to learn agriculture as a life work under conditions which are wholesome and appeal to youth. The girls' home is under way, and Mr. Stremper is constructing it in the upper story of his own house. Light, airy, comfortable rooms—it is indeed a "heaven" for the girls now living there, who come from Schleswig-Holstein where the refugee population equals that of the local citizens.

Next will come the rural youth center for boys and the presentation of the check for more than 36,000 DM—American funds made available by U. S. Resident Officer

Malcolm Thompson in the name of the Board for McCloy Special Projects.

He still has much to do before this project is finally realized. He is a Progressive and, as such, has stirred up opposition on the part of the Old-Time Conservatives.

I like him because he is the kind of rural community leader that I know back home in Pennsylvania. He makes me feel as if I were back there, and it is a good feeling. After one works over the hills of Pennsylvania year after year as a 4-H Club leader, one learns to know a good rural leader when one sees him.

Agents Assigned to Conservation Problems

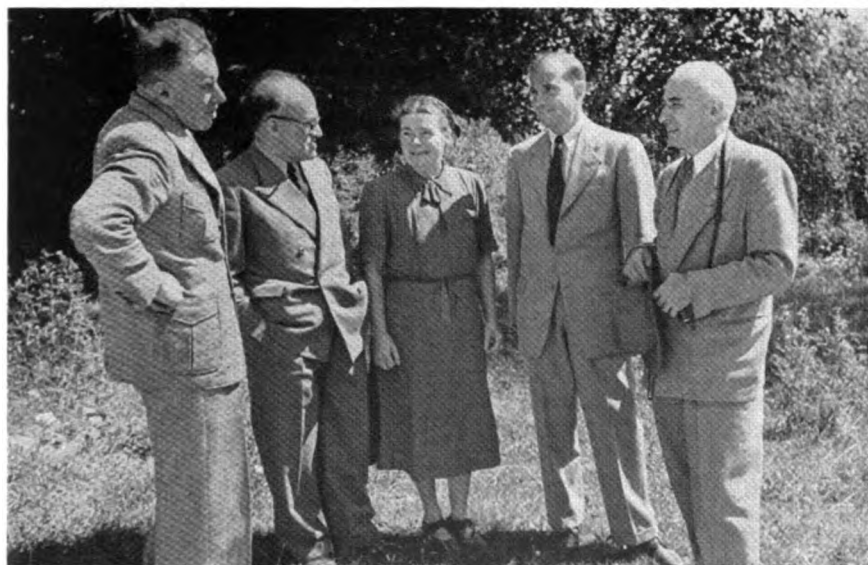
The University of Minnesota Agricultural Extension Service took steps toward a more vigorous soil-conservation education program recently when it assigned six new assistant agricultural agents to work exclusively on soil-conservation problems.

Four additional agents will be hired later under this program.

These assistant agents work directly under the supervision of the local county agricultural agents. Programs being carried out by the new assistant agents are planned cooperatively by the respective county extension committees and supervisors of local soil conservation districts.

Special funds, totaling \$95,000 per year, were appropriated by the recent session of the Minnesota Legislature to carry out a soil-conservation program in the State. Of this, approximately \$35,000 was set aside for operation of the State soil conservation committee and soil conservation districts. The remaining \$60,000 was provided the Agricultural Extension Service to "employ educational workers and farm planners in the advancement of the soil-conservation program in the State."

The appropriation grew out of the efforts of the Minnesota Soil Conservation District Supervisors' Association, which wished to see soil conservation practices applied to the land more quickly.



Fritz Stremper and his wife outlining the aims and objectives of the Jugendhilfe Land Verein on the site of the proposed home for boys. From left to right: Fritz Stremper; Russell L. Wise, cultural affairs adviser; Mrs. F. Stremper; Malcolm Thompson, U.S. resident officer of Kreis Crailsheim; and James F. Keim, adviser on youth reconstruction.

THE CORNELL EXTENSION CLUB, composed largely of New York extension specialists, decided to debate the question of just what is the job of the county agricultural agent—not because they wanted to mind someone else's business but because, as one specialist put it, "We are interested in the county agent's job as the spigot, on the specialists' barrel of knowledge."

Four specialists were elected to represent various viewpoints. Many thought-provoking ideas were introduced which have been argued pro and con in New York. To let more extension workers into the fray, a summary is presented, and next month the Review will carry some county agent comments.

What the Farm Does to the Farmer

The county agricultural agent should be interested in what the farm does to the farmer and his family as well as in what the farmer and his family do to the farm. To what end scientific agriculture? To what end increased production and economic gain? If he has as his objective "helping the farmer increase his standard of living," what is really involved as ends and means-to-such-ends?

I do not quarrel with the fact that the county agricultural agent's job is one that requires public confidence born of proven competence in the dissemination of the insights of research and in stimulating their effective application. Farmers expect it; citizens of the community expect it. He would soon lose confidence if he did not perform these significant services. He has a professional job to do. But it is not a job with a restricted, narrowly conceived function.

The county agricultural agent should never lose sight of the primary fact that the heart of his profession is his relationships with people; he works with farmers and their families, and with bankers, merchants, teachers, ecclesiastical leaders, children, and youth. The effective realization of his professional objectives requires change in human behavior: changes in attitudes, habits, skills, and values. He is vitally concerned with the pro-

motion of effective teamwork: in families, in farmer-groups, in civic groups, in youth groups. Essentially he is an educator, a teacher, stimulating the development of the potentialities of human beings. As an educator he must possess a cultivated sensitivity to the mainspring of human motivation and skills in dealing with people which permit him to stimulate the release of human energy—in persons and in groups—in the direction of desired behavior changes.

As an educator, he must be as concerned with the long-range goals as he is with short-range goals. He must have come to some defensible conclusions as to the things that matter most as concerns his own life and the lives of his fellow men. He cannot escape the profound responsibility which is his to give attention to the feelings, the thoughts, the attitudes involved in the human problems and the human values related directly and indirectly, to what he does with and to farmers and fellow citizens. The new frontier all of us face, including the county agricultural agent, is not geographical nor technological; it is the frontier of human relationships.

Many insights of practical value to the county agricultural agent in helping him to be and to become a more effective extension worker are being discovered by the science of human relationships. Management, labor, medicine, education, the military are searching for and making application of these insights. The Extension Service is making use of them. Help given county agents to increase their effectiveness in the use of communicative skills, the development of leadership, the art of program planning and administration, the development of effective teamwork and high morale, increasing the emotional stability of family life, the constructive direction of individual and group energy, the promotion of programs for children and youth, and the reduction of conflict and increase of cooperation—such help is of primary and not secondary value.—*Royden C. Braithwaite, Ph.D., Professor of Child Development and Family Relationships.*



The Specialist the

Science to the Farm

The primary job of the county agricultural agent is to bring new agricultural science to farmers. The legal basis for this assignment is firmly established by the laws under which the whole Extension Service has been developed.

This agency of government—the Extension Service—has been given this job of teaching new things in agricultural science. It is both a privilege and an opportunity. If the county agent doesn't do the job, some other agency will. Farmers must have the facts. The striking increase in efficiency in farming in recent decades is ample evidence that the development of the job along these lines has paid off.

Admittedly, farmers need help on many social problems, administrative activities, and farm services. The county agent may properly concern himself with these, but he must never lose sight of the fact that he is primarily a "teacher" and not the farmer's "hired man." To argue that a county agent must be the bearer of all the good things in life to farmers is to misjudge this age of specialization. As a teacher,



ks to COUNTY AGENT

he should, of course, use all the skills and techniques he can command to do the job well.—*Lowell C. Cunningham, Ph. D., Professor of Farm Management.*

How to Reach the Goal

There is no disagreement with the basic objective of Extension which is the development of rural people. The objective is men and women who are self-reliant, and responsible civically and socially.

The disagreement comes in the methods used by Extension in working toward that objective. A number of specialists say that the major task is solving problems of production and marketing; that once those problems are solved the basic objectives of Extension will be reached automatically. Another group believes that the direct approach is better; that development of people does not necessarily follow acquisition of wealth; and furthermore, relatively little progress has been made to date in achieving greater economic security for farm families than they enjoyed 40 years ago.

Actually, of course, some special-

ists, while saying that the job is to take agricultural science to farmers, think only in terms of a few technologically progressive farm operators. They appear to be more concerned in using some farm people to promote their technology than in using their technology to promote rural people.

If changes in people are the primary objectives of Extension, let us do the things that will result in the desired changes in people. Let us help them to study themselves and their surroundings, to take stock of where they are going in relation to where they want to go. Let us help them to recognize their capabilities and encourage them to strive for the demonstrated true values in life. Call it program planning, if you will; but recognize it as a primary job—and educational process—not something that precedes the job.

Let us set situations so that many people will have opportunities to test and improve their abilities to become self-reliant, responsible, confident individuals. Training for leadership should be a primary job and not an incidental one. Training leaders for extension teaching offers opportunities as yet barely explored.

Rural people, thus activated and encouraged by county agricultural agents, would want and use the specialists' science in ever-increasing quantities—as means to ends which they have come to know as truly desirable.—*Elton K. Hanks, B. S., Professor in Extension Service.*

Farmers Must Have Facts

Today the Extension Service is the most effective single educational force in agricultural service at work with the adult farmer. This position has been earned primarily through dissemination of scientific facts which when applied by the farmer have aided him in greatly improving the efficiency of his production and the effectiveness of his marketing. In this program the county agricultural agent has been the key man at the farmer front.

Due to the good efficiency of the American farmer, we eat well. But the job of the improvement is far

from done. The years ahead will be more critical in their demands for more of the right kind of food and fiber than the decade just past. New research information from experiment stations will aid agriculture in making these additional badly needed gains. The county agent's greatest contribution toward a solution of some of the big problems of the day—inflation, high taxes, and a prepared free Nation—is leadership in aiding agriculture to do an even more efficient job of production. By such means, we, as a Nation, can more easily live with inflation, pay our taxes, and remain strong.

New research facts are perennial, not affected by change in politics or side interests. The job of research is not completed; it affords a continuing source of new information for the county agricultural agent to put to work on farms in his county. This takes an alert county agent. His job of keeping the pipe line from research to the farmer open is far from easy or one of following the path of least resistance.

Advising agriculture on production and marketing problems is competitive. The county agent does not have a monopoly. The farmer will seek out alert, well-informed advisers. The county agent, however, better than anyone else sees the production and marketing job through from beginning to the end. He is in the best position to give farmers unbiased advice on all factors.

The county agent's primary job is one of aiding agriculture to be efficient and prosperous. Other desirable needs in a better life—those of better diet, recreation, attention to health, educational opportunities, satisfied young men and women on the farm, strong farm leaders, better hired men—will usually follow after the farmer and community prosper, but can never be had without a prospering agriculture.

"Ask the county agent" has become a byword in agriculture. I do not believe we can afford to place in jeopardy this important question which means so much to the average New York farmer.—*Alvin A. Johnson, M.S., Professor, Plant Breeding.*

What People Read and Why

AMY G. COWING, Federal Extension Service

THE UNITED STATES is a country of newspaper and magazine readers. Nearly every person who can read, reads a newspaper. About three out of four people read a magazine, but relatively few people in this country read books.

That's what we learn from readership surveys made in all parts of the country by advertisers, psychologists, book publishers, and editors of newspapers and magazines. Many of these surveys that check with readers to find out what they read give us some answers to *why* Americans read more newspapers and magazines than books. The striking similarity of the findings of these different researchers also suggests a clue to *how* to write information that people choose to read voluntarily.

Research tells us we must slant our information to people's interests as well as to their needs to motivate them to read what we write. People choose to read what *entertains* them or what *helps* them; what gives them ideas for self-improvement. Usually a desire for some kind of success motivates people to want to learn and follow new ideas. You have to identify your information with their interests in some way to get your readers' attention and hold it.

Readership studies show that Horace Greeley's advice on news-writing is as good today as it was a hundred years ago when he said,

"Begin with a clear conception that the subject of deepest interest to an average human being is himself; next to that, he is most concerned about his neighbors."

All the studies show that people like to read about people, especially local people. People like to read what local columnists (including extension workers) say about local activities. Columns are high in readership, partly because they are usually written in informal me-to-you style. The most important word in the English language seems to be *you*. Talking direct to reader helps reader identify himself with information.

Brevity pays off in readers. Readers choose to read what they can read easily and quickly—something they can read on the run, and this is not only true of modern readers, for in the Old Testament (Habakkuk II 2) we find, "Write the vision and make it plain upon tables that he may run that readeth it."

Newspapers and magazines cater to the interests of readers they learn to know through readership research. Maybe that's why people say they get most of their ideas from newspapers and magazines. (Incidentally, many of the farming and homemaking stories that give people ideas are written or suggested by extension workers.)

Newspapers are cheap, available and accessible to all—big factors in their wide readership. People of all

incomes, all ages, and all educational levels find something in the newspaper that interests them. For many the newspaper is an escape from boredom or worry. "When you read the newspaper it takes your mind off other things" was one comment.

Newspaper studies conducted by the Advertising Research Foundation over a 7-year period—1940-47—tell us what more than 60,000 men and women said they read in the 137 daily newspapers studied.

No one reads the whole newspaper, but everyone reads something on page one. Out of 13,000 general news stories in 100 papers, only 500 stories were read by half the readers.

Large pictures, including cartoons, and really good news stories are "tops" with both men and women. No story got 100 percent readership, not even the VE-day story. Score: Men, 94 percent; women, 87 percent.

It's the story and not where you run it, that counts. Running "best stories" throughout paper is sometimes used to insure reader traffic throughout paper.

For both men and women the newspaper is a tool for everyday living. The average woman scans her newspaper from front to back looking for items on what to eat and what to wear. She especially likes recipes. She likes more local and homemaking news than general news. She is less interested in national and world affairs than men who prefer front-page national and world news. More men than women read editorials. Advertisements, editorial pages, and comics hold a slight edge over sports pages among men readers.

Small city daily newspapers and county weeklies are read more thoroughly than large city dailies. Rural people are less casual in their reading than city readers. Many city readers read their newspapers going to and from work or merely glance at the headlines. Rural readers usually read their newspapers and magazines from cover to cover.

What farm people read is brought out in readership surveys of 14

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Into the Irish Kitchen

KATHLEEN B. WEBB
Assistant Extension Editor
Vermont



Anna Wilson gives a demonstration to a group of Irish women.

IRISH WOMEN are seeing a more intimate side of the Marshall Aid Program through a Vermont extension nutritionist. They are learning to "bottle" fruits, vegetables, and chickens, especially the latter.

Anna M. Wilson who, for the past 4 years, has taught Vermont women the latest methods of food preservation—from the hot-water bath to canning in tins and freezing—is now in Ireland for a 3-month mission under the ECA.

In the *Irish Times*, in the column, "An Irishwoman's Diary," Candida writes: "Miss Wilson is getting in touch with the average Irish housewife . . . Coming from America, where methods and equipment are so up-to-date, it might be thought that some of her information would be of only academic interest, but she has taken our way of life into account and is just as happy demonstrating on an open turf fire as she might be with the latest model in radar cookers, or whatever the most up-to-date kitchen equipment is in America."

Anna's canning demonstrations have been praised already as an outstanding success. Muriel Gahan, in charge of the summer courses of the Irish Countrywomen's Association's Summer College, wrote to A. J. Dexter, present ECA chief in Ireland, telling him how much the members had appreciated Miss Wilson's work.

"As a countrywoman herself, she has made herself delightfully at home with us, sharing wholeheartedly in our household tasks and in the various activities at our courses.

The common-sense practical methods she teaches make her work of especial value to our members who are looking for simple ways of preserving garden produce but have neither the equipment nor the means to do this on an elaborate scale."

Miss Gahan continues in her letter to Mr. Dexter: "From what we have already seen, we have no doubts that Miss Wilson's visit will result not only in more and better preservation of existing products but in the growing of more fruit and vegetables and in their better care, now that the simplicity of dealing with surplus supplies has been brought home to us."

Anna left Burlington, Vt., on July 13 to fly to Ireland; and by August 5 she had already given 20 demonstrations. She writes: "For the rest of this month I shall have only one a day. I did two a day for 9 days . . . I have at least 40 demonstrations left."

At the Drogheda Grammar School, Anna showed her usual resourcefulness in using whatever heat was available for her canning. "My stove here at the school is a gas ring about 6 inches in diameter. There are two rows of holes in the ring which supplies the flame. There are three little upturned legs on which the kettle sits, so one must be careful to set the kettle on so that it doesn't tip. The ring is attached to a tank of bottled gas. My demonstrations need to go slow,

so having limited cooking facilities has its advantage. I expect to try canning on an open hearth fire before I leave.

"My water-bath canner is like an oval-shaped, galvanized-iron, half-bushel basket. They call it their boiler. I have a cake rack with the corners bent up for a false bottom. I bought a little aluminum and a little enamel kettle because they brought me a big enamel wash basin when I asked for a kettle in which to cook one pint of strawberries. The Irish Countrywomen's Association bought a little one-burner oil stove because I asked for it and, last week, found two little primus stoves. They are like pressure gasoline stoves, about 12 inches tall and 8 inches in diameter. They are powerful so will heat the hot-water bath. They go out easily, though, so they must be watched.

"My biggest problem is jars—'bottles' here. The Irish bottling company makes a bottle that is about 2½ inches in diameter and 8 inches tall, almost too tall for their wash boilers. The rubber ring is tiny and narrow and tends to roll when put on. The cap-shaped top is held on with a spring clamp. The mouth of the jar is 1½ inches."

To try to remedy the situation for the Irish homemaker, Anna went to the ECA office and showed a few of her jars of food and broken clamps saved from trying to do water bath canning using the Irish jars. Mr.

(Continued on page 191)

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Fertilizer—The Door to Plenty

American farmers could produce almost 6 billion bushels of corn, over 2 billion bushels of wheat, and 2 billion bushels of oats on present acreages. This is nearly twice as much grain as they are now harvesting. Those extra billions of bushels would go a long way toward helping us meet the emergency demand for meat and grain both in this country and abroad.

These spectacular yield increases would come from the application of sufficient fertilizer along with other improved practices. Research has shown that for many crops high fertilization is the best way to get the most from improved varieties, better disease control, and new soil management and planting practices. On the other hand, many cash crops such as tobacco and potatoes and other vegetables would gain little or nothing from additional fertilization.

A recent survey by the Department and all the State experiment stations shows the effects of nitrogen, phosphoric acid, and potash on the yields of crops throughout the United States. Reports have been issued for each region and for the United States as a whole. Since some fertilizers will be short this year these reports will be valuable guides in making the wisest possible use of fertilizers that are available. County agents should keep in touch with their State experiment stations for information regarding plantings in local areas.

New Hybrids for Corncob Pipes

A comfortable chair, a warm fire, and a pipe are a man's standard equipment for November. Men like pipes—they buy somewhere in the neighborhood of 38 million a year.

About 7 million are corncob pipes. Good corncob pipes are made from special corn varieties with unusually large cobs that are hard and tough. ARA scientists are working with the Missouri station (Missouri is the biggest corncob pipe producer) to develop new pipe corn hybrids superior to the open-pollinated varieties such as the Missouri Cob Pipe. The new hybrids went through test plantings this year, and one or two of them should be available for commercial planting in 1952.

Gas-Tight Silos Cut Spoilage

Our dairy scientists have been saying for a long time that the way to keep spoilage down in grass-legume silage is to keep as much air as possible out of the silo. Recent experiments with two special gas-tight silos at Beltsville have provided them with additional evidence. The forage stored in one silo was slightly wilted in the field to 64 percent moisture, and that in the other silo was field-cured further to about 46 percent moisture. Storage losses were much smaller than those usually occurring in ordinary tower silos, and the half-dry silage showed much smaller losses of dry matter, protein, and sugar than the wilted silage. Losses of dry matter in ordinary silos at Beltsville have ranged from 10 to 15 percent. In the first year's results with the gas-tight silos, dry matter losses were only 1.04 percent for the half-dry silage and 5.62 percent for the wilted silage.

Soils Give Up DDT

DDT and other new insecticides weather faster in the soil than first thought, conclude ARA chemists following experiments to find how much and how long these insecticides

remain in the soil. The widespread and heavy use of DDT in orchards has caused concern because of the possible bad effects of large accumulations in the soil on the growth of certain crops. The scientists found that although quite stable for 3 years the amount of DDT in established turf dropped rapidly during the fourth and fifth years. After 6 years only 30 percent remained. Several other insecticides weathered faster than DDT—chlor-dane dropped to 30 percent in a year and a half. It looks, therefore, as if any damage to soils by these materials would be only temporary.

Runts Grow Fast on New Drugs

Regardless of the way its tail curls, a runty pig is seldom profitable. Our scientists have now come up with a finding that promises to convert runts into healthy pigs. In experiments at Beltsville antibiotics added to the diet of weak, unthrifty pigs increased their growth rate nearly 100 percent. The increase in normal pigs was no more than 10 to 20 percent; sometimes none at all.

We do not yet know exactly why the unthrifty pigs react so well to antibiotics. It may be that drugs help to reduce harmful bacteria, or encourage the growth of beneficial micro-organisms in the digestive tract, or provide some unknown growth-promoting substances. Such aids would explain in part why the antibiotics do not have the same beneficial effect on normal pigs as they have on runts.

Our scientists urge farmers (1) not to expect antibiotics to take the place of a good diet, (2) not to use them as substitutes for good sanitary feed practices, and (3) to follow the feeding directions of the manufacturer.

Food Facts Festival

(Continued on page 179)

were used throughout the program to emphasize important teaching points. These slides appeared on a screen above the heads of the speakers as they presented the specific matter related to the slides.

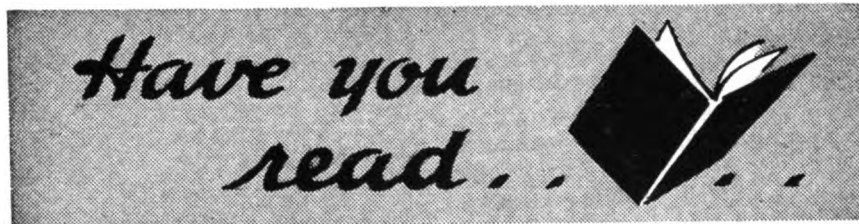
After Miss Sicer shopped at the meat, canned-goods, and fresh-produce counters and had all her shopping questions answered, she wheeled her grocery cart to the front of the stage where Mr. Cox examined her purchases. The specialists, who were behind pulled curtains, summarized their parts of the program while Mr. Cox inspected the contents of Miss Sicer's shopping cart. The curtain then opened, and from the stage the specialists answered the questions from the audience. At the end of the question-and-answer period Mr. Cox tactfully held the audience until the specialists arrived at their respective exhibits in the corridor, where they answered individual questions.

Each demonstration on the stage had its main points reemphasized in the educational exhibits in the corridor of the entrance of Fowler Hall. These exhibits were made possible by the splendid cooperation of the food industry which included packers, wholesale stores, and the Purdue Poultry Department.

AGRICULTURAL MARKETING. Adlowe L. Larson, Professor of Agricultural Economics, Oklahoma Agricultural and Mechanical College, Stillwater, Okla. Prentice-Hall, Inc., 70 Fifth Avenue, New York, N. Y. 519 pp.

● Agricultural Marketing is primarily for one who has had limited formal training in economics and marketing. Its 24 chapters are divided into 6 parts, as follows: (1) Agricultural Marketing in Our Economy, (2) Agencies in Marketing, (3) Marketing Functions, (4) Marketing Commodities, (5) Pricing, and (6) Problem Areas.

Chapters dealing with marketing agencies, buying and selling, risk, financing, storage, transportation,



standardization, several chapters on marketing of major commodities, pricing in marketing, trade barriers, costs of marketing, marketing information, futures trading, and agricultural cooperation are typical of the wide range of topics covered in the text.

The book is well written and descriptive of a broad area of marketing functions, commodity marketing and marketing problems, providing the student with many facts related to marketing and marketing problems.

Extension workers, particularly county agricultural agents and specialists with limited training, who are interested in increasing their knowledge of marketing, will find this book easy to read and understand. In view of the increasing emphasis on marketing education, this book is timely and should prove valuable as a background and reference source of information on a wide range of commodities, marketing problems and methods.—*Luke M. Schruben, In Charge, Livestock, Dairy and Poultry Marketing Section, Division of Agricultural Economics.*

PRACTICAL GRASSLAND MANAGEMENT. B. W. Allred. Sheep and Goat Raiser Magazine, Hotel Cactus Building, San Angelo, Texas, 307 pp.

● This book is a practical, quick reference to grass. The rancher or farmer will find it an easy-to-read book, written for folks who want more profit from the most important crop—grass.

The author writes from a wealth of practical knowledge and experience. He was reared on a stock ranch and studied animal husbandry, range management, and ecology in college. He served as county agent in two counties. Since

1935 Allred has been with the Soil Conservation Service in charge of range work in the southwest part of the United States and at present is working in that capacity at Fort Worth, Tex.

This is the kind of book an extension worker needs for a personal reference library.

The book should be a good reference for both ranchers and college students. Many of the principles described will be of interest to range technicians throughout the West.

WILDLIFE MANAGEMENT—Ira N. Gabrielson, Macmillan Company, New York. 274 pp. 24 pls.

● In this book Dr. Gabrielson presents his philosophy of wildlife management. His is a practical, experienced point of view. No one today is better equipped to instruct the profession than the author, and no student contemplating a career in wildlife management should neglect to read Gabrielson's new book. Others who want to know what the subject is all about can get a good thumbnail sketch from what Gabrielson has written. He summarizes problems, criticises past and present efforts, and offers constructive suggestions for improvement. He covers research, education, and public administration as they relate to wildlife resources—wild mammals, birds, and fish—and discusses sportsmanship and whether public hunting and fishing can be maintained in this country. There is emphasis on environmental manipulation as a means of producing fish and wildlife and general comments on artificial propagation and control, refuges, inventories, and regulation of human harvest. At the end of each chapter there is a list of references, and there is a brief index.—*Edward H. Graham, Soil Conservation Service.*

Books for Rural People

(Continued from page 181)

completed visiting every county lacking bookmobile service.

In California, county extension agents as well as the rural people, make good use of the State and county libraries. The county extension offices can get books on a long-time loan and frequently have a good supply of reference books in their office for their own professional use. Iowa Extension Service maintains an extension library for use by State and county extension workers. This involves reference service in special subject-matter fields, preparation of bibliographies on definite problems or interests and keeping the extension staff abreast of the publications in various agricultural and home economics fields.

The Washington State Library Association features book displays at leaders' training meetings, both in home demonstration work and 4-H Club work, and at county recreation workshops. Librarians in all States have been generous with their time in addressing extension conferences and broadcasting over the radio in interest of rural reading programs.

Extension Reading Programs

In at least 28 States there are planned reading programs conducted through the home demonstration groups, including the younger women. Book reviews are given by the women at club meetings, and group discussion at community meetings may be based on opinions or facts as expressed in good books read by men and women.

Nebraska has had a long-time established reading program. Many clubs are interested in having at least one program during the year devoted to "book panels" or book reviews. The new circular, *Books for Fun*, is popular. Another circular which has wide use is *The Homemaker Selects a Book*, which suggests *Early-Day Books*, *Books of World-Wide Interest*, *Books of General Interests*, and *Books of Rural Interest*.

The Illinois Extension Service offers reading courses in Child De-

velopment and Guidance, Mental Health, Family Money Management, the House and Its Furnishings, Music for the Home, Recreation and Entertainment, and other subjects. Arrangements are made with the State Library for loan if not available in local libraries.

The home demonstration groups in Kentucky make their reading plans. Each club has a reading chairman. Also there are county, district, and State reading chairmen. Some guidance is given by county home demonstration agents. Discussion of books and magazine articles, book reviews, book exchanges are all features in the program of most home demonstration groups.

New York is using special radio and television programs to stimulate more and better reading in rural homes.

Reading brings its own reward, but 16 States find that awarding certificates to women for reading a certain number of books has stimulated considerable interest and more reading. North Carolina reports 3,793 Book Review Certificates in 1950. Three books have to be read and reviewed in compliance with requirements of the home demonstration program and the North Carolina Library Commission. Arkansas has a family reading program. A certificate may be issued for the reading of one book from an approved list by any member of the family, one for the reading of 5 books by family members, and one for the reading of 25 books within the family. 4-H Club members may qualify for a certificate under the plan. West Virginia awarded Book Reading Plan Certificates to 3,882 men and women reading one of the recommended books and to 1,525 men and women reading 3 or more books. The requirements have been worked out by the education committee of the West Virginia Farm Women's Council, the West Virginia Library Commission, and the Extension Service.

If the reading of good books is a habit formed in youth, that is fortunate because great pleasure and satisfaction awaits the adult as the habit usually sticks through life. An old Chinese proverb says:

"A book is the food of youth and the delight of old age." Extension agents often put into the hands of 4-H Club members selected reading lists in most States. Exhibits of good books are put on at 4-H Club camps for the boys and girls to handle and read as they please. The regular projects sometimes stimulate supplementary reading.

In counties and in isolated communities that are without any type of library service, county home demonstration councils and home demonstration clubs have established small libraries or book collections. Twenty States and Alaska report 1,645 such libraries established. These libraries are kept in homes of volunteer leaders or at some center in the county seat. A community library sponsored and operated by one club in Uinta County, Wyo., has been carried on for 20 years. Georgia reports 636 such libraries, Arkansas 500, Texas 160, and Kentucky 115.

The Hill County, Mont., Rural Free Library was initiated by the County Home Demonstration Council's petitioning the county commissioners in 1947. Today the book collection numbers 5,000 volumes and a yearly circulation of 25,000.

● DR. CLIFTON D. LOWE, Bureau of Animal Industry, extension animal husbandman in the U. S. Department of Agriculture for nearly 28 years, retired June 30. He first worked for the Department as a meat inspection tagger in the Bureau of Animal Industry in 1904.

Following graduation from Ohio State University in 1910, Dr. Lowe served in various animal husbandry capacities at Pennsylvania State College, the University of Tennessee, and a number of commercial firms. In 1923 he became the first Federal extension animal husbandman. He has served as judge in many purebred and market livestock events throughout the country and is a member of many veterinary societies and associations. In May 1951, he was presented by Secretary Brannan with the Department's Superior Service Award. He will continue to make his home in Washington.

What People Read and Why

(Continued from page 186)

farm magazines made by the Advertising Research Foundation. Personal interviews with more than 8,500 subscribers show that the reading habits of rural people are pretty much the same as city readers' except that farm people read more vocational and religious articles.

Both farmers and farm homemakers "shop through" magazines looking for "how-to-do" articles and advertisements on farming and homemaking. They like humorous material, especially cartoons built around real-life situations.

Nearly all the top-ranking features are illustrated. Illustrations always pull most readers—nearly all the most-looked-at pictures (not counting cartoons) are photographs.

Recipes Catch the Eye

As in newspaper reading, the farm homemaker reads through the entire farm magazine hunting for recipes and new ideas on homemaking and also reads articles and advertising relating to farm operations. Food and three meals a day are of major interest to the average farm woman. Put a recipe in your food copy and your chances are three to one that she'll read it.

Women are very personal in their reading reactions. When they see recipes or pictures of food they think of it as on their own tables. When they look at fashion pages they see themselves wearing the clothes. When they read personal-advice columns they compare the problems of other people with their own.

This principle of identity shows up in all readership surveys. Age attracts age; teenagers attract teenagers; women attract women. Women like to read articles by famous women as well as about them to have an indirect contact with women of distinction.

Editors of homemaking pages in both newspapers and magazines have found that this principle of

identity—identifying the information with women's interests—is one of the basic things in motivating women to read their pages.

"We all know that *good-to-eat* has more appeal than *good-for-you*," said Alice Blinn, former New York home agent and now associate editor of a national magazine. "The foods that make up good nutrition will stand a better chance of being included in the meal plan if presented in *good-to-eat* fashion, with some idea of how to use, when, and with what, rather than by a discussion of their merits."

Catering to your readers' wants and at the same time diverting their interests in the right direction is the secret of making your writing multiply you. When you extension workers write to multiply you, you are carrying out the mandates of the Smith-Lever Act, "to diffuse among people of the United States useful and practical information . . . through publications, and otherwise."

To effectively diffuse information to all through the written word, readership research shows you must make sure that people:

SEE your information—people must know it is available; it must be accessible. In some way *you* must get it to the reader.

READ your information—people must want to read it and be able to read it.

UNDERSTAND and comprehend your written communication.

BELIEVE what you write; have confidence in your facts.

USE the ideas; they must want to use information and actually use it to make publication effective.

Into the Irish Kitchen

(Continued from page 187)

Dexter arranged for the public relations man to go to the Irish Bottling Company with her. She took a bottle of spoiling peas, where the bottle had cracked when she replaced the clamp when it sprang

off and broke. They recognized that their jars were not satisfactory, Anna writes; but their suggestion for a remedy was to change the clamp, not the whole jar.

"In Drogheda we found a few English-made quart jars with glass tops and screw bands like those we have in the United States. We used these for chicken, and all the women who could took a few of these jars when they went home.

Anna describes the ICA school as "sort of like our home demonstration agents' training conferences, only greater emphasis was placed on crafts. The 60 Guild representatives will go back to their guilds and teach the skills in addition to my canning. The folks were hungry to learn. I canned meat one day. A lady asked me if I would do chicken if she bought the chicken and jars. I told her I would be glad to—and I was. I was pleased to have a chance to show picking the pin feathers, singeing the chicken, then giving it a good soap-and-water bath. People were so interested in canning chicken that I shall have lots of that to do from now on."

And so, despite many difficulties, Extension is reaching into the Irish kitchen to help the women raise their nutrition standards and serve better meals.

Anna Wilson came to Vermont in 1947 from South Dakota where she had been extension nutritionist for 3 years. Before that she served as home demonstration agent in Kansas and Washington. She received a B.S. from Kansas State College and a M.S. in nutrition from Washington State College.

Home Demonstration Score Card

Whitfield County, Ga., farm women who belong to 11 community home demonstration clubs create interest in their programs of improvement and better homemaking by encouraging competition and setting up a score card by which the worth of activities is judged, reports Melba Sparks, north Georgia district agent.

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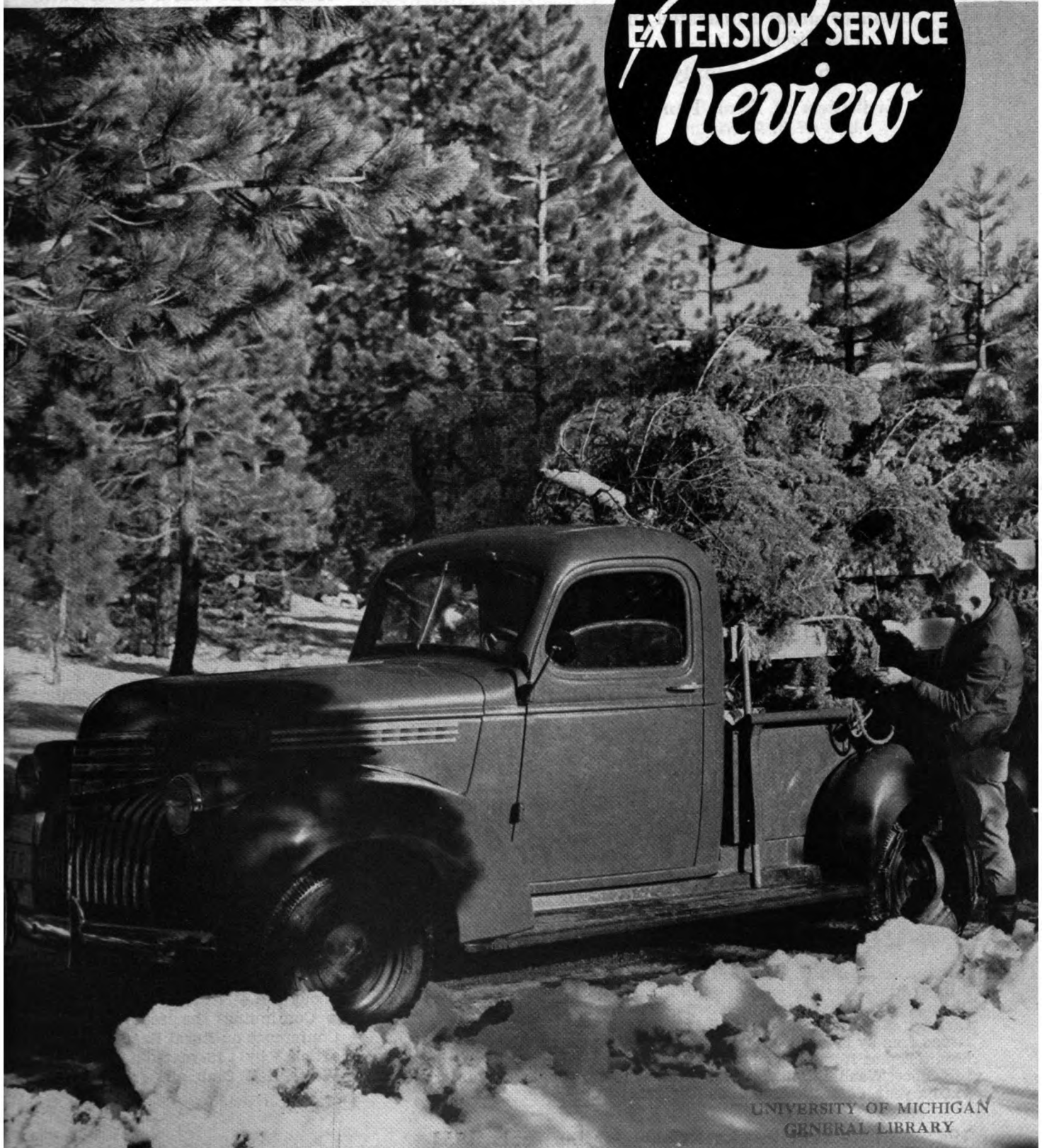
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DECEMBER 1951

EXTENSION SERVICE
Review



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Plenty of Trees for Christmas

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The Cover

● About 28½ million trees are on the Christmas tree market. Many of those left unsold are of such poor quality that harvesting and shipping are wasteful. They should have been left in the woods and improved by pruning before cutting. Women, as well as men, took a hand in getting Christmas trees out of the forest and to market. This picture was supplied by the U. S. Forest Service and taken by the late Fred E. Dunham.

This Month

● **HUMAN RIGHTS DAY.** December 10 is Human Rights Day, marking the third anniversary of the approval by the United Nations General Assembly in Paris of the Universal Declaration of Human Rights in 1948. This was actively supported by the United States. Every American should know what is in this Declaration.

Next Month

● It is not too soon to think of summer school. So a list of courses to be taught next summer in the five regional extension summer schools is being prepared for the back page.

● Two Louisiana agents will continue the forum discussion of a county agent's job which began with the articles by four New York specialists in the November Review, and is continued in this issue by New York and Rhode Island agents. Other contributions are coming in from Utah, Florida, and other States. Any agent who has ideas on the subject is invited to take part.

● Extension Service overseas will be reported by Calvert Anderson, who recently returned from Turkey; Frank E. Pinder, former extension agent in Florida, who has returned from Liberia, and writes of his work under the title "Point 4—A New Name For an Old Job"; and Fred Schullery, former extension forester in Alabama, who writes about the 4-H Clubs in Korea.

● Continuing the report of the Conference on Rural Reading, is an article by 16-year-old Patricia Watts, 4-H Club girl from Maryland.

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LESTER A. SCHLUP, *Chief*
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Conservation Illustrated in Air Tours

PHIL TICHENOR, Student Assistant
Wisconsin Agricultural News Service

IN THE STEEPLY rolling watershed of the northern Mississippi starts the greatest river of this continent. And in those same sharply-pitched hills start the infant gullies of erosion.

Standing on the crest of a hill you can see the gullies running down toward the bottom and to the Mississippi.

But from a thousand feet above the hills you can see an entire network of erosion. You can also see the good effects of soil conservation methods on farm land.

Because of the vivid view from above, county agents and soil conservationists in Wisconsin have been taking farmers aloft—to see for themselves the erosion and the soil-saving methods.

About 1,000 farm people in southern and central Wisconsin took part in the soil-conservation air tours this summer.

The tours were arranged by Otto R. Zeasman, extension soil conservationist of the University of Wisconsin, and Fritz Wolff, from the Wisconsin State Aeronautics Commission.

Tours were made in 13 general sections of the State, from airports at or near West Bend, Elkhorn, Madison, Portage, Waupaca, Manitowoc, Westfield, Lone Rock, Sextonville, Prairie du Chien, Lancaster, Shullsburg, and Monroe.

The ride was a half-hour trip that usually covered about 60 miles. Three or four passengers were carried in each of the airplanes, and the pilot pointed out the areas of greater importance for the farmers.

Examples of wind and water erosion and contour and strip farming were seen on most of the trips.

The idea for these tours was started in October 1950, when Fritz Wolff arranged to take a group of State Department of Agriculture officials and county agents on an air trip over the southern central

section of the Badger State. Such striking examples of erosion and scientific farming were seen that the county agents suggested having tours for the individual farmers in their areas.

Then the Aeronautics Commission located suitable airports for making the tour flights. It wasn't always easy to find a good airport in a section that was ideal for a tour, though, and in one area a farmer's hayfield was used as a landing strip.

Local airports didn't always have enough airplanes, either, so the Aeronautics Commission arranged to bring in airplanes from other airports in the State. Airplanes which carry three or four passengers were used because they are better for viewing the countryside below. Then, it's easier for pilot and passenger to chat in a small craft.

After Zeasman decided in which sections the tours would be made, the local county agents publicized

the events and sold tickets in advance. Each ticket cost \$3.50. A small map of the route and a chart of major points were given to the prospective passengers.

The soils extensionists got together with the pilots before the tours were made and briefed them on the route. The same things were explained to the passengers just before they left the ground.

There were either three or four airplanes used at once, depending on how many passengers there were. The passengers averaged about 75 to each section, so each airplane made about 10 trips.

The flights were scheduled for certain hours of the day, and the passengers were always on hand about half an hour early for a "briefing" with Zeasman. Zeasman suggested that they watch for such things as color of the soil, contour farming patterns, large gullies, wind-swept areas, and terracing.

(Continued on page 198)



From the ground the gullies are unimpressive to the passing motorist. From the air, the impact of washing soil is hard to ignore. Contrasting the scars of erosion is land that has been contoured and strip-cropped. Here there is no erosion.

THE JOB OF THE COUNTY AGENT

Three county agents comment on the subject as discussed last month by four New York extension specialists.

THE LIVING SIDE OF THE ISSUE

JOHN T. HANNAH
*County Agricultural Agent,
East Greenwich, R. I.*

ALTHOUGH I must agree with the article written by Cunningham entitled, "Science to the Farm" I do feel this is the cruel and hard way of stating it. The purpose of the law is one thing but the fulfillment is another.

We have cooperators who look at us in the same light as Cunningham apparently does. These cooperators call and ask for specific, technical information and discuss nothing other than what is asked for. These farmers are the rigid, business-type people who are interested only in the number of dollars which that information might possibly return them.

Then there is the other group of cooperators, who—thank goodness outnumber the first group, who ask you to call or stop in solely for the sake of talking with you not particularly having any one problem in mind. This individual is always appreciative of our analysis of his situation which we give him in a passive manner, only after we have discussed several of his personal problems which he has brought up along with anything else he cares to discuss.

Actually the individual has been looking for encouragement and a little praise for a job well done. He would like a pat on the back. Usually this is the person who brings his wife and family into the discussion and before you leave you have been asked to sample a new pickle recipe, try some new home-made sausage, piece of freshly baked cake, or just a cup of coffee.

Actually the number of personal visits or telephone calls requiring



John T. Hannah



Oscar Sellers

only a particular bit of technical information is small.

Secondly, the thing which would be hard to write into this type of a condensation would be the feeling which we county agents have for our jobs and our cooperators. The better county agents are enthusiastic about the work and the people with whom they are working. They often provide unknowingly an inspiration to the individual or group with whom they work.

It is another way of expressing the idea of developing leadership. If we set ourselves up strictly as the law would have us, we would be nothing more than a traveling agricultural encyclopedia full of technical information. However, with most of us this is actually secondary. We leave that end of it to the specialists and the bulletins while we take care of the more important living side of the issue.

COUNTY AGENT—WHAT?

W. OSCAR SELLERS
*County Agricultural Agent,
Watertown, N. Y.*

It has been said that a *specialist*

is one who knows more and more about less and less until he finally knows everything about nothing. If this is true, then a *county agent* may be described as one who knows less and less about more and more until he finally knows nothing about everything. The county agent can thank his stars for the specialists. As long as there are enough of them in all areas of knowledge and he knows where they are, the county agent can find the answers. "How do I stop snakes from eating my strawberries?" "How do I stop wireworms from coming into my cottage?" "How should I remodel my kitchen?" Trivial or important, all demand sympathetic attention. "Ask your county agent" has become a common byword in many localities.

Of course, the county agent can answer some of these baffling questions from the fund of knowledge acquired through the years of school and experience. Some answers he can find in his reference files. For some he must depend on

(Continued on page 209)

Evolution of Texas Pantry

MRS. O. B. MARTIN
Texas Extension Service

Grace Martin speaks with authority. She was a home demonstration agent in Mississippi; then the wife of the late O. B. Martin, an extension pioneer whose philosophy left its mark on the present home demonstration program; and then a Texas district agent. Her fine philosophy has permeated not only the work in her own State but in many others as well.

A HEART - OF - THE - HOME Kitchen set up at the Texas A. & M. College recently had a ventilated pantry. It is estimated that there were about 30,000 similar pantries built on Texas farms as a result of this demonstration. How these pantries came into existence is an interesting story taking us back 22 years to a home demonstration camp in Texas.

It was in the fall of 1929 that these two districts worked out a demonstration for a family food supply. Home canning was becoming more popular, and the 619 community canning centers recently organized in the State increased the problem of suitable places for storing 9 million containers of food in an orderly manner.

Lola Blair, extension food and nutrition specialist at that time, grasped the idea and visualized what such a demonstration would mean to Texas. She extended the plan of the home food supply demonstration throughout Texas.

The plan for accomplishing this program consisted of a pantry demonstration in which one woman and one girl in each community would make a budget of food needed. They would set to work producing, canning and storing this amount, and obtain labels for the containers. Proper storage would be provided and the containers stored in a systematic way.

When the pantry was filled, open house would be held for friends and neighbors to see and study this method of providing the family

food supply for many months ahead.

A report on a visit at the first of these open-house occasions furnishes us with a graphic account of the impact these demonstrations had on rural people at that time.

Mrs. Will Green, living near Rockdale, Texas, had the first pantry achievement day about October 1, 1930. Present for the occasion were local editors, bankers, businessmen, women's club leaders from town and farm women of the neighborhood. Minnie Bartholomew was Milam County's home demonstration agent, and she had invited her district agent, Sadie Hatfield, to observe the program. These were anxious moments for both of them, for they had spent almost a year building up to this day. With the assistance of Miss Blair they had made the complete plans with the family, starting with the garden and ending with the completed canning budget stored in an orderly manner.

"As guests arrived, they were led into the kitchen to see the pantry," recalls Miss Hatfield. "Fears of failure vanished as we snatched a glorious victory from the reluctant jaws of defeat. Everyone declared the demonstration a success when he observed the neat, strong shelves filled with jars of peaches, plums, pears, red ripe tomatoes, string beans, and shining tin cans of meat all neatly labeled."

A burst of laughter came when some of the men saw the "Washday Shelf" label on a shelf filled with tasty foods that took little time to prepare.



Mrs. Wade Williams of Parker County, Texas, exhibited her ventilated pantry in the U. S. Department of Agriculture Building, Washington, D. C., in 1937.

"My," laughed one businessman, "I'd sure like to eat here on wash day!"

A mother said, "Look at that shelf labeled 'School Lunches;' now, I would like to have that. It's so much trouble to get food together for lunches."

But Mrs. Green had little trouble preparing lunches, for this shelf contained such items as sandwich spreads, pickled peaches, small jars of fruits and other tasty goodies relished by growing boys and girls.

The guests filled the small farmhouse and overflowed into the front yard. The club president called the meeting to order and after a short business session, called on Mrs. Green to tell about her pantry. Mrs. Green and the extension workers had dreaded this moment, for she was not accustomed to public speaking.

But Mrs. Green had every word written down. Standing on her porch steps, she read hesitantly to a quiet and sympathetic audience until she got to the part about keeping her canned food stored under the family beds in former years. Laughter encouraged Mrs.

(Continued on page 211)



Radio Is One of My Best Tools

MAURICE A. ELLINGSON

County Agent

Stark County

North Dakota

storm. Imagine his surprise when he arrived at the farm to find 18 farmers waiting for him. This is typical of the reception given his radio talks by farm people.

When he sits down before the microphone, he chats with the people just as he would if they were sitting across the desk from him in his office. The response is terrific. A great believer in letting the farmers know what is taking place, he also has a weekly news column in the Dickinson Press, a weekly newspaper of about 6,000 circulation. His column is also carried by weekly papers in the county.

For several years Agent Ellingson has kept an accurate record of all callers to his office and the information they were seeking. From this he gets many of his ideas for radio talks and news stories.

"RADIO is one of my best tools for doing extension work," says County Agent Maurice A. "Fats" Ellingson, of Stark County, North Dakota.

Ellingson started extension service work in Adams County in July 1941, and was transferred to Stark County in May 1947. He has a daily radio program of from 5 to 10 minutes over KDIX, Dickinson. He has

practically eliminated the use of circular letters for calling meetings, depending almost entirely on radio.

He recalls one stormy winter day when he reminded farmers listening to their radios that he would be out north of Dickinson on Highway 8 at the Gress farm to show how to treat cattle for control of grubs. He really didn't expect anyone to venture out because of the

Conservation Illustrated

(Continued from page 195)

A typical tour was the one in Lafayette County, where the airplanes took off from the Shullsburg airport.

The first point of interest on this trip was erosion between Dunbarton and Gratiot, followed by two contour-stripped farms between Gratiot and Wiota. Then the airplanes circled toward Fayette, over more farms that are contoured, and near the Yellowstone Lake project in that area. More contour strips and terraces were seen as the airplanes passed Calamine, Truman Goff, and finally back to the Shullsburg airport.

"The people who took the trip were amazed when they returned," Zeasman said. "One farmer said it was the best \$3.50 he ever spent. Another said that now he could see why we need more erosion control, although still another farmer said he really didn't know there was as much soil conservation work being done, until he could see it from the air."

Zeasman said that due to the success of the tours this summer, more tours will be made in other parts of the Badger State next year.

School Landscaping Plans

THE first step in a 5-year plan for landscaping the grounds of the Harrison County High School near Cynthia, Ky., was taken with the planting of 89 shrubs, trees, and evergreens last spring. It is a cooperative project of the homemakers' clubs of the county and the county board of education. It is enlisting the interest of practically everyone in the community.

Forty of the evergreens and shrubs were planted in front of the building, the remainder of the shrubs and flowering trees being placed in a triangle along the entrance to the grounds.

Eventually this collection of evergreens, trees, and shrubs will serve a dual purpose: to beautify the school and grounds and to serve as

a source of information for classroom use.

The cost of about \$460 for the initial planting was borne by the homemakers and the school board.

Another step in the landscaping program will be taken this fall when each of the 17 homemakers' clubs in the county will plant a native tree, each bearing the name of the donor.

County landscape cochairmen are working with Prof. N. R. Elliott of the University of Kentucky and Elizabeth Donnell, home agent.

The location of the school building on a hill, surrounded by 18 to 20 acres of land of irregular contour, should make it one of the outstanding school grounds in the State.

Training 4-H Egg Specialists

HARRIETTE E. CUSHMAN

Extension Specialist

in Poultry

Montana

4-H EGG-QUALITY demonstrations are educating Mrs. Housewife of Montana. Yes, Montana has an egg law, as have most of the States. According to Montana's law, all retail eggs must be sold on grade with the grade seal affixed. But this does not solve our egg-marketing problem. Our homemakers, like other women of the Nation, are influenced more by education than by regulation in their egg-buying habits. For this reason, we have sponsored a 4-H egg-quality demonstration activity slanted toward consumer education. To enroll, a girl must be taking a food project for her second year and have passed her fourteenth birthday by January 1 of the current year.

The activity is divided into two parts, the demonstration itself and the campaign phase. In the first part, those girls who give a demonstration of blue-ribbon quality in their own counties come to the 4-H State Congress where they present their demonstration and are given a numerical score. Their scores are not publicized until October 1 when the contestants finish the campaign part of the contest. This comprises 50 percent of their final rating.

In the campaign phase, the girls give their demonstration to as many consumer groups as possible. Each gets 65 points for demonstrations given, which takes into account the number given, the percentage of

county population reached, the proportion of rural to urban people, the proportion of adult to youth groups. The demonstration arrangements, including general distribution over the county and the percentage of arrangements made by members against those made by local leader or extension agents, are given a possible 25 points.

The results are given a possible 10 points. In offering the contest, we state that the purpose is to: (1) Acquaint homemakers with the State grades of eggs and how to distinguish each grade; (2) show homemakers the use of the various grades in cookery, bearing in mind the food value, flavor, and "eye appeal;" (3) help homemakers to determine how to get more out of their food dollar, which includes the proper use of undergrades; (4) show homemakers how to care for eggs in the home so that quality can be maintained.

This contest was started in 1940 but suspended during the war years. To date, 37 girls have carried the contest through to completion, giving 544 demonstrations before 25,610 persons. When you consider that the entire population of Montana is about equal to that of the city of Minneapolis, we feel that the 4-H members have made a lot of contacts and that many persons are beginning to demand top-grade eggs and to know whether they are receiving what they have purchased.

National Interest Needed

In the past the State winner received an all-expense trip to the National 4-H Club Congress. But nothing stands still. The 4-H Club department feels that with many of the subject-matter activities, members may receive more benefit from a trip to an event where the subject matter of their project is the event. Following this line of thinking, the member working hard on selling the idea of egg quality could be greatly benefited by going to an event sponsored by the Poultry and Egg National Board or the American Institute of Poultry Industries. To further this idea the Montana 4-H department is willing

to pay all expenses of the Montana winner this year to such an event, in hopes of selling the idea to the organization so that they may in turn be future sponsors.

However, Montana cannot do the job alone. I doubt that we can get to first base unless there is national interest shown. Therefore, we would like to know how such an activity would appeal to other States. Could we get enough States to participate on a national basis to make the event worth while. If it could be done, it would certainly be a real factor in promoting consumer education. Then, with consumers truly knowing egg quality and demanding it, retailers are going to meet this demand, thereby benefiting the entire poultry industry.

New State 4-H Club Agent

Alberta Dishmon, right, is the newly appointed State agent for Mississippi Negro 4-H Club girls. She is shown observing the yard beautification project of Zell Hearn, 4-H Club girl of Byhalla, Miss. The new club agent is a former home demonstration agent of Lafayette County, Miss., and is a graduate of Mississippi Industrial College. Miss Dishmon succeeds Mrs. Dollye H. Hunt who resigned from the position in June.



FOR the first time in history the Japanese farmers have a complete agricultural extension service that addresses itself democratically to the problem of the land, of the home, and of the people who live and work on the land and in the home.

The Agricultural Improvement Bureau of the Japanese Ministry of Agriculture and Forestry, since its establishment in July 1948 has grown rapidly. In cooperation with counterpart organizations in the 46 Prefectures, it employs 9,100 farm advisers, 860 home advisers, and 375 subject matter specialists to serve the farm families in Japan's 10,500 villages. Under leadership of this extension personnel more than 16,500 rural youth clubs with more than three-quarters of a million members have been organized, and 13,700 groups that directly served 900,000 persons have carried out home-improvement projects.

Lacking words adequately to convey the ideas and concepts of democratic extension service, the Japanese are making such terms as extension service, home improvement, farm advisers, 4-H Club, a part of their own language.

A significant feature of the new program in Japan is the service rendered by Prefectural and village agricultural policy committees. The Prefectural committees advise the governors and the village commit-

An Extension Service in Japan

GARRITT E. ROELOFS

Office of Foreign Agricultural Relations, Technical Consultant
in Tokyo, Japan, 1947-1950

tees on extension policies and programs, budgetary and personnel matters, integration of extension and research programs, and other problems relating to the service. The village committees are chosen directly by farmers in the communities or selected by mayors from nominations made by farmers. They counsel farm and home advisers on plans and activities, represent farmer needs and opinions to advisers and all Prefectural officials, and, so far as possible, provide office and transportation facilities for advisers from locally raised funds.

A year ago the Ministry of Agriculture and Forestry adopted the policy to recommend women representation on the committees. The primary purpose of the agricultural policy committees is to assure that the extension program be established as a farmers' program, intended to serve farm families.

While promotion of modern extension services in other Asiatic lands presents some problems not found in Japan—for example, lower literacy rates, greater diversity of language, religions, and customs, and less-advanced agricultural research—experience with the new extension program in Japan goes far to support the belief that similar policies and practices might well apply elsewhere in Asia. Japan shares many problems with its Far East neighbors. Its farming lingers in the stage of "hoe culture," in which with hard labor by all hands and high production on small units, one farmer can produce scarcely enough to feed his own and one other family. In other words, about 50 percent of the people must engage in farming in order to supply 80 percent of the food needs of the entire population. Despite the farmers' best efforts, food yields are insufficient to feed the rapidly



The sunny shelf in front of the house is a fine place for the home visit.



A plow is something new and interesting to these farmers used to "hoe culture" and they came close to see how it works.

increasing population, and needs for still higher production will become greater each year. The pressure of population upon the land, and this applies to other Asiatic countries as well, has created demands on the Japanese farmers that can be met only if they are constantly kept informed by extension methods of the most advanced and applicable farming practices.

Through working in a new program the basic concepts of which were unfamiliar to them, farm and home advisers encouraged by follow-up short courses and a steady flow of printed aids have shown remarkable interest in and aptitude for their work. Their work-

ing relationships with area agricultural improvement committees, developed in frequent meetings and personal contact, have produced ever better planned and executed local programs. Farmers were familiarized with the service through graphically illustrated posters and pamphlets, film slides and movies, and such devices as arm bands, lapel buttons, and green bicycles, which made extension workers easily recognizable. All methods used to reach the farm families with information on the service and the service's programs were planned to appeal to their intelligence and dignity, and it is upon that basis that the new extension system has been firmly built.

Our 4-H Club in Japan

(Members of the Kasahara 4-H Club in Japan wrote this history of their club which was translated into English with a minimum of editing. The club numbers among its members 28 boys and 22 girls between the ages of 13 and 15.)

OUR VILLAGE is situated in the central part of the Japanese Archipelago and on a terrace of the Ogawawara mountain range, gently sloping toward the sea. It is a small rural community facing the Pacific Ocean and covers some 20 square kilometers with a population of

some 4,500, involving 800 families. A large part of its cultivated lands form a chain of paddy fields along the seacoast.

Generally speaking, the climate is mild and healthful, with but little snowfall, but there is much rain in May and June. It is on the dilu-

vial terrace but the soil is low in fertility so tea bushes occupy most of the village arable lands, as they grow well there.

One day, an itinerary movie of the Civil Information and Education Section of the Occupation Forces was screened at our school. What attracted our special attention in the picture were the activities of 4-H Club members of United States rural villages. Scenes of these members engaging in their work pleasantly and earnestly, each wearing a badge of clover leaf, have deeply impressed us who are of the same age as they are.

Accordingly, we asked our teachers the following day to explain in detail the conditions of United States 4-H Clubs, with which they readily complied. Upon hearing the teachers' explanation, several of the students agreed to establish a similar club.

Preparations were made rapidly, and the inauguration meeting and ceremony was held in the new sewing-room of the school. In addition to the members, teachers in charge of the vocational and housekeeping courses, as well as extension advisers, were present. At the outset, club members and officers were selected, followed by the decision on the objective of the 4-H Club and the activities to be made thereafter. With teachers' kind advices, it was decided to start about nine projects, each selecting what he liked.

Ten boys are on the weather team. Agriculture is an industry most sensitive to weather conditions, so we are required to be well acquainted with the meteorological conditions of our native place. Members of the club are daily conducting meteorological observation, by fixing the turn to be on duty and the result is posted on the notice-board to make it available not only for the club members but also for farmers in general. Weather forecasts are also made by preparing weather charts, based on the result of the observation made at the observatory situated in a corner of the school and the distribution of atmospheric pressure heard through radio broadcast.

(Continued on page 207)



The words Four H are being made a part of the Japanese language as 4-H Clubs develop there.



September 11, 1951, will go down in the local history of Marathon and Portage Counties as "Good Neighbor Day" when 900 neighbors used 24 hours of their time to build a new house and barn, and modernize the farm of a young neighbor who had come upon hard times.

THE DETAILS concerning Wisconsin's Good Neighbor Day, especially those dramatic ones, can be found in the newspapers and magazines throughout the United States. In this article, I would like to concentrate on three factors: genesis of the project, the methods of organization, and the value of the project in the extension program.

The primary aim was neither to build the farm for one family nor to perform this in a so-called "24-hour" project. The farm served only as a canvas on which to demonstrate the most important asset of our American society, the willingness to help each other. The project proved that this treasure is unlimited in our people, urban as well as rural. We need only to have the proper tools and "know-how" to mine from the soul this precious catalyst of progress in society. Without willingness to help each other, all group activities are either of compulsory character or they do not exist at all.

The main goal of Wisconsin Good Neighbor Day has been to test the

results of extension methods as applied in 10 townships of Marathon and Portage Counties. The desire to check the social progress in this area by human behavior gave the first impetus to the idea of a Good Neighbor Day.

We can judge the physical and the social level of a community whether it is a neighborhood, parish, county, State or country, by two criteria: technical development and social behavior.

It is comparatively easy to estimate the technical progress, whether in agriculture, commerce, or in any other branch of national husbandry. This progress may be measured either roughly by eye or precisely by finding a numerical expression for it. We all know that this technical agricultural progress in our community has been tremendous and we can prove it very easily to any stranger.

However, it is much more difficult to evaluate the human behavior of the community. We need for that to have special events. These events can be terrible or disastrous or de-

Good Neighbor Day

Dr. B. J. PRZEDPELSKI
Associate County Agent,
Marathon and Portage Counties

structive like a big fire, flood, or war (none of us would like to have events like these just to check our willingness to help each other) or they can be pleasant, constructive and useful. Our project belongs to the second group. It is pleasant, constructive, and useful. It has been also successful. It has been successful because the object of the event was properly chosen and worthy of the effort of the community.

The candidate for our project, Frank Flees, was chosen with care. A farmer who was born on November 16, 1923, on his parents' farm in the town of Franzen, Marathon County, he graduated from the local grade school. In 1943 he joined the U. S. Marine Corps in which he served until December 27, 1945; more than 2 years of service in the Pacific. He was commended for meritorious service on July 23, 1944. He was wounded July 26, 1944, at Guam and was awarded the Purple Heart medal.

On August 16, 1946, he married Lorraine Groshek, his girl friend from school days, and moved on to an 80-acre farm in Franzen, which he bought from his father-in-law. Since March 1, 1949, he has attended the G. I. Farm Training School. His family consists of parents and 2 children, a daughter, Audrey, 3 year old, and a son, Roger, 2 years old.

While filling a silo on his farm about a year ago, a piece of broken chain hit his right eye and caused him to lose it. This unfortunate accident while struggling for independence, put Frank Flees in an

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What Rural People Want To Read

GLADYS HASTY CARROLL

Mrs. Carroll, well-known Maine author, represented the rural reader at the Rural Reading Conference held in Washington, D. C., September 24-26 sponsored by the Extension Service.

I SPENT the first 15 years of my life as a resident of a rural community, first on a Maine farm and then in a Maine village. For the next 15 years I was away from it, living in metropolitan centers, near metropolitan universities, spending most of my time thinking and writing about what I had learned during the first 15 years. For the past 15 years, I have been back in the same rural community seeking to understand and to learn how to explain to others what took place while I was gone.

As a result of improved communications and transportation the change has been tremendous. Rural people are no longer dwellers in a world apart. They are no longer quaint. They are not shy. They are not uneducated. They are not out of style. They live very comfortably. They travel. They see and listen to famous people on radio and television. They discuss intelligently Hollywood productions. But they are not reading many current books.

Why are rural people not reading books when they are doing so many other things? I think the reasons are two: They don't see many new books and they don't often greatly like what they do see.

When I was invited to come to the Conference on Rural Reading, I talked with several of my neighbors about it. Some dozen years ago they took over our district schoolhouse, which was no longer needed for a school—took it over and made it into a community center. Through this community association we have accomplished many things and are still accomplishing many things. Electricity, scholarships for our

young people, fire extinguishers for our homes are now a reality, but the problems of a community library have not been worked out.

My neighbors say they do not like nonfiction that they consider dry, obscure, or depressing. They do not like fiction they consider obscene, horrible, silly, or deeply depressing. They do not want books which cost too much to be disposed of after one reading, but which are not worth reading twice. They do not like

poetry they cannot understand nor books which seem to have no connection with truth as they know it.

So what kind of books do they want? Nonfiction which is clear, vital, and inspirational. They want to read more about the American past which they believe in, and more about the projected future of a world they want to believe in; more about whatever part they can play in building a fellowship of nations. They want readable biographies of people they can respect and admire, whether the subjects are famous or just good citizens. They want fiction which seems to them potentially true and worthwhile, about characters they feel better by having met, characters whom it is conceivable that they themselves might be if they lived or had grown up in New York or Hollywood or England or Japan or Pakistan.

They want fiction, nonfiction and poetry which they do expect to treasure for a lifetime and to item-

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Good Parent Makes Good 4-H Leader



J. A. Hopper (seated in center) is the local leader of the Intelligence 4-H Club of Madison, N. C., and the father of 6 boys and 3 girls. This makes a good combination, he finds, and he has kept his sons and daughters interested in their 4-H projects. Their years in club work, if added, would total 39. The boys at home now are carrying projects in hybrid corn, dairy calf, tobacco, brood sow, feeder pigs, garden, Irish potatoes, broilers, and laying flock. Will Rogers Hopper (right, front row) had one of the ten best health-improvement records in his county this year. As a parent, Mr. Hopper finds his work as leader profitable, and vice versa.

"TV's Bustin' Out All Over"

MAYNARD SPEECE

Television Information Specialist,
Office of Information, USDA

THE seeds of television are sprouting in Texas. A recent letter from R. B. Hickerson, radio editor, expresses enthusiasm over the new television shows which are starting. The interest in this crop accelerated during the series of television conferences that were held in San Antonio, Fort Worth, Dallas, and Houston. In Dallas, local agents A. B. Jolly and Orene McClellan are working with the farm broadcaster, Murray Cox, on a regular farm program he has started on WFAA-TV. A seedling farm television program in Fort Worth just grew a new leaf when farm broadcaster "Doc" Ruhmann expanded his garden program and started a new one, broader in scope. A sprig of green can be seen in Houston where the farm broadcaster, Bill McDougall, started a daily farm television show on KPRC-TV, and it won't be long before the seeds planted in San Antonio will be shooting up into sight.

The conferences were arranged by the Texas Extension Service, basic planning being done by Frances Arnold and R. B. Hickerson; and I represented television from the U.S.D.A. Everyone had a chance to get in the act—the local agents, district agents, State administrative staff, State specialists and program production personnel of the TV stations.

The television stations gave the conferences a great deal more meaning by making it possible to use the television studio and its equipment. This enabled everyone to get the picture of how a television studio operates, to learn about its equipment and what it can do; and it also made possible closed circuit demonstrations so that we could "see ourselves as others see us."

We talked about demonstration

techniques, and what differences the television camera made on live action; we talked about visual aids with Jack Sloan and how they could be best used on television and we also saw some new visuals created

There's Glamour in Pasture Improvement

ALFRED H. GESELL

Gibson County Agricultural Agent, Indiana

WE ALL AGREE that the farmer on the back 80 should improve his pasture. How can anyone arouse his interest to make these improvements?

In 1949 a committee of five farmers discussed this problem in the county extension office at Princeton, Ind. The idea developed was to recognize at an achievement program any farmer that made improvement over his last year's pasture. Second, secure a sponsor who will provide medals to all farmers achieving a pasture good enough to merit an award. Third, develop a score card that a judging committee can use when inspecting these fields. Fourth, participant must enter contest by July 1 of each year.

The score card used by judges allows 10 points for uniformity of mixture and lack of bare spaces between plants, 15 points for culture residue mulch, 10 points for preparation and smoothness of seedbed, 15 points for weed control, 25 points for how well pasture fits into farm program, 25 points for population one-half legumes and

especially for television. Some of the possible services that the State office could give to help the agents in the field were also discussed.

After the session in Forth Worth, Director Gibson said, "This field of television is new to most of us, but we all have a much broader conception of the medium as a result of these conferences. Extension certainly has something to offer, and we feel that it is a challenge for us to properly fit this medium into our kit of information tools . . . we feel that we have taken the first step toward the use of television in Texas."

one-half grasses, and 10 points for proper land use.

Twenty-seven contestants participated in 1950. Judging was exchanged by townships. They selected the township winner and also scored the contestants as the gold medal, silver medal, bronze medal, or too low for award. Three judges from out of the county were selected to pick the county winner from the township winners. The judging is done the latter part of September, and awards are made at the annual county achievement banquet held the first part of February. The educational value is increased by frequent reporting in the newspaper. The judges actually see for themselves good pastures and what others are doing. This project gives the extension agent excellent stops for tours. Indirectly, the neighbors and relatives pick up good pasture pointers.

Anyone can win something by doing a good job. No farmer is competing with goals he cannot reach but certainly can beat his own past performance. The contest has given zest and interest to the whole extension program.

DO YOU KNOW . . .

MRS. LEA ETTA LUSK, a home demonstration agent whom the people won't let retire

SHERMAN BRISCOE, U. S. D. A. Information Specialist, Press Service

AN EXAMPLE of the value which communities place on the important work of the 400 Negro home demonstration agents in the 17 Southern States is shown by the experience of Mrs. Lea Etta Lusk of Brenham, Tex.

She reached retirement age 2 years ago, but the white people and the Negroes of Washington County, Texas, still say they just cannot spare her. To back up their wish, they have agreed to pay a third of her salary, and so Mrs. Lusk is on what Texas State Extension Service calls "modified retirement."

Although the home agent is 67, she still is very active. The 101-pound extension worker walks through a rural home or over a farm at a pace that tires out most people half her age. And, maintaining what amounts to almost a record, Mrs. Lusk visits annually nearly a third of the 900 Negro farm families in her county, in addition to conducting demonstrations, tours and meetings.

In recognition of her service to the improvement and enrichment of rural life in her county, the U. S. Department of Agriculture awarded her a Superior Service Award last May. She is the first Negro home demonstration agent to be so honored.

Mrs. Lusk was too busy with her work to come to Washington to receive the award from Secretary Brannan; so the presentation was made at Prairie View A. & M. College by H. H. Williamson, former assistant director of the U. S. D. A. Extension Service.

"I am not sure that I deserve this honor," said Mrs. Lusk. "All I have done is to try to help the farm families in my county to help themselves."



For years Mrs. Lusk urged Mr. and Mrs. William Sheppard (right) of Washington, Texas, to go into dairying to supplement their income from cotton. Finally she sold them two cows on credit to help them get started. Their weekly milk check now averages \$65. The Sheppards are showing Mrs. Lusk (second from left) and Myrtle Garrett, district home agent, their milk cooler.

And she has done that extremely well, say the people of Washington County. They point out that she has shown the women how to grow better gardens and preserve more food, and she has helped families develop farm plans and work toward ownership of a farm. Twenty-five years ago there were some plantations in her county; today there are practically none. Family-size farms are the pattern there now.

Mrs. Lusk started out as an emergency home demonstration agent in the county in 1919, 10 years after her graduation from Prairie View. The big problem in those days was to get more people to can meats.

The new home agent found many skeptics, white and Negro, who did not believe that meats could be successfully home-canned. One physician even told a group of women

whom she was showing how to can some steaks that if they ate that meat from the jar, it would kill them. Fortunately, most of the women had canned beef the year before and knew it was safe.

Also, county officials once refused to provide enough funds for her canning program during those early years. But Mrs. Lusk worked out a plan to get support. The next time the Rotary Club had a luncheon, she volunteered to help the hotel chef serve the meal and bribed him into letting her serve the club home-canned beef roast.

Not knowing they were eating canned meat, the Rotarians of Brenham enjoyed the meal and commented on the tenderness and tastiness of the meat. At the end of the luncheon, Mrs. Lusk entered the dining room and whispered to the

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Shift in Emphasis

THE SHIFT in population—and in way of life—from rural to urban and to rural “nonfarm” is putting new demands on the home demonstration program in Virginia.

There are some 1,157,000 people living in cities and towns of more than 2,500 population. Of the 55 percent classed as rural, it is estimated that about 25 percent are rural nonfarm. “When people change their way of life from farm to industry, their patterns of living are changed considerably . . . these changes have pointed up the need for modifying the home demonstration program,” says Maude E. Wallace, assistant director of the Virginia Extension Service.

For instance, stress is now being put on the “consumer element.” Families who used to produce most of their food and make most of their own clothing, now buy a large percentage. They are asking for help in wise buying, wise use of time. They have a problem of management.

As rural electrification becomes widespread (about 91 percent of Virginia’s farms now have electricity available) homemakers seek more technical advice on buying and using appliances.

Electrification and availability of appliances and modern conveniences have also made it necessary for families to study and plan carefully for all house building or remodeling. Many families live in old houses not originally designed to accommodate modern facilities. “With building costs high, even in proportion to increased income, good planning is essential,” Miss Wallace says.

More emphasis also is being put on rural arts, nutrition, and clothing.

“Food after 40” has been one of the most popular programs in Virginia this year. Interest in the care of older people is growing. Food preservation continues to be an important activity. For instance, last year a little less canning was done, but much more freezing of foods.

About 5 percent of the farms now have home freezers, and there are 82 community freezer lockers.

A “gratifying” trend is the increased willingness of volunteer leaders to help with the home demonstration program. Last year, 10,422 project leaders and goal chairmen helped with the adult program—an increase of 1,836 over the year before. These leaders held 6,344 meetings, without the home agents’ presence—an increase of 2,000 over 1949. These leaders were trained by agents and specialists in 1,475 meetings.

Increased activity of leaders also

was noted in the 4-H Club program. More than 2,180 leaders helped with 4-H work, and held 3,379 meetings without the agents being present.

In all, Miss Wallace reports, some 119,000 contacts with farm families were made, either directly or indirectly, by the agents, and 32,000 of them were reached for the first time in 1950.

Ninety-two of Virginia’s 100 counties are organized for home demonstration work with white people. In the eastern and southern parts of the State where there is a large Negro population, 29 counties are organized for work with Negroes.

They Have the Spirit

THE old-fashioned “log rolling” community spirit is not dead in the Union Hill community of Cherokee County, Ga. Twice a year the name of each farmer in the county is placed in a hat and one name drawn out. Everyone in the community then works a day on the farm of the winner. This spring’s winner was Clyde Owens, a young veteran operating a small farm and broiler business. On Wednesday, May 2, more than 100 men and women of the community shared a day’s work with their neighbors, the Clyde Owens. This group, by the way, included two bankers.

Young Owens saw terraces built; meadow strips graded and planted; road banks around the house plowed down, fertilized, and seeded to grass; landscape work around the home and the porch remodeled. Meanwhile the women of the community made dresses, pillow cases, and quilts, and served a picnic lunch. Neighbors brought in two trucks, seven tractors, and one bulldozer to aid in the work. All work was done according to plans which had been carefully made by Mr. Owens, County Agent H. A. Maxey, the local conservationist, and members of the community planning

committee before the work was started. Cherokee County Agent Maxey says that this is just one example of the way people in the Union Hill community work together. Another drawing and another work day were to be held this fall.

People Want to Read

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ize in their wills, and which therefore is worth the price of attractive binding, good paper, and clear print. They want light, pleasant fiction and readable nonfiction of fleeting or doubtful value but they want this paperbound or at reprint prices.

They have seen little in recent years which met these requirements. What they have found they have cherished and they are loyal to the authors they trust although they frequently cannot find out where to get another title by a trusted author or when that author has a new book. People in rural areas probably are not going to buy books in any quantity until they see more books which most Americans would be the stronger and better for reading.

Our 4-H Club in Japan

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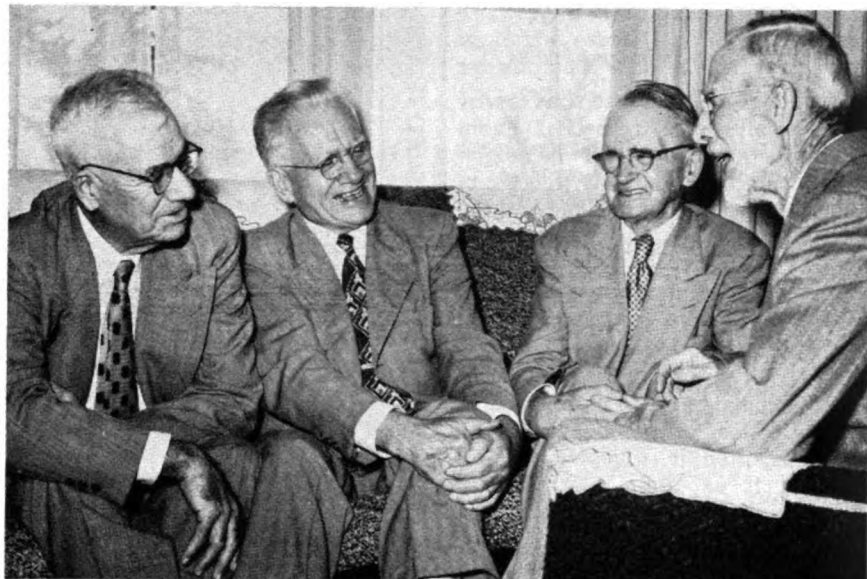
Farmers are very often seen standing in front of the notice-board and saying at seeing the information thereon: "We shall have rain tomorrow, as it has become somewhat warmer."

Horticultural and electricity teams of 16 boys experiment with germination of seeds, testing with thermostats, and cultivate spores of Shiitake (*Cortinellus shiitake*, a Japanese edible mushroom) and yeast as well as nodule bacteria. In addition, they try to raise vegetable seedlings by setting up electric hot-beds. As the raising of vegetable seedlings requires special care, every member engaged in it felt responsibility. The seedlings were distributed to farmers. Shiitake spores are distributed to the farmers of mountainous parts of this locality, which are well fitted for the cultivation of shiitake.

The stock-raising team of four boys and one girl takes care of domestic animals when they return home from school. One of them is raising pigs and training them to forage at will without getting lost.

Again, a member girl is rearing fowl at her home and a labor ox. The care-taking of them morning and evening is her routine. The big ox is a lovely animal to her. On Sundays and holidays in the farming season, she conveys firewood and manure on a cart drawn by the ox and she is now teaching it how to plough paddy fields. Her hens lay eggs very well, thanks to her kind and sincere tending, based on a slogan, "Hen house must always be clean."

The chemistry team of five boys is measuring acidity of wet and dry field soil by collecting it from different farm households. This locality has much rain, and lime and potassium are apt to be short. In some places, acidity is over pH 4.5, so the measurement of acidity is made in June and October on a priority basis. For this purpose, cards are ready on which are entered the result of examination of the materials received from farmers and the volume necessary for the neutralization of acidity is in-



Pioneers Compare Notes

Extension philosophy could have been the subject these four are discussing, if you consider their years of extension experience. But it was more than likely some "schoolboy" prank that one of the "younger" students of Perry G. Holden (right) pulled back at Iowa State College early in the century. Holden, former Iowa extension director and a man credited with much of the progress made in development of better corn, lives at Charlevoix, Mich. When M. L. Wilson (left), director of extension for the U. S. Department of Agriculture, visited Michigan recently he got in touch with two other former students of Director Holden. They were: M. L. Mosher, retired extension professor of farm management and agricultural economics at the University of Illinois (next to Wilson) and R. K. Bliss, director emeritus of extension in Iowa. All three met at Michigan State College at East Lansing and paid a visit to Mr. Holden in northern Michigan. County Agricultural Agent Ed Rebman in Charlevoix County learned of the meeting and arranged for this photo of the friendly visit in Professor Holden's home.

formed them. Farmers are expressing their feeling of gratitude for such information, as it contributes much toward rationalizing fertilizer administration and the increase of production. If arrangements are made for facilitating exact experiments in the future, the team is contemplating preparing charts of the nature of soil.

Since most of the arable land of our village grows tea and most of our livelihood comes from tea, it is by no means unnatural that we are most deeply interested in the tea industry. Accordingly, we have an experimental tea farm for our joint study, where we carry on the survey of germination and the growth of shoot, and also the measurement of output.

Needless to say, the manuring and control over injurious insects

are done by ourselves. We have been taught that the output of tea leaves and their quality vary, according to the kind of fertilizers and their quantity. When May comes round, plucking tea leaves comes to an end and they are conveyed to neighboring mills, where we engage in processing tea in company with adults.

In addition, our club took part in the tree-planting campaign, which is an annual event throughout the Nation for the period of one week from April 1 to 7, during which time we engaged in tending trees and planting cherry trees. On the last year's Arbor Day, seedlings of Kuro-matsu (*Pinus thumbergii*) were planted in the experimental plantation of our school, with the help of some members of the P.T.A. Replanting and weeding were made there by all club members this year.

Good Neighbor Day

(Continued from page 202)

exceptional position and that is why his 125 colleagues from G. I. Farm Training School and his 75 neighbors, organized in rural neighborhoods, unanimously decided to help him. Frank Flees had never asked for any help.

The method of the organization of the project was the same as for any other extension activity. Through personal visits to rural neighborhoods and to civic clubs in nearby cities, people heard of the idea, accepted it, digested it, and adopted it as their own project. As a result everyone considered it a privilege to take part in it. Commercial elements were limited to a minimum. A donor of labor or materials did this without having in mind any kind of payment except the feeling that he was a participant in a worthy enterprise.

The project had been approved by county extension workers, county agricultural committee, and the Extension Service of the University of Wisconsin before we started to work on it.

The value of the project for the extension program is two-fold: educationally it will serve as a living example for generations what a good neighbor attitude can accomplish technically, the farm will serve as a model for proper farming and home-making practices. September 11, 1951, was not the end of the Frank Flees farm project, but the beginning.

Everyone realizes that we have to continue the work in order to fulfill the trust which people so generously invested in us. Then, and only then, we will deserve the credit given by Director W. W. Clark, who called it "a first-rate piece of extension work."

Our project met with great success because:

1. It was based on the principle of our democracy.
2. It was a free enterprise (no one was compelled to do anything).
3. We believed in ourselves.
4. We gave, besides our physical help, our spirit and heart.



Kansas Milk for Refugee Children

A CARLOAD of milk—enough to give 900 hungry children three glasses daily for an entire year—was the 1951 gift of Kansas home demonstration unit members to the refugee children of war-ravaged Europe. The milk "train" was being started on its long journey abroad when this picture was taken. The milk, bought at a cooperative creamery at Hillsboro, Kans., with money given by the 48,000 members of the 2,000 Kansas home demonstration units, was presented to CROP for distribution.

As Kansas homemakers are always interested in good nutrition, a gift of food for children particularly appealed to them. The milk has already been shipped to Germany and Yugoslavia. Much of the CROP food shipped overseas is for

refugees from behind the Iron Curtain.

Shown here at the dedication are: (from left to right) Ida Hildibrand, McPherson County home agent; Jane M. Foster, Marion County home agent; Mrs. S. A. Fields, McPherson; Clarence J. Malone, Topeka, State director of CROP; Georgiana Smurthwaite, State home demonstration leader, Kansas State College; Yvonne Beeby, assistant home demonstration agent in training; Mrs. Dan Schlotthauer, chairman of the Marion County home economics advisory committee and Mrs. M. J. Summer, McPherson. L. C. Williams, dean and director of the Kansas State College Extension Service, is chairman of the executive board of the Kansas CROP committee, and Miss Smurthwaite, a committee member.

● In June the Frank R. Pierce Foundation awarded fellowships for graduate study to four county extension agents. They are HERBERT HARLAN HADLEY, Allen County, Ohio; LEE CHARLES BENSON, Alameda County, Calif.; HOYT MITCHELL WARREN, Henry County, Ala.; and GALE LEROY VANDEBERG, Outagamie County, Wis.

The awards were made at a din-

ner attended by members of the Committee on Extension Organization and Policy, officials of the National Association of County Agricultural Agents, directors of the Foundation, several members of Congress and others.

The fellowships each carry a grant of \$2,000 plus tuition for 9 months of graduate study at a leading university.

Job of County Agent

(Continued from page 196)

the specialists for information. From whatever source, the county agent *must* know or get the facts.

Having the facts, the county agent's next responsibility is to sort out those facts and interpret them to the recipients in such a way that they will be accepted. Not all facts are applicable or necessary to all regions equally.

The county agent is a teacher. Facts necessary to the development and improvement of the people and agriculture in his county must be presented. It requires skill to become a classroom teacher. But when the classroom walls are boundaries of the county with little homogeneity as to age, intelligence, race and interest, it offers the teacher a distinct challenge. This challenge is met through every possible technique of mass media and personal contact.

However, there are people who don't want to learn, who want to be let alone. The county agent must find the incentive that will get action. This can often be done by an indirect approach involving a large number of people through other organizations or by organizing group action on projects that have a varied appeal.

A student, an interpreter, a teacher, a promoter and organizer—that is our present day county agent. His activities are as varied as the problems of the people and as complex as life itself.

THE MORE DIFFICULT TASK

HERBERT W. PEABODY

Agricultural Agent, Newport County, R. I.

RATHER than representing the county agent as a spigot on the specialists' barrel of knowledge, the competent agent would have a barrel of many spigots among which would be the various specialists. These could be turned on as necessary and the flow limited to the needs of the agents' program.

Professor Braithwaite outlines some very basic fundamentals. "The county agent should never lose sight of the fact that the heart of his profession is his relationship

with people" — primarily farm people, but definitely all other groups in the community. The last paragraph in his presentation is especially noteworthy.

Available information is cataloged on agricultural and the many other community problems. It is there for the asking—either through the extension service or a multitude of other sources including farm papers, and other U.S.D.A. agencies, servicemen working with agricultural supply firms, and others.

The problem in agriculture is not so much one of having the technical answer to an agricultural problem, as to activate the desire in the farmer or individual to investigate and perhaps change practice. Last summer a pasture tour was held on the Newport County farm which later won the New England Green Pastures contest for all of New England. At the end of the tour one of the farmers remarked that the college folks and county agents had talked for years about what he had just seen, but he had never believed it, but it was true. This tour served as a practical basis for his desire to investigate, to accept and to change practice.

We in extension should not be too concerned by our legal prerogatives as teachers of agricultural science or worried about other agencies taking over our job as Professor Cunningham suggests. Other agencies, commercial interests and many other sources of material are available and will be used as they best fit into the problem of teaching—the problem of motivating change. Here is the test of public and human relations in a county agent's program.

Professor Hanks recognizes this problem of activating desire as primary in extension teaching.

Professor Johnson's statement that the agent's primary job is one of aiding agriculture to be efficient and prosperous and that the other things of the good life on the farm will follow is basically true.

However, the problem of keeping informed and of getting known

answers to problems, difficult as it is, is the easier side of the county agent's job. The job of activating the farmer to "ask the county agent" or to get him to seek more information, including sources other than the county agent, about his farm practices and the other activities important to him is much the more difficult task.

Another Cow Heard From

MORE than 2,000 Bay State dairy-men have had a chance to see a purple cow—or a reasonable facsimile.

Clarabelle is a colorful cardboard cow; and she teaches a lesson with the prompting of her boss, Stanley Gaunt, who is extension dairyman at the University of Massachusetts. Without so much as a blush, Clarabelle exposes her four stomachs to show dairy farmers the way to better bovine nutrition.

Gaunt is using Clarabelle to illustrate to Massachusetts dairymen the principles of dairy feeding. "She's worth more than the proverbial thousand words," the extension man says. "I can demonstrate how a cow chews her cud with Clarabelle's electrically operated mouth and show the path taken by a mouthful of hay as it goes from one stomach to another."

During his talks, Gaunt brings out facts about cows that few dairymen know, although they've worked with the animals most of their lives. "Some of us think we have big stomachs," says Gaunt, "but they're nothing compared with the 300-pound capacity of a cow. Her complete digestive system is more than 200 feet long, and she produces her own bicarbonate of soda." He says about two-thirds of a pound of bicarbonate of soda is present in the 35 pounds of saliva a cow uses in chewing her cud each day.

Most of us think of a dairy cow as a lazy, easy-going creature. Actually, there is a veritable assembly line of production going on inside the cow—even while she is resting. "For example," Gaunt points out, "around 10 tons of blood pass through a cow's udder in a day to manufacture 50 pounds of milk."

Do You Know . . .

(Continued from page 205)

chairman that she had just served them home-canned roast. The chairman smiled broadly and announced the revelation to the group. The next week the county appropriated additional funds for home canning.

As the canning program got under way and many of the rural people, Negro and white, began to preserve more food, the merchants protested that they would be ruined if it continued. But Mrs. Lusk convinced them one by one that although most of the farm people would be buying less food, they would have more money to spend for clothes, farm equipment, and other things.

She was right; the more the farm people prospered as a result of their savings on food the more all the businesses prospered. Today some of these merchants, Rotarians, and farm people are saying to Mrs. Lusk: "We just can't spare you. Take a vacation; take as long as you like, but please don't retire."

Although the home agent is tired she appreciates the gratitude of the people. It buoys her up for her daily tasks. "There are 36 communities in this county; and I have homemakers clubs organized in all of them, and I make my monthly rounds just as I have always done."

Driving is no problem. Her husband, John M. Lusk, a former county agent, does the driving as always. They have a new car—just got it last fall after using their old one for 20 years.

The Lusks were appointed as an extension team right after World War I. They have worked side by side ever since, although a law prohibiting family employment by the State has prevented him from serving as county agent since 1933.

When Mr. Lusk is not chauffeuring his wife over the county he is home raising truck crops on their 40-acre farm and making a good living at it, too. He used to raise cattle; but a few years ago he sold part of his land and most of his cattle to younger farmers in the county whom Mrs. Lusk was encouraging to develop a balanced-



Plaque for Director Munson

Massachusetts 4-H All Stars present a plaque to Willard A. Munson for outstanding service to 4-H Clubs. Last February Mr. Munson completed 25 years as Director of the Massachusetts Extension Service.

farming program by raising cattle and hogs in addition to their cotton, corn, and watermelons.

This is the one instance in which the award winner has reversed herself. Usually she never preaches what she herself doesn't practice. In the case of cattle raising, she and her husband had made a success of it but felt that they were getting too old to try to handle livestock.

But Mrs. Lusk still cans, helps keep her lawn and home beautiful, her poultry house is in good repair, and truck farm a model enterprise. "It's the only way to teach people," she says. "Folks, even country folks, don't pay much attention to what you say; they watch what you do."

Mrs. Lusk's neatly arranged office in the heart of Brenham also attests to her philosophy of being a demonstration herself as well as doing demonstration work.

Mr. and Mrs. Lusk were married in 1909, a few months after she had worked her way through Prairie View. "My mother got me started in college, but she died when I was a

junior," says the home agent. "Then I stopped out a year or two, taught school, and sent myself back the last 2 years, working part time at the school for my board."

The award winner thinks that the greatest tribute ever paid her was a statement made by a farm woman at a demonstration meeting. Said the rural homemaker, referring to Mrs. Lusk, "She ain't telling you what she ain't doing."

"I'd like that included in my obituary," says the spry home agent who has done her work so well that the people won't let her retire.

Staff Meetings

A county staff meeting can be both enjoyable and instructive, reports Ed Alchin, agricultural agent in Oakland County, Mich. At least twice a year he invites a representative of the press or radio to come in and "keep the staff on their toes and abreast of the times." "We ask for good constructive criticism of what we are doing in their field, and we find we get some mighty fine suggestions," he says.

Barn Remodeling— an Extension Tool

MAX F. ABELL

Extension Economist in Farm Management, New Hampshire

IN EARLY days barn remodeling was a service to help farmers get barns that were low in cost and required minimum labor. The purpose was frequently a safety or economy measure, bringing an antiquated, weak, and cold-floored stable up to standards required for health and economy. In some cases new techniques of dairy barn work necessitated change of the structure and equipment.

Now, the reason for remodeling involves more economic use of labor, more mechanical methods, improved methods such as rapid milking, better cows, greater production from the land, the need for more cows to carry the added expense involved in higher wages, more machinery, more services, pen stabling, and last but not least, more income to pay for remodeling.

New Filmstrip on Drying Corn

A new filmstrip is available on the drying of ear corn with forced air. It includes information on the arrangement of bins, air ducts, and fans for drying with natural air circulation, and arrangements and operation of heated air driers. It is based upon current research of the U.S.D.A. and States in the North Central region.

The filmstrip was prepared by the Visual Aids Section of the Division of Extension Information in cooperation with engineers of the Division of Farm Buildings and Rural Housing, who supplied the technical information. Distribution of the filmstrip is made by the Extension Service in the usual manner.

The filmstrip is in black and white with 40 frames. It is available in both single and double frames. The titles are put on by the hot

Now remodeling is an important tool in farm organization and reorganization. Reorganization is spurred on by need for a barn that fits enlarged operations, or forced by the other growing pains of more hay, pasturage, and machines able to accomplish more, and increased costs requiring more income.

Barn remodeling has been tied to changed and changing economic conditions. With few exceptions, barn remodeling has resulted in increased herds, often by as much as 50 percent.

Individual remodeling jobs have been so located that they now furnish the county agent with adequate material both on how to remodel and especially on why. The extension engineer and the extension economist work closely together on these plans.

press method. The pictures and titles combine to tell the complete story; however, there is also available a script carrying more specific information based upon the research work in corn drying.

Safe Winter Driving

Six good rules are:

- (1) Get the "feel of the road" by trying your brakes while driving slowly.
- (2) Adjust your speed to road and weather conditions (synthetic tires skid and spin more on snow and ice than prewar tires.
- (3) Use tire chains for severe snow or ice conditions (they cut braking distance 40 to 70 percent).
- (4) Follow other vehicles at a safe distance.
- (5) When you have to stop, pump your brakes up and down.
- (6) Keep your windshield and windows clear of snow and ice, fog and frost.

Evolution of Texas Pantry

(Continued from page 197)

Green and she began to enjoy her audience.

She told in an amusing way how she used to plan her menu to include a can of corn and a can of beets. But a hasty change in her menu would have to be made when the cans of corn and beets were opened and they turned out to be two cans of beans.

Then she told how the new plan gave her balanced variety in canned foods instead of an oversupply of tomatoes and corn.

Misses Bartholomew and Hatfield were fairly bursting with pride when the response from the audience became so enthusiastic. They were convinced that this demonstration and thousands like it spread over Texas would raise the standard of living in rural homes.

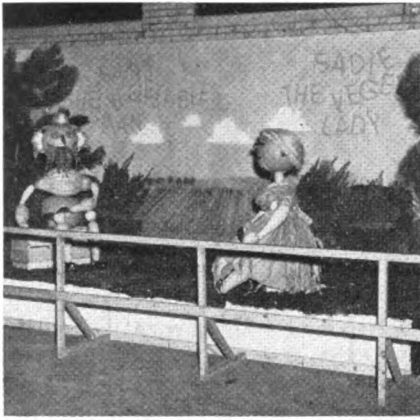
In 1935, the ventilated pantry idea was brought to Texas by Grace Neely. Tests showed that food could be kept ten degrees cooler in a properly built ventilated pantry than in an ordinary room. The ventilated pantry permitted the cool air from beneath the house to circulate around the containers, then escape through an opening in the top of the pantry.

By this time, more than 10 million containers of food were being canned and stored each year. Then in 1937, national attention was focused on the program.

In celebration of the seventy-fifth anniversary of the Association of Land-Grant Colleges and Universities, the ventilated pantry of Mrs. Wade Williams, a Parker County home food supply demonstrator, was carried from Texas to Washington, D. C. The pantry was set up in the U. S. Department of Agriculture where thousands of people visited the exhibit.

Mrs. Franklin D. Roosevelt, wife of the President, said "I did not visit it once, but three times, and I took someone with me each time."

The following year, a similar exhibit was set up in a Houston hotel during the State Bankers' Association convention.



From Sam's cauliflower ears to Sadie's onion necklace, they are products of the vegetable garden. The only "foreign" materials used were Sadie's hair, made from new hemp rope, and her eyelashes, which came from a 10-cent paint brush. All cut surfaces of vegetables were treated with formaldehyde to inhibit the growth of molds and rot organisms.

"TWO HEADS are better than one even when both are pumpkin heads." This slight twist of the old adage might well apply to Sam the Vegetable Man and Sadie the Vegetable Lady, who put on a stellar performance at the New York State Fair this year.

Sam and Sadie were born of the frustration experienced by many of us who have designed and built "dignified" institutional exhibits for State fairs, only to see them passed up by the crowd for the professional barker around the corner. He could always attract a crowd with his trick knife sharpener or car gadget that would save half your gas and make a flivver run like a high-priced car. So—if you can't beat 'em, join 'em.

Sam made his first appearance at the New York State Fair in 1950. His mission at that time was to attract the crowd and call attention to a vegetable exhibit. Here was shown by well-labeled specimens the latest work of the Cornell scientists in vegetable breeding, disease control, and cultural practices. It was hoped that the people once stopped would study the exhibit and carry away with them the gems of wisdom at their disposal. No soap. Not one in twenty took the trouble to inspect the superior products of

The Saga of Sam and Sadie

GEORGE S. BUTTS

New York State College of Agriculture
Cornell University

the melon or cucumber breeder, but they stood around six deep to hear Sam repeat his single spiel—this in spite of the fact that the sound, reproduced by disc recording, was so poor at times that they could not understand much that he said.

Sam's "press" would have turned the head of a prima donna. It ranged from feature articles with two-column cuts to daily squibs by columnists covering the fair. A return engagement was inevitable.

This year, we decided to take along Sam's wife and make them the whole show.

Sam and Sadie were given a stage setting where they sat and talked to each other just as if they were at home. As characters they were a typical farmer and his wife who specialized in growing vegetables. This by no means limited their interests, however. After an introductory skit in which we got two versions of how Sadie happened to come to the fair—Sam's show of magnanimity and Sadie's version—the script called for six dialogs, each about 2 minutes in length with a 30-second break between them. The 2-minute length was arrived at on the basis of last year's experience when a 5-minute straight talk proved to be too long. Even though dialogs hold interest better than straight talks, the only change suggested by this year's experience would be to cut the break from 30 seconds to 15 seconds.

These dialogs or skits ranged from a mild discussion of what Sam saw on a "Green Acres" Extension tour to a heated argument as to whether the profits of a good sweet corn crop were to be spent for a new tractor or whether Sadie was to get a new refrigerator and a bit of modernizing in her kitchen. Each of the skits had one thing in common, each pointed up some farm or

home project being plugged by the Extension Service.

A word about the mechanics of the exhibit. The only movement in the figures was the movement of the jaw as each was speaking. This was accomplished by rotating an irregularly scalloped disc against a hinged arm. This in turn pulled a piece of picture wire which reached the jaw mechanism in the pumpkin head through a half-inch gas pipe. The pipe also served as the "backbone" of the figure.

The eyes were made of onions. A hole was cut through the center and a mottled transparent marble was thrust through to the front to serve as the iris. Behind each hole was a six-watt light, the current for which passed through a resistance coil. In this way the eyes were lighted constantly at a low intensity. The same scalloped disc that operated the jaw also ran against a roller micro-switch which on contact delivered full current to the eyes. This variation in the brightness of the eyes, operating only when a character was speaking, gave an added bit of animation to the figures.

The voices were reproduced by a tape recorder. Sam and Sadie each had a concealed speaker, which gave the proper stereophonic effect to their voices. The synchronizing of the jaw movement and the switching of voices from one speaker to another were controlled by means of tiny patches of copper attached to the tape. These made electrical contacts which operated the required relay switches. The tape withstood more than two hundred playings and rewindings without breakage and with no deterioration in quality of the recordings.

Superficially, this exhibit would appear to be only something new
(Continued on page 215)

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Traveling in Comfort

Whether in summer or winter, whether on the hot beaches of Florida or the icy stretches of Montana, housewives go to the grocery store and buy field-fresh fruits and vegetables. One reason they can is because the temperatures in the freight cars are fixed according to the demands of the produce. Fresh fruits and vegetables are temperamental passengers. They must be protected from loss of quality and from spoilage by fungi and bacteria and, in some cases, be allowed to ripen during transit. ARA scientists in cooperation with industry have worked out temperatures and refrigeration methods that give the best protection for the least cost. Here are some of their findings: Tomatoes need temperatures of 55 to 65 degrees F. to prevent decay and allow ripening. Leafy vegetables such as spinach, greens, and lettuce, and others such as broccoli, cauliflower, sweet corn, and peas travel best when the temperature is nearly down to freezing. Apples, pears, peaches, plums, and grapes are well protected even in long-distance shipments at about 40 degrees. Oranges, grapefruit, and

lemons can get along with 45 to 55 degrees.

This kind of research makes it possible for consumers to get a better product and farmers to get a better profit.

Twin Calves Answer Feeding Question

Is it good business to put weight on cattle in the summer and let them lose it in the winter? That is a question facing every range cattle grower—and many farm cattle growers as well. When grass comes, the cattle regain their lost weight and go on. Does this intermittent gain and loss reduce feed efficiency and what effect does it have on meat quality?

Our scientists at Beltsville set up an experiment with several pairs of identical twin calves to look for the answers to these questions. They put one member of each pair on continuous full feed. The other member had his energy feed cut for 6 months and then was returned to full feed. As the calves reached 1,000 pounds they were slaughtered.

Three sets of twins have com-

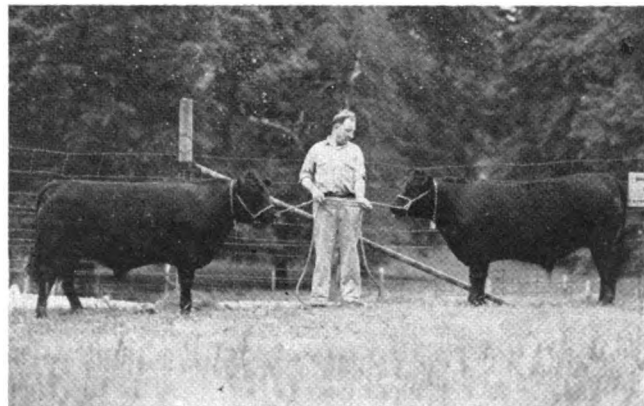
pleted their part of the experiment and have been killed. At this point the scientists got a big surprise. The calves that had their feed reduced usually took longer to reach 1,000 pounds, but they ate a little less feed in the long run and made slightly better quality beef than their identical twins fed full rations.

The scientists point out that all the twins had full rations of protein, minerals, and vitamins—only the energy feed was cut. An important point for the cattle grower to remember is to see that his animals have enough of these three feed elements at all times.

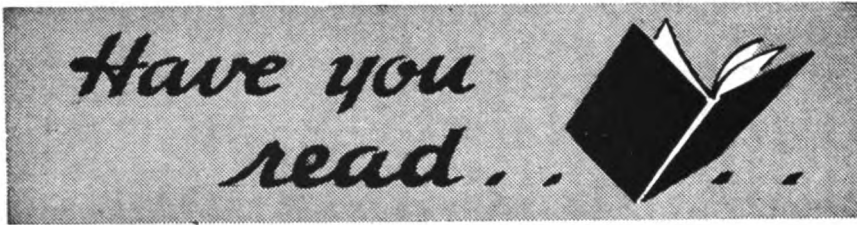
Turkey Talk

The Beltsville Small White turkey is upsetting tradition. We used to think of turkey as a feast at Thanksgiving and Christmas. Beltsville Small Whites—developed by ARA scientists—are making turkey a year-round dish. Tailor-made for small families, the small birds now account for about 16 percent of all turkeys raised.

The producer of Small Whites
(Continued on page 215)



Identical twins weighed the same when test began. The twin on the right, after 7 months of reduced feeding, lagged 106 pounds behind. At 22 months they both weighed 1,020 pounds and were slaughtered.



PROGRAMS OF THE FEDERAL GOVERNMENT AFFECTING CHILDREN AND YOUTH. Interdepartmental Committee on Children and Youth.

● This is a summary prepared by the Interdepartmental Committee on Children and Youth.

The Report brings together for the first time under one cover a description of the many programs of the Federal Government which affect and benefit Children and Youth. These programs are authorized by law because the American people desired action.

Edward Aiton and Lydia Ann Lynde were responsible for the integration of the story of extension work into the Report. This is a source of information regarding the many agency programs that service rural as well as urban people.

This report can be purchased at 55 cents a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D.C.—*Lydia Ann Lynde.*

FARM CROPS. H. W. Staten and Melvin D. Jones. Bakiston Co., 1012 Walnut Street, Philadelphia 5, Pa. 251 pp.

● Staten and Jones, Professors of Agronomy, Oklahoma Agricultural and Mechanical College, Stillwater, Okla., have brought together in one handy volume complete information on the judging, identification, and grading of farm crops.

Part I deals with the question of how to judge, how to train a judging team, how to build judging classes, and how to prepare fair exhibits.

Part II covers identification of field crops, grasses, legumes and weeds. Three hundred and fifty dif-

ferent crops, varieties and weeds are described in brief but simple language and illustrated by drawings or photographs.

Part III discusses in one chapter the commercial grading of grain, hay and cotton.

County agents and vocational teachers should find *Farm Crops* useful in training judging teams of 4-H and F.F.A. Clubs and as a guide for arranging or judging fair exhibits.—*J. M. Saunders, Federal extension agronomist.*

FORESTRY IN FARM MANAGEMENT.

R. H. Westveld and the late Ralph H. Peck. Second Edition. Revised by R. H. Westveld, Professor of Forestry and Chairman, Department of Forestry, University of Missouri, John Wiley & Sons, Inc., New York, N. Y., 1951. 340 pp.

● Prof. R. H. Westveld, chairman of the Department of Forestry, University of Missouri, in revising the textbook, *Forestry in Farm Management*, first authored by himself and Ralph H. Peck, has brought into sharp focus the part that woodlands and the wood from them can play in the farm economy. Professor Westveld has produced an up-to-date treatise of farm woodland management, harvesting, utilizing, and marketing of wood crops, tree planting, and wood preservation, which can be readily understood by students of agriculture and appreciated by students of forestry. He drives home his key points by italic print as a sort of clincher or emphasize.

He urges farmers to give first consideration to supplying as fully as possible their requirements for wood and puts the human maxim, "Spare the rod and spoil the child" into the forestry phrase, "The greatest improvement in a forest can be

made while the forest is still young." The book contains all the essential information needed to teach a course in farm forestry, or as a handbook for county agricultural agents and teachers of vocational agriculture.—*A. M. Sowder, Extension Forester, U. S. D. A. (Western and Central States).*

FOREST MENSURATION—New Third Edition. 483 pp. Donald Bruce and Francis X. Schumacher. The American Forestry Series. The McGraw-Hill Book Company, 330 West 42nd Street, New York 18, N. Y. 1950.

● In the New Third Edition of *Forest Mensuration* by Bruce and Schumacher, just published by McGraw-Hill Book Company, the authors stress a new approach in presenting the fundamentals of this subject. By equipping the student with the essential tools (mostly statistical methods), it is felt he can make the necessary local and regional volume and yield tables, and growth studies, plus developing new practices and procedures—dynamic approach rather than a static one.

The first book on this subject by these authors appeared in 1935, and it was revised in 1942. The statistical methods outlined in the first edition sometimes frightened beginning forestry students, but now these tools are taken for granted. Both earlier editions were used widely by foresters, especially fieldmen and teachers. This new edition appears to be an even more helpful contribution.

With increased interest, the last few years, in farm woodland management, this book will be a valuable reference to extension foresters and farm foresters.—*A. M. Sowder, Extension Forester.*

FARM ELECTRICAL EQUIPMENT HANDBOOK. C. N. Turner, Professor of Agricultural Engineering, Cornell University. Published by Edison Electric Institute, 420 Lexington Avenue, New York 17, N. Y. 1950. 224 pp.

● The *Farm Electrical Equipment Handbook* is a nontechnical reference book designed especially for those concerned with the use of electricity on the farm. It has been

adapted by Professor Turner from a master's thesis by Vernon H. Baker under the guidance of Prof. D. E. Wiant at Michigan State College.

The book illustrates and describes more than 100 pieces of electrical equipment that can be used profitably on the farm. The price range of each piece of equipment is given, and the approximate kilowatt-hour consumption is given in easily understood terms.

A list of manufacturers follows the description of each item. Thirty pages of references dealing with the applications described list more than 450 publications.

County extension workers, vocational agricultural teachers, farm equipment dealers, and others concerned with farm electrification should find this book valuable as a practical reference and as a text.—*H. S. Pringle, extension rural electrification specialist.*

Selected Rural Fiction in 1950

*Compiled by Caroline Sherman,
Bureau of Agricultural Economics*

HIE TO THE HUNTERS. Jesse Stuart. Whittlesey House, New York. 265 pp.

● Although not one of the author's best, this lively narrative of the Kentucky mountains provides certain strikingly successful episodes. Hounds have their great moments as well as the hardy farming folk.

RED BONE WOMAN. Carlyle Tillery. John Day Co., New York. 314 pp.

● Red Bones is the local name given to an obscure segment of our population living in certain localities in and near Louisiana. They and the author are both new to fiction. This sympathetic but unsparing story of these baffling people shows them to be peculiarly akin to the earth and its ways, and it develops a strong appeal.

RICHARD WALDEN'S WIFE. Eleanor Kelly. Bobbs-Merrill Co., Indianapolis. 391 pp.

● Story interest runs high in this novel of a privileged Maryland

family transferred from a plantation on the Eastern Shore to Wisconsin's pioneer land and melting pot as the Civil War approaches. Evidences of truth to records are many; incidents are unusual; characters are well realized and arresting; reactions to the utterly changed conditions are startlingly varied.

BETTER A DINNER OF HERBS.

Byron Herbert Reece. E. P. Dutton & Co., New York. 220 pp.

● Readers need patience to reach the core story. When stripped of its cocoon-like and trance-like wrappings it is a stark and poetic Greek tragedy, worked out apparently in a rather primitive area in the southern piedmont but somewhat universal and timeless in effect.

THE TOWN. Conrad Richter. Alfred Knopf, Inc., New York. 433 pp.

● Preferably this book is read only after *The Trees* and *The Fields*, listed in earlier years. It can stand alone but scarcely as rural fiction. The three volumes trace in mellow perceptive fashion the 50-year development of a corner of Ohio, coincidental with the unfolding of a purposeful life of a girl and woman who is endowed with consistent determination and integrity. The diverse lives of her brothers and sisters and her children hold attention as well.

Youth Consultants on 4-H Club Week

Eleven 4-H Club members from 7 Pennsylvania counties made their contribution toward a better club week in 1952. They made suggestions for next year during 1951 club week, to keep club week responsive to the needs and wishes of the farm boys and girls who attend, Allen L. Baker, State 4-H Club leader, and Elsie Trabert, assistant leader and head of 4-H home economics work, decided to give them a voice in shaping future club week plans.

As a result, smaller discussion groups and more time for studying placings made in the many judging events are being considered.

Saga of Sam and Sadie

(Continued from page 212)

and different that would stop and amuse the crowd. It did this, but more too. Each of the skits contained a minimum of 500 words—an amount of "copy" that no one would attempt to work into an exhibit in printed form. The crowd stopped to be amused, but it stayed to listen. Seldom did a person leave without listening to a complete skit, and many stayed to hear the complete cycle, which took about 20 minutes. Sam and Sadie never lacked an audience, and it is estimated that they "played" to about 40,000 during the 8 days of the fair. Not bad for a couple of pumpkin heads.

Turkey Talk

(Continued from page 213)

has more control over his marketings than the producer of the heavy breeds. By selling them as light roasters at 16 weeks or less he can handle two or three batches a year. If the market is dull and prices off when his turkeys reach 16 weeks he can raise them out to a full 24 weeks of age. He can work up a retail trade to take his turkeys throughout the year rather than on a seasonal basis as heretofore. The price differential on size of bird is usually in his favor.

The fact that Beltsville Whites are increasing so rapidly does not mean that they will displace the heavier breeds of turkeys. Large families, institutions, restaurants, and hotels need large birds, so the demand for this type is expected to continue. The Beltsville White, to a large extent, is finding a new market, and the result is a greater per capita consumption of turkeys.

● **NINE 4-H CLUB**, Future Farmers of America, and adult farmers from North Dakota spent 3 days, November 5-7, in Minneapolis familiarizing themselves with modern grain marketing practices.

The group represented crops judging winners at the winter show in Valley City, last March.

A Higher Level of SECURITY for Business-Minded Farmers



Through *FEDERAL CROP INSURANCE*...

Things have changed out on the land. Time was when the farmer grubbed out an existence through back-breaking toil from dawn until dark. His tools were simple and few. His horsepower came on the hoof. His know-how was born of experience. His bookkeeping was done in his head—or on the back of an old envelope under the flickering rays of the kerosene lamp. The price of his produce was whatever the market would bring. If things got too rough—if Mother Nature played havoc with his land and crops—he moved on. It was a simple, grim struggle against natural and economic forces, which all too often canceled him out.

Things are different today. The modern farmer enjoys the benefits of electricity and mechanized horsepower, guidance and counseling based on scientific research, increased soil productivity from conservation practices, a strengthened economic position from supported prices . . .

Also, there is *CROP INSURANCE* . . .

Crop Insurance is a program with lots of appeal for the modern farmer. It is a straight business proposition, which he buys and pays for. Its protective features are firmly grounded in solid busi-

ness and actuarial principles, and today's farmer is a *BUSINESS man*.

Present-day high standards of farm life call for larger investments—investments which must be well handled and well protected. No way has yet been found to eradicate the most formidable threat to these investments—crop failure. But *CROP INSURANCE*, by protecting the farmer's annual investment in his crops, dulls the fine edge of *CROP DISASTER'S* scythe. The farmer gets another chance on the same money. He farms on a more sound, business-like operation.

Under Congressional mandate, the Federal Crop Insurance program is in force in more than 800 of the country's most productive farm counties. It is a going, growing institution. It invites your closest scrutiny, and welcomes your advice. It solicits your cooperation in its commitment to serve the farmers of America.

Federal Crop Insurance is a county-mutual program. It insures against all natural hazards to growing crops. No comparable coverage for so many causes of damage is available from any other source.

FEDERAL CROP INSURANCE CORPORATION

U. S. Department of Agriculture