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EXTENSION SERVICE
Review

The demands forced upon agriculture by the people of the United States and other countries place the Extension Service and other agencies of the Department of Agriculture in a vital spot on which many eyes are focused.

It is difficult, to say the least, for the Department of Agriculture, with all its ramifications and complexities, to satisfy the demands of everybody. But a close proximity can be achieved through unity and cooperation among the USDA family. We all have a vital stake in our Nation's accelerated agricultural program. If we are to succeed, we must pull together with an eye single to the welfare of the people we serve. I am sure we can do this if we are fully united, God being our helper.

Ezra Taft Benson, *Secretary of Agriculture*

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Ear to the Ground

• Last-minute news features **C. M. Ferguson** who has just been appointed Director of Extension Service. Formerly Director of Extension in Ohio he succeeds **M. L. Wilson** who will continue to serve as a counselor on extension matters both at home and abroad. Next month's **REVIEW** will bring you more about the new Director and his plans.

• Other big news in the editorial office concerns the fiftieth anniversary issue being stirred up for February midst musty old volumes of early reports and the first issues of the **EXTENSION SERVICE REVIEW**. The zeal, the enthusiasm, the wisdom, and the hard work of our extension forebears rewards him who explores this family tree.

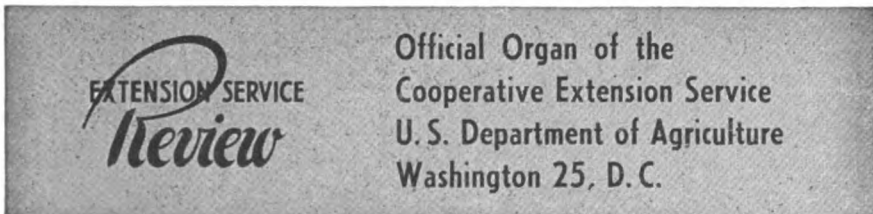
• It seems that 50 years ago, near Terrell, Texas, one **Seaman A. Knapp** developed a farm demonstration, a new approach to informal adult education which worked so well that educators have ever since found difficulty in keeping up with it.

Dr. Knapp reported his demonstration after the first year. Excerpts from this report are included in the anniversary issue, together with recent reports on demonstrations which are meeting the modern needs in Washington, Missouri, Alabama, Louisiana, and across the sea in Korea.

• "The Job of the County Agent" features three agents who worked with **Dr. Knapp** and reported their activities in the early issues of the **REVIEW**.

• "Write your demonstration in the field," said **Seaman A. Knapp** and our old friend, **Jim Eleazer** of "Seen by the Roadside" and "Dutch Fork Farm Boy" fame, takes this quotation as the title for his leading article in February.

• An average extension agent drives some 10,000 miles a year in all kinds of weather and on all kinds of roads. He will appreciate the six basic winter driving rules of the **Safe Winter Driving League**: (1) Get the feel of the road, (2) slow down, (3) keep the windshield clear, (4) use tire chains on snow and ice, (5) pump your brakes to slow down or stop, and (6) follow at a safe distance.



VOL. 24

JANUARY 1953

NO. 1

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). The **REVIEW** is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Directing Our Resources Toward Greater Service to Agriculture

H. L. AHLGREN

Associate Director of Extension, Wisconsin



THE agricultural economy of the United States has undergone a marked and highly significant change during the past 10 years. It has now entered upon a period in which the margin between the production of feed, food, and fiber and the demand for these commodities is smaller than at any other period during your lifetime or mine. It is quite likely that this situation will continue for many years if not permanently. This is due to our own increasing demands for food, feed, and fiber and to the likelihood of continuing demands from other areas of the world.

Statisticians are now predicting that our population will increase from the present 157,000,000 to 190,000,000 by 1975. Thus, for every 4 people sitting at the table now there will be 5 in 1975. Our best estimates indicate that at present levels of production, 100 million acres of additional cropland will be needed in 1975 to provide enough food, feed, and fiber to support 190,000,000 people at the same standard of living they enjoy today. This additional acreage is equal to all the cropland that we now have in the five States of Illinois, Indiana, Ohio, Michigan, and Wisconsin. Obviously, such an additional acreage of land is not available and thus we must find some other solution to the problem. The answer and the only answer lies in making every 5 of our present acres of cropland produce as much in 1975 as 6 acres are now producing and in using what is produced with a minimum of waste and spoilage.

In directing our university resources toward greater service to agriculture it is our responsibility (1) to fully inform ourselves of the results of re-

search that are currently available, and (2) to apply science to the task of increasing production and seeing to it that better practices find their way quickly to widespread acceptance and use on the land.

Our agricultural plant in the United States is spread over a billion acres on 5½ million farms. Approximately 16 percent of all our people are required to man this gigantic plant, and they draw their livelihood directly from the soil. Like any other industrial plant, our agricultural plant is subject to damage as a result of poor management, and to wear and tear. The inevitable consequences of bad management and poor cropping practices are depletion of soil fertility, reduction in the "life giving" supply of organic matter, and excessive loss of soil by wind and water erosion. The balance sheet now shows that about half of our topsoil has been lost as a result of poor cropping practices, and wind and water erosion. The inevitable consequences of all this are an immediate lowering of the standard of living for those who attempt to make a living under such conditions and the eventual lowering of standards of living for all of us.

Unquestionably, the soil is our greatest and most important natural resource. We are its wards and stewards. No greater service can be performed for ourselves or for those who are to man our farms in the future, than for us to direct our university resources toward the development of a permanent type of agriculture based on sound land use.

We have a unique opportunity and an immediate responsibility to make the greatest possible use of our educational facilities on the campus, in

our university extension centers, and in every one of the offices in the counties.

No longer can it be said that agriculture is rooted in the past and that its concepts are based on empiricism and mysticism. It has now advanced to take its place among our highly skilled professions. Those who are engaged in its many and varied activities are not likely to succeed unless they are well informed and willing to use new findings when it can be shown that it is to their advantage to do so.

A well-informed rural citizenry guided by leaders of integrity, intelligence, and willingness to work is the basis for a prosperous and extremely satisfying type of agriculture. It is your responsibility and mine to aid in all ways possible.

As the general theories on rugged individualism, self-reliance and hard work appear in our tradition, we must accredit them to the farmer pioneer in our history. These qualities, along with the rights given the individual under our type of government, did much to bring us to our present position of prominence among the nations of the world. In directing our university resources toward greater service to Wisconsin agriculture, we should do whatever we can in the interest of recognizing the right of the individual farmer to do as he wishes and to make such progress as his own abilities permit, provided that his wishes and interests are not satisfied at the expense or to the disadvantage of his fellow Americans.

(Excerpts from a talk presented at the annual conference for extension workers at Madison, Wis., on October 17, 1952.)

Advice to a Young Man . . .

E. R. JACKMAN
Farm Crops Specialist
Oregon

Wanting the Low-Down on an Extension Job

Every year when Mr. Jackman gets down to writing his annual report he does considerable basic thinking about the whys and wherefores of Extension. These results appear as a preamble to the report. Because his ideas and conclusions seem to apply so well to many other extension workers this section of his annual report has appeared in the REVIEW for several years. This is from the current report.

WHEN a person is rapidly approaching the age when the casual passer-by says, "Look at grandpa—failed a lot in the last year, ain't he?" then he occasionally looks about him for evidences of his worth. Not material worth. The average extension worker isn't likely to accumulate many A's in Dun & Bradstreet. I mean his worth in his own eyes. It seems to me that it would be a mighty acrid taste in the mouth to realize at 65 that your life should have been spent at something else. That must be the reason for so many suicides among the elderly. So far as I am concerned, I think something like the old Irish watchman at a local sawmill. "Suicide? Its the lahst thing I'd think of to commit, on meself!"

Anyhow, let's suppose you have spent, as I have, around 30 years in Extension, and some likely looking young fellow, tall, bronzed, strong, and eager, comes in and says, "My father told me to look you up. I'm thinking of applying for a job in the Extension Service. What would you advise?" Well, what *would* you advise? This wasn't one who has to study for a doctor's degree solely because he can't get a job.

It would have been good at that point to have been able to reel off some deathless and inspiring answer. I can talk all right, but somehow it never sounds very inspiring. Like John Thornburg, an old-time country banker in Oregon who, when called on for a few inspirational remarks,

said, "Well—all right. But I'm like a dog walking on his hind legs. He can do it, but it don't go so good."

So I had to sit and look at this fine lad a while to find out what I *would* advise. It's not easy to summarize an entire attitude. Words do not mean the same to any two persons. They have meaning only within the limits of one's experience. But I said something like this:

"There are all kinds of jobs, but they can be pretty well kicked into piles—work with things and work with people. Neither is better—they are just different. A farmer works with things; so does a carpenter, an artist, a bridge builder, a forester, a surgeon. A teacher works with people; so does a union organizer, a politician, a lawyer, a newspaperman. The first thing to do is to decide which you like best.

"If you are happier working with people, then extension work is the very best job there is in that kind of work. Here are some of the reasons:

"There isn't anyone in the State you can't have as a friend if you have the qualifications. In most jobs you more or less have friends thrust upon you. In any case, they normally come from the same group you are in. If you're a bum down in the jungles, you don't walk into the big city bank and joke with the president. But note! If you're the bank president, you don't go and consort with the bum, either. But the county agent can have either or both of them—

depending upon his own personality, of course. There isn't a job in America that compares with Extension in this wonderful freedom to pick associates. Even the minister, who is required to have a saint-and-sinner, all-inclusive manner, cannot be so comprehensive, because his job surrounds him with an aura of respectability that repels the unrespectable.

"Most of the men your father knows are working their heads off so that they can have the opportunity and the leisure to enjoy the folks that we work with all the time.

"Second, Extension offers variety. The deadly sameness of life tends to kill out the spark that young folks have. To a young man, every day is a new adventure. And every old man in the world looks at a young man and his disillusioned old eyes gleam with envy at the young man's eagerness. This sameness of many jobs can also kill marriages and ruin friendships. But in extension work a divorce is so rare that it occasions a lot of comment. So far as I am concerned, there's nothing wrong with divorce, but it, as an institution, doesn't thrive in the extension atmosphere. There are too many interesting things happening all the time to get all worked up in a row with any one person. Besides, the extension man is too busy to carry on any long protracted disagreement. That's kid stuff. Get going—get out the notices for the meeting—get the committee organized—and 'Say, a fellow was in today with the darndest idea. He wants this county to turn to growing Peruvian purple topped petunias.' Anyhow, I hope you get the idea.

"Some of the youngest folks I know are extension workers of 50 years or more. They have never had time to stop for a minute and consider the past. They are so full of plans and ideas that old age can't catch up with

(Continued on page 15)

Case for Counselors

ESTHER RUGLAND, Assistant State Older Youth Leader

A GOOD COUNSELING COUPLE is a sounding board, a prop, and a stabilizer for a county young men and women's group. Here in Iowa, we're convinced that counselors are the answer for young people who are adamant about planning and carrying out their own club program, but still want to have someone around in case they run into difficulties.

We feel that the term "counselors" best describes the advisory capacity of these couples. In Iowa the county extension person who works with the rural youth group is designated as "extension adviser" to the group, so we want to steer clear of using the term "adviser" elsewhere in our set-up. We've worked to get general acceptance of the "counselor" terminology all over the State. In the past years, counselors have been called "sponsors" or "chaperons," neither of which accurately describes them.

Here's how the counseling system works in Dallas County, which boasts a thriving club, 42 strong, for young men and women.

Each fall the club "elects" a counseling couple for a 2-year term. Suggested couples are consulted ahead of time to see whether they'd be will-

ing to serve as counselors if elected. Each year the "old" counselors are on hand to greet incoming members and help new counselors get broken in.

Members themselves feel that counselors give the club a firmer toehold in the community. They know, without talking about it, that their parents quickly sanction club activities, secure in the knowledge that the counselors are effective chaperons at parties and out-of-State or out-of-town trips.

"Counselors are advisers—they're the club's adopted Mom and Dad," explains Lena Mae Crase, president of the Dallas group. "They help straighten kids out easily on staying out too late, smoking on a hayride, and things like that."

"But they don't plan for us," adds her sister, Jeanie, who is club treasurer. "We make all the decisions. At least one set of counselors always comes to our meetings and get-togethers. Just their presence has an impression on the group. They're there. And it's easier to go to counselors on personal questions, too."

Dallas County young people have been either unusually perceptive or

just plain lucky in the counselors they're chosen. They've elected each year a couple who have unbounded confidence in young people, who give up some of their regular social activities during their term as counselors, who have a personal interest in each member, and know how to encourage young men and women to make decisions on their own.

"You find out you have to be younger in some of your thinking," reflects Dwight Barton, one-time counselor. "They expect you to have wiser ideas, but you have to be young with them to put it across."

The Bartons officially finished up as counselors 2 years ago, but still attend functions whenever they can get a sitter for their two young sons. While club counselor, Barton shot 400 feet of color film of club activities. He edited the film and divided it into sections under service, education, and recreation. He still goes along with the club on various expeditions and shows the film to give folks an idea of Dallas County rural young people's activities.

"They're the cream of the crop. To see that they're learning and having

(Continued on page 15)



Four members of the rural youth group try out their hill-billy get-out-the-vote skit on the Goldsberrys.



The Goldsberrys, Dallas County's counseling couple, sit in on an officer's meeting.

Community Leaders Develop Skill

GOOD leaders are made, not born. Over 200 volunteer leaders in home extension work in California heard that encouraging statement emphasized during their first State-wide conference recently. The 2-day conference was devoted primarily to the subject of leadership—what it is and how it can be developed. The women met on the campus of the University of California to fulfill the secondary purpose of the conference—a closer acquaintance with the university they represent.

Guest speakers during the meeting were Kenneth Warner, training officer for the United States Department of Agriculture, and Mrs. Buena Maris Mockmore, former dean of women at Oregon State College and extension specialist in family life.

J. Earl Coke, director of the University of California Agricultural Extension Service, defined the theme of the conference, Leadership in Community Life, by saying "A leader has performed best when people barely know she exists." (Mr. Coke is now Assistant Secretary of Agriculture, directly in charge of Research, Extension, and Land Use.)

How To Use Discussion

Mr. Warner gave a practical demonstration on how the discussion method can be used as a tool of leadership by having the women practice it. For their test run they selected the problem of the strains on family life today caused by the pressures of community and family activities.

Mrs. Mockmore enlarged on the conference theme by discussing the psychology of leadership. "Work with the group, not for them," she told the leaders. "You cannot get others to work for your personal advancement. An effective leader loses her identity in the group she serves, and everyone else collects the bouquet." Mrs. Mockmore's keen observations on family life led many of her audience to ask, "How does she know that about me?"

The delegates to the conference

were the leaders of home extension groups from 43 counties of California. They represented more than 32,000 rural women in California who participate in home extension work.

Irene Fagin, program director and chairman of home economics for the California Extension Service, told the women at the close of the conference that this was only the beginning for them. "A good conference does not end when we leave the building. That is really the beginning, for then you are on your way home to your own

counties to put the conference into action."

Skill Used Back Home

Reactions from both leaders and home advisers to this first State-wide conference have been enthusiastic. Reports coming to the State office from the counties show that the leaders are finding many ways to extend the information they gained in Berkeley. As one home adviser reported, "We are only beginning to use the wealth of ideas we gained at the conference."



Emphasizing discussion as a tool of leadership, this group talked about the strains of modern living and what they can do. Agent Ruth Baldwin (left).



"On Our Way Home" was the title of the summary session when Helen Edwards, home agent, chatted with the leaders about what they had learned.

Polish Your Periscope

As a home demonstration agent in California, home demonstration leader in Wyoming, and home economics extension editor in Colorado, Mary Collopy knows what she is talking about when she discusses public relations with home demonstration agents. This article is based on her talk at the National Home Demonstration Agents Association's annual meeting last November.

MARY COLLOPY
Home Economist
for Michigan State College
Radio Station WKAR

A PERISCOPE we all know is an optical instrument used when battling in the trenches or when a submarine is slightly submerged. This instrument, when polished, enables the observer to obtain a view that he couldn't otherwise get. I contend it is time for us to take a look.

Not a look at the objectives in the long-range program nor the philosophy which guides it—rather, I should like to focus the periscope upon our public relations. We've been a happy home demonstration family growing together and celebrating our silver anniversaries all over the Nation—sort of family affairs. Nice! But any boy on the lines in Korea could tell us today that you're a mature person at 25 years—and that you no longer belong “just to the family.”

We have been so busy and so happy in our 25-35 years of growing that we have hardly noticed the wistful, longing, wondering glances of millions of urban and city women and men. . . Closer home we have unconsciously made the party a ladies' affair. How many county achievement days give husbands or brothers an opportunity to join in—even for a *portion* of the day? Or the evening? Yet, we talk much of *family cooperation* in gardening, reupholstering, financial planning. Many husbands have hung skirts and helped clean yards and porches before the style revues and the yard improvement tour or the housing tour. But—on achievement days and rallies he is the little man who was not invited. Some county agricultural agents have only a *vague idea of our achievement days*. Is this good public relations?

Magazine editors across the Nation remind me that we've never told our big story yet. Newspaper editors—in some sections—agree. National home demonstration week has been an opening wedge. Editors have been most interested in watching us work together, play together, sing together, and grow together. They are curious about what goes on in our discussion groups—*what* makes volunteer leaders sacrifice time, energy, and money to participate—then share what they learn. Newspaper editors have told me in many States—widely separated—that they've carried notices of meetings and given space to reporting meetings—all through the years. So what? *Where Is The Story of What Happens* in the lives of families as a result of extension teaching? Magazine editors say this is the big story they want again and again.

Are we “too busy” to get and to give out this information regularly through the press, radio, and TV? We're operating on public funds—we owe John Q. Public something. Recognition of efforts expended by people is our *real* pot of gold.

True, time is at a premium in any extension office. But many editors are eager to spend time and money to come for the story. Local editors and local radio program directors welcome an opportunity for on-the-spot coverage. At Michigan State College, and, doubtless, on other campuses, we have the mobile unit which will do on-the-spot TV camera coverage. Agriculture is a few steps ahead of us—aggressive steps—in demanding visual aids and in demanding movies of their work, with sound if possible, and certainly demanding TV. Many men specialists I know appear at night meetings 200 miles away without leaving home—thanks to Kinescope filming of TV shows. Is this

an echo of things to come sooner than some of us realize perhaps?

Is it more work that is needed or is it a rearrangement in emphasis to save detail? Look at Iowa State College teaching dress construction by TV. Iowa will tell you too the home demonstration members are eager to appear on TV—they are “naturals.” How many years ago did we go through this same stage of growing with radio?

No one can stem the march of more than 3 million women with whom we work—we have no desire to do so—we want to keep ahead if we can.

Have you ever heard “Don't talk to me of TV—I have enough troubles—besides I have freckles and wouldn't look too well on the screen.” “Please don't expect me to write stories or to feed stories to reporters. I have no knack . . . in fact I don't even sniff story possibilities as I drive around the county. I don't even have time to read the magazines I get. My radio program is in a rut—no long-time plan—just something to fill in.” Sound familiar? Are they alibis, *sincere beliefs*, or are they SYMPTOMS?

Yet here's where we need to work with those 3 million women. Do we need more help to do the job—training in how to see stories, how to tell them—time to ponder new radio approaches or is it time we need to analyze why we are TOO BUSY?

Home economics in general—not just home demonstration work—needs to recognize that we have been remiss in our aggressive use of all mass media of information. Unless something is done, that current problem of enrollment in home economics will embarrass us further in our recruitment of home demonstration agents. There are other factors, yes, but THIS IS ONE. We have recounted our deeds—all good—our skills—all fine, but there is a bigger story the press, radio, and TV are hungry for. We just have NOT told the story of what has happened to the thinking of the people we teach.

COOPERATIVE Extension's educational work is being carried on in a dynamic situation—a situation in which the working force on the Nation's farms is decreasing, farms are getting larger, machines are replacing or supplementing manpower, and a technological revolution is going on in agriculture at a very rapid pace.

To meet the needs, how intense is the extension program to be? How much individual service and how much mass service is to be given? I personally believe that our farm people want more individual or personal service in both technical and economic fields and not only for the farmer but for the entire farm family. It seems to me that Extension has not fully recognized this developing trend. The problem is one of getting results with the maximum number of farmers for each individual extension worker.

Why More Personal Service?

The full implications of planning of that type are brought out in a section of volume one of a report to the president by the President's Materials Policy Commission. This report, issued in June 1952, attempts to take a broad look at all the natural resources that enter into the American economy. The chapter on agriculture is worthy of careful attention on the part of all those concerned with the future of American agriculture. It takes up probable demands on our agricultural resources and estimates what will be needed to meet food and nonfood needs by 1975. The report raises questions as to how this production can be obtained. Some of the points that should be considered in shaping future agricultural policy and programs, are listed as wider use of individual farm plans, agricultural credit, farm price policy, bringing in of new land, physical and economic research, and soil conservation.

The section on individual farm plans states that the desired increase in agricultural production will require higher output per acre and per farm worker. Better management of the resources of individual farms will be required to bring about such gains. The report states that:

"Every commercial farmer will

profit most, and at the same time contribute most toward meeting national needs, if he follows a comprehensive plan for efficient management of his own farm. Relatively few farmers have such plans today: here is a key point at which Government can help. "National programs and policies will be effective to the extent that they help farmers increase production efficiency and assist them in directing production into lines for which there is greater need. The largest possibilities for increase in output lie with the more than 2 million operators of moderate-size commercial, family farms. These are the farms on which production and incomes can be raised farthest and fastest through credit and technical assistance and other keys to the benefits of modern technology."

The report then points out that only large-scale farmers have the means to make such plans unassisted. Although the Commission recognizes that a number of current farm programs offer farmers some help in making plans, it estimates that not 1 farm in 50 now is covered by the type of complete plan required for consistent long-range operation.

The Challenge of Marketing and Consumer Education

Another problem I believe we should take fuller cognizance of involves the whole field of marketing and consumer education. I feel that there is a challenging educational need to be met in this area. Cooperative Extension has laid some good foundation stones, but needs to give more recognition to the whole idea of marketing and consumer education.

As Cooperative Extension looks ahead to its ever-increasing responsibilities additional thought should be given to some of the policy issues that

are involved in the extension program.

Will the Cooperative Extension Service look forward to a broad-based educational program, or to a more or less technical role in the fields of agriculture, home economics, and youth? The Joint Committee Report on Extension Programs, Policies, and Goals, calls attention to the danger of confusing immediate and rather short-run aims and accomplishments with the ultimate and more important over-all objective.

"These circumstances should not be allowed to divert extension workers from their broad objectives of acting as an integrating force—helping rural people through education in solving the many interrelated and continually expanding problems which affect their lives. Toward that end extension should consciously and unfalteringly direct its total resources.

Will the extension program endeavor to bring into functioning relationships all elements of our farm population, ranging from migratory farm workers up to the most competent and well-adjusted people of our family-sized farms and those of large-scale farms?

Will Extension's youth program be predicated on a broad or on a narrow basis? If on a broad basis will it combine with the very highly desirable home projects in agriculture and home economics?

Today the developmental needs of children and youth are being given a great deal of educational attention from the age of 10 up until the time of the choice of a vocation or profession. The recent appointment by the National 4-H Club Foundation of Dr. Glenn C. Dildine, formerly of the University of Maryland Institute of Child Study, to head its basic research study into the developmental

needs of youth, is a case in point. Over 40 extension workers from 33 States took the 6-week short course that Dr. Dildine gave this past summer at the Institute of Child Study.

Will the extension program be largely a program for farmers and their families or will it be, to a certain extent, geared to the needs of all the people in a county? Or, to put it another way, in the words of the Joint Committee Report,

"The Smith-Lever Act clearly states that Extension's field of educational responsibility extends to all the people of the United States. Hence, growing demands on Extension from nonfarm rural residents and urban residents should be met as far as resources will permit."

Personnel Problems

It seems to me that Cooperative Extension needs to pay a good deal more attention to professional training of its personnel, including pre-service training and induction training. Professional training that was adequate to the needs of a fairly simple agricultural economy surely is not adequate to the needs of today and may be solely inadequate to the needs of tomorrow.

Other problems in the personnel area include salary scales, systems of promotion, and related matters. Our study of salary scales indicates that in many instances there is a need for improving salary scales in order to attract and retain highly skilled personnel.

In my judgment both State Extension Services and the Federal office need to give more serious thought to professional development. The whole field of public administration in relation to Extension needs much more attention, including developing the science and art of public administration applicable to its special problems.

As I see it, one of the basic problems is the need for more personnel at the county level. The current ratio of approximately 3 county workers for each 1,800 farm families is entirely inadequate to do the job which Extension should be doing. And if you add to that picture the constantly increasing demands from nonfarm people, the problem Extension is facing at the county level is one of major concern.

Extension work in the field of citizenship will take an increasing stature in the years ahead. The splendid work done in this area by 4-H Clubs and by home demonstration clubs is most heartening and significant. Co-operative Extension is getting many favorable comments on its citizenship work from organizations and agencies that are interested in citizenship education.

There is also the cultural side of extension work. The Rural Reading Conference of 1951 pioneered in this area. I particularly hope that the Cooperative Extension Service will take a certain type of educational leadership in rural America in stimulating the reading and discussion of good books and periodical literature. *This article is based on the talk which Director Wilson made to extension directors, home demonstration leaders and other extension workers attending the annual meeting of the Association of Land-Grant Colleges and Universities, on November 10, 1952.*



Will the extension program include the welfare of tenant families?



How much attention should consumer education get?



How much individual service should be given? This involves the basic problem of need for more county personnel.

Potentialities in Extension

DR. LEWIS WEBSTER JONES
President of Rutgers University

THE LAND-GRANT COLLEGES, with their resident teaching, research and extension programs, are the most characteristic contribution of American democracy to higher education. And Extension is perhaps the most important educational invention of all. Like most great inventions, the extension idea is strikingly simple, far-reaching in its results, and too little understood. Indeed, like many great inventions, it is frequently rediscovered and proclaimed as something new.

The simple, epoch-making educational invention of the land-grant colleges was to bring knowledge and the results of research directly to the people who would apply them for the improvement of everyday life and work. The initiative came from the farmers of this new continent, who as long ago as the 1840's were demanding, in New Jersey, "itinerant professors" to help them solve their practical problems. The establishment and rapid development of the Extension Services has brought into being a unique and richly rewarding relationship between research, teaching, and practice. The results have been truly phenomenal. The productivity of American agriculture is the highest in the world. In no other place or period has so large a proportion of a people's energies been liberated, by the productivity of the food-producers, for other pursuits.

The urban dweller is now the typical American, as the farmer was a hundred years ago. The role of Extension is therefore changing, and concerning itself with urban and industrial research and education, as well as with agriculture.

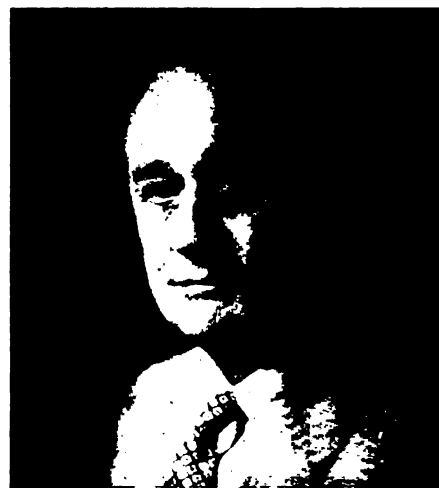
The invention of extension teaching was so original, so far in advance of conventional education practice, that it has been little understood, or even noticed by the main body of educators. As I said before, they are now beginning to re-invent it for themselves. And indeed, it looks like the wave of the future, it meets most

of the criticisms leveled against conventional university education. It satisfies many of the requirements of a truly democratic, functional education now being earnestly proclaimed by educational reformers.

Extension is about as far as you can get from the Ivory Tower, a structure becoming increasingly distasteful to serious educators. Teachers in our colleges and universities have become more and more concerned about the divorce of theory from practice, the increasing isolation of the specialist, the difficulty of making liberal values operative in the daily affairs of men.

Another legitimate educational worry concerns the questions of motivation. Much of conventional academic learning must be stimulated—or teachers perhaps mistakenly think it must—by the essentially irrelevant goad of grades and credits. Progressive education has tried to tackle the two problems of relating learning to life, and motivating learning by giving students a clear sense of relevance. Both are largely solved in extension teaching. As my friend, the late President Bennett of Oklahoma A. and M., liked to point out, his institution practiced progressive education in a big way: it was teaching people what they really wanted to know, or "meeting the needs and interests of students," as the progressive jargon would put it. The Point IV program in which Dr. Bennett was working when he lost his life was of course an extension of Extension into the foreign field.

A more recent reform movement in education also looks familiar to experienced extension workers. We hear a great deal about the need to bring education and the community together. The most eloquent advocate of this is Prof. Baker Brownell of Northwestern, who believes that good education requires first, that it take place within the small community; second, that it take place within the occupational context of the student;



Dr. Lewis Webster Jones

and third, that it continue throughout life. It seems to me that these conditions are met in most of our extension work.

I might point out also that American civilization in general has been criticized on the grounds that we are much more interested in profits than in people, and that much technical efficiency is devoted to the feeding and care of pigs, little to the feeding and care of children. Again, I would say Extension is not guilty. The Land-Grant Colleges have worked for the improvement of family and community life, through home demonstration work, 4-H Clubs, and the like. The ideal is sometimes expressed as "Sound family living on a conservation base." The carrying over of the same ideal into our urban communities offers the hope that we may begin to solve one of our greatest problems; how to use our magnificent technology to serve human ends.

Another modern movement, stimulated by the rapid and crucial social changes now occurring throughout the world is the movement for increased and intensified adult education. We realize that it is not enough to educate children and young people, and expect their schooling to be adequate throughout their lives. Many problems, new problems, need immediate attention, immediately improved understanding on the part of the adults who must deal with them. One example is the problem of race relations. Children seem to have no

(Continued on page 15)

What's Ahead in Extension Training?

MARY LOUISE COLLINGS

In Charge, Personnel Training Section, Federal Extension Service

PREDICTION of human behavior is always faced with many imponderables. Yet interest persists in looking into the future of all human endeavor to understand better what lies ahead. Witness the strong hold of the fortune teller and the popularity of the forecasting columnists.

Possibly, then, there is interest among extension workers in what lies ahead in the near future of the training program. As every "predictor" knows, the best way to look around the corner at the future is to study the past.

The past training of extension workers suggests:

1. *Undergraduate curricula for prospective extension workers in the future will be broader, with much more emphasis on the social sciences and humanities than has been given in the past.* The job of the county extension worker has been recognized as a generalist's job. His specialty, if he has one, is working with people. Extension directors and deans of agriculture and home economics are recognizing the fact that working with people involves basic skills which should be taught in undergraduate courses. Emphasis on physical and biological science in the undergraduate programs in the past has not permitted students to undertake valuable training in the social sciences (such as economics, psychology, sociology, political science, anthropology, education) and in the humanities (such as English, literature, history, philosophy, art, music, communications). With increased emphasis on public problems and international situations in the extension programs and on the use of modern communication media, county extension workers are realizing the need for more basic understanding of the social sciences and humanities.

Up until the end of the war, there were about 17 land-grant colleges offering special courses in extension methods for undergraduates. The majority were for students in home

economics. Now there are over 30; the majority are joint courses open to students in agriculture and home economics together. Around 700 students took these courses last year; less than half the number of replacements needed by the States. To augment the number of students interested in extension by means of these courses, colleges are setting up advisory services for students. Experienced extension workers with outstanding records are being jointly employed by extension and resident departments to counsel with students in freshman and sophomore classes and to supervise extension field experience for them as part of their college work for credit.

It looks now as though these services would be offered in increasing numbers of States in the future, and joint courses for students taking agriculture and those taking home economics would become more common.

Consideration has been given to adding a fifth year to the undergraduate degree period for county extension workers. Librarians have such a system, as do some other professions not so basic to human life as are agriculture and home economics. (There could be argument over that!) A fifth year, however, does not appear to be slated for adoption in the foreseeable future. The demand for extension personnel is too great at present to wait for graduates to complete an additional year of basic training.

2. *Summer school work at 5-year intervals will be provided by States for all workers as a part of in-service training.* In the past, attendance at summer schools was left to the individual extension worker, and expenses were borne by him. Some States required workers to pay with their annual leave as well. Under these circumstances only those imbued with the love of learning would enroll in summer schools. The trend now is for States to consider their former policies as too discouraging to the average worker. They now

take the attitude that the regional summer school is an in-service training opportunity which each worker should be encouraged to attend at least once in 5 years. Incentives, such as assistance with expenses or a scholarship, low fees, and no sacrifice of vacation time, are becoming more and more common. Workers not inclined to see the need for study have their attention called to it by strong hints and, in some cases, an outright requirement of attendance. The probability grows that extension administrators will give more and more support to the regional schools. Expenses will be partly borne by foundations, furnished as expenses to individual students from funds obtained in the States, or provided by contributions made toward instructors' salaries by all the States in the region. When this favorable climate is created for in-service training, then the goal of 20 percent of all workers at schools each year may become a reality.

3. *Graduate degrees for extension workers will become less rare.* Time was when the county extension worker with his bachelor's degree was away out in front of his farm population. In certain sections of the United States, this is no longer the case. Farmers with degrees from agricultural colleges are no longer a rarity. To stay ahead in a highly competitive agriculture, the county extension agent needs graduate study to keep him abreast of a rapidly changing world. In the past, few institutions allowed graduate students much leeway in selecting from various disciplines the types of courses that would best meet their needs. Today the colleges are tailoring their graduate courses to the needs of the individual student. This does not mean that extension personnel is seeking or getting a cheap degree. Extension workers are getting one that requires work of a high level, but which allows application of study to their own professional problems.



Land-Judging Contests Catch On

Oklahomans take their land judging seriously, without regard to sex or age. Men, women, boys, and girls acquire skill in judging the quality and texture of the soil.

mental factors for each of the eight classes of land are discussed: Texture, permeability of subsoil, depth of soil, slope, and degree of erosion. These factors will determine the capability of the soil in terms of how good it is now and what conservation practices must be applied. They are trained how to treat each class of land.

After the schooling the contestants go to the field as teams or as individuals in organized groups of around 30 each. They place the four different areas on the score card, using 30 minutes to each area. They determine the depth and texture of the soil, amount of erosion, kind of subsoil, drainage conditions, and other hazards, and mark this on the standard score card developed by Roberts and his associates for this work. The cards are taken up and graded to determine team and individual winners. Usually local sponsors provide some type of awards for high-scoring teams and individuals.

Farmers and parents of the farm youth realize that our farming frontiers no longer lie westward but under our feet because of the increase in the productivity of our soils, and that in order to protect these frontiers to feed the coming generations the conservation movement must be instilled in the hearts and minds of our youth. In this the land-judging contest is making a growing contribution.

THE LAND-JUDGING contest developed in Oklahoma is catching on all over the Nation. The first national land-judging contest as announced in the May 1952 Review was held in Oklahoma City with entries from 10 States and visitors from 11 States and 2 foreign countries. A total of 823 participated in the training school the first day, and approximately 600 took part in the contest the second day. Entries were listed from Texas, Missouri, Illinois, Kansas, Indiana, Virginia, Michigan, North Carolina, Iowa, Ohio, and Oklahoma. Seventeen visitors were there from Turkey and one from Cyprus.

The 4-H Club team from Dallas County, Tex., placed first in the 4-H division, and a Payne County, Okla., farmer was the high-scoring individual in the adult division.

The extension directors of the 12 Southern States took note of this extension method by making a study of the program as outlined by Oklahoma Director Shawnee Brown and Edd Roberts. As an outgrowth, a 3-day training school was held at Mississippi State College with the help of Charles Sheffield, field agent for the Southern States. Forty-nine people from land-grant colleges, extension services, and the Soil Conservation Service were trained in the method of

land judging under the supervision of Mr. Roberts.

Land judging is now also being used in college training. Oklahoma Agricultural and Mechanical College held a land-judging contest on the campus of the experiment station in November 1952. Invitations were extended to other colleges. Prizes consisted of medals and trophies. Other colleges are now considering the use of this teaching method and contest on a par with livestock judging.

Land judging also has an international appeal for educators. Letters of inquiry and personal visits to study the method have come from 10 foreign nations: Australia, Canada, Turkey, Israel, Puerto Rico, Portugal, Cyprus, Thailand, Burma, and China.

The soil-judging contests are 2-day events as described by Mr. Roberts in the July 1950 Review—one for preparation and one for the contest. The first day is used by those holding the contest to select fields similar enough to be suitable for judging, making the official placings on the fields, digging the pits from which contestants obtain the subsoils, arranging for tabulating score cards, and other details.

On the second day the morning is devoted to a training school in which the contestants are given instructions in taking care of the land and how to conserve soil. The following funda-

Egg Marketing Program Expands

E. P. MORTENSON
Department of Agricultural
Economics, Wisconsin

THE MARKETING ACT of 1946 expanded the area of responsibility for the Extension Service in marketing and merchandising. Our experiences in this field had been limited, and no tested methods or techniques had been developed which could be applied to new projects.

Therefore, those who embarked upon fresh projects had to blaze their own trails and develop their own methods. Two years ago, we undertook a program to improve egg quality and increase consumption in a designated market area.

The first phase of the project concentrated efforts in a market area comprising a population of some 70,000 people. The specific objectives were (a) to devise methods of improving egg quality and increasing consumption, and (b) to measure the changes in egg consumption, resulting from the efforts of the project. A college graduate, with experience in retailing, was employed to help.

We first called on all retail stores and wholesalers handling eggs in the market area to solicit their cooperation. Their agreement involved keeping weekly records of egg sales, checking the quality of the eggs by spot candling, and improving the methods of maintaining egg quality. Improvement of packaging and display procedures was also considered. More than 90 percent of the retailers and wholesale dealers in the area agreed to participate in the program.

Meetings were then arranged with

consumer groups in the two cities of the market area. Included in these were representatives from labor auxiliaries, church organizations, and similar groups that would provide leadership to assist in obtaining attendance. In this part of the program, we had the active cooperation of the county home demonstration agents as well as home economists of public utilities, who demonstrated the use of eggs in selected menus, emphasizing the nutritional value of eggs in the family diet.

An equally important job was to prepare radio talks, newspaper articles, and news letters to cooperating retailers. These were presented twice a month.

The local home demonstration agent and the State extension nutritionist prepared timely recipes of egg dishes, which were run in the local newspaper and given over the local radio. Seven of these recipes were mimeographed (on slips of paper 3 by 4 inches) by students in the local vocational school printing classes. During the season of the year when eggs were plentiful—and prices low—the cooperating retailers inserted these

slips in their egg cartons, one each week for seven consecutive weeks. Each recipe was printed on different-colored paper to attract attention.

When the project had been under way about 8 months a "Good Egg Day" was held in the city auditorium, sponsored by local retailers and wholesalers, feed dealers, local egg producers, and others interested. The program was geared to production and merchandising problems, the nutritional value of eggs, and the methods of preparing egg dishes.

During the entire period complete records of weekly egg sales were kept and carefully supervised by the project leaders. When the project had been under way for 15 months, comparisons were made in egg sales with corresponding months of the previous year. The records showed that egg consumption in the market area had increased slightly more than 10 percent. This was during a period when egg consumption over the country generally had increased about 2 percent; hence the increase in this "pilot project" was strikingly significant.

In order to determine the effective-
(Continued on page 15)

Rural Women Buy Visual Aids



Mrs. Rosa J. Parker House (right), home demonstration agent, looks over the new 16-millimeter sound motion picture projector, the slide film projector, and the screen, which the county council is providing for use in

the home demonstration program in Logan County, Okla. The women raised \$500 to buy the equipment, which will be used in the regular meetings of colored homemakers' clubs and 4-H Clubs.

Have you
read.



BOOKS THAT HELP ME

Louisiana Agents Tell Why

Two Louisiana home demonstration agents, one rural and one urban, select the same book as "most helpful" in their work. The book is **HOW TO WRITE FOR HOMEMAKERS**, by Lou Richardson and Genevieve Callahan, published by Iowa State College Press, Ames, Iowa, 1949.

Reasons why *Elizabeth Williams, Morehouse Parish home agent*, likes the book are: "The authors seem to know the difficulty we have in getting better homemaking over to the public and making the homemaker have the desire and determination to change her old habits for new and better ones. The authors have covered every field of home economics writing. This book has helped me write better radio scripts, demonstrations, news articles, recipes, and circular letters. It is good, chatty reading. The notes in the margins are helpful, too. I just couldn't get along without having this volume on my desk for reference and inspiration."

Reasons why *Mrs. Maida Tabor, Orleans Parish home agent*, likes this book: "The nature of my work in this metropolitan area (New Orleans) is quite different from that in rural areas, necessitating the preparation of script for radio and telecasts, releases and stories to the newspapers, speeches and programs, photography, and the preparation of local-interest news letters and bulletins. This book gives me the assistance I need to do the job, for I have had little training or experience as a journalist. The contents of this book are useful and in short, concise chapters, enabling me to tackle the job with all possible speed. It has helped me get ideas across to others through the simple formulas given in the particular writing job."

"If I were to choose a second book that has been of assistance," writes Mrs. Tabor, "I'd select **BETTY CROCKER'S PICTURE COOK BOOK**, by General Mills, Inc., published by McGraw-Hill Book Co., 330 West Forty-second Street, New York 36, N. Y.

"The procedures to follow are beautifully and clearly illustrated, (1,300 illustrations). These serve well in planning steps to be presented in a telecast. Besides, I have been able to gather interesting and catchy ideas and information in the 463 pages of easy reading. In this book, the eye appeal and its relation to presenting a foods telecast have been of significance in my home demonstration work."

Elizabeth Williams also lists a second book, **POPULAR HOME DECORATION**, by M. D. Gillies, published by Wm. H. Wise & Co., 50 West Forty-seventh Street, New York, N. Y. Reasons why Miss Williams likes the book are:

"I use the book constantly for the help it gives me in answering homemakers' questions and solving their problems. Being the editor of a woman's magazine and having come in contact with so many homemakers, the author has been able to put in print what homemakers want to know. She has translated interior decorating principles from textbook language into average, everyday homemakers' language.

"She gives them an idea on how to help themselves achieve their goals in an inspirational way. For example, she says 'What is decorating? Your job is already many-sided: you have to cook three meals a day, you have to clothe your family; and you have to keep a house in running order.

Decorating is a plus. It requires a plus in time and a plus in energy but it will repay you many times over, because decorating is not a dead thing. It is a live, creative thing. In making your home more attractive, you not only provide a more gracious and congenial background for your family, but you personally will benefit and grow. I do not mean that you will benefit if you just go down to a store and buy a lot of furniture and move it into your house. You will benefit only if you put something of yourself into the job, only if you change and adapt the things you have and the things you buy to your own requirements'."

Constance Escude, Vermilion Parish home agent, lists the following two books and gives reasons why she likes them: **YOUR WAY OF LIFE—UNIT FIVE OF PERSONALITY DEVELOPMENT**, by Estelle B. Hunter, Ph.D., published by the Better-Speech Institute of America, 307 North Michigan Avenue, Chicago, Ill. "I found this book beneficial, since it deals with improving and changing one's inner self through mental and spiritual growth brought about by developing self-control and strengthening of character.

"In doing agricultural extension work, you come in contact with people with all types of personality, ability, and disposition. By using suggestions from this book, it was easier to adjust myself to meeting the needs of the various types of individuals as well as groups."

CREATIVE HOME DECORATING, by Hazel Kory Rockow and Julius Rockow, published by H. W. Stuttman Co., New York, N. Y. "This book has been very helpful to me, since housing and house furnishings has been one of the major activities carried on in Vermilion Parish for the past few years and is still of great interest.

"The book is complete, giving excellent illustrations and examples of all types of problems pertaining to home decoration. Many of the problems in this parish have been based on remodeling, and this has been for all types of homes. The varied suggestions for home decoration have enabled me to use this book effectively to a very large extent."

Case for Counselors

(Continued from page 5)

a good time, too, makes you want to go out of your way to help do something they'll really like."

The Bartons maintain that counselors work best as a sounding board. "They always ask your advice," they say, "but if you hold back, they come up with the answers themselves. Once in a while, if we see the program is getting lopsided, then it's time to do a bit of suggesting."

Counselors are important for recruiting new members, too, say the Bartons. They tell young people about the group, pick them up and take them to meetings, and help them get acquainted.

"Occasionally," says Goldsberry, "meetings drag if the boys are tired from working in the fields all day. We try to pick up the ball and keep it rolling in that case."

The Goldsberrys make the trip to every district and State event possible. If they go, the young people are eager to make the trip, too—so they feel it's well worth their time.

Brand-new counselors Esther and Ralph Chambers are enthusiastic already.

Most of the counselors are busy farm couples with a baby-sitting problem every time a club activity comes up (about once a week). But they get there, and they thrive on it. So do Iowa's rural young people.

Advice to a Young Man

(Continued from page 4)

them. It's only when one comes to a slow walk that an old duffer encumbered by a scythe can overtake a person.

"Then there's another thing—if I can tell it to a young fellow like you without sounding sentimental or gushy or something. You take it as a matter of course that whatever you do is going to be worth while. But I know plenty of folks of forty who aren't so sure. In fact, half of them are saving and denying themselves comforts and pinching down on their family's spending so they can quit work! That's about as pitiful as anything I know of.

"No extension man in good health is looking forward to retiring. Retiring from what? From a chance to be useful? From the grandest opportunity in the world to be helpful? I have certainly missed plenty of balls I've swung at, but I've made some hits, too. All over this State I can see farms that are better because of something I've advocated, and can see families with new homes that some idea of mine has helped to build. In this entire State, I think there isn't a farm on which I am not welcome. Is anyone so crazy as to think I want to shuck that off?

"So this extension job has a reward that is completely different from that of most jobs. I imagine that a really dedicated country doctor might feel the same when he looks around and sees the folks he has helped. I suppose he wouldn't trade his job off either.

"You probably won't make much money. That has never worried me much, nor, fortunately, my family. You can't wear but one suit of clothes at a time, or eat but one meal. You can't live in more than one house. If you want a car, it won't be a Cadillac. You will get enough money so the pinch of poverty won't humiliate you and you can live in a house good enough so that you won't be too embarrassed when the wife's relatives cast an appraising look around.

That was all I could think of. The young man said he'd think it over.

Potentialities in Extension

(Continued from page 10)

"natural" tendency to discriminate, but quickly absorb discriminatory attitudes from their elders. It is the parents who need re-education. There are many, many more contemporary problems which face adults directly, and which cannot wait for the slow, traditional processes of formal education.

This is a world-wide problem. Sir Richard Livingstone, former Vice-Chancellor of Oxford University, states that England cannot survive the next few decades unless her adults are given an education which will help them deal with the situations they will encounter.

From many different sources, then, are coming impulses for educational reform, which in fact reinforce the extension and land-grant college idea. While we welcome these new—and often unwitting—recruits, we might ask ourselves why their voices need be raised, why they should be hailed as prophets of new ideas? Is it because we ourselves have lost something of our early impetus, forgotten the big ideas in our pre-occupation with successful detailed operation? *Based on an address given at the general session of the Association of Land-Grant Colleges and Universities, November 10, 1952.*

Egg Marketing Program Expands

(Continued from page 13)

ness in consumer education at the end of a year's activity, a carefully selected sample of 150 housewives in the market area were interviewed. Four out of five said they had heard about the project and more than half of those interviewed had prepared new dishes suggested from the recipes circulated by the project leaders.

The second phase of the project consisted of extending the findings of this pilot project. The plan was to hold one-night meetings or "schools" in the small and medium-sized towns (1,000 to 50,000 population) in the State generally.

Initial arrangements for the schools were made through the county extension office. The county agent usually made contact with the chamber of commerce, the retail grocery association, or other organizations concerned with retail merchandising.

Local newspaper reporters, equipped with photographic equipment, were asked to cover the meeting. The photographs taken and the stories written for the papers featured the local committees, officers of local associations, and members of the county extension service. Aside from the value of the subject-matter information, an outstanding feature of the program was that it identified the Extension Service with a new group of people—the retail storekeepers—working on a new type of educational activity. The results of the program worked to the common advantage of producers, handlers, and consumers of eggs.

What Will You Have?

Some Summer School Offerings of 1953

MORE LIGHT ON DEVELOPING EXTENSION PROGRAMS?

J. L. Matthews will teach a course at Wisconsin (June 8-26), J. Paul Leagans at Cornell (July 6-24), and a course will be offered at Arkansas (June 29-July 17).

DOES EVALUATION INTRIGUE YOU?

Gladys Gallup will teach at Arkansas, Laurel Sabrosky at Cornell, and a course will be offered at Wisconsin.

HOW ABOUT EXTENSION'S ROLE IN PUBLIC AFFAIRS?

T. R. Timm offers a course in government and agricultural policy at Prairie View (June 1-20); J. B. Kohlmeyer at Wisconsin; and a course will be given at Arkansas.

IS YOUR SPECIAL INTEREST IN YOUTH

4-H Club organization and procedures will be taught at Prairie View, and John T. Mount will teach the subject at Wisconsin. A course in organization and procedures for youth programs is offered at Arkansas, and C. C. Lang will teach extension work with 4-H Clubs and young adults at Cornell.



SKILL IN NEWS AND RADIO WORK

Sherman Briscoe offers a course in news, radio, and visual aids at Prairie View. M. E. White will teach extension communications at Wisconsin, Lowell Treaster at Cornell, and a course will be offered at Arkansas on effective use of news media.

In addition

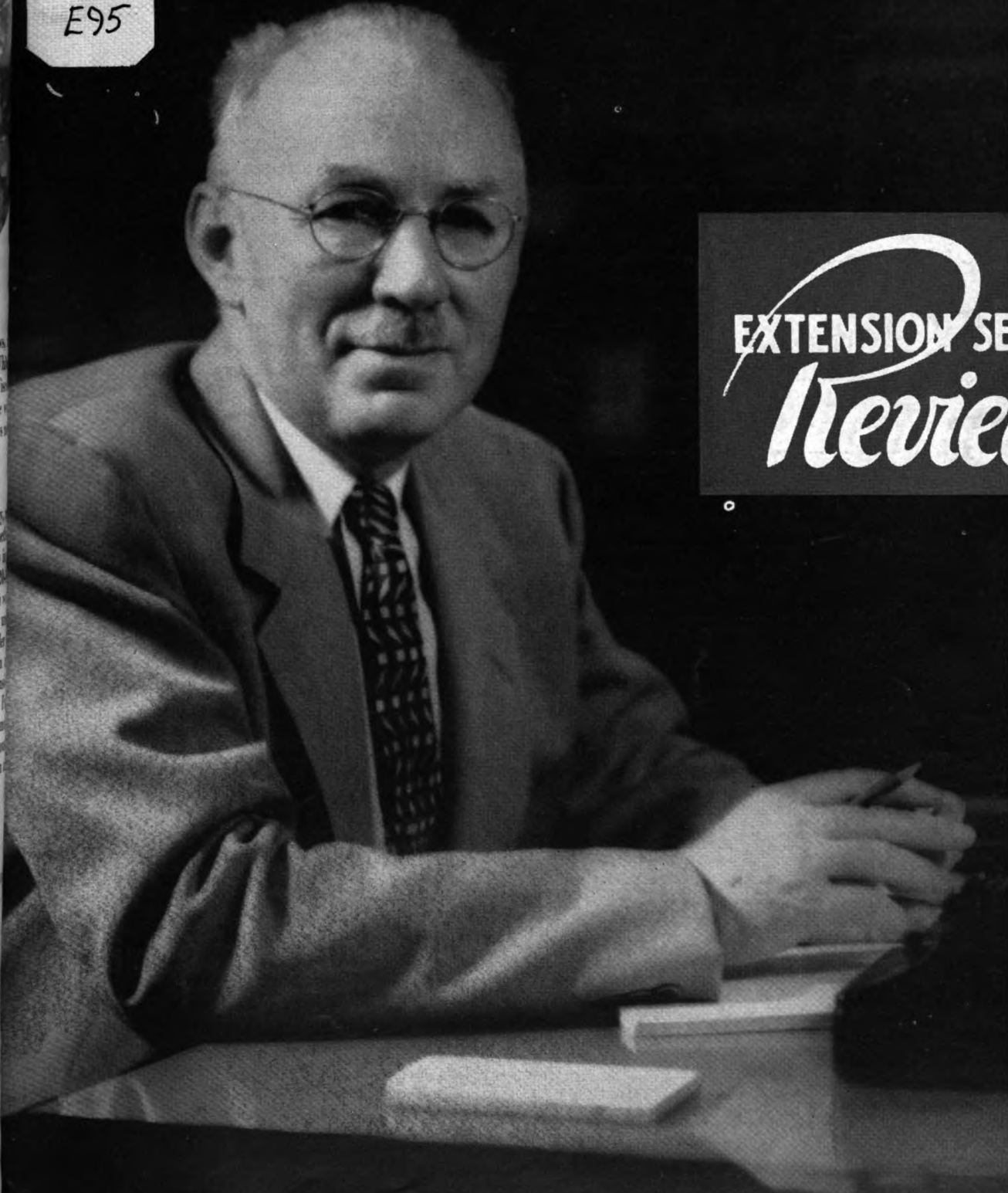
Prairie View offers courses in rural sociology, rural health problems, and extension clothing methods. Colorado A. & M. offers extension methods in nutrition under Dr. Evelyn Blanchard (July 20-Aug. 7). Wisconsin offers sociology for extension workers under R. C. Clark, extension supervision under F. E. Rogers, and extension philosophy under W. W. Clark. Arkansas offers courses in farm and home planning and use of groups in extension. Psychology for extension workers under Dr. Paul Kruse, land economics and management under Lloyd Davis, and management in relation to household equipment under Mrs. Lucille Williamson are offered at Cornell.

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EXTENSION SERVICE
Review

C. M. FERGUSON, New Director of Extension

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Ear to the Ground

● Fifty years later to the day, on February 26, the Porter farm near Terrell, Tex., is again the scene of an important meeting. Then the first "learning by doing" demonstration venture was agreed on. Now, a marker to commemorate the event is unveiled on the same farm with the following inscription:

"Here the first Farm Demonstration was established jointly by Seaman A. Knapp, Mr. and Mrs. W. C. Porter, the people of Terrell, February 26, 1903.

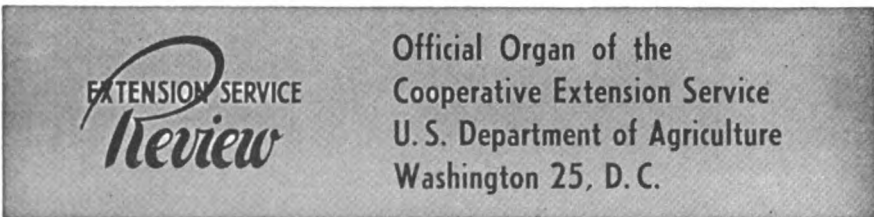
This demonstration of scientific agriculture on the Land was the beginning of the Agricultural Extension Service, now known around the world.

'What a man hears, he may doubt. What he sees, he may possibly doubt. What he does himself, he cannot doubt.' Dr. Seaman A. Knapp."

The marker was dedicated by Seaman A. Knapp, grandson of the man who signed the demonstration agreement 50 years ago, and was accepted by Bill Porter, son of Walter Porter who successfully demonstrated diversified farming on a 70-acre field back in 1903.

The unique feature of the Porter demonstration was that no government funds were expended though a government man directed it and the local people pledged indemnification against loss. "The truly important feature of the plan applied to the Porter farm at Terrell was the effectiveness with which it focused a social spotlight on its participants," said Joseph Cannon Bailey in the biography, *Seaman A. Knapp, Schoolmaster of American Agriculture*.

Many of the articles in this issue throw more light on the demonstration method and what it means to extension. Other articles, tracing 50 years of progress in various lines of work, will be featured in the next few months for a better understanding of a man and his methods that have meant much to all extension work.



VOL. 24

FEBRUARY 1953

NO. 2

Prepared in Division of Extension Information
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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

"Write Your Lesson in the Field"

Said Seaman A. Knapp

J. M. ELEAZER

Extension Information Specialist
South Carolina

THERE'S not so much that's basically new in agriculture.

Thoughtful farmers of the past had dug pretty well into Nature's secrets before our present scientific age arrived.

For instance, in late years our experiment stations found that it paid to leave cotton thick, much thicker than had been the custom. Yet old manuscripts, now yellowed with age and covered with dust, show that David R. Williams, man of wide genius, proved that conclusively on his plantation on the Pee Dee River in South Carolina well over a century ago. And that, and other scientific facts applied, made him rich.

And, likewise, in late years the value of lime on our lands has been proved to us. Before that we used none. Yet old Senator Hammond, natural agriculturist of the first rank, proved that and preached it several generations back.

And so it goes. The inquiring mind of man has not been asleep. And here and there we see our recent findings are not new. But some old artisan, digging in on his own, found many of the facts and practiced them on distant days.

Facts Are Not New

This leads one to ask why such scientific facts were not more widely employed before our modern scientific era arrived?

I think the answer is simple, definite, and conclusive.

In that distant past there were scant means, if any, for proving, compiling, and disseminating infor-

mation. When a man found out a new fact, he employed it, and it stopped there, often dying with him. But in our time we have experiment stations, with many of our brightest minds working there in field and laboratory, finding out new things and proving them beyond preadventure.

But that alone was not sufficient. We learned that it was not enough to find out a new scientific fact and write it up in a report. Farm folks didn't read such reports enough, and the gem lay rusting there in a musty volume. General and widespread application of the new fact is what was needed. And getting that done was not easy.

Then Came Seaman A. Knapp

A preacher had the idea in Texas. His name was Seaman A. Knapp. He said to write your lesson in the field, demonstrate it, that folks might see and follow. It was tried. It worked. And the result was a working force to carry his idea out, the early farm demonstration agent, now known simply as the county agent.

Those early agents didn't have an easy road. It was either horseback or buggy for them, and they were called book farmers. But gradually they were tolerated by a farmer here and there. And they put out some field demonstrations of new things there. Farmers generally were a bit amused at this "upstart," fresh from college or one of their number, and they didn't take much stock in what he was doing at first. But, as the demonstration progressed, they would glance at it in passing, usually out of



Seaman A. Knapp

the corner of their eyes so no one could tell they were looking. And, if it turned out well, next year or so they would adopt a measure of it, soon they had it entirely, it became a part of them, and they doubtless forgot from whence it came.

But that was all right. What those early agricultural missionaries were after was an improved agriculture, not necessarily credit.

And even in my time, and up to the present, I still see that whole thing happening. We are all slow to take on to the new. We'd rather just go on going as we have been going. That's easier. It comes as second nature to us. To do otherwise requires effort in getting out of the old rut. So we just naturally resist change. Yes, until it is demonstrated to us that change will pay and is often necessary. Then we reluctantly adopt the new.

A century and a half ago, hogs by the tens of thousands were driven from Kentucky on a trail that ended at Greenville, S. C., and sold to cotton planters as meat for their plantations. Cold storage eventually came, and pork was shipped in under salt and ice. At long last, the cotton plantations crumbled and our agriculture all but foundered. The county agents and farm papers preached di-

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The Fighting Prophet of the Demonstration . . . *O. B. Martin*

MRS. O. B. MARTIN
Texas

DR. SEAMAN A. KNAPP is known as the father of the demonstration idea, and, as someone has said, "Dr. O. B. Martin is the fighting prophet of the demonstration idea," thus bringing together the two men most closely associated in the great educational venture of farm and home extension.

This association, cut short by the death of Dr. Knapp, nevertheless, gave O. B. Martin his conception of the demonstration as a compelling force in rural education and fired him with enthusiasm for the statesmanship of Dr. Knapp, first as a disciple and later as a prophet.



Marie Cronin, first home demonstration agent, was a teacher and former associate of O. B. Martin. She organized a girls' tomato club in South Carolina in 1910. In this picture she wears her wedding dress made entirely by herself.

It was in 1909 that Dr. Knapp brought O. B. Martin to the Washington office of the U. S. Department of Agriculture bringing him from his work in South Carolina where he was State superintendent of education. O. B. Martin was needed in Washington to aid in developing a plan for organizing boys' corn clubs. Then, in 1910 the first girls' tomato club was organized in O. B. Martin's native State of South Carolina by Marie Cronin, a teacher and former associate of O. B. Martin.

Following these developments Dr. Knapp placed on his co-worker, O. B. Martin, the responsibility of creating interest among demonstration agents in the Southern States in organizing both boys' and girls' clubs. Mr. Martin designed the 4-H Club emblem, the well-known four-leaf clover with an "H" on each leaf, and with the motto, "To make the best better." This emblem was used on labels of products canned and sold by club girls. From this emblem the popular name, 4-H Club, grew.

Their next task was to establish home demonstration work, but the two men met with difficulty when the demonstration method differed with traditional home economics teaching. The two apostles of the demonstration idea insisted upon demonstration methods. "The garden, the poultry yard, and the kitchen are the school-rooms and laboratories," O. B. Martin contended.

Then a second blow came. Dr. Knapp died in 1911 while plans for home demonstration work were in their infancy, but O. B. Martin redoubled his efforts in this important work, believing that the home constitutes the keystone of American civilization. The present day influence of home demonstration work is a living monument to his zeal and leadership.

In a few years after Dr. Knapp's death, the Nation was to pass the Smith-Lever Act (May 8, 1914) which

provided for cooperative extension work in agriculture and home economics. Congressman A. Frank Lever was a fellow South Carolinian, and O. B. Martin counseled frequently with his friend in wording the new law.

In 1928, O. B. Martin left his position as director of Extension Work in the twelve Southern States and came to Texas as director of the Texas Agricultural Extension Service and to serve as chairman of the twenty-fifth anniversary of the beginning of demonstration work in the very State where the demonstration was carried out. Now, 25 years later, it is my privilege to serve as chairman of a similar observance, the fiftieth anniversary.

O. B. Martin's life and work were largely an exemplification of Dr. Knapp's revolutionary idea, the demonstration work. Dr. Knapp spent 70 years in preparation for 7 years of planting the demonstration idea, and it was O. B. Martin who cultivated and nourished the demonstration program "to place rural life on a higher plane for profit, comfort, influence, and power."

• RAY WOLFLEY, assistant Fremont County agent at Lander, is the 1953 president of the Wyoming County Agents' Association. Mrs. Harriet Clausen Bagley, Fremont County home demonstration agent at Lander, was chosen to head the Home Demonstration Agents' Association.

Johnson County agent William B. Long of Buffalo was elected vice president and Niobrara County agent S. E. "Si" West of Lusk, secretary-treasurer of the county agents.

Margaret Koenig of Torrington, Goshen County, was chosen vice president and Mrs. Alberta Johnston, Thermopolis, Hot Springs County, secretary-treasurer of the home demonstration agents.

County—State—Federal Partnership

An Idea of Perry G. Holden

R. K. BLISS

Extension Professor, Iowa

IN FEBRUARY 1903 a farmers' institute was in session in Hull, Sioux County, Iowa. A spirited discussion had arisen among the farmers as to whether experiments conducted on the experimental farm at the State College would apply to soil conditions about 200 miles distant in Sioux County.

Professor Perry G. Holden of Iowa State College came into the institute while the discussion was in progress. A Mr. Hawkins called upon Holden to give his opinion. Professor Holden held the view that local crop demonstrations close to the people would be of great value. He expressed the opinion that every county should put on demonstrations and have someone in the county to direct the demonstration plots, advise the people as to their problems, and work with farm boys and girls.

The farmers were deeply interested in the idea of having a county demonstration farm. They wanted to do something about it. Professor Holden agreed to recommend that the college furnish the educational help. He pointed out that it would be necessary for the county to furnish the land and take care of all local expenses including the living expenses of college representatives while in the county.

In order to get local funds a group of prominent farmers presented their plans to the county board of supervisors. There was no law requiring the county board to make an appropriation but the evident interest of the farmers persuaded the board to provide land, local labor, storage space, and a cash fund for local expenses. This was the beginning of substantial county tax support for agricultural extension work in Iowa.

The Sioux County demonstration farm as conducted in 1903 provided for county funds. It provided for the

use of State and Federal funds through help furnished by the college. The plan was developed as a result of a discussion with farmers and at the request of farmers. It had large-scale farmer cooperation. It brought the farmers in the county, the county Board, and the State College into a partnership arrangement of financial support, management, and education. It was fundamentally the same general plan that is now carried out in county cooperative extension work.

At the time the demonstration farm was established in Sioux County the farmers of Iowa were planting about 10 million acres of corn each year. Some farmers took good care of their seed but a common practice of getting seed corn was to pick it out of ordinary corn cribs in the spring at planting time. Holden believed that one of the principal reasons for the then low-acre yield of corn was due to planting poor seed, much of which did not grow at all or was weak or of poor breeding.

Farmers Brought Seed Samples

The first demonstration on the Sioux County farm had to do with a comparison of yields of seed corn then actually being planted on Sioux County farms. Samples from about 80 farmers were obtained for this purpose. In order to be sure that the seed corn was the same as the farmers were planting, the samples were taken from planter boxes at planting time. About 20 additional samples were procured from commercial seed corn growers and seed houses. Each sample from farmers and commercial seed houses was planted in plots by hand, three kernels to the hill. Seed from each sample was also planted in three or four different places in the field to reduce errors due to differences in soil.

A field day was held on the demonstration farm in August. The demonstration plots were numbered and staked so that each farmer furnished

seed could locate the plots grown from his seed. Extra college men were present to explain the plots. There were striking differences in the stands of corn and the growth and general appearance of the plots. It was a most effective demonstration and the field days drew large groups of interested farmers.

In the fall the plots were harvested and records of yields computed on an acre basis. Field days were held to see the samples weighed. There were striking differences in yield. The results were printed in leaflets and used in making charts. The local press gave much space to the printing of results.

The county demonstration farm in Sioux County appealed to farmers in other counties. In 1904 five counties had demonstration farms. In 1905 there were 8 counties and in 1906, the spring before the Extension Service was created in Iowa by law, there were 10 county farms in operation. In 1908 there were 16 county demonstration farms.

Demonstration Farms Multiply

The county farm demonstration plots discovered high-yielding varieties of corn. Oftentimes the highest yielding sample of seed was found on some nearby farm in the county. When a high-yielding sample of seed was located more of the same seed would be procured from the grower and tried out another year. In this way the highest yielding varieties of corn were publicized.

Other features than corn variety tests were added to the county demonstration farms. Number of kernels per hill and ear-to-row tests were carried out. Oat variety tests were added. Tests of alfalfa were made. Demonstrations in the elimination of noxious weeds were conducted.

The county demonstration farms
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The Job of the County Agent

*As seen by pioneer agents who knew Seaman A. Knapp and wrote of their work in early issues of the **EXTENSION SERVICE REVIEW***

Tom M. Marks writing of his work in Harmon County, Okla., in the **REVIEW** of July 1933.

WHILE editor of a local farm paper in Jacksboro, Tex., in 1905, a man came to my office to see me. He was W. D. Bentley, prominent in agricultural extension work in Texas and Oklahoma until his death in 1930. He explained his work to me and I became so enthusiastic about it that I went around with him nearly every time he came to visit what he called his demonstrators. In the fall of 1907, Congress having made a larger appropriation for this agricultural demonstration work, I was offered a position as agent. I already had organized a boys' corn club, and in addition to devoting more time to the boys I undertook a drive for the planting of the Mebane Triumph cotton.

I bought 200 bushels of seed and offered 1 bushel to each farmer free, the only obligation being that the farmer was to weigh the yield of the cotton and of the same-sized patch of other cotton in the fall. It was necessary to put up a talk like selling a lightning rod to get the people to take the seed as a gift and plant it. At that time very few ever heard of cotton varieties, and seed was usually obtained from the gins, though many hauled home a few loads of seed for feed and seed. The reports showed that on many farms the Mebane cotton produced double that of the common cotton, but some of this extra yield was the result of better preparation of seedbeds and better cultivation which was then strongly advocated. The next year most of the farmers planted this seed.

During the winter of the first year, 1908, I built some terraces. This was some more lightning-rod salesman-ship. It took 2 or 3 hours to con-

vince a man that terracing his land would benefit it, and I had not only to run the lines but help him build a drag and then stay with him until the terrace was built, making a regular hand in the field. When I reported this work to the Washington office, I received a letter stating that no doubt terracing lands was a good thing and the office had no objections to my doing so, if I thought it a good thing, but for me not to mention it in my report as they had no appropriation for such work. When the Smith-Lever Act was passed—in 1914 I believe—terracing became one of the regular duties of the county agent.

It will be remembered that one of the cardinal recommendations of Doctor Knapp for the betterment of farming was the growing of feed, and I had long been "boosting" the growing of corn and giving best methods of raising it. During these years the grain sorghums were introduced, and I had observed their behavior for several years, especially at the Chilli-cothe Experiment Station. So in 1913, when the corn absolutely burned up and rattled in the wind in July, I bought 10,000 pounds of kafir-corn seed and offered to give every farmer a gallon to plant in the corn middles in the dust. Many came and got the seed and planted. Then it began to rain and kept it up the balance of the year. When the good season came a great many other farmers came and got seed, as I had printed circulars or bills to send out over the county in addition to the newspaper publicity. Not only corn middles were planted but many fields of small grains stubble were planted, with the result that there was raised the greatest feed crop I ever witnessed.

I was very jubilant over the result, but rejoiced too soon, for to my bitter disappointment thousands of acres



Tom M. Marks

were never gathered. Many of the farmers declared that nothing would eat the stuff—neither hogs, horses, cattle, nor poultry. Many merely took the word of the others and never tried to see whether stock would eat it or not. A considerable number, though, planted again the next year and gradually the planting of grain sorghums instead of corn grew. That stock will not eat certain kinds of feed has been said of quite a number of different newly introduced feed plants. It was said of sweetclover, Sudan grass, soybeans, mung beans, and other things. The last comment is not a criticism or complaint. It is merely telling of a human trait. There are very few who will readily adopt anything new. It is expressed most excellently by Shakespeare when he said: "It is better to bear the ills we have than fly to others we know not of." There are a few pioneers who are willing to try new ideas, to move to a new and unknown country; and these folks are responsible for all advancement and improvement in the world today.

This demonstration idea of Dr. Knapp was an entirely new way of teaching. The demonstration method is far ahead of the theoretic method. The idea is more thoroughly understood by saying "Learn to do by doing."

I have known more than a hundred men to adopt some one thing that had been demonstrated in their

neighborhood while things that are not so pronounced, and that cannot so readily be seen may take a great many years to be adopted; but a persistent agent, if not interfered with, will finally "put it over."

Zeno Moore writing of his work in Edgecombe County, N. C. in the REVIEW of January, 1933.

EDGECOMBE COUNTY was one of the first in North Carolina, and the first in the eastern part, to make appropriations for farm demonstration work. I was its first agent, so had to have something to show my people as well as something to tell to others. My instructions from Doctor Knapp were "Stick to fundamentals and help in things in which they are interested." That meant cotton and corn. Per-acre yields in both were distressfully low. Soils were depleted and both implements and methods of cultivation crude and antiquated. Seed stock in both crops was very poor, so that meant poor quality as well as low yield.

So I went over the county and got 26 men from different sections to sign an agreement that they would each take at least one or more acres, measure the land, prepare and plant to one of these crops and cultivate, all to be in accordance with instructions prepared for that crop by Doctor Knapp, subject to such modifications as I might recommend. Beyond all, they were to keep a record of every item of expense and to measure results in the presence of their neighbors or other interested parties.

These demonstrations were both profitable and satisfactory and gave me the confidence of my people. The next step was soil-improving crops, livestock, and poultry as time went on. In 1910—my first year—I found only three farmers that had ever grown soybeans. Two of these had got poor varieties and quit them. Now, I think 95 per cent of the farmers grow them, and some grow several varieties. Clover and vetch were known on very few farms and lespedeza and velvetbeans not at all.

At that time one-horse plows were still the only ones in use. A farmer thought he was "out of luck" if he did not have as many men as he had

mules to plow. One of the conditions that year was that land was to be broken with two-horse plows.

From that time on we have added one thing at a time. Cooperating with Dr. R. Y. Winters, seed specialist, at the State College, we were able to get some seed-improvement work started with farmers which culminated in the Edgecombe Seed Breeders Association. It is generally conceded that the quality of cotton alone has been improved 30 per cent in the county by this work.

Then all we knew to do with sweet-potatoes was "eat 'em quick or let 'em rot." Now we have 24 farm storage houses.

Then we lost more hogs from cholera than we saved. Then we had cattle ticks. Now we have no ticks, and hog cholera and tuberculosis of cattle are both well under control and the means of control well understood by all.

I have worked on the principle that my job was, "First know that I'm right then get somebody to do it."

W. R. Reynolds writing of his work in Jackson County, Ky., in the REVIEW of November 1934.

IT SEEMS to me but yesterday when I mounted my horse and started over the hills, up and down the creeks in Jackson County, carrying to the isolated farm home in the best manner I knew the story of a "new day" for rural homes. I knew then, as I do now, that I was pioneering with bright hopes for the future, telling farmers and their families of new and improved practices that I was sure would turn losses into profits and discouragement into hope.

In 1914 many people were guessing what a county agent was and more about what he could do to help the farmer. Even Uncle "Dude" Robinson, when I was telling him of the construction of a new silo at Annville, thought it a place for crazy people. Today many think a farmer without a silo or other farm conveniences is eligible for the asylum.

In 1914 but few farmers knew of seeded pastures or hay crops other than broomsedge, and seldom did I see fields seeded to any kind of leguminous crops. It was seldom that I found a home with a storage house

or cellar for caring for winter foods, or with any kind of modern conveniences. Japan clover grew wild to some extent in old depleted fields and it was hated by the farmer as he would hate a rattlesnake because he said it caused his horse to slobber. Little hay of any kind was grown in the years before 1914, the farmer depending largely upon corn blades and corn fodder for his supply of roughage.

The problem of bringing a "new day" to the rural home was by no means a small one. Methods of building a program had to be worked out. The main idea was to get cooperation among the farm homes and this looked like almost an impossibility to me. I decided to try to secure this cooperation in large measure through the sons or the daughters of the farmers by organizing them into 4-H Clubs. So I centered my first activities on the juniors. The first club was organized in November 1914, as the "Corner Oak Club," and my first county extension committee was selected in 1916.

One principle that I have always kept in mind is that it is not the purebred pig, calf, lamb, or poultry that makes for efficiency but the boy and the girl who will bring about the change which will result in the "better day." No one can fully realize to what extent 4-H Club work will reach the lives and character of boys and girls unless he has closely observed it working over a long period of years. In 1915 the first shipment of purebred pigs was delivered to some 30 club members. This group represents my first crop, and I have seen them grow up during these 19 years to hold positions of trust such as superintendent of schools, superintendent of the high school, engineers, and farmers of the first class.

Such a program as extension offers to the rural people is sure to give results; and our county needs this service as much as, or more today than it did when I started work more than 20 years ago. I have reached goals which I doubted I could reach, but now new goals are up and the new adjustment in agriculture certainly offers the extension worker a broad field for service which no other agency can fill.

Finding and Facing Facts

MEREDITH C. WILSON

Chief, Division of Field Studies and Training, Extension Service

WE ARE constantly challenged in Extension to develop new programs and improved techniques for serving an ever-changing rural life.

We must continuously evaluate organizational set-ups and teaching procedures to insure efficient operation and to facilitate the adaptation of programs and methods to new situations. Management research is essential to raising extension standards of accomplishment and to maintaining the dynamic vigor of its service to rural people.

Early extension workers had little to go on. Those who employed and attempted to guide the first demonstration agents and county agents had little more experience than the agents themselves. There was an almost total absence of factual information to guide both agents and supervisors of agents. As late as 1914 when farmers' cooperative demonstration work blossomed into a permanent Nation-wide system of Cooperative Extension Work in Agriculture and Home Economics, the advice most frequently given a new agent going into a county largely boiled down to "make a job for yourself." Many of those now in Extension, including myself, began their extension career under such circumstances.

The current management research program of improving the conduct of extension through field studies started in 1922. At that time a special unit of the Federal office of the Cooperative Extension Service was first assigned responsibility for promoting and assisting State Extension Services with extension field studies. The idea of substituting the scientific approach for the "trial and error" method of conducting extension work was frequently discussed by extension leaders during the 1914-16 period. However, the emergency activities of World War I and the post-war adjustment period postponed action.

Before discussing the first field study under the new set-up made in Marshall County, Iowa, in 1923, brief mention should be made of two earlier studies to complete the story of management research in extension. In 1912 C. B. Smith (who was to become the head of the U.S.D.A. Cooperative Extension Office in 1921) and K. H. Atwood reported on the points of view of 3,698 farmers relative to farmers' institutes, agricultural bulletins, and personal contact with demonstration agents then employed in part of the counties covered by the survey. Interviewers traveling on foot or on a motorcycle visited farmers on both sides of the road over 400-700 mile routes in four sections of the country: northern New York to Washington, D. C.; northeast Mississippi to southeast Georgia; northwest Ohio to southeast Iowa; and northeast Missouri to northwest Kansas (Circular No. 117, Bureau of Plant Industry, U.S.D.A.).

Early Evaluation Surveys

A similar survey of the thinking of 2,301 farmers in three sections of the country was made in 1919 and the findings reported by C. B. Smith in the 1919 proceedings of the Association of Land-Grant Colleges.

The Marshall County, Iowa, study made during 1923 was the first of a series of studies of the effectiveness of extension work made during the twenties by the Extension Studies Unit of the Federal office in cooperation with the extension services of 14 States in all sections of the country. The farm management survey approach employed by Dr. Smith in the 1912 and 1919 studies, and with which the author had had experience, was also utilized in the 1923 Iowa study and became the pattern for the series of studies which followed.

Whether or not the farmer or the

farm homemaker had adopted improved practices as the result of extension teaching was the unit of measurement used to determine the effectiveness of the extension program. Personal interviews were made with 98 percent of all the farm families in five townships, four of which extended the width of Marshall County from north to south. The data from these five townships were tabulated separately. The slight differences found in the percentage of families adopting extension practices (less than 3 percentage points) suggested that an area sample the size of a township containing approximately 100 farms was probably adequate for measuring the effectiveness of extension in a given county. The importance of group contact and mass media methods in extension in contrast to personal service and object lesson or demonstration methods as effective extension teaching tools came to light in a definite way in the Iowa study and was substantiated by the later studies.

Controversy on First Findings

One other extremely significant point came out of the Marshall County pilot study and that was the extent to which farm people associated specific changes in practice with definite contacts with extension. That finding opened up the possibility of comparing specific teaching methods and activities in terms of practices adopted as the result of the extension teaching effort.

Much controversy centered on the findings of the early extension studies. Many extension leaders of that period took the position that because extension was an educational effort the results of extension could not be measured. Such a point of view was, of course, untenable, particularly in an agency devoted to the practical application of the findings of scientific research in agriculture and home economics to the everyday problems of farming, homemaking, and rural living. As scientists, extension workers recognized that if a thing exists it can be measured. If it cannot be measured its very existence is in doubt.

As succeeding field studies tended to substantiate the findings of earlier

studies, extension workers gradually began to substitute the scientific way of weighing the available facts for the unsatisfactory habit of taking a thing for granted or making irresponsible statements about it. Some striking similarities began to appear between the findings of extension field studies and the findings of research in general education. Such an example was the matter of age of farm people in relation to the adoption of extension-taught practices. That age was no serious barrier to the adoption of improved practices by farm men and women was indicated by early field studies. This fact squared with findings reported by Edward L. Thorndike in his book "Adult Learning" published in 1928. The importance of repetition in extension teaching as indicated by field studies was, of course, in keeping with the basic educational principle previously demonstrated in the school classroom.

Training Value Recognized

The training that extension workers themselves received in making a study was early recognized by extension administrators like Director Carl Ladd of New York and Dean H.

M. Mumford of Illinois. Both men recognized the changed point of view of supervisors, subject-matter specialists, and county workers after talking with a representative sample of farm people about using extension information. In 1929 Dean H. L. Russell of Wisconsin arranged for an extension training course, based on the findings of field studies, to be given as a part of the regular summer session at the University of Wisconsin.

Following the series of studies relating to the effectiveness of Extension and of the teaching methods employed, the fact-finding approach began to be applied to a wide variety of extension problems. Studies of various aspects of extension were undertaken by State extension workers with and without the cooperation of the Extension Studies Division of the Federal Extension Office. Certain studies were organized as research projects of State Experiment Stations. Graduate students in increasing numbers selected extension problems for master theses and doctoral dissertations. Extension was rapidly establishing itself as a profession.

The first State leader of extension studies was D. J. Crosby in New York, who in 1924 was designated as

Professor in Charge of Extension Research. At this writing 21 States have one or more members of the State extension staff with assigned responsibility for extension field studies. In some instances, however, the State leader of studies has other duties which prevent him from devoting all of his time to extension research.

Facts Recorded

Department Bulletin No. 1384, "The Effectiveness of Extension in Reaching Rural People," published in 1926, summarized the findings of the first four field studies in Iowa, New York, Colorado, and California, made in 1923-24.

Two technical bulletins of great significance in the historical development of management research in extension were issued in 1929. The first, Technical Bulletin No. 106, "Extension Methods and Their Relative Effectiveness," presented the cumulative findings of field studies made in cooperation with 14 State extension services—New Jersey, New York, and Pennsylvania in the Northeast; Illinois, Iowa, Kansas, Minnesota, Ohio, South Dakota and Wisconsin in the North Central group; Arkansas and Georgia in the South; and California and Colorado in the West.

The second, Technical Bulletin No. 125, "Relative Costs of Extension Methods Which Influence Changes in Farm and Home Practices," presented the findings of cooperative studies in 17 States relative to the time of extension personnel and other costs devoted to the various means and agencies employed in extension teaching, and compared the relative cost of individual teaching methods to the relative effectiveness of the same methods. Milton S. Eisenhower, then Director of Information in the Department of Agriculture, recognized the significance of the findings of the early field studies to the work of information specialists of the Department and of the State Agricultural Colleges and expedited the printing of both of these technical bulletins.

The first bibliography, devoted exclusively to extension studies, was issued in March 1936. A revised bibliography covering the period up to November 1943 was published in

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Thousands of interviews with farmers and homemakers in sample areas provided the information for early field studies.

Yesterday—Today—Tomorrow

The fiftieth anniversary brings out some long-range thinking on home demonstration work for a young agent, from Mary A. Rokahr, assistant to the chief, Division of Home Economics Programs, Extension Service, U.S.D.A.

“WHAT Is Past Is Prologue” and “Study the Past” are written on the outside of the National Archives Building in Washington, D. C., where your county home demonstration report will be filed for future extension workers and others to read and study.

Why concern ourselves with the past when the present is urgent and the future is upon us? Because it is in the long view that the pattern becomes apparent.

It was during my senior year at the University of Nebraska before World War I, that I was invited to become a Farmers' Institute lecturer and demonstrator. The titles of the talks and demonstrations at these institutes sound like those given today.

A change that stands out clearly in my mind as I look back is concerned with what and how we teach. In those early days we taught skills and practices; how to make and use fireless cookers, iceless refrigerators, and dress forms; how to can by water-bath method.

Changes are often so gradual that you cannot put your finger on the time or place that they occur. I can't tell just when people began to ask for help with the less tangible planning, thinking, and decision-making processes that are even more important than the practices and skills of better homemaking. Instead of centering attention on one change we began to help people with planning that requires the setting of goals and the making of decisions on their part as to the family values they consider important and other complicated questions.

Have we extension workers avoided getting into this important area of teaching because it is difficult and less tangible? No, we can be proud of our efforts in the programs that center around farm and home management, and family relations, to mention only two. When we taught practices, one demonstration might be

sufficient. If we are teaching thinking and decision-making it may require demonstrations, yes, but also home visits, the help of different specialists and other staff members, to assure the family success in this type of adventure. In this kind of teaching, a new hospital, a better school or other services within or without the community may have a part in helping the family reach their goal.

Directors and others developing future budgets are suggesting additional county staff members to aid with this program. Yesterday's programs had little in them that aided people with over-all planning and decision making. In today's program we have made a good start. In tomorrow's programs this phase will see expansion under the guidance of you young home demonstration agents.

It is not difficult for me to visualize the homemakers and homes I worked with 30 years ago in Nebraska and Wyoming. Usually houses were too small for the family—children were pouring out the doors. There was no electricity or gas. Coal or wood stoves were used. There were outdoor toilets and kerosene or gasoline lamps which had to be cleaned daily. A few families had hand washing machines. There were dirt roads only, few automobiles, some telephones, few doctors, and few if any county home demonstration agents.

Today there are 3,500 home demonstration agents and 84 percent of the farm homes in 1951 had electricity. But we still have a long way to go to complete this part of the pattern for in 1950, 73 percent of the farm homes still did not have piped running hot and cold water; 72 percent were still without inside flush-toilets, and 83 percent were without central heating.

Figures, more disturbing, show that only 78 percent of the rural farm women had completed elementary school education, while 89 percent of

the urban women had completed such training. A look at high school completions shows that in 1950, 37 percent of the rural farm women completed high school, while 59 percent of the urban women had had similar schooling.

Future home demonstration programs will and must continue to improve physical living standards but never to the sacrifice of educational and family-living values.

One last thought—in a democracy the intrinsic value of the person not only to society but to himself is a value we fight for. The Constitution reads “Life, liberty, and the pursuit of happiness.” Our physical standards of living have made great strides forward in the last 50 years.

The pursuit of happiness is an elusive goal. You, the young home demonstration worker will be called upon to help the homemaker of today and tomorrow use the experience and satisfactions achieved in homemaking to add to her personal growth. May you help her lead a full and good life with happiness along the way.



Today's agent must use many methods with skill to help families.

Extension-Cooperative Relations

MANY COUNTY farm, home, and 4-H Club agents should do more work with farmer cooperatives. They, as well as other extension workers, have many opportunities to serve larger numbers of farm families through their business associations. This is one of the conclusions reached by Agriculture's Extension-Cooperative Relations Committee in a recent report to the Secretary of Agriculture.

This committee points out the very constructive help given farmer cooperatives throughout Extension's history. County and State workers have assisted in the education related to organizing thousands of local associations. They have provided information and guidance on many operating problems and on federation of these locals into State or regional cooperatives. The Extension Service has been a very important factor in establishing the many cooperatives now serving farm people in marketing, purchasing, and other business fields.

Many present-day extension workers who come into the system, however, are not familiar with these active cooperatives either on a State or local basis. A good many of them have little experience or academic training in cooperative business. Likewise the new generation of co-op managers are less familiar than the old with the Extension Service program.

Extension and farmer cooperatives still have the same common aim, a more satisfactory living on a higher economic level for farm people. Through coordinated effort they can serve the varied needs of farm families more effectively. This points to mutual consideration of common problems. For such program planning many extension workers need to gain a broader understanding of farmer cooperatives. Some do not fully realize their own responsibilities and opportunities for education with these associations.

Essentials of a relationship mutually helpful as worked out by representatives of both Extension and the Cooperatives.

Perhaps the most important step for new extension people is to become well acquainted with the management of the cooperatives doing business in the particular area in which they work. Out of this personal relationship with managers and directors it is easy to gain a knowledge of each cooperative. It is essential to know something of its history, the extent of its operations, and the improvement in services it has brought about directly and indirectly. It is well to know also what the cooperative is contributing to the community in expenditures, facilities, income, employment, taxes, and community activities.

Extension has carried on education in cooperatives largely along three lines. The first has been giving farmers needed information on which they can make sound decisions on whether to organize new associations and how to set up strong cooperatives where the farmers decide they are needed. The second has been help in making improvements in organization and operations of established cooperatives. The third has been the effort to establish a better understanding of cooperatives by their members, other farmers, and the general public.

Farmers Ask Agents About Cooperatives

Extension has been carrying many messages related to cooperatives to farm people. Sometimes it brings answers to such questions as: What is a cooperative and how does it differ from other types of business firms? What are the basic principles and proven practices followed by cooperatives? What is the place of cooperative business in the competitive free enterprise system? What are the possibilities and limitations of farmer cooperatives?

More frequently, however, the questions asked by farmers are along these lines: How much business should be in sight for a co-op to succeed? How much money must the members raise among themselves? Where can they borrow the balance required? What are the necessary steps to incorporate and set up a cooperative association? How can we get more members interested in our cooperative? How can we put on an annual meeting that will be different? What can be done to clear up local misunderstandings about our organization?

Can't Have All the Answers

The county extension workers can not be expected to have the answers to all the problems of their local cooperatives. This, however, should not deter them from an active program of education with the associations. Nearly always they have one or more specialists on the State extension staff who are well qualified to help. In many States the cooperatives have councils or other organizations set up to assist in educational work, and the large State and regional cooperatives employ specialists in this field. Then the State leaders in turn can call on the Washington extension office, the District Farm Credit Administration serving their State, and the Washington FCA Office for further technical assistance. Then there are State and national organizations of cooperatives ready to help on special problems. These include the American Institute of Cooperation, the National Council of Farmer Cooperatives, the National Milk Producers Federation, the National Federation of Grain Cooperatives, the Cooperative League of the U.S.A., and the State and national associations of electric cooperatives, and others.

Thus spoke Seaman A. Knapp some 50 years ago. Today thousands of extension workers echo this truth proved many times over in their own experience.

THE demonstration established on the Porter Farm near Terrell, Texas, February 26, 1903, was the first such educational demonstration. It was watched with much interest by contemporary educators and by Seaman A. Knapp's own chief in the Department of Agriculture, B. T. Gallo-way, who the following year published Mr. Knapp's report on the

demonstration in the Miscellaneous Papers of the Bureau of Plant Industry. The following excerpts from this document give high lights of this historic demonstration and introduce several up-to-date demonstration reports typical of the 189,643 reported last year.

THE WORK OF THE COMMUNITY DEMONSTRATION FARM AT TERRELL, TEXAS, as reported by SEAMAN A. KNAPP

The object of all such demonstrations is to test or prove some important fact bearing upon agricultural conditions. If these demonstrations are conducted in such a way that few persons see the result or learn about it, little is accomplished. The plan adopted by the committee at Terrell involved keeping in touch with the work on the part of the large number of businessmen and farmers who had subscribed to the guarantee fund. These people made frequent inspections of the farm in order to see how the work was progressing and took a personal interest in learning for themselves that the methods followed were in accordance with the best agricultural practices.

Upon the final settlement for the operations of the demonstration farm for the season, Walter C. Porter, the farm manager, announced that he had cleared \$700 more than would have been made under the ordinary methods of farming employed in that section. He stated that in 1904 he would work his entire farm, about 800 acres, upon the basis of the same cultural methods which had been followed on the experimental plats. Many of the owners of large farms in that section of the State made similar announcements.

The methods employed by the citi-

zens of Terrell in establishing this demonstration farm may be summarized as follows:

(1) Eight practical men were selected to act as an executive and advisory committee, with full authority.

(2) The citizens subscribed a sum of money sufficient to guarantee that any contract made by the committee would be carried out.

(3) One of the best farmers in the section was chosen to conduct the demonstrations on his own farm. He was to follow strictly all instructions given by the representative of the Department of Agriculture, and if the result showed financial losses owing to changes from the methods formerly employed he was to be fully reimbursed out of the fund subscribed by the citizens.

"Can Agricultural Conditions

By Simply Talking

By Demonstration



Walter C. Porter, who agreed to try out some new farm practices, and his helper who worked the first demonstration tract of 100 acres in 1903.

It was the intention the first season merely to test varieties and to investigate the effect of fertilizers, methods of cultivation and planting, and other practices, leaving any special effort to produce large crops for subsequent years after the soil conditions had been accurately determined. It was considered wise to restrict the tests to the ordinary farm crops of the section.

50 Years Later

TODAY'S COMMUNITY DEMONSTRATION FARM AT LYNDEN, WASH., as reported by VERN FREIMANN, WHATCOM COUNTY AGENT

UP in the farthest northwest corner of the Nation, a former Aleutian ski-trooper and his wife are operating their whole farm as a demonstration to show others what can be

done in fitting cut-over land and peat soil for dairy production.

The Bendomayne farm of Mr. and Mrs. Brad Benedict, Lynden, Wash., was selected by a group of Whatcom

e Changed . . .

-No

-Yes"

County farmers to serve as a central demonstration for their area. All agricultural agencies in the area and many commercial firms have joined with the Extension Service to supply knowledge, services, and materials for the farm-wide demonstration.

The Whatcom County farm the Benedicts own is typical of many Pacific Coast operations—100 acres in size with 70 acres under cultivation. It consists of rather poor soil either peat bottom land or logged-off areas.

When Whatcom County farmers and their county agent decided they needed a demonstration on this type of land they named a committee to look over all operations and selected the Bendomayne Farm (it stands for Benedict's Domain). Then they organized a whole series of committees, including experts in almost all lines of work, and started to get the job done.

Soils were fertilized, a sprinkler irrigation system installed, and pasture and crop plantings planned. In the last year seedings have included 16 acres of orchard grass and ladino clover, 14 acres of red clover and Italian rye, and 10 acres of corn for storage in the farm silo.

The Benedict herd now includes 19 head of milk cows and 18 head of young stock. This number is more than it was formerly thought possible to carry economically on this type of soil. Artificial breeding is being used and Benedict has his animals under test with the Dairy Herd Improvement Association.

The home has not been neglected either. A home orchard of pears, apples, peaches, cherries, and grapes is flourishing. A home garden is supplying food for the family. The house has been completely painted and repapered.

As this demonstration farm develops other farm families from throughout Whatcom County are keeping a close eye on progress. What happens

here will soon be happening on other farms throughout the county. That is demonstration teaching.

What the Benedicts think of the whole thing might be deduced from the name of the first dairy calf born on Bendomayne after the farm had been selected for the demonstration—the calf is called "Jackpot."

Or, it might be in this letter written by Brad and Barb Benedict to the county extension agent.

"This is an unparalleled opportu-

nity for us, and we hope to be zealots in passing along the information we help to collect.

"People are looking the place over already. Getting a 'before' glimpse. Perhaps half a dozen cars drove in today, stopped along our lane and drove off. We'll knock their eyes out before long, won't we?"

"Thanks again for being such a good county agent as to get this project for Whatcom County and for your part in our selection."

BALANCED FARMING IS SOLD BY DEMONSTRATION IN LINCOLN COUNTY, MO., as reported by OLIVER LUTGEN, ASSOCIATE AGENT

BALANCED farming—the Missouri program for better family living—has been sold through demonstration work.

We use the demonstration on many different-type farms to show that balanced farming adapts to any farm, regardless of size or type. For example, families having smaller acreages tend to lean toward more intensive enterprises. These may be dairy and poultry or even truck farming. On larger acreages, beef cattle and hogs may dominate.

A plan is set up by the family with the help of the county agent staff.

Every step in farm improvement is scheduled. Resources on hand, such as land, livestock, and cash, determine about where the plan will start and just how fast it will progress. As a rule, after 5 years of operating under a balanced farm plan, a farm is producing at its peak.

Short rotations and heavy fertilizer programs are the normal starting point, especially where capital is limited. Improvements are made according to schedule and since these are expensive, they are made a step at a time as part of an integrated program. Credit is widely used and bank-



The Norbert Burkemper family planning their part in the community balanced farming demonstration in Lincoln County, Mo. in 1953.

ers and businessmen have given good cooperation.

I think a typical example of a balanced farming demonstration is the case of Norbert Burkemper. He and his family purchased a farm which their predecessor was selling because he could not make a living from it. This was shortly after Burkemper returned from World War II.

He and Mrs. Burkemper and their four children purchased this 220-acre farm. One year later, in 1947, they began their balanced farming plan. Most of the farm was severely eroded and low in fertility but it was equipped with a Grade A dairy barn and a modern home. With the farm they had purchased 13 Holstein cows and were selling Grade A milk on the St. Louis market.

Since the farm would not produce the feed necessary to carry his dairy herd it was necessary to buy extra feed each year. Burkemper was determined to improve the fertility of the farm. He began by using lime and fertilizers in order to grow legumes. He followed the crop rotations, fertilizer recommendations, and field arrangements which he had set up in his balanced farm plan.

One 60-acre field was divided into 8 small fields by 7 large gulleys. Now terraced, he has done away with patchy farming on this field and on several others. The entire farm is now under a complete water-management system which protects his entire 193 acres of crop land. He has more than 40,000 feet of terraces, 3 thin-section structures, and 9 grassed waterways. Burkemper says that 15 acres have been added to his farm by terracing and filling ditches. All land has received from 4 to 6 tons of lime per acre. More than 46 tons of rock phosphate were spread in 1951. Twelve acres of pasture have been renovated. Their 1952 program included building a concrete-lined trench silo and a farm pond.

Mr. Burkemper's present pasture system now carries 44 dairy cows, compared to the original 13. He is milking 24, the remainder being replacement heifers. Wheat yields have jumped from 13 to 26 bushels and corn from 55 to 70 bushels.

Farmstead improvement has included moving and remodeling 3

buildings, adding 4,640 square feet of concrete flooring for paved lots, and adding a complete line of farm equipment. A debt load of more than \$12,000 made on the original purchases has now been paid off and the family

4-H CORN DEMONSTRATIONS, JACKSON COUNTY, ALA., as reported by RALPH C. HARTZOG, ASSISTANT COUNTY AGENT

The year 1947 was the beginning of a new era in corn production in Jackson County. The new idea, high-fertilized, thick-spaced corn demonstrations was implanted in the minds of adult farmers, and one year later it was time for 4-H'ers to enter the picture. Enter this friendly competition they did, and the results have been very satisfactory in every respect.

During the 5-year period ending with 1952, 720 4-H corn demonstrations with a total of 1,079 acres have been carried to completion. Yearly average yields from these demonstrations have ranged from 28.5 bushels per acre in the extremely poor corn year, 1952, to 88.4 bushels per acre in 1951. The 5-year average yield on all demonstrations is 64.3 bushels per acre.

In the 5-year period, 58 4-H boys have become members of the Alabama 100-Bushel Corn Club. Twelve of these boys are repeaters in this feat of corn production, 9 repeating

is enjoying the fruits of better family living. Production in 1952 was expected to level off at an all-time high for the farm.

This is balanced farming by field demonstration in 1953.

2 years in succession and 3 repeating 3 years in succession. In 2 years out of the 5, 4-H'ers have been responsible for the county champions. Two years they have had runner-up champions. Yields which made them county champions were 167.62 bushels per acre in 1950 and 152.62 bushels per acre in 1951. These county championship yields were produced by Nelson Kuykendall, Dutton; and Tommy Mewborn, Section, Route 1.

Due to the extended drought and heat, average corn production on approximately 100,000 acres of corn planted in Jackson County was less than 12 bushels per acre in 1952. Average production per acre prior to 1947 was approximately 20 bushels per acre. Since then, the county extension workers estimate approximately 32 bushels per acre. 4-H result demonstrations have played a large part in this improvement. Young demonstrators in Jackson County are leading the way to higher corn production.

The Demonstration at Home

A modern landscape demonstration reported by Home Demonstration Agent Dorothy Shell of Claiborne Parish, La.

"The farm home must be made a place of beauty, so attractive that every passing stranger inquires: 'Who lives in that lovely home?'"—*Seaman A. Knapp.*

WHEN Mrs. A. W. Gentry, of the Ruple community in Claiborne Parish, expressed a desire to become a landscape demonstrator, I went out to see her and to discuss the requirements of the project.

Mrs. Gentry's house was very large, unpainted and built high off the ground. The yard was very large,

rough, and washing away, and the glare on the white sand was terrific. This really looked like a hopeless task for Mrs. Gentry, but she was enthusiastic and her interest even increased during the 10 years it took to carry out the project.

The first thing she was to do was to level the yard and put out grass. This was a tremendous job. But in less than a year Mrs. Gentry called to say the yard was leveled and grass was on it. She was ready to begin drawing the landscape plan. A few

days later a visit showed that sure enough the yard was level and grass had been put out.

During this visit, the landscape plan was begun. It included the foundation plantings, screen plantings at the rear of the house, plants along the garden fence and an area to the right of the front lawn that was left as a sunken garden. Because of the need for large plants and to keep Mrs. Gentry from having to spend very much money, a large number of privet hedge, cedar, crepe myrtle, althea, spirea, and quince plants were used.

Although Mrs. Gentry did not want to use a yard fence, she had to build one because stock was allowed to run at large. By the time the fence was completed in 1941, the boys were old enough and anxious to help their mother, so she let them paint the fence. At this time a circular drive was made at the front left side of the yard, the house was painted, and furniture was made for the outdoor living area.

Because of the size of the yard and the poor sandy soil the work progressed very slowly. But as the years went by Mrs. Gentry continued to work hard, and everyone admired her yard, especially those who knew the place before she began this project.

Mrs. Gentry became dissatisfied with the privet hedge around the house and in February of 1948 these plants were removed. A new plan was drawn, the beds prepared, and a special all day meeting was held, with her neighbors bringing many of the plants needed. At the end of the day the 13 women had completed the foundation planting according to the new plan.

In 1949 I assisted with plans for plants at the front entrance, and screen plantings that had not been completed.

Mrs. Gentry has been a very cooperative and enthusiastic worker. She has been willing and anxious to show her yard to others—431 people have observed it. Fifty-eight people observed it during a result demonstration tour in 1948. She has assisted six of her neighbors with work in their yards and has divided plants and cuttings with practically every family in the Ruple community.

The Demonstration Abroad

A demonstration in rice growing by Korean 4-H boys as reported by Frederick J. Shulley, a former Arkansas forestry extension specialist, who has written of extension work in Korea before in the pages of the Review. For example 4-H Forest in Korea, April 1952, and Farmer Hochul Lee—Korean Extension Leader, August 1952.

"With success in his first trial he becomes an earnest advocate of the cooperative plan. Thus the influences gather force and soon the reform has attained mighty proportion and a State has been revolutionized."
Seaman A. Knapp.

THE demonstration adapted to local conditions is proving a good educational method in many far-away lands. Near Seoul, Korea, the boys of Oryu Orphanage organized a 4-H Club and decided to demonstrate the best methods of growing rice. Their demonstration field was 6 feet by 12 feet and proved very successful.

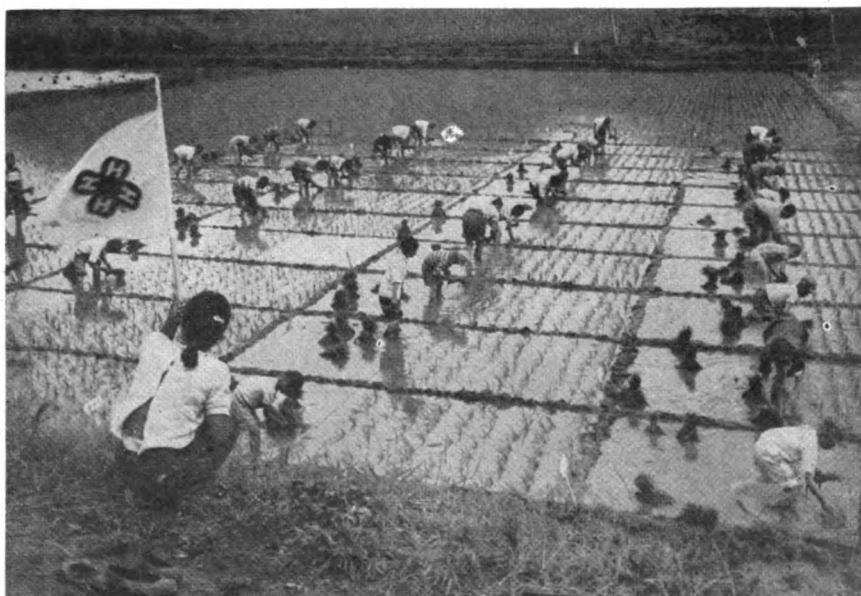
Ten 4-H Clubs are sparking a newly organized Extension Service in Kyonggi province with the best achievements by the Jongja Club because of the initiative of the two leaders. These clubs have a membership of 395 (220 boys and 175 girls).

Last year the boys of the Jongja

4-H Club (organized in September) demonstrated the growing of rice and the girls, meal preparation. The boys planted, cared for, cut, threshed, cleaned, weighed, and recorded their rice; and then held an exhibit with the individuals showing boxes of rough rice labeled as to quantity and value. The girls showed different food dishes and labeled them as to the time required for preparation. The girls also displayed crocheting, straw hats, and 32 pounds of silk.

This year the boys will add sweet-potatoes and chickens to their rice demonstration projects, and the girls will add clothing and chicken demonstrations to the meal-planning project.

The director of the Anyang Livestock Experiment Station, cooperating with the 4-H Club program, is giving 10 newly hatched chickens to every 4-H Club member in 1953. Next year the director plans to give a pair of pigs to each of the 10 clubs.

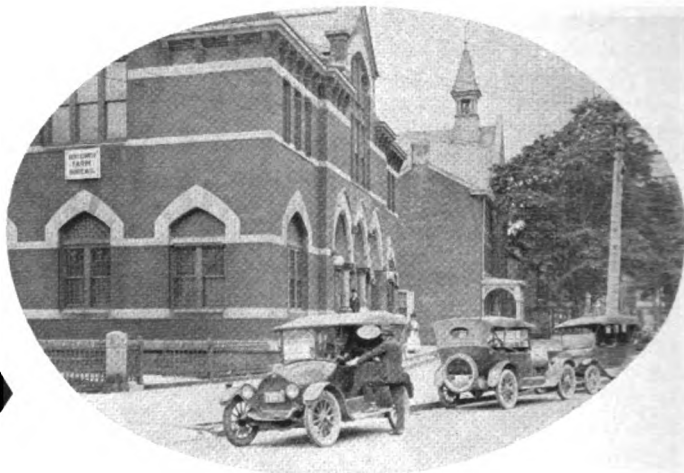


Young Korean 4-H demonstrators planted their rice on June 3 and harvested a good crop on October 12, 1952.

YESTERDAY'S AGENTS

*were quick to use
new ideas
and new methods*

Agents were among the first to discard the horse and buggy and take to speedier modes of travel, as illustrated by this agent in Kent County, Del., who mounts his 1919 auto outside the courthouse office. →



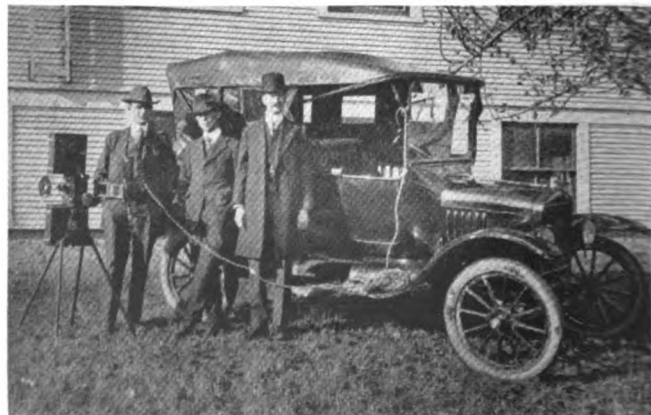
As more telephones were installed in the country, agents used them to save time and reach more people as did this agent in Richland County, Mont., some 30 years ago.



Forerunner of modern grasslands and fertilizer programs is this pasture-improvement demonstration by Agent John Barron, of Broome County, first agent in New York in 1911.



A discussion group, a community development approach, and a visual aid give this meeting in Delaware a modern extension flavor.



Agent R. M. Turner (left) used this new-fangled Victor Animatograph in Island County, Wash. The projector was operated by the car.

(Pictures, except the last one, were taken by C. H. Hanson, the first extension photographer for the Federal office. Resigned from active service in September 1939, he continued to take excellent pictures until his death in 1952.)

I Remember Kaufman County

SOON AFTER I arrived in Kaufman County as home demonstration agent (the date was December 17, 1917), County Agent W. H. Ross came into my office. "It's Christmas week and you won't be able to do too much. I'd like to take you to see Walter Porter, the man who conducted the first demonstration." Accordingly, Mr. Ross and I went to the Porter farm home in the Poetry Community near Terrell. A slender gentleman appeared at the door and for the first time I met Walter Porter, the man who conducted the demonstration in wide cotton rows the winter of 1902-03.

After Mr. Porter had welcomed me to the county and to his own home, he offered his services. At my request, he told the story of how that first demonstration got under way. A modest and unassuming man, he gave himself very little credit. He mentioned the fact that a local bank and the chamber of commerce underwrote the project to guarantee him against any loss. Much as I have forgotten about the details of that conversation, I do recall the following statement as if it happened today: "I never had to call on my guarantors, for I did not lose; I actually gained." Modestly disclaiming any credit, Mr. Porter told me a number of times that any other man could have done what he did.

All this preface is by way of saying that Walter Porter was a happy choice for such a demonstration. He was a dedicated farmer. The Porter family was held in high esteem, and I soon learned that Kaufman County families set a high value on any reports of demonstrations which Mr. Porter might conduct. Once when we were talking I asked Mr. Porter what he considered the most significant outcome of the demonstration. His reply in effect was the fact that a dirt farmer conducted the demonstration. "Other farm families understood that I was making a living from the farm and that I took a well calculated risk."

How apropos to the Porter family is O. B. Martin's definition: "A demonstration is a practical, progressive example of improved farming or homemaking, by a farmer or member of his family, which shows an in-

SALLIE HILL, Editor, Home Department, Progressive Farmer, formerly county and district home demonstration agent in Texas, and first home demonstration agent in Kaufman County where Seaman A. Knapp established his first demonstration.

crease of profit, comfort, culture, influence, and power."

When I revisited the Porter farm recently, I found that two sons, Harry and Bill, are carrying on the family tradition of good farming. They're recognized leaders in raising vetch, cattle, and cotton. Their homes are well appointed and the whole place has an air of well-being. Both men are college graduates—as were the other seven Porter children.

I went to Kaufman County as an emergency home demonstration agent. In 1918 we concentrated on increased gardening, poultry raising, and food preservation. By 1919, we began to branch out. Ava Laura Stevens, who was assistant home agent, and I asked the Kaufman Chamber of Commerce to help us with an exhibit and a trades day to call attention to the opportunities of home demonstration agent work. Miss Stevens was an excellent home economist and concentrated on cooking and sewing. A perfectionist herself, the girls and women she worked with were nothing less than perfection. I worked more particularly on the production side (and we wanted to show home demonstration agent possibilities to Kaufman County). Thanks to the Kaufman Chamber of Commerce, on July 12 we had a goodly sum to offer for prizes, and as a result, the court house was filled and the lawn was practically covered with exhibits.

While Mr. Martin was in the county, we took him to see the Porter home, and Mr. and Mrs. Porter were quite hospitable. Their home was very attractive and commodious, far above the average—and possibly the last word in farm homes at that time. With characteristic enthusiasm, Mr.

Martin observed to me as we left, "Miss Hill, have you ever thought about working out a landscape plan for the Porter home?" I confessed that I had not and that I would need help to do the project. Mr. Martin quoted Dr. Knapp:

"The farm must be made a place of beauty, so attractive that every passing stranger inquires: 'Who lives in that lovely home?' The house is of minor consideration—the gorgeous setting of trees and shrubbery holds the eye. . ."

Mr. Martin then told me he would request the services of F. L. Mulford, U.S.D.A. Landscape Gardener, Office of Horticultural and Pomological Investigations. Shortly after Mr. Mulford came and we made the landscape plans for the Porter home—the same plan that is in use today.

A Tribute to Agent Ross

This story would not be complete without a tribute to W. H. Ross. Many knew him as the youngest brother of Governor Sul Ross, Indian fighter, frontiersman, and one time president of Texas A. & M. College. Mr. Ross was a gentleman to the manor born and a delightful coworker who treated me every day as if I were a southern belle. In the little over 6 months that I worked with him, I grew to appreciate his true personal worth and his devotion to the farm folk of Kaufman County. Until the day he passed away, on July 4, 1918, I had never had my car serviced by myself. Both Mr. and Mrs. Ross considered that a man's work. He also made my reports. There was one stipulation however, he wanted nothing to do with entomology, so he declared, "I'll turn over all the bug

work to you." I also took over the bee work. Under the instruction and guidance of the well-known H. B. Parks, we rejoiced when we had one hundred beekeepers in the county bee association.

I am still frozen with terror when I think about how I helped Mr. Parks change the bees to standard hives. Mr. Parks, wise in his day and generation, would call to the frightened audience, "Don't be afraid of bees. Just notice that Miss Hill isn't afraid and they don't sting her." I am confident there is nothing to the theory that bees will sting a person who is afraid. I quite disproved that theory, for I was desperately afraid of bees and did the work solely from a sense of duty!

The early Kaufman County story would not be complete without a special tribute to the poultry specialist at Texas A. & M. College, and particularly to F. W. Kazmier and his assistants, Lillian and Mamie Hazle. Their enthusiastic help gave an impetus to poultry raising which carried over through the years.

I have always felt as an extension worker and later as an editor, that we could with profit ponder Dr. Seaman A. Knapp's philosophy:

"The home eventually controls the viewpoint of a man; and you may do all that you are a mind to in school, but unless you reach in and get hold of that home and change its conditions, you are nullifying the uplift of the school. We are reaching for the home. . . ."

Possibly nothing Dr. Knapp said, however, was to motivate me more than: "No demonstration is complete until the whole world knows about it. It is mine to help carry the message to Garcia."

County-State-Federal Partnerships

(Continued from page 21)

required much work on the part of the college. A college representative collected the seed samples, staked out the plots, supervised the planting and harvesting, compiled the results, prepared the educational material, and conducted or helped conduct the educational work in the county. About

4 months of a man's time was spent on each demonstration farm.

Newspapers generally were eager to give publicity to the demonstrations. The results were largely distributed over the State and formed the basis for the widespread educational program in better seed corn selection carried on through short courses, institutes, and educational trains. It was the general opinion that these better seed programs based on county farm demonstration work increased the yield of corn in Iowa by many millions of bushels.

There was no lack of interest in county farm demonstration work. The college carried as many county programs as funds would permit. The work went steadily forward until full-time county extension workers began displacing the part-time workers. It is interesting to note that the demonstration work in corn varieties has been continued. Comparisons of hybrid corn are now carried out on a regional basis, the object now, as in 1903, to determine the highest-yielding varieties.

"Write Your Lesson in the Field"

(Continued from page 19)

versification. Finally it started coming, *livestock and crops*. I can well remember the first "demonstration fed" hogs we produced in the county where I was county agent. That was 25 years ago. Corn was very cheap, so a few farmers agreed to use a strange new stuff called "protein supplement" along with their corn and feed out some hogs. They were weighed and records kept. To the farmers' surprise, corn thus fed through hogs netted a good profit above the market price. The practice grew. Eventually one farmer agreed to hog down a field of corn to save labor. Neighbors thought he was crazy, turning hogs on a good field of corn! Those hogs paid well for the estimated yield of corn there, and he didn't have to gather it. So that practice grew. And similar experiences to this could be repeated in many a county.

Irrigation is new with us. But the entering wedge has been gotten in

with a few demonstrations in most counties. Last summer there were just three good fields of corn in evidence along the 130 miles of highway from Clemson to Columbia. Drought largely got the rest of 'em. Those three had some irrigation water at the critical time. The preceding fall season also was very dry. Winter pasturage has been rather slim. On that same 130 miles there are three exceptions. They are at those same three places where the soothing benediction of the man-made shower had come to the land to get the grazing crops up and off before cold weather came to stop them.

And so it goes. There are two great parts of agricultural progress. One is digging up the facts. The other and all-important one then is to get them adopted and applied in the fields. For doing this latter job, nothing else has proved so effective as the *demonstration*, as first preached and practiced by that wise old preacher, Seaman Knapp, and as is still carried on by the modern county agent, with his specialists, experiment stations, and successful farmer experiences back of him.

Evolution of Extension Information

"When I consider the agencies which disseminate information to rural people today as compared with my first 9 years, 1905-1914, it makes me shudder.

"My first approaches to the press associations met with polite but flat turn-downs.

"I had been a local news correspondent for two county newspapers. I reported personals, meetings, fires, robberies, deaths, births, and marriages. There were a few tips on how to write news in the 1880's when I began reporting at the age of 15. I talked with the editors as to what they desired and tried to give them that.

"Later as a superintendent of rural schools, I made out a monthly report on an old Edison mimeograph; I have it yet. It contained news items on school activities. A few short newsy items about our livestock judging, club activities, spraying demonstra-

tions, seed corn testing were typed and given to the Associated Press or Western Newspaper Union.

"I proposed that if they would put out a column or two in boiler plate, I (the extension office in the College of Agriculture) would pay the cost of casting and transportation to a limited number of papers selected by me. This was before we had a State Agricultural Extension law or appropriation. I had a budget of \$5,000.

"After a few deliveries of boiler plate which cost me about \$700, the WNU asked me if I would furnish copy and let them sell it. That plan worked very well for a few years, much to the relief of my budget.

"When our first appropriation of \$20,000 was available, I began to look around for some one to do that news column for me. I obtained Tom L. Wheeler of the Farmers' Guide. A letter to the county newspapers came out every 2 weeks then. We had no

press service for dailies but some of the news leaked to them.

"Mr. Wheeler was furnished a portable typewriter and traveled in the baggage car on agricultural trains, furnishing copy to editors and newsmen who came to the train. He also wrote a few feature articles. This was all prior to Smith-Lever days. Wheeler was finally bid back to Farmers' Guide and the job went to George Crane. He did well, in fact, he is still here but as assistant director. He has never forgotten those early days—nor have I. What an evolution."—*A. B. Graham, Columbus, Ohio.*

(A. B. Graham, one of the pioneers, who in January 1902 as Superintendent of Springfield Township Schools in Clark County, Ohio, organized a boys' and girls' club, which was one of the forerunners of the present 4-H Clubs. The farmers' institute committee at Springfield sponsored an

exhibit of their work. These young folks grew vegetables, tested soils for acidity, had other agricultural projects and kept record books. In June of the following year, 100 school children made an excursion to Ohio State University to see how agriculture and home economics were taught there. In 1905, the Board of Trustees of the State University employed Mr. Graham as superintendent of extension work. He began work on the first of July, and in October of that year issued the first number of the Agricultural College Extension Bulletin.

At the time of his retirement in 1938, he was in charge of subject-matter specialists in the Federal Extension office. He lives in Columbus, Ohio, still takes an active interest in 4-H Club affairs, and often writes to his friends of some of his early recollections, as in this letter addressed to L. A. Schlup, on January 2, 1953.)

These Agents Believe in Grasslands

ONE of the features of the 1952 National County Agents' Convention was the presentation of the engraved silver plaques to county agents who did the most during 1952 to promote the grassland program. Those so honored were: Dr. Russell Coleman, Richard Hartman, Toms River, N. J.; Harold M. Stevens, Lexington,

Nebr.; J. B. Snipes, Pittsboro, N. C.; Harold J. Larson, Scottville, Mich.; Stanley Bale, Mandan, N. Dak.; Frank Jones, Linden, Ala.; Carl M. West, Poteali, Okla.; O. P. Roberts, Joliet, Mont.; Delbert T. Foster, Donnellson, Iowa; Vernon C. Hendrickson, Alma, Wis.; and J. M. Nicholls, Cody, Wyo. Others to receive the plaques (not

present) were as follows: R. G. Mueller, Maryland; Frank Murphy, Hawaii; Jollo E. Correa, Puerto Rico; Mark Welden Menke, Nevada; Aaron York, Idaho; R. O. Dunkle, Texas; Glen T. McCleary, Minnesota; William H. Chandler, Colorado; S.E. West, Wyoming; Ed H. Schabinger, Delaware; and J. P. Baker, Georgia.



Have you
read.



Paging Ideas

LOOKING for ideas to plan your anniversary program? Then don't throw away any of those anniversary editions coming your way before you read them.

For example, in this anniversary issue of the *Review*, nearly every article is built around Extension's fiftieth anniversary of the founding of farm demonstration work.

It seems that industry and farm magazines, as well as *Extension*, are having anniversaries and are putting out unique anniversary editions with ideas which might be adapted to your use.

Farm magazines are telling the world about their anniversaries in different ways. Have you seen *New Farm Horizons* published on Successful Farming's fiftieth anniversary? It is beautifully written and artistically illustrated. Particularly interesting are the chapters *Eating on Science*, *My Neighbors Say*, and *Community Welfare*.

Extension workers will treasure such documentary statements as "Few farmers have missed some direct contact with their agricultural colleges. Farm wives possess a broad practical knowledge of affairs beyond the dreams of their grandmothers." . . . "Most remarkable achievement of farm people has been the enrollment of 15 million boys and girls during the last 40 years in 4-H Club work." . . . "These young people learn many practical lessons in farming and in homemaking, but most important, they learn to work with others. Emphasis is on development of the child rather than on farm training."

For a human interest story about the Porter farm at Terrell, Texas, on which that historic "first demonstration" was conducted by Seaman A. Knapp in 1903, read J. Bird's article,

Farm With Fine Tradition, in *The Country Gentleman*, October 1951. The account of the Porter family's 50 years of progressive farming according to recommended extension practices may give you an idea on how to tie in your current extension program with the fiftieth anniversary.

Last year *Farm Journal* celebrated its seventy-fifth anniversary by telling each month, beginning February 1952, the story of 100 years of farming—75 past, 25 ahead.

Here are a few of its gems of ideas, told in words and pictures, that will give you a new slant to something old: *The Farm Woman Wins Her Place*, by Gertrude Dieken; and *7500 Years of Farm Progress in 75*, by Paul Friggens (February 1952). From *Calico to Fiber E* by Winifred Marsh (April). *We Learn More, Tell More*, by Loren Donelson (June). *The Secret of Enjoying Life*, by Richard C. Davis (July), and *Look What We're Doing to Livestock*, by Ray Dankenbring (September).

Read a Book

Here are two good books that give live information on Dr. Knapp and on the origin, philosophy, and development of extension work:

The Spirit and Philosophy of Extension Work as Recorded in Significant Extension Papers. Edited by R. K. Bliss. Published jointly by the U. S. Department of Agriculture's Graduate School and Epsilon Sigma Phi, 1952. 393 p. (For sale at USDA Graduate School).

This book is a compilation of more than one hundred papers that record the words of many pioneer and present-day extension leaders, covering a period of 50 years. It brings together for the first time important declara-

tions of policy and philosophy that have guided extension work.

As Madge Reese points out in her review of this book in the September 1952 *Extension Service Review*, "It was the constructive thinking and inspiring encouragement expressed in papers prepared by extension educators and other leaders that prompted Epsilon Sigma Phi to preserve some of the significant papers for present and future extension workers."

The book includes 8 pages of excerpts from Dr. Knapp's talks that give his philosophy and ideas on teaching rural people.

Seaman A. Knapp, *Schoolmaster of American Agriculture*. Joseph Cannon Bailey. Columbia University Press, New York. 1945. 307 pp.

The book begins with Knapp's early life on a frontier farm in New York State. He never forgot the homespun truth acquired from his rural New York boyhood and put into educational terms by President Nott of Union College, that learning is identical with doing.

The many phases of Knapp's career are outlined, such as his early education, the accident that forced him to give up teaching for a while and begin farming in Iowa, his promotional genius, leadership in agricultural journalism, and his trips abroad to obtain improved seeds.

For anniversary purposes, the highlight of the book may be the story of how he developed a demonstration technique that would interest farmers in adopting better farming methods, and how he worked with several bureaus of the Department of Agriculture as a result of a combination of happy and unhappy circumstances around 1900.

In 1903, the boll weevil plague hit Texas, threatening the entire area. In a dramatic way, the author tells of Knapp's leading role in the fight to save cotton.

The book is documented with a number of quotes from Knapp's extensive writing that give the reader a feel of Knapp's philosophy.

Particularly apropos in this fiftieth anniversary year of the founding of farm demonstration work are the following words of Dr. Knapp:

"In attempting to raise the condition of the colored man we frequently start too high up, and . . . talk right over his head. When I talk to a negro citizen I never talk about the better civilization, but about a better chicken, a better pig, a white-washed house

"Through the tomato plant you will get into the home garden and by means of canning you will get into the farm kitchen; it will then depend upon your tack, judgment, common sense and devotion to the work as to what you may accomplish for the women and girls in the home. . . ."

For a two-column review of this book by former Director M. L. Wilson, see the January 1946 Extension Service REVIEW.

Changes in the Department of Agriculture

AT THE TOP of the list of newcomers in the Department of Agriculture is Ezra Taft Benson, Secretary of Agriculture, who took over the office on the second floor of the Administration Building on January 22. There he is making important plans and decisions concerning a national agricultural program in which the Extension Service will have a part. The Secretary is well acquainted with the Extension Service. In fact, he has served as both a county agricultural agent and an extension specialist in agricultural economics in Idaho. In his message to extension workers which appeared with his picture on last month's cover, he said:

"We all have a vital stake in our Nation's accelerated agricultural program. If we are to succeed, we must pull together with an eye single to the welfare of the people we serve."

In pursuance of this policy of public service, he has regrouped the agencies of the Department. The Extension Service is in the group of agencies concerned with research, extension, and land use. This is one of the four main divisions of the Department and the largest. Among the present agencies included, in addition to the Extension Service, are: Agricultural Research Administra-

The Federal Extension office here in Washington has prepared some anniversary material for limited distribution. Write the REVIEW editor if you wish copies of the following:

Significant Dates in the History of Cooperative Extension Work

Biography of Seaman A. Knapp

Select Quotations from Dr. Seaman A. Knapp

Background Facts—Fiftieth Anniversary of Farm Demonstration Work

Selected Bibliography on the Origin and Development of the Farmers Cooperative Demonstration Work, compiled by Lucinda Crile, Extension Service Circular 484, November 1952.

tion, Bureau of Agricultural Economics, Forest Service, Office of Foreign Relations, Soil Conservation Service, the Agricultural Conservation Programs Branch, as well as flood prevention and water utilization activities.

Heading this division is J. Earl Coke, Assistant Secretary of Agriculture, formerly director of extension in California. He is a graduate of the University of California, a former assistant county agent in San Luis Obispo County, and was State agronomy specialist from 1928 to 1939 when he went to a sugar company as agriculturist. There he rose to vice president in charge of all production activities before returning to the Extension Service as director in California in 1949.

In California, Director Coke was known as a man of action, skillful in administration and public relations. He was familiar with the county extension offices and the problems of each, and worked with his staff rather than over them.

Directing the Extension Service is C. M. Ferguson, who, before his appointment by the Secretary, was director of Extension in Ohio and chairman of the Extension Committee on Organization and Policy of the American Association of Land-

Grant Colleges and Universities.

Director Ferguson was born on a farm at Parkhill, Ontario, Canada, and graduated from the Ontario Agricultural College at Guelph, after specializing in animal science. As extension poultry specialist, he served in the Michigan Extension Service until 1928 when he went to Bogota, Colombia, to organize an experiment station there. The next year he returned to take the position of poultry specialist in Ohio, which he held until his appointment as director of extension in that State in 1949.

Director Ferguson still has a keen interest in livestock. As director in Ohio, he was a strong supporter of 4-H Club work. He served as local leader of the Perry Garden and Livestock 4-H Club for about 6 years. He also emphasized the need for strengthening extension work and developed a State-wide Extension Advisory Committee which represented all 88 counties in the State.

Former Director M. L. Wilson continues as counselor on extension affairs both here and abroad. His keen interest in extension education as applied to some of the world's problems and his wide experience in international organizations and with agricultural leaders the world over put his services much in demand. He is expected to return early in March from an extended trip to both Europe and Asia and has had the opportunity to see the work of many leaders trained here in extension methods and to counsel with them on problems arising in establishing an Extension Service.

• E. L. INGALLS, State 4-H Club Leader Emeritus of Vermont, died on January 11. The veteran 4-H leader was appointed in 1914 and served until his retirement in 1944. Camp Ingalls, State 4-H Camp, was named in his honor. He was one of the leaders in establishing the National 4-H Camp and the 4-H Congress. Dean Carrigan said of him "He exerted a fine influence in making the work (4-H Clubs) fundamental and in setting the ideals in character building and good citizenship. He was a living example for the young people and their leaders."

REPRINTABLE

Excerpts from early issues of the EXTENSION SERVICE REVIEW

NEW HORIZONS

"Now as then, we find ourselves on the threshold of new opportunities. The fire of Extension vision, enthusiasm, and leadership burns more brightly as the years flash by. As we look toward new horizons, the sound experience of the past inspires confidence in a future of even greater service to rural people."—*C. W. Warburton, then Director of Extension, on the cover of the May 1939 Extension Service Review.*

LET'S GO MODERN

"Extension methods have changed tremendously in recent years. During the 24 years that I have been county agent we have passed from the horse-and-buggy days of travel and methods. At first it was a single program of a few closely supervised demonstrations among the few who were progressive enough to let 'one of those experts' come on his place. The masses of the people were not reached, but the effect of the successful demonstration in the community had its weight and soon crept to other farms. It was then that we started receiving calls. A demand was coming for our service.

"This led to the necessity for meetings to handle groups and get to more people in less time. Then came our unified, long-time county agricultural development program that was worked out with the assistance of our program committee of 38 men and women who meet annually and help us to plan our year's work.

"Since 1933, the year that marks the beginning of an era of serious effort to do something about the ills of agriculture, the calls upon the county agent have multiplied. What was a rather serene life, and one that carried some leisure and only a normal amount of work and duties, then became perhaps the most hectic and arduous that any agency has ever

pulled through with colors still flying. On one 12-hour working day in 1934, my stenographer counted 437 farmers who conferred with me. Most of them had come to complain about their allotments and had to be reasoned with and convinced."—*J. M. Eleazer, author of the first article in this issue, writing in the EXTENSION SERVICE REVIEW of January 1942.*

TWO FORTHRIGHT AND COLORFUL CHARACTERS

"It was at a conference for 'education in the South' at Pinehurst, N. C., in 1907. The speeches were long and dull. Everybody was tired when an out-of-State speaker was introduced. Within 2 minutes a hush fell over the audience. The languor and indifference were changed to a tense expectancy as this stranger sketched a strong work picture of a new, a revolutionary idea in education. Before the cogent, compelling oratory of this man the massed educators felt the impact of a tremendous new idea.'

"The speaker was Dr. Seaman A. Knapp, the idea that of agricultural education through farm demonstrations, and the man who told the story was the late O. B. Martin, former extension director in Texas and Extension's most forthright and colorful character."—*J. A. Evans, the first agent appointed by Seaman A. Knapp, in the EXTENSION SERVICE REVIEW of October 1935.*

THE EARLY AGENTS

"Few of the agents appointed in 1904, or in the next few years, had any college or technical training in agriculture. As a rule they were mature men, 30 to 60 years of age. All of them were farmers or had some practical farm experience. The salaries paid ranged from \$60 to \$80 per month. What these men may have lacked in technical training they made up for in experience, in energy,

in zeal, and in an understanding of the farmer and his problems.

"The term 'Knapp Disciples,' often applied to them, was not an inappropriate one. Inspired by him they became crusaders with a mission to increase the incomes of the average farmer. They bore to him the relation of loving, dutiful sons to a respected and beloved father, rather than the purely official relation between a chief and his subordinates. Indeed, it was Doctor Knapp's kindly, sympathetic, human personality, and missionary zeal for a better agriculture, as much as his sagacity and practical way of dealing with men and organizations, which contributed to the remarkable influence he wielded and the remarkable success which cooperative demonstration work with farmers and their families had attained."—*J. A. Evans in March 1931 EXTENSION SERVICE REVIEW.*

Finding and Facing Facts

(Continued from page 25)

October 1944. A supplemental bibliography covering the 1944-48 period was issued in late 1948. A second supplement covering the period 1949-1953 is scheduled for publication in early 1954. Since March 1948 periodic reports have been issued on extension studies currently under way and recently completed.

The Look Ahead

Further growth and development of the Cooperative Extension Service as a dynamic force in bridging the gap between scientific research and practical farming and homemaking throughout the United States will be seriously hampered if the facts needed for intelligent decision and action are not available. The size of the extension organization, the scope of the extension program, and the volume of extension's activities would, it seems to me, call for an effective program of field studies in which every State participates. The collection of valid and reliable information, its analysis and interpretation in terms of practical operation's use cannot safely be left to accident or chance.

About People . . .



● GERTRUDE L. WARREN, known to hundreds of thousands of 4-H Club boys and girls throughout the United States, Europe, and South America, as a leader in an organization that now numbers more than 2,000,000 members, retired on December 19.

Miss Warren is a native of Lockport, N. Y. She received her bachelor's and M.A. degrees from Columbia University. She has also done work toward a doctor's degree in education at Columbia. In 1917, shortly after the creation of the Cooperative Extension Service under the Smith-Lever Act, Miss Warren came to the Department to develop the home-making phases of 4-H Club work.

Miss Warren devoted much time in the early years of 4-H Club work to the training of local volunteer leaders and wrote the first bulletin on this subject. This was followed by the Department Handbook No. 33, "Organization of 4-H Club Work; a Guide for Local Leaders," now in its third edition. It has also been printed in several other languages for use in countries where 4-H Clubs are organized. She was instrumental in initiating National 4-H Club Week, National 4-H Club Achievement Day, and 4-H Sunday. She helped plan and initiate the National 4-H Club Camp. Miss Warren also developed the 4-H Citizenship Ceremonial which was introduced at the National 4-H Camp in the early 30's and is widely used throughout the country. The National 4-H Camp is held for one week in Washington, D. C., in June of each year.

Due to her efforts, also, the 4-H fellowships originally financed by the Payne Fund, were instituted in 1931, providing opportunity annually for two former 4-H Club members to study in the Department for a year. She helped to bring about the establishment of the National 4-H Club Center, near Washington, D. C., and the International Farm Youth Ex-

change program. At the request of government officials she has helped to plan 4-H activities in many countries and has visited Canada, Cuba, Jamaica, Haiti, and the Virgin Islands to observe rural youth work under way and to confer with government and youth leaders regarding its further development. She was elected president of the Woman's National Farm and Garden Association in May of last year.

Among the honors conferred upon Miss Warren is that of the Order of the Three Stars, presented by the Latvian government, the only woman ever to receive this, the highest civil order conferred by that country.

Superior Service Award

In 1949 Miss Warren received the Superior Service Award of the U. S. Department of Agriculture, and on the twenty-fifth anniversary of the National 4-H Club Congress in Chicago was given a plaque in recognition of her "leadership, steadfast devotion, and continuous service." The National 4-H Club Agents Association presented her with a scroll in 1950 in recognition of her service to young people. The headquarters building at the National 4-H Club Center was dedicated Warren Hall in her honor during the 1951 National 4-H Camp.

Miss Warren plans to continue her residence in Washington, D. C. and will devote much of her time to the work of the committees and organizations in which she is most keenly interested.

● SIXTEEN persons were honored for outstanding service to agriculture and rural life by Epsilon Sigma Phi, a national honorary fraternity of Extension Service workers, at its banquet held in connection with the sixty-sixth annual meeting of the Association of Land-Grant Colleges and Universities.

The highest award, the Distin-

guished Service Ruby, went to Dean Emeritus Henry P. Rusk of Illinois. This award is made annually to only one of the some 5,550 fraternity members.

Epsilon Sigma Phi, with chapters in every State, Alaska, Hawaii, and Puerto Rico, is composed of men and women who have performed satisfactorily as professional extension workers in the employment of land-grant colleges or in the U. S. Department of Agriculture for a period of 10 years or more. This is the twenty-fifth anniversary of the fraternity.

The following received Certificates at Large, awarded each year to those individuals "who have rendered outstanding service to agriculture and rural life:" Norris Edward Dodd, Director-General, Food and Agriculture Organization of the United States, Rome, Italy; J. Lita Bane, Professor of Home Economics, University of Illinois, Urbana, Ill.; and Chancellor Reuben G. Gustavson, University of Nebraska, Lincoln, Nebr.

Receiving Certificates of Recognition were: Y. Baron Goto, University of Hawaii, Honolulu, T.H.; Mrs. Evangeline Jennings Smith, University of Wyoming, Laramie, Wyo.; Elmer Edward Anderson, New Mexico College of Agriculture and Mechanic Arts, State College, N. Mex.; Robert Herman Olmstead, Pennsylvania State College, State College, Pa.; Lurline Collier, University of Georgia, Athens, Ga.; and Myrtle Weldon, University of Kentucky, Lexington, Ky.

Also, Grace Besselene Armstrong, University of Illinois, Urbana, Ill.; Clarence Albert Day, University of Maine, Orono, Maine; Mrs. Grace Martin, Agricultural and Mechanical College of Texas, College Station, Tex.; May Irene Cureton, Alabama Polytechnic Institute, Auburn, Ala.; Andrew M. Challey, North Dakota State College, Fargo, N. Dak.; and Laurence A. Bevan, University of New Hampshire, Durham, N. H.

Review Pinpoints



Your Milestones of Progress

This year marks the fiftieth anniversary of the first organized, self-help farm demonstration.

For almost half that time (since May 1930) the Extension Service Review has maintained the dramatic record of your progress. It has provided you with analyses of significant problems and forward-looking articles by national leaders. But, most of all, it has given you space for the exchange of ideas and experiences among yourselves. This has been going on for 23 years.

These years include the dark days of the depression, the bustling days of the birth of the alphabet agencies; the anxious years of World War II when farmers grew bumper crops in spite of diminished labor, materials, and machinery; the crowded years of postwar adjustment; and the present challenging period which reflects a growing realization of world-wide interdependence. Crowded years, all, new challenges, demands, and a quickening tempo are already in sight for the years immediately ahead.

What about them? How can your Extension Service Review serve you best in adjusting to this period? Your suggestions will be deeply appreciated. Send them in.

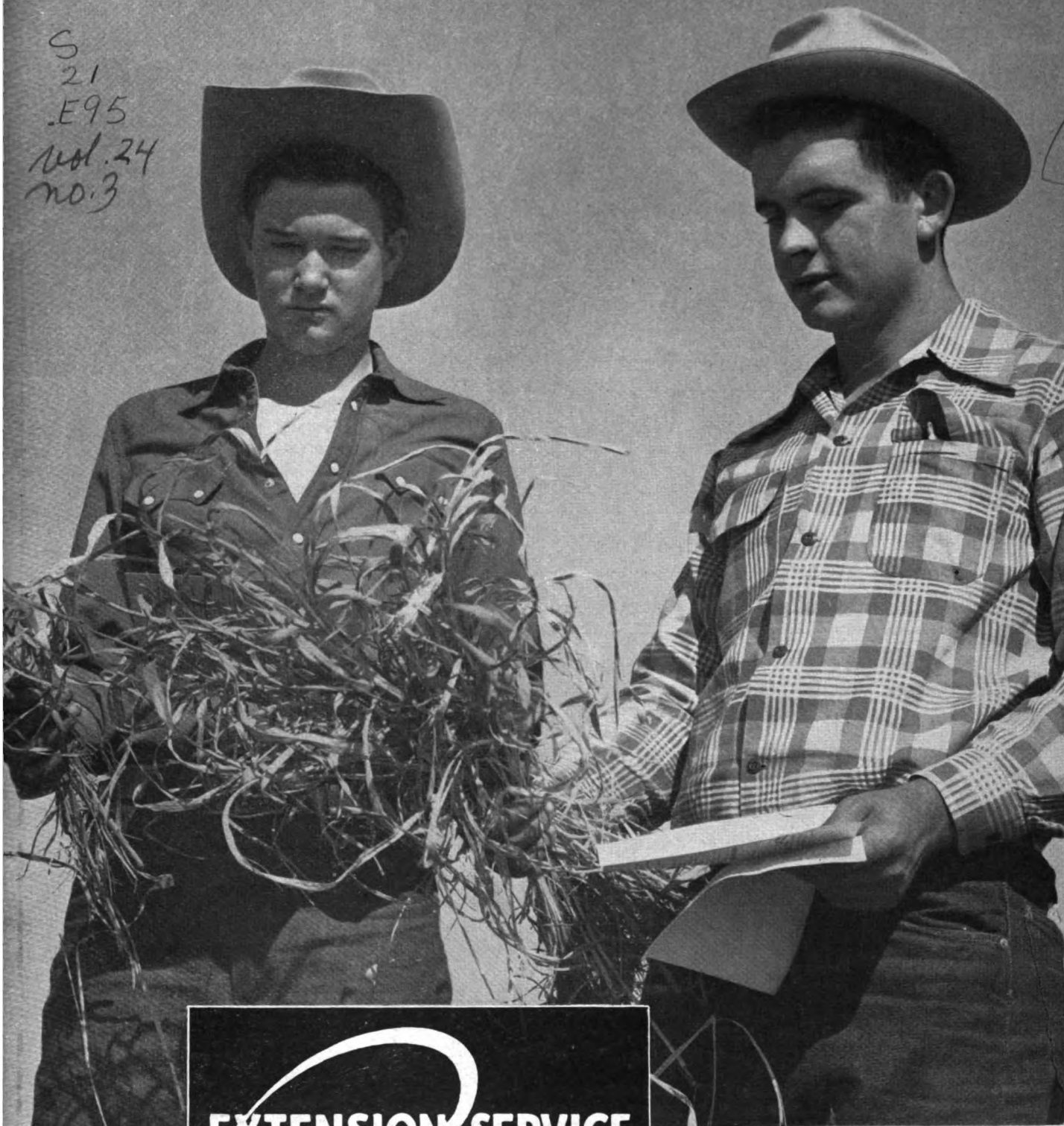
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Vol. 24
no. 3



EXTENSION SERVICE
Review

MARCH 1953

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Ear to the Ground

- Spring is in the offing, and with it comes Clean-Up Week, designated locally and observed rather generally in the interests of fire prevention and better community living.

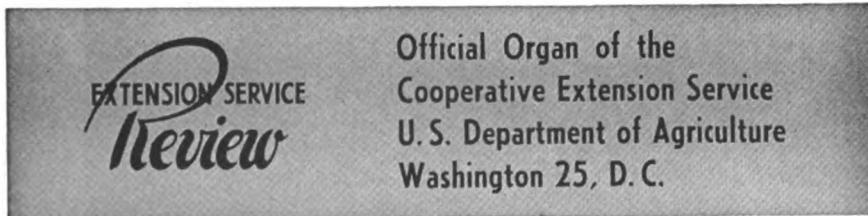
- Spring means more drivers on the road, and vacation driving is being planned. Traffic safety is a good discussion topic. Home demonstration effort might be sparked by entering a candidate for the Carol Lane Awards which offer a \$1,000 defense bond and a bronze "Safety Oscar" to the woman or to the club organizing and fostering the most outstanding traffic safety program in a community or State. You can get further information from the National Safety Council, 425 North Michigan Avenue, Chicago, Ill.

- March is Red Cross month, and we are again reminded of the many services this organization brings to those in distress—of the safety and first-aid training—of the comforts sent to the boys in Korea—of the 1½ million pints of blood given to hospitals in this country and the 2½ million pints shipped to Korea.

- Home demonstration workers are getting ready for National Home Demonstration Week, and so are we with a special issue next month. If you want to know what New England home demonstration agents are doing to encourage recruitment, or want to be thrilled with a picture glimpse of the streamlined office and demonstration equipment which the home demonstration agent in Tampa, Fla., uses, or are curious about what part women are taking in soil conservation activities, or about a beautiful peace garden on the Canadian border, read your April REVIEW.

- Other features of substance are "Public Relations—What Is It," a report on the work of the subcommittee of the Committee on Extension Organization and Policy of the Land-Grant College Association by Associate Director Ballard of Oregon; and the first of a series of articles based on papers given at the home demonstration workshop on human relations.

- The two Oklahoma 4-H Club boys examining the grasses on the cover are typical of 2 million 4-H members who celebrated 4-H Club Week.



VOL. 24

MARCH 1953

NO. 3

Prepared in Division of Extension Information

LESTER A. SCHLUP, *Chief*

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

42 *Extension Service Review for March 1953*

DIRECTOR Clarence M. Ferguson's friends and close associates know that "Fergie" has his eyes set on distant horizons. He sees opportunities ahead for farm people who seek facts and advice so that they may help themselves.

Conversely, he maintains that Extension needs the facts and advice of the people it serves if that service is to be efficient and effective. This prompted him, early in his Ohio term as director, to seek a State extension advisory committee.

Most of Ohio's 88 counties already had either formal or informal advisory groups. "If an advisory committee is good for the county extension program, we need one for the State program, too," he told his supervisory staff. "We must teach by example."

Thus the State group was formed, with each county committee or council designating a member to represent it on the State "Committee of 88." After the initial year of temporary operation, this committee elected a chairman and other officers and became an effective adviser to the State staff on policies, programs, procedures, priorities, and budget.

This committee is only one of many Ohio institutions that Ferguson helped create or make stronger. His keen judgment and good humor have guided Ohio farm folk to answers for many problems.

Ohio poultrymen improved production and efficiency through his work. When marketing of eggs and poultry became a serious problem, he helped them organize strong cooperative markets and egg auctions.

Interested in good feeds and feeding practices, he took an active role in organizing the Ohio Animal Nutrition Conference, which annually draws national attendance and interest.

Well-known and respected throughout the State for his competence and judgment, he moved into the Ohio extension directorship with enthusiastic endorsement in 1949. He quick-

A glimpse of the everyday life of Director Ferguson through the eyes of his former coworker, Frank C. Byrnes, extension editor, Ohio

ly challenged the Ohio staff to remain on its toes, declaring "Extension work, by virtue of its very nature, must have a decentralized type of administration. It must permit the maximum of on-the-spot decisions by all staff members."

His administration was marked by a businesslike approach to all problems and procedures and was aided by his keen aptitude at getting to the root of situations. Other extension directors recognized that these abilities fitted him well for a place on the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities. He served on this committee in several capacities, and was elected its chairman in late 1952.

His Chief Interest—People

His chief interest, however, remained with people—at home and abroad. Expanding foreign aid programs attracted his attention, and Ohio had heavy traffic in foreign trainees and visitors. Staff members interested in temporary foreign assignments were encouraged to accept them.

Ferguson, one of seven children of Scotch-Irish parents, went from the local schools of the Canadian community of his birth to the Ontario Agricultural College at Guelph. There he majored in animal science and was graduated in 1921, after military service with the Royal Canadian Air Force. He then joined the staff of Michigan State College, first as an extension poultryman and later as an instructor on the resident staff.

While at Michigan State he met the Mrs. Ferguson-to-be. At the age of 7 she came to America from Norway with parents, who settled near Northwood, Iowa. After attending St. Olaf College, she transferred to

Michigan State and not so long afterwards, in 1927, married the young poultryman.

Ferguson in 1928 went to Columbia, South America, to help organize an agricultural experiment station. His son John was born while they were at Bogota.

When they returned to the United States in 1929, Ferguson joined the extension staff in Ohio as a poultry specialist. He held this position until appointed director of Ohio Extension Service, January 1, 1949.

During his travels about Ohio, meeting with county agents, farm leaders and farm people, Ferguson's early confidence in farm folk matured into a strong conviction.

He keyed all of his work—first as a specialist and later as director—to the philosophy that rural people could be counted upon to make the right decisions if given the facts they needed.

Repeatedly, he told county agents, "If you want the correct answer to any farm problem, just call in a group of farmers and their combined answer will be it."

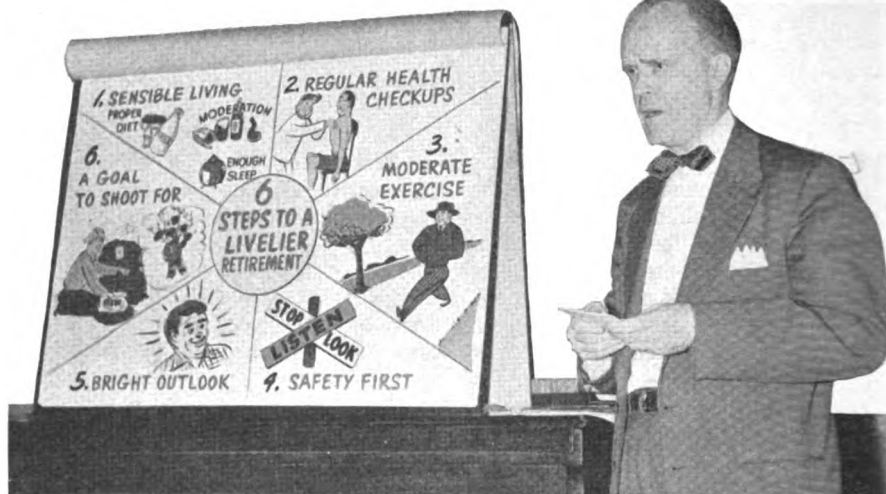
"Farm families in America," he says, "grow up with deep convictions and well-founded faith in their land, faith in their own ability to plan, to manage and to work, faith in their neighbors, in their farm organizations, in their schools, churches, and their financial and business concerns. Above all, they have a deep and abiding faith in the leadership which you extension workers and volunteer advisers are providing."

This faith and confidence in people make Ferguson a humble man. When appointed State director, he received from a county agent a telegram that read: "Congratulations, I hope your reign will be long and fruitful."

(Continued on page 56)

Planning for Retirement

DOROTHY V. SMITH
Assistant Extension Editor
New Jersey



Joseph J. Slavin of an oil company gives members of the New Jersey Extension Service a sample of the advice employees of his company get as they approach retirement. Senior employees are encouraged to learn to take care of their health during the older years, plan their finances wisely, broaden their interests, and seek satisfaction in useful activity.

WHAT are you going to do when you retire? Write the Great Novel, open a bicycle repair shop, be a second Grandma Moses? Or maybe it's a wise and philosophical guide to the North Woods you aspire to be. Or the owner of a small farm even.

Of course, the very first thing you'll do after your ceremonial dinner is over and you've received all the well-wishing handshakes of your colleagues is to take that trip around the world and see all those far-off exotic places you didn't have time to take in during your working years. Then you'll settle down to your own particular Shangri-La, throw away the alarm clock, and live happily for years and years and years.

A wonderful daydream, isn't it? And it's all the more wonderful when you realize that it can be reality—just as much a reality as wasting away the sunset years and becoming a burden to relatives. A lot depends upon how much you plan ahead.

In view of the fact that people are living longer these days and the elderly population is getting larger, more and more industries are helping employees get ready for retirement. And the New Jersey Extension Service is doing it, too.

The New Jersey Extension staff has long been aware of the problems—and the opportunities—of old age. The specialist in human relations has shown movies and held discussions on looking to the future and the agricultural economics specialist has promoted plans for father-son partnerships and ways to retire from farming gradually. But this has all been for the "clientele."

Recently, a staff meeting was held with a program on "Thinking Ahead Toward Retirement," planned by Phyllis Page Bradshaw, human relations specialist. Associate Extension Director Lindley G. Cook, liked the idea and urged all agents and specialists to attend.

"What pleased me about the turnout," said Director Cook, "was that there were as many young people there as those on the verge of retirement. You know, this matter of retiring can look a whole lot different when you're 30 than it does when you're 60."

What Does Federal System Offer

Without revealing his own focal distance, Lindley Cook took part in the day's program by explaining some points and answering questions about the Federal retirement system.

However, the principal feature of the morning's program was a discussion by a panel of four persons—one of whom is an expert on retirement by virtue of personal experience. She was Dr. Ellen-C. Potter, 81-year-old former deputy commissioner of Institutions and Agencies in New Jersey, who called herself "Exhibit A."

Others were Dr. Emil Frankel, director of the division of research and statistics, and Dr. Robert C. Myers,

chief of the community mental hygiene services, both of the State Department of Institutions and Agencies, and Dr. Frank V. Beck, extension specialist in agricultural economics. Elizabeth Graddy, extension leader in home economics, was moderator.

Although retired, Dr. Potter, a physician, is active in volunteer work. She attributed happiness in the later years to health, intellectual alertness, emotional discipline, spiritual peace, and economic security.

It was agreed by the panel that few people like to just "sit in the sun," even though they may have thought they'd like it before retiring. It's a great waste to throw out knowledge just because the owner has reached 65 years, the group observed. And a need was expressed for some source of advice in the community where people can turn for help about what to do.

The help which an oil company is offering its senior employees along this line was described by Joseph J. Slavin, formerly employee relations manager at Bayonne where the program was started.

Series of small group meetings are held for employees starting when they are within 5 years of retirement, Mr. Slavin reported. At these meet-

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Georgia Building Big 4-H Club Center

THE DREAM of Georgia 4-H Club members is becoming a reality. The building of their 4-H Club Center is an ambitious project, which includes the construction of 72 cottages and many other buildings along the pine-studded banks of a 110-acre lake at Rock Eagle Park. Farther up the hill will be the dining and recreation halls for 1,200 and demonstration buildings and workshops.

When this center is completed many more club members will be able to go to camp than previously. Since 1905, when 4-H began in Georgia with 151 Newton County boys growing an acre of corn each, camping has been one of the major phases of 4-H Club work. In fact, the camping program has grown until 10,000 members attend a week's summer camp annually.

4-H membership has grown also. In 1952, there were more than 126,000 4-H'ers in this State. Their camping facilities were taxed to the limit in providing instruction and recreation for the lucky 10,000. Many counties have been taking 15 or 20 members to camp instead of 100 or 150 who would want to go.

Besides supervised recreation and other features of the program, camps teach conservation of natural resources such as soil and forests. They conserve an even more valuable crop—**young people.**

Georgia folks decided that the only way to provide adequate camping facilities was to get a centrally located spot for a large 4-H center. The spot was found, and on July 1, 1950, the Secretary of Agriculture signed a 99-year lease transferring 1,452 acres of land and a 110-acre

lake from the Soil Conservation Service to the Board of Regents, University System of Georgia. The property is known as Rock Eagle Park.

Located 10 miles north of Eatonton in Putnam County, the camp is easily accessible to all counties of Georgia. It is only 45 miles from Athens, thus within easy reach of all the services and facilities of the University of Georgia.

One of the largest undertakings of the Georgia 4-H Club Foundation—an educational nonprofit foundation—is to receive and handle funds for constructing the State 4-H Club Center. Several organizations and foundations have each donated \$10,000 for building a cottage. In the meantime, 4-H members have been busy raising money for the center.

The undertaking, planned originally as a long-term program with 4-H members raising most of the funds themselves, has been turned over into a rapid-fire construction job with the completion goal set for 1955. Governor Herman Talmadge approved the transfer of a skilled prison camp at Rock Eagle and announced that the State would match all funds raised by 4-H members and their friends. Governor Talmadge was a former 4-H Club member in Telfair County and attended two camps of the organization at old Camp Wilkins in Athens.

The skilled prisoner labor camp of 100 or more prisoners moved to Rock Eagle on May 31 and began construction of the 4-H Center on June 1. While the ultimate goal of the camp is the conservation of human resources the same objective is being accomplished in the construction of the camp. Prisoners who are working there are being taught skills which will make them useful members of society upon the completion of their prison sentences.

The original estimate of the cost of the 4-H Center was \$1,500,000 but the availability of prison labor has reduced the figure to around \$1,000,000.

The center is being built in units, making it possible for several meetings to be held at once. There will be four groups of 300 capacity, each of which may operate separately or the four as one large unit. Besides the cottages, the center will include an administration building, center store and post office; five recreation buildings; one dining hall with a 900 capacity, and one for 300; three educational, demonstration, and exhibit buildings; one auditorium with room for 1,200; an infirmary; a chapel; and other buildings.

All buildings are being permanently constructed for year-round use.

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Gov. Herman Talmadge dedicates the first two cottages at the Georgia 4-H Center.

New Merchandizing Program Serves City Folks Too

ARTHUR V. EDWARDS
Assistant Extension Editor, Missouri

IT'S TIME to get more poultry on the consumer table. That's the thinking of industry folks, farmer producers, and agricultural leaders in Missouri. Expanding production—broilers alone jumped from 2½ million to 22 million in 5 years—shows the need for a free flow of poultry through market channels the year round. And these leaders also believe that the greater use of poultry will benefit the consumer most since it offers one of the lowest-cost high protein foods.

These facts pointed the way to a new merchandizing program 18 months ago, directed to the retailer and consumer. A glance at the industry at that time showed that approximately 92 percent of all eggs produced were sold for human consumption. Some 90 percent of the turkeys produced were the large-type birds. This is also true of 75 percent of those produced in the Nation. As a result, poultry meat was often passed up because large whole birds did not fit the family table. And many times dressed birds on display had dried out to the point that consumers shunned them.

This was the situation which faced Ted Joule, Missouri extension poultry marketing specialist. He applied some new ideas in extension methods. Problems in retail displaying and buyer preference were approached at their source. Joule's entire program was directed through county extension offices in Missouri's 114 counties.

Agents contacted chambers of commerce. They were asked to appoint a representative to sit in on a

planning meeting. At this planning session details were worked out for a session with the poultry industry group to discuss a complete merchandizing program for the area.

To date, 40 industry group meetings have been held, sponsored by local chambers of commerce; these are continuing to be scheduled. At these meetings any business dealing in marketing poultry products from the producer to the consumer has been invited to take part. This goes so far as to include ice companies, locker plants, hatcheries, and other related organizations. Meeting details are worked out jointly by the chamber of commerce representative and the county agent.

Programs have included a discussion of the poultry situation on both production and marketing. The local situation is covered closely as is the State and national picture. In Missouri, it has shaped up something like this. Broiler production is way up. Eggs are sold unclassified. Large type turkeys do not sell the year-round as such. But when cut up and offered by the piece they compete favorably with any other meats. The need to show consumers how to use poultry more efficiently and economically for a source of high protein human food is pointed out. The same is true for the need to furnish consumers with a maximum choice in grades of eggs and cuts of poultry the year round.

The possibility of a merchandizing school to be followed by a consumer demonstration has been discussed and offered. It has been approved practically 100 percent. Once ap-



Ted Joule, extension poultry marketing specialist, demonstrates cutting turkey by the piece at one of the many sessions he attended.

proved, Joule has suggested that the group set up a poultry industry committee with their own chairman and county agents and county home agents serving as ex-officio members.

Once the committee is organized and working, a school program is worked out, all details being handled by the committee. This is strictly a retailer merchandizing training school. Plans were for classes of 12 to 15 in a local area. But they have normally run from 15 to 30. Schools include working sessions on egg candling, grading, cutting, tray-packing, displaying, and pricing. Home agents are in charge of any food preparation for the schools—such as preparing turkey by the piece.

Joule has found that retailers cooperate readily. And this has given a boost to poultry product sales. But the merchandizing program to be really effective must reach the consumer.

Consequently, consumer demonstrations sponsored and organized by the committee have followed, and

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There's a Law Which Protects Farmers

Against Sharp Practices in Produce Deals

DAN ALFIERI, PMA Office of Information Service

WHEN A HUCKSTER'S check bounced back marked "insufficient funds," Farmer Albert Umbach of Huntington, Long Island, tried the few and rather limited methods he knew in an unsuccessful attempt to locate the culprit. However, the amount of \$115.50—representing the value of a quantity of cabbage—hardly warranted hiring expensive legal help. Mr. Umbach was about ready to reconcile himself to the fact that he'd been "taken" by a fast operator.

Finally, more as a warning to his fellow-farmers than with any real hope of getting his money, the Long

Island grower wrote the details of his experience in a letter to the "Publisher's Desk" column of the *Rural New Yorker* magazine—and unknowingly set off a chain reaction which brought help from the U. S. Department of Agriculture, action under a 22-year-old law known as the Perishable Agricultural Commodities Act, and ended in restitution of \$110 of the debt.

Like many farmers, Mr. Umbach didn't realize that the Perishable Agricultural Commodities Act—called PACA for short—offers day-to-day help and protection to growers and the produce industry. Deal-

ers, commission merchants and brokers are well acquainted with—and respect—the provisions of the Act aimed at protecting them from unfair and fraudulent practices in the interstate buying, selling, and consigning of fresh and frozen fruits and vegetables.

And, of course, Mr. Umbach didn't know that he could have employed this important aid to orderly marketing more quickly and simply by a telephone call or letter to the Regulatory Division of the Production and Marketing Administration's Fruit and Vegetable Branch in Washington or one of its field offices.

In fact, it was only by accident last October that the sharp eyes of a USDA employee in the New York City office saw Mr. Umbach's letter in the farm publication and brought it to the attention of the field office of the Regulatory Division. But despite this unorthodox and roundabout method of bringing a complaint, Mr. Umbach had recovered all but \$5 of the bad check before Christmas, even though PACA Investigator Paul Koenigsberg of the New York office had to pick up a cold trail that led a rather winding path to Philadelphia and involved another dealer in addition to the original huckster.

Informal Settlements

Farmers, like all small businessmen and individuals, dread being enmeshed in extensive and involved legal proceedings in the solution of their difficulties. Significantly, about 90 percent of all complaints filed under the act have been settled informally, without any of the trap-pings usually associated with resolving differences of opinion.

T. C. Curry, Chief of the Regulatory Division in Washington, emphasizes that the policy in the administration of PACA is to cooperate rather than regulate. Somewhat akin to the "cracker barrel" idea of sitting down, getting the facts straight, and talking things over, informal settlements have been successful in some 48,200 of the 52,800 cases filed since 1930. These amicable settlements have resulted in payments totaling \$12,500,000 in those 22 years.

But when individuals refuse to or
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T. S. Curry (left), in charge of the Perishable Agricultural Commodity Act work in Washington, D. C., discusses a complaint from a shipper over private telephone line installed for such use, while assistant, W. G. Lensen, supplies details of the case.

THE PRINCIPLE of springboard action is to dip downward as a means of gaining momentum for a much stronger and farther leap upward. So let's first look at where we have been in 4-H Club work. What ground is already covered? What principles are now established and accepted? Then perhaps we can speculate about the heights to which this initial impetus, plus a redoubled leap from here on, may carry us in the next 50 years.

Some Early Principles

The first thing I would mention is the idea of Equal Dignity and Status for Rural Youth. Forty years ago one might have observed distinct differences between rural boys and girls and their city cousins. 4-H education, recreation, recognitions, tours, trips, club and community activities have helped equalize the opportunities and the development of rural young people.

In a democracy, group thought, activity, and cooperation are of fundamental importance and so we have developed the club idea and learn knowledge, skills, and attitudes basic to successful citizenship. There are over 85,000 4-H Clubs. They are found in every agricultural county. There are no dues or fees except as members may vote them for local use. Membership is on a non-political, nondenominational basis. All boys and girls are eligible for membership.

Boys and girls have natural propinquities. Their soundest spiritual and mental growth depends upon development of proper attitudes toward each other. This is most easily done in a coeducation group process so the idea of boys and girls working together in the same club has grown.

The paternalistic system has, to a large degree, been replaced by the family council table. Now it's "We and Ours" instead of "Papa's and Mama's." A start toward farm or property ownership at an early age speeds the attainment and insures the tradition of the family-type farm.

By glorifying and glamorizing work habits and the results of constructive effort, the 4-H program has helped instill production values and sound attitudes toward the dignity

FIFTY YEARS—

Springboard to What in 4-H Club Work

E. W. AITON, Leader
4-H Club and YMW Programs

and value of work into the minds of millions of young people.

Personal pride, satisfactions, and incentives for growth and expansion result from individual ownership of property. The project system has been a useful device for achieving this.

The heart "H" has always been a major consideration in the development of 4-H Club programs. 4-H Sunday is eagerly looked to as a time to call attention to the importance of worship in building well rounded lives. The vesper programs, candle-lighting ceremonies, and similar activities have given 4-H training vital significance in the development of American youth.

Because they are less set in their ways youth can "show the way" to improvements by adults.

With the home, farm, and family as a laboratory, 4-H pioneered in the application of principles to practice. This idea serves as an incentive and "transfer medium" for the learning process. From the first every 4-H member has carried a practical demonstration project which is within his ability, stimulating to his interest, and of economic or social importance.

The 4-H Club belongs to the community. The officers are young people elected from and by their own membership. The adult leaders volunteer their help.

In addition to information of a strictly agricultural and home economics nature, youth of 10 to 21 years of age are helped with such problems as: Whether to stay on the farm, shall I be a farmer or farm home-maker? How to prepare for a chosen vocation, how to make personal ad-

justments to life, and other puzzling questions on health, safety, conservation, recreation, and community life.

An earnest struggle for survival and recognition is a part of competitive society. Individual competitions have been a part of 4-H Club work in the past. For the future we should recognize that *group* competitions bring the same results in motivation, and in addition help young people learn to work together.

Even a skeptic, if there were one, could not deny that 4-H Club work is deep in the hearts and culture of our country. The working tools of 4-H are people themselves. In all, more than 4 million members, parents, leaders and friends are involved in the program today because they like it. And they come back for more because it satisfies felt needs or interests. Well over half of our farm boys and girls join a 4-H Club at some time during their growing-up years. In small towns and villages, too, our recruiting program for new members is effective on a large proportion of available young people. Some successful 4-H programs are working in large cities such as Denver, Detroit, Indianapolis, and Portland, Oreg.

Let's compare our extension program to a cafeteria. "New patrons" are coming to the 4-H Club counter at the rate of about 660,000 per year. And each year about 1,350,000 "old patrons" return. These future leaders of rural America sample our educational menus and remain to dine with us for about 3 years on an average. Since we are now attracting a large percentage of the rural youth, at some time in their lives, one ob-



Early 4-H Clubs established lasting principles.



Modern clubs add progressive educational methods.

vious answer to larger 4-H membership in rural areas is longer tenure. Longer tenure results from better and more attractive programs. So let's start by examining and improving our educational "bill of fare."

We Reach The Younger Members Effectively

Boys and girls club work pioneered in the use of individual projects as the work unit. It was a happy choice. It reflects the sound and foresighted leadership of early extension leaders. Many of these leaders were recruited from the ranks of school superintendents and principals. Perhaps it is significant that school methods in those early days were farthest advanced and most progressive in the primary or elementary grades. Techniques for educating the high school age boy and girl were less understood. They remain so today. Might this be one reason why 4-H Club work, like other national youth organizations, works best for the boy or girl of 10 to 14 years? If so, let's take a close look at our program for the older much-discussed teen age before we jump too far to right or left from where we are.

Indeed, as we look ahead we see at least ten factors to be considered in attempting to interest members longer and serve better the needs of boys and girls:

First we need more and better training for present and future extension workers, parents, and volunteer local leaders. Special attention needs to be given to human relations

and human development education. This is largely a matter of understanding the problems and growing-up stages through which people pass from birth to death, at different rates and ages.

Cooperation of parents and adults is essential to 4-H Club work. It may well be that extension workers will spend a larger part of their time and effort training and helping that vast army of adults who work with youth. The multiplying factor or spread of our own influence is greatly expanded by this method.

The great challenge to educators today is to help young people find and stabilize a personal "value system" that will carry them through life's complex journey with happiness, honor and credit to family, Nation, and Creator. A fuller, deeper, and more tangible program of 4-H Club citizenship and character-building activities is needed. It must receive early emphasis.

The development, expansion or improvement of extension work with young men and women will encourage 4-H members, too. The existence of an attractive "graduate program" inspires many to continue and expand their 4-H interests. Extension young men and women's programs (YMW) are an effective leadership training ground for work with 4-H Clubs, farm organizations and other community activities.

As the administrative units for public schools become larger and students as well as teachers are withdrawn farther away from the home

and neighborhood, the need for a program like 4-H Club work becomes even more acute. 4-H needs to be more and more closely built into the local community in order to fill the gap that is left when schools move out. Meetings held in homes of members, with local leaders and parents to help, will retain many of the important values of community or neighborhood activity.

Cooperation of interested civic, educational and commercial groups on educational phases of 4-H Club work will continue to multiply the effects and benefits of the program.

The educational projects and programs offered to youth must be constantly reviewed in light of modern trends and the changing interests and needs of young people. Just "more of same" is not good enough for an active, dynamic youth in 1953.

Constant study and evaluation of our work and programs is a must for every extension worker. New thrusts against man's most ancient enemies of ignorance, poverty and disease must be soundly based. Scientific methods and procedures apply to extension education as well as to research.

Perhaps most significant of all will be the emphasis on people as the end product. Especially in 4-H Club work we must study and employ those methods which give the best crop of happy, adequate, and well-adjusted citizens for a changing world. Our projects, competitive and recreative activities must be constantly related to this over-all aim of Extension.

Why Are Young Folks *That Way*?

GLENN C. DILDINE
Project Coordinator
National 4-H Club Foundation

A research project on developmental needs of youth aims to find and make available some of the answers needed by extension agents in working with young people.

WHY do some of the young people with whom we work seem to enjoy their projects so much, while others are so slow and uninterested? What can I do with 15-year-old Janet who is so taken with the boys, and messes up our girls' meetings unless we have a social get-together with the boys? Why do so many of our new members drop out after a year or so? Questions like these are immediate and vital to all of us who work with young people. It is encouraging that we now have a wealth of good research to help us find the answers, but much of it is so new and so technical that most of us have not had the chance, in school and professional training, to learn about it and make it a part of our own attitudes and skills.

Research and Training Project

Recognizing this situation, the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities has asked the National 4-H Club Foundation to set up a research and training project with the three responsibilities described in the following paragraphs.

One of the first things needed is an inventory of present knowledge, explaining causes of growth and behavior, and translation into usable teaching materials. We recognize that, before we can decide what to do to help a person, we need to understand why he acts as he does now, why we find him changing his behavior as he grows older, why he acts so differently from many of his pals and yet does many things along with them. Until we know causes, we cannot plan effective programs. If a 4-H Club member is desperately seeking our acceptance and support, he will not work and learn well if we ignore him or if he guesses that we

think he is a troublesome nuisance. What can present research tell us about all this?

Each person tends to go through a common human series of changes in appearance and behavior. This is because normal changes in growing bodies, coupled with the pressure of adult expectations and demands on boys and girls, create a predictable series of changing internal needs at successive stages of growth, pushing young people to work at a predictable series of developmental tasks or "growing-up jobs." For example, most 10-year-olds are more concerned with making the grade with others of their own sex than with some one of the opposite sex, while at 16 or 17 we can anticipate just the opposite. Then, after one reaches maturity, age is less important than marriage and job status in controlling a person's needs and behavior; an unmarried 25-year-old is usually working at tasks more like those of an unmarried 18-year-old than like those of a married person of his own age.

Knowledge To Be Summarized

Careful, long-range observation of growing people has provided a wealth of this kind of information. The project will summarize pertinent knowledge about needs, motives, tasks, and behavior at pre-adolescence, early adolescence, late adolescence, and early adulthood. We know that developmental needs and tasks will differ somewhat for boys and for girls at the same age, and for children from different social groups in the same community. For example, children from low-income families, when compared with those of higher-income parents, tend to have more freedom, earlier, in managing their own affairs. This speeds up the time when they act grown-up; they

often see less value in school and drop out sooner, they are more interested earlier in getting a self-supporting job, and they tend to marry earlier. Understanding such things can help us take advantage of "stage of growth they're in," instead of being baffled by it and rejecting its force and control. . . . Maybe 15-year-old Janet needs more companionship with boys now, and possibly more of her club work could be in mixed groups rather than with girls alone; when she was 10, this wouldn't have made so much difference to her.

Each person works at his own unique combination of needs and tasks, in his own way, at his own rate. It is not enough, and may even be dangerous, just to know the common needs and tasks of young people, because we cannot safely twist and distort individuals to make them fit a mythical average person. So we will also need to look into research which explains reasons for differences, how these differences are reflected in behavior, and how we can learn to recognize and do full justice to the uniqueness of each person with whom we work. Key reasons for differences follow.

Important physical differences exist in the time at which different people reach comparable stages of growth. In an average group of 14-year-old boys, most will be just growing downy whiskers, changing voices, getting awkwardly interested in girls. But a few of these 14-year-olds may be physically more like most 11-year-olds, while another one or two may be as far along as most 17-year-olds, old hands at being men by now. But the average 14-year-old girl will be about 2 years ahead of boys, and her group will show similar differences between early and late maturers, with all that this implies for behavior. We may well ask, "What is a 14-year-old?" Research answers,

"You can't ask it that way; instead, you must ask, 'Where in the human steps of growing up is *this particular 14-year-old*, and how has he come to feel about the way he *thinks* he looks?'" It is clear that no set 4-H program will fit all 14-year-olds.

Other physical differences also set the stage for unique behavior. Energy available to behave with differs with state of health, nutrition, and fatigue, with size and proportions of body, with inside emotional balance, and with a person's own ideas of what he enjoys spending his energy for.

Equally important are *differences in social inheritance*, that is, the pattern of living of one's family, community, school, and club. Research demonstrates that people have to *learn* how to think and behave "properly," from the adults close to them who control their lives; many basic ways of thinking and behaving are learned in early years, especially from parents. This means that the chance of where one happens to get born will set the stage for striking differences in children of similar age, for in the United States we have dramatically different patterns of living in different parts of the same community.

Acceptance and Affection Needed

The way people close to a growing young person feel toward him, dictating their subtle treatment of him, has powerful effects on his personality. Youngsters who have been rejected or merely tolerated by parents, relatives, teachers, and club leaders are being deprived of a potent human need for emotional assurance; they tend to react aggressively, either striking out against people around them, or inwardly against themselves by withdrawing. On the other hand, genuine acceptance and affection seem to provide the basis for growing up to feel oneself worth while and valuable, confident in tackling all kinds of tough jobs.

Each young person's inner needs push him to belong to a group of his own age mates. Differences in the extent and quality of participation in age groups prove to be significant influences in individual differences.

Many so-called problem children are fighting for their place among their fellows; this often becomes more important than recognition and favor of adults, especially during adolescence when young people are struggling to establish their own independence from adults.

Each of these influences combines somehow to help form, inside each young person, *his present picture of himself*. Research shows that this self-picture dictates how each of us will act in a given situation, following out what *we* think and how *we* feel about it now. In the end, understanding another person depends on trying to see and feel through his eyes and his emotions. A careful look at his unique background—physical, social, emotional, group—can help us interpret his customary ways of behaving, but only if we use this information to figuratively "get inside his skin" and try to see how this feels to him.

The research project will need to review some special aspects of present knowledge. For example: What is the effect of competition, of awards and honors, in helping young people become effective, wholesome individuals? Many extension leaders are deeply concerned about this, and we will need to examine the best research evidence as a guide for decisions on program.

Or, what is effective, democratic leadership? How does it develop? How can we recognize good leaders? How can we help them to develop among our young people's groups? Inventory of present knowledge will reveal gaps in essential knowledge, and the project proposes to stimulate graduate students and various research agencies to study in these areas. We anticipate two kinds of gaps: first, in basic aspects of developmental needs and processes in young people, such as the varying effects of competition on different kinds of people, at different stages of growth; second, action research where we attempt to apply present knowledge in extension programs, as in the New England Pilot Project testing out how to involve 18- to 30-year-olds in planning and carrying out activities which they help initiate.

Training in human relations. The implication-application stage will involve working with professional and volunteer leaders in Extension, in order to learn how to incorporate knowledge of young people into tested, accepted ways of working with them. Research findings from the first two stages of the project will provide the basis for developing programs with extension workers. Where requests come in, this kind of work can be tried out in regional, State, and county conferences; the 6-week summer workshop at the University of Maryland; and long-range in-service study groups where extension staffs want help in discovering better ways, suited to the people and situations in their own areas, to meet the developmental needs of the young people.

Clothing Slides Available

Choosing a dress pattern, fitting it, and making the dress is a natural sequence to thousands of 4-H Club girls. But in Michigan those steps come to life through three sets of colored slides that are beginning to be circularized nationally, reports Lorabeth Moore, assistant extension editor.

The slide sets are entitled "Choosing a Pattern," "Fitting a Pattern," and "Making a Dress." The first set was made in 1949 by Ruth DeRosa, a former member of the Michigan Cooperative Extension Service staff. The last two in the series were made by Marie Wolfe, assistant State 4-H Club leader now in Michigan. Wilbur M. Nelson, visual aids specialist, did the color photography that makes you feel as if you could reach out and touch the pattern or the material.

The slide sets were shown at a four-State conference with 4-H officials from Ohio, Indiana, Illinois, and Michigan present. Later Miss Wolfe was invited to show them at National 4-H Club Camp in Washington. Already seven States have ordered copies of the sets.

The slides are available from the bulletin office at Michigan State College. The cost is 25 cents per slide and there are about 45 slides in each set. A set of description cards accompanies each set.



Glenn F. Beck (center) Saratoga County, N. Y., flying farmer, locates farms of Allvin Hollmer (left) and Edward Skellie, (right) on aerial map before taking to the air.

Looking Down on the Land

DOUGLAS C. DEUEL, 4-H Club Agent, Saratoga County, N. Y.

TWO SARATOGA COUNTY, N. Y., 4-H Club members had an opportunity to study soil conservation from the air last fall. Glenn F. Beck, flying farmer of Clifton Park Center, Saratoga County, N. Y., took 4-H Club boys, Allvin Hollmer and Edward Skellie of Stillwater, N. Y., over their home farms as an award trip for doing outstanding work in 4-H soil classification.

Last August a soil classification program was held for 4-H Club members from Washington, Rensselaer, and Saratoga Counties. This was held at Johnsonville in Rensselaer County in connection with the soil conservation field day sponsored by the soil conservation district of each of the three counties. The 4-H Club members attending the field day visited eight areas on the farm, scoring each area

as to depth of soil, texture of soil, drainage, and then indicating the capability of the soil or what crops were best adapted to the soil.

Previous to the event a training meeting was held for 4-H members in Saratoga County. This was conducted by Burton R. Laux, soil scientist for the Soil Conservation Service of the U. S. Department of Agriculture.

While the airplane trip served as an award for doing good work it did more than that. The boys had an opportunity to see their home farms from the air, noting field layouts and soil erosion.

Glenn F. Beck has been interested in all phases of conservation work. He carries on good conservation practices on his farm.

They are Tops

Recognition based on long records of faithfulness and loyalty was given to home demonstration club members of Tallahatchie County, Miss., by the county home demonstration council.

First step in selecting women to be recognized was to mail each member a questionnaire, including the various activities in which the women are engaged, reported Mrs. Gladiola B. Harris, county home demonstration agent. Questionnaires were returned to the home agent.

Using the questionnaires, a committee selected home demonstration club members for recognition. This committee, appointed by the council president, included two local businessmen, the Farmers Home Administration home economist, a selective service worker, and council president, vice president, and secretary-treasurer.

The following standards of selection were used:

	<i>Points</i>
Number of years as a club member	20
Offices held in club, council district, State	10
Number of years as community leader	15
Assistance given 4-H program ..	15
Exhibits made, including fairs ..	25
Participation in achievement programs, and enrolling new home demonstration members	15
TOTAL	100

The recognition program featured Miss Earle Gaddis, special assistant to the State home demonstration agent. The home agent reviewed the records of the 46 women selected by the committee, after which each was presented a gift by Fonda Rowland, local businessman. W. C. Taylor, editor of the local newspaper, made group pictures of those honored, which were published. A picnic-style luncheon concluded the program.

• **ETHEL BIANCHI**, Negro home demonstration agent in Montgomery County, Md., transfers to the city of Baltimore to work with Negro women there.

THERE is a definite trend toward balanced farming and better living among colored farmers of the South; and Negro farm and home demonstration agents are playing an important role in this development.

This observation is based on a 3-week tour I made recently of farms in Alabama, Georgia, Kentucky, Oklahoma, and Texas, where I had a chance to see first-hand how the agents are helping farm families to improve their farming methods and raise their level of living.

Out in Texas, Leonidas Watson and Mrs. Carrie Loudd, the farm and home agents of Grimes County, have a real story to show you. It's not a quickie—something they did one day after lunch. It's a long-time, slow, unfolding process that started back about 8 years ago when they began working with a 4-H Club boy, Clinton Mooring of Anderson, Tex. Not having a calf or a pig to take to the district fair, Clinton, who had been carrying only cotton projects, decided to write an essay on what he thought of 4-H Club work.

Well, the essay won him 100 baby chicks; and the next year one of these chickens won him a pig; and the next, believe it or not, the pig won him a Jersey heifer. By the time the 4-H'er got the heifer, his parents, Mr. and Mrs. Myles Mooring, had begun to attend demonstrations and were through with one-crop cotton farming. His mother was raising 100

turkeys and his father was fattening 9 pigs for market.

After 18 years of farming as tenants, the Moorings bought a 165-acre farm with a run-down house on it. Clinton's Jersey formed the nucleus of a dairy program. Soon they added more cows, stepped up their hog production and cut down further on their cotton.

When I first visited them, one of their main goals was to build a home. During my recent trip, State Leader W. C. David took me to see their modern new house with hot and cold running water. The family could not be home on the day we visited them, but they left a key with a neighbor so the agents could show us through. It was a comfortable and attractive house that was well furnished, and the Moorings hadn't bought a thing. Under the guidance of Mrs. Loudd, they had refinished and reupholstered all their old furniture, and it

looked fine. Clinton wasn't home either; he was away at college studying agriculture.

In Creek County, Okla., I saw several attractive kitchens with identical storage cabinets—all finished in natural colored wood. The former home agent, Hazel O. King, who is now district agent, had been at work. And her kitchen-improvement demonstrations were paying off. Some homes whose first improvements were only a piece of linoleum for the kitchen floor, now have new gas or electric ranges, refrigerators, hot and cold running water, and the pretty cabinets. Even some homemakers who have not yet been able to install a sink and running water, have the cabinets which make them doubly anxious for sinks and water.

W. B. Hill of Alabama and his staff of agents are stressing diversi-

(Continued on page 53)

Count the Negro Agents *in on This...*

Farm and home agents are playing an important role in the advancement of colored farmers

SHERMAN BRISCOE
USDA Information Specialist



Mrs. Arthur Roberts, left, of Creek County, Okla., is a prize-winning homemaker. She is showing Hazel O. King, district home agent, a blue-ribbon jar of peaches. Note the modern storage cabinets all ready for the installation of a sink and running water.



Pleas Orr, Jr., (right) of Limestone County, Ala., has reduced the manpower needs on his 600-acre farm 75 percent by switching from mules to tractors. He has 175 acres is cotton. With him are State Leader W. B. Hill, and retired County Agent Benjamin F. Hill (center).

Have you
read . . .



• The Bureau of Human Nutrition and Home Economics has just published two new booklets that will be of great interest to homemakers. Single copies are free on request to the Office of Information, USDA, Washington 25, D. C.

BEEF . . . FACTS FOR CONSUMER EDUCATION, AIB 84: Provides background material for those who give food information to consumers. The bulletin includes sections on Federal inspection and U. S. grading. It tells the consumer how to recognize and select the cut and the quality which best suits the intended purpose. Included also are charts showing retail cuts, and tables giving characteristics of different cuts, and cooking methods.

DRY BEANS, PEAS, AND LENTILS . . . MODERN COOKERY, L 326: Gives modern cooks up-to-date methods of soaking and cooking dry beans, peas, and lentils. The leaflet contains 36 recipes for delicious main dishes, casseroles, salads, soups, sauces, and purees. Included also is a cooking table which shows for each type of bean the amount of water to use in soaking, the time required for boiling or pressure cooking, and the yield.—*Edna W. Owens, Office of Information, U.S.D.A.*

TWIXT THE CUP AND THE LIP. Psychological and Socio-Cultural Factors Affecting Food Habits. By Margaret Cussler and Mary L. deGive. Twayne Publishers, New York. 1952. 262 pp.

• This book is a remarkable piece of teamwork in interpreting the factors affecting food habits in the South. The fact that one author, a northerner, checked her observations against her southern colleague's in-

timate familiarity with the culture makes this a penetrating analysis of many of the factors basic to the culture of the South.

Documentation of specific values, such as respect for tradition, reverence for science, affability, and approval of social distinction—factors that have their counterparts in various aspects of the foodways—is submitted in interesting, often humorous case material that makes for easy reading. This book should be of great value to the professional educational worker in the field of nutrition as well as to the homemaker.—*M. L. Wilson, formerly Director of Extension Work.*

NOT BY A LONG SHOT: Adventures of a documentary film producer. Margaret Cussler. Illustrations by Mary L. deGive. Exposition Press, New York, 1951. 200 pp.

• This entertaining and light-hearted story begins with the adventures of Miss Cussler and Miss deGive while they were studying the dietary habits of the inhabitants of Bath, N. C. Their findings were all too familiar. Some of the diets were poor. Nutritious food could have been grown but much canned food was used.

The investigators took a few pictures for a documentary film. When they attempted to present their reports they "learned an important lesson—administrators are too busy to use a long detailed report clothed with statistics." They "had to condense, abstract, interpret and visualize" . . .

The film "You Can't Eat Tobacco" accomplished their purposes in a preliminary way but later on, the film on the "Hopi Indians" gave good evidence that the documentary film can present concepts and facts in an understandable way to those who can use them.

This well-written, readable book concerns a medium for presenting information which is growing steadily in importance. — *Gladys Gallup, assistant chief, Division of Field Studies and Training, Federal Extension Service.*

WILD FLOWERS FOR YOUR GARDEN. Helen S. Hull. M. Barrows & Co., New York 16, N. Y., 1952. 280 pp., 12 pl., 8 color pl., 50 drawings.

• Persons interested in growing and using wild flowers on their properties and about their homes will find this new book very useful. Written in an interesting and enthusiastic style it describes how to grow and gives lists of wild plants adapted to different environments—among rocks, in full sun, in woodlands and moist places. Ferns and violets are given special attention. There are chapters on the wonderglobe or terrarium, twelve favorites, soil mixtures, how to acquire and to maintain plants. There is a very useful one on conditions required and methods of propagating 56 genera of interesting wild plants—mostly herbaceous.

An interesting section of the book is entitled "Wild-flower Gardens in Every State." An outstanding wild-flower gardener was chosen from each State and asked to give facts and a list of the plants that have proved most successful in his State.

The author, formerly president of the National Council of State Garden Clubs, is an experienced and ardent wild-flower gardener, horticulturist and scientist.—*R. J. Haskell, Extension Specialist, Garden and Home Food Preservation Program, U. S. Department of Agriculture, Washington 25, D. C.*

DISEASES OF VEGETABLE CROPS. John C. Walker. McGraw-Hill Book Company, Inc., 330 West 42nd Street, New York 36, N. Y. 529 pp. 117 fig.

• With emphasis now being put on increased efficiency of crop production, State and county extension workers will find this manual of use in identifying vegetable diseases and learning the up-to-date control recommendations. This book, written by an outstanding plant pathologist at the University of Wisconsin who has specialized on diseases of vegetables

Missouri University Library Serves Agents

F. E. ROGERS
State Extension Agent, Missouri

for many years, covers the important diseases of most all of the vegetable crops, including potato and sweet-potato. Descriptions of symptoms are complete enough for the layman to identify many of the crop sicknesses. Numerous pictures in the book also help in that regard. A discussion of the cause of each of these diseases and the cycle of their development is also included. Throughout the text there are numerous references which enable the reader to find out more. There is a very good index at the back which enables one to readily find the description of any particular disease.—*R. J. Haskell, Extension Specialist, Garden and Home Food Preservation Program, Federal Extension Service.*

POULTRY BREEDING (third edition). Morley A. Jull. John Wiley & Sons, New York, N. Y. 398 pp.

• In this book the author states, "What is really needed to increase greatly the efficiency of egg and poultry meat production is for all poultry breeders and hatchery operators to become better informed concerning numerous breeding problems."

This new third edition has been completely revised. In the early chapters the basic principles of inheritance and fundamental problems of reproduction are explained and discussed, while chapters 6 to 10 give the latest information on such subjects as fertility and hatchability, viability, meat and egg production, and egg characters. The final chapter was written by Dr. C. S. Shaffner, also of the University of Maryland staff, and is entitled Selection Methods.

Dr. Jull has adopted a scientific and informative style. The 16 pages of index make this a handy reference book.

The textbook features are enhanced by stating at the end of each chapter a number of problems. These can be used as a review of the subject matter in that chapter or as a basis for discussion groups.

The text is well illustrated with photographs, drawings, diagrams, charts, and tables.—*H. L. Shrader, Senior Extension Poultry Husbandman, U.S.D.A.*

MISSOURI COUNTY extension workers have found it easier to get books to read because of a plan worked out by the State Extension office and the University of Missouri Library. As a result of this new plan, 165 books were checked out by 122 different agents. The books were actually checked out of the university library by the extension supervisors who took them to the district conferences for county extension workers. Agents looked over the books at these conferences and signed up for those they desired. They then took them home until the next conference.

Not only were many books checked out by agents at the September and October district conferences but 30 percent of them said they read all of the books they checked out, 36 percent said they read more than half of them, and 34 percent read less than half of them. This information came from a questionnaire answered later by agents. Some of the books did not lend themselves to complete reading as they were taken out for the purpose of making an inspection as a possible reference book.

Among the more popular books were: *How To Write for Homemakers*, by Richardson and Callahan; *Conference Leadership*, by Hannaford; *How To Write a Speech*, by Hegarty; *New Ways to Better Meetings*, by Strauss; and *The Spirit and Philosophy of Extension Work*, by Bliss.

Of the agents answering the questionnaire, 82 percent said they would recommend the book they read to other extension workers, and 98 percent of them said they thought this plan of distributing library books at district conferences should be continued.

The types of books agents are most interested in, in order of importance are: technical subject matter, personal development, teaching meth-

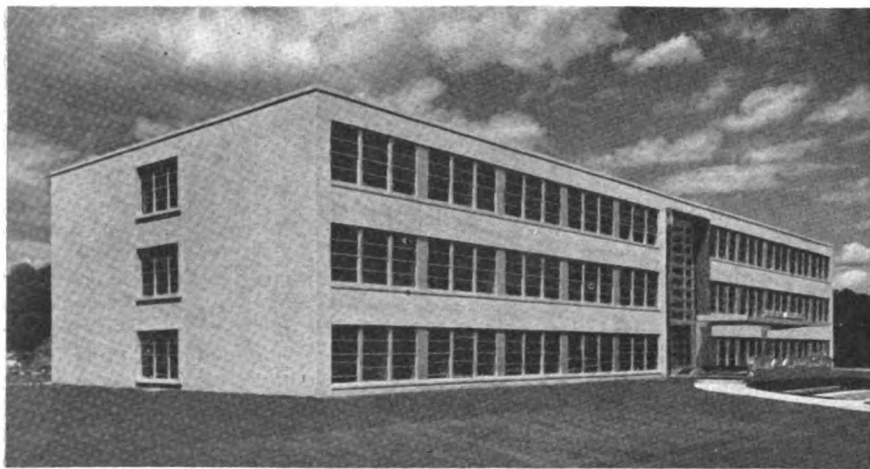
ods, extension history, and philosophy. Technical subject-matter books mentioned most were: soils, nutrition, home management, animal husbandry, and agricultural engineering.

This plan of distribution of library books was recommended by the professional improvement committees of county agents' associations, home agents' association, and by Epsilon Sigma Phi. These committees have developed a list of books that would be of most use to agents. The university librarian has been very cooperative in making these books available to county extension workers the same as they are to resident staff members.

The professional improvement committee is revising the list of books and due to the great interest, will expand the plan this year and make more books available to agents.

Home Demonstration Training in Bolivia

The first 3-week training course for three home demonstration agents was completed September 27. Nineteen girls and women interested in becoming home agents were invited and attended. Classes in nutrition, cookery, health, and sanitation, clothing, housing, and extension methods were held in my apartment in Cochabamba. The final class was held in the home of two members of the class and was a tea. Each student had prepared a part of the menu. They formed a home demonstration club and planned to meet every 2 weeks. These women and girls were excellent to work with. We planned a similar school for La Paz later. I find the work interesting and a bit difficult.—*Ella Mae Crosby (former home demonstration agent in North Carolina, now working on a Point Four assignment.)*



County Staff in New Quarters

A. H. (ART) FRICK has seen and helped make quite a bit of agricultural history in Minnesota during the 33 years he has served as agricultural agent in Itasca County.

Just recently he and his staff moved into modern quarters in Itasca County's new courthouse. The old courthouse from which Art and his colleagues moved had been declared unsafe for the priceless records it contained, after more than a half century of service to the people of Itasca County.

The suite of offices assigned the county agricultural extension service occupies one entire corner of the first

floor of the three-story building. The suite includes a general office, 15 feet 9 inches by 22 feet; a 23-foot by 22-foot committee meeting room and smaller separate offices for the agricultural agent, assistant agent in forestry, a 4-H Club agent and the home agent. Facilities also include a bulletin nook, closet space, and shelving and cabinets.

In addition to Agricultural Agent Frick, members of the Itasca County staff include Floyd Colburn, assistant county agent in forestry; Mrs. Cecilia Hanratty McLean, home agent; Albert Page, 4-H Club agent; and Ann Turek, office secretary.

Meet the New Director

(Continued from page 43)

His prompt reply was: "Don't forget, Russ, only kings and monarchs reign. Extension serves and educates."

Ferguson expresses this same philosophy in many ways. When speaking to 4-H Club leaders and advisers, he reminds them that "A leader must get his satisfactions not from public acclaim but from the inward satisfaction of having given wise direction to those who follow."

And in a message to the staff at Christmas, he said, "As Extension teachers we must never lose the com-

mon touch. The principles of good teaching were best demonstrated in the life of that Great Teacher whose birth we pause to remember."

He is convinced of the value of demonstrations for effective teaching and in 1952 told the Ohio staff, "We must not overlook the chance to do demonstrations in the living rooms of thousands of families. Television permits us to do just this."

He appreciates the value of mass communications as a means of reaching more people. Ohio farm editors and radio farm directors long have enjoyed his complete cooperation. When subject-matter specialists still were cool to the idea of television, he readily agreed, in 1949, to appear as

the poultry specialist on the first television production of Ohio Extension.

Ferguson is happiest, however, when he is working with youth. He is a popular speaker with youth groups on the campus and around the State.

He regards 4-H Club work "as American as apple pie a la mode," and believes "Whatever else Extension does, its greatest accomplishment will continue to be the building of character and citizenship in the young people of rural America."

Even as a specialist, his interest in 4-H Club work extended beyond subject matter. For 6 years, he served as an adviser to the South Perry Garden and Livestock Club. Dissatisfied with the academic literature being used for 4-H poultry bulletins, he observed the problems of his own two boys with poultry projects and wrote, in first-person youngster's language, a new bulletin. It was illustrated by step-by-step photos, directed by Ferguson, of a neighbor boy tending his poultry flock.

This interest in youth brought him other jobs, too, such as Sunday School superintendent for 3 years in the church where Mrs. Ferguson has played the organ for 5 years. Currently, he is chairman of the board of trustees of the Riverside Methodist Church.

When he became chairman of the agricultural committee of the downtown Columbus Kiwanis Club, Ferguson resolved to arouse an interest in farming among the business and professional men. He took them to a chicken barbecue, and on an inspection trip to a bull stud, and put FFA and 4-H Club members on the programs with the result that he was elected to the board of directors.

Associates often wonder where "Fergie" gets the inspiration and drive for these many activities. Some suspect the secret must lie in the northern Georgian Bay section of Canada, an area that has a powerful attraction for the busy director. Every year or so, he manages his schedule to permit a week or two relaxing and fishing in the North Woods. He loves the outdoors and everything that goes with it.

Many Ohio extension staff members were somewhat startled during

his first year as director when he recommended that everyone put a vacation into his plan of work.

"Fishing as an art, a skill or hobby has an important place in the day-to-day rush of extension work," he wrote. "Extension teaches recreation. Do we take our teaching to heart and do something about it in our own lives?"

"One job well thought through and carefully done is worth many jobs half done under pressure of fatigue."

Georgia Building Big 4-H Club Center

(Continued from page 45)

If the center is used to capacity, 62,400 people will enjoy its facilities annually.

Recently the construction of six more cottages was begun, bringing to 24 the number of cottages started, and marks the beginning of the second 300-capacity unit.

The 18 buildings in the first such unit are in various stages of construction, with six complete, six three-fourths finished, and six one-half finished. The entire center will include 72 cottages when complete.

G. I. Johnson, agricultural engineer of the University of Georgia Extension Service, is chairman of the Rock Eagle building committee. He says that these six cottages which have just been started will face a wide expanse of the lake, and that there is an excellent stand of trees behind them which will furnish shade in the afternoon.

The center will be, primarily, for the use of Georgia 4-H Club members. However, it will be available for other meetings, particularly those of home demonstration clubs, the State Home Demonstration Council, the Georgia Farm Bureau Federation, the faculty of the University of Georgia, and other rural and educational meetings, such as may be held by organizations having difficulty in finding suitable meeting places.

The giant eagle mound—Rock Eagle—for which the park is named, adds to the dreamy atmosphere of the surroundings. It is quite a bird—102 feet long, a wing-spread of 120

feet, and 8 feet deep at the breast. Built of white quartz rocks by men who probably lived before the Creek and Cherokee Indians, the effigy evidently had some religious significance for those who patiently placed the stones.

Imagine 1,200 4-H boys and girls gathered around the ceremonial mound for vespers. Quite different, perhaps, were the services held here by prehistoric man. We like to believe, however, that those strange creatures are looking down from their happy hunting ground and are pleased that the land surrounding their rock eagle is becoming a State 4-H Club Center—one of the best in the world.

• EARLE L. MOFFITT retired as professor emeritus of farm management extension in Pennsylvania. He had been on the staff since November 1916, longer than any other extension specialist.

Moffitt also held another record. He was the only one of the original group of farm management demonstrators who had served continuously in field extension work. He started October 1, 1914 and served the first 2 years in Illinois and Maine.

He was graduated from the Pennsylvania State College in June 1913 and served as instructor of soils, crops, and farm management at the college until he entered extension work.

County Agents Honored

THE DEAN of North Carolina's county agents, James W. Cameron, who has served in Anson County since October 23, 1911, is shown (right) accepting a sterling silver plaque from Tarheel Governor W. Kerr Scott, himself a former county agent, at a luncheon in Raleigh on October 16, 1952. The plaque and luncheon were sponsored by the Lederle Laboratories

Division of the American Cyanamid Company in recognition of the work of all county agents in the State. Similar events are planned in other States. Principal speaker for the occasion was Dr. Herbert White-Stevens Lederle scientist, who paid tribute to county agents as "pastors of the land, devoted to teaching their flocks the religion of the soil."



Nelle Thrash Awarded Grace Frysinger Fellowship

NELLE THRASH, home demonstration agent, Greensboro, Ga., received the Grace Frysinger Fellowship in a session of the National Home Demonstration Agents' Association annual meeting on November 6. Miss Frysinger, for whom the fellowship was named, presented the award. Miss Thrash is particularly interested in leadership training and plans to spend a month observing extension methods in North Carolina, Kentucky, and Virginia.

Graduate of the Georgia State College for Women, Miss Thrash was first employed as home demonstration agent in Madison County, Ga., in 1935. She has since served in Glascock-Hancock Counties and has been in Greene County since 1941. It is a rural county, with farming interests divided among livestock, grain, corn, and cotton. Food preservation has always been an important part of the home economics extension program, and nutrition has been the project of



Grace Frysinger; Mrs. Carmen Johnson, president, National Home Demonstration Agents' Association; and Nelle Thrash.

special interest during the past year. A recent survey in the county was made to determine whether or not its residents were getting a diet adequate in protein. As a result, four community demonstrations based on protein need and daily intake were held. Two county-wide meetings were also held by extension specialists.

nearby Macon, Ga., sash factory, in addition to operating a subsistence farm.

John Finch, Kentucky's extension specialist, is emphasizing proper application of fertilizer. He and the agents are urging the farmers to have their soil tested to find out what plant food it needs, instead of applying fertilizer on a hit-or-miss basis. Some farmers who used to get only 15 or 20 bushels of corn to the acre are now getting from 60 to 90 by plowing under green manure crops, using hybrid varieties, and applying the prescribed composition of fertilizer.

Another significant development which is taking place in the rural Southland is the conversion of abandoned schoolhouses into community centers in the wake of the rural school consolidation program. The agents and the 4-H and demonstra-

tion clubs are helping to make the buildings the focal point of community activities.

Yes, in all five States the extension agents were doing a real job. I found colored farmers trying, it seems as never before, to expand their production, increase their sources of income, improve their homes, and raise their level of living. And this is not all. The void left by the passing of the one-room country school is being filled by community centers which are providing basic training in democratic practices.

Planning for Retirement

(Continued from page 44)

ings, talks and discussions are held about health, financial management, money-earning possibilities for older folks, developing new interests and all the other phases of making a happy adjustment from the workaday world.

Dr. Anna S. Starr, director of the Rutgers psychological clinic, wound up the speaking program with a talk on the psychological aspects of retiring. She pointed out that it is a fallacy to believe that people differ widely. They do differ widely on superficial things, but basically we are alike, she said.

"No matter how many birthdays we've had, we can all widen our views by exchanging ideas with people of all groups and ages," she said in pointing out that imagination and wisdom, as well as health and companionship, are important to making a healthy adjustment to growing older.

A vote was taken after the meeting to find out how many of the New Jersey Extension staff members would be interested in follow-up meetings on "retirement training," and the decision was in favor of holding such sessions.

The idea behind this rather unique venture was summed up by Director Cook later when he said, "So far this is strictly an Extension Service personnel activity. But after we've done some serious thinking and planning for our own futures, we will develop this into a program for the people of New Jersey."

Negro Agents in on This

(Continued from page 53)

fication in the Black Belt and increased efficiency as well as diversification in the cotton land of the Tennessee Valley Authority area. Pleas Orr, Jr., of Decatur, Ala., a former 4-H'er, raises his 175-acre cotton crop entirely with machines, except for picking. He has five tractors, a four-row rotary hoe, a two-row cotton blocker, and a two-row cotton chopper. "My next step," says Mr. Orr, "is to get a mechanical cotton picker."

Over in Georgia, P. H. Stone and his agents are aware of the importance of encouraging farmers to develop some off-farm enterprises. Their prized example is a family sawmill owned and operated by the Dumas brothers—six of them. They turn out 7,000 feet of timber a day for a

Merchandising Program Serves

(Continued from page 46)

designed from the standpoint of use, selection, and preparation. At many of these, folks have been served turkey by the piece. Joule working in cooperation with Flora Carl, extension nutritionist also prepared consumer information folders including publications on, Know Your Eggs, Turkey by the Piece, Chicken for Family Meals and How to Cut Turkey by the Piece.

And the extension training program has kept pace with the retailer-consumer program. District conferences served to train county and home agents on cutting up turkey by the piece. Home agents had an additional session on serving and preparing. Training programs for food leaders in home economic clubs have been carried by home agents.

Poultry organizations also cooperated with the over-all merchandising program by demonstrations and exhibits at fairs and food shows, both local and State-wide. Most notable of these was a display and cooking demonstration at the Missouri State Fair, Sedalia, in 1952. The State Ice Manufacturers Association, Missouri Turkey Growers Federation, Missouri Poultry Council, Missouri Poultry Improvement Association, and the Agricultural Extension Service cooperated in this exhibit. This was only one of a number of helps which these organizations gave the program. Other organizations that have cooperated in demonstration work have included the State Locker Plant Association, State Independent Retailers Association, and the State Department of Agriculture.

Wide Cooperation Enlisted

As a result of these activities, which included retailer schools and consumer demonstrations in St. Louis, turkey and chicken cutting and preparation programs have been used on television by Catherine Brent and Herbert Rolf, extension marketing specialists, and Joule. In addition to Joule appearing, local home economists and program directors have used much of Joule's material. The

same is true of Kansas City where the extension marketing specialist, Marvin Vines, has carried similar programs on television.

Slide stories have been used widely in consumer and farm meetings. A newspaper mat on turkey by the piece has been used in numerous local papers and by the Independent Retailers Association in their publication. Newspaper and radio coverage on the program has been good.

Appliance companies have used the demonstrations in their own promotions. For example, one company used Joule and his demonstrations at the Boone County Fair and also used the turkey demonstration on their series of cooking schools. Gas and power companies have provided kitchen facilities and home economists to assist in serving and preparing birds for retailer schools and consumer demonstrations. Local REA's and high school home economics and vocational agricultural projects have likewise helped with facilities and detail work. Growers and State poultry organizations and others have helped by furnishing the needed eggs, turkeys, and chickens.

4-H Clubs Participate

Dealer egg grading and candling schools which are 1-day sessions have also been held throughout the eastern half of Missouri. The State Department of Agriculture, U. S. Department of Agriculture, and Agricultural Extension Service cooperating on these. The remaining half of the State will be covered in 1953. A 4-H quality egg supplemental activity is being worked out in cooperation with the State 4-H Club office, and members of 4-H Clubs will use this in their 1953 poultry and food program.

But while the program has been highly effective and continues to grow, Joule says it is simple and takes only some planning and the cooperation of various affected groups.

It can be briefly summarized by these major points: (1) a survey of the local situation, (2) contacts with local chambers of commerce by county agent, (3) poultry industry meetings, (4) retailer merchandising

training schools, (5) consumer demonstrations, (6) publication of consumer folders, (7) district conferences with county extension staffs, (8) exhibits and demonstrations, (9) news articles, radio, and television, and related types of promotion, and (10) call backs to retail stores, locker plants, processing plants and related businesses.

Joule believes that the success of the program may be largely attributed to cooperation by all affected groups.

Extension Pioneer A. B. Graham Finds Sewing an Interesting Avocation

I thought you might be interested in an avocational activity of mine.

Since last fall I have made two little dresses for 9-year and 11-year old granddaughters. The last one had a fringe on edge of skirt front and a facing beneath. The first dress I made was worn by my granddaughter when the special stamp was presented to me on January 15, 1952. How pleased they were. Since the mother of the older girl preferred snaps to buttons which I had bought I sewed the buttons on over the snaps to cover the threads.

I learned to sew in my early teens to help my young widowed mother make a living for my sister and me and herself. I always enjoyed it. I married a fine schoolmate who was an excellent dressmaker, so I resigned for 60 years except on my State trips when I always took my sewing kit along.

Pieced my first quilt when I was nine. Our home was burned and reduced my first sewing effort to ashes.

Since Mrs. Graham's death on July 12, 1950, I have done all of my sewing, patching, and darning. Rather enjoy it.

When I was a boy attending picnics and similar gatherings I was requested to tell mother at home how dresses were trimmed and how hats were trimmed. My eyes are as good at it today as then. My wife used to take me with her when she bought a hat or dress. "As the twig is bent, so the tree is inclined."

About People...



● **KEN FAULKNER** has been named livestock specialist in Wyoming. A 1937 graduate of the University of Illinois, Faulkner taught vocational agriculture at Carthage, Ill., until 1941, when he returned to college for graduate work in his field of animal husbandry. He served as a lieutenant in the Navy during World War II, with 2 years' duty in the Southwest Pacific. After receiving his master's degree in 1946, he was appointed as assistant professor of animal production in the University of Wyoming's College of Agriculture.

● Extension agents whose retirement brings a sense of loss to extension workers are **H. L. BARNUM**, since 1917 county agent, Missaukee County, Mich. (he received the distinguished service award of the National Association of County Agricultural Agents in 1949); **LILLIAN KELLER**, housing and home furnishing specialist in Tennessee (her 30 years of service have enriched and beautified the homes of rural Tennessee); and **A. B. LOVE**, whose record includes a steady stream of things he got done in Michigan.

● **MAYBELLE S. EAGER** is the new State home demonstration leader in Nevada. A native of California she has served in that State as home demonstration agent and State 4-H specialist for the past 30 years.

● Titles come Extension's way. "The Man of the Year," as just announced by *Progressive Farmer*, is **T. B. Symons**, until his retirement in September 1950, Director of Extension in Maryland. "Agriculturist of the Month" was conferred upon **John O'Dell**, county agricultural agent in Maricopa County, Ariz., hero of the story in the December issue, Portrait of a County Agent.

Community Action

When an ice storm hit the Mount Sherman Community in Arkansas it completely knocked out the already dilapidated telephone system that had been serving for generations.

But today the system is back in working order. In fact, it's in better shape than ever. And, all because of community action.

County Agent **C. D. Lentz** related how local people joined hands to do the job. They held several meetings to talk over the problem, and finally decided to rebuild the system and improve it with an additional wire.

This meant new poles and bracing materials and wiring. So the people on the line assessed themselves \$10 each to cover the cost of materials. Then they did the actual work themselves, with each person working a total of about 10 days.

After the job was finished the group met and worked out bylaws for the organization.

The line is tied into the Jasper exchange and members can call anywhere.



● **PROF. FRED B. MORRIS**, State leader of county agricultural agents, was recognized for meritorious service to farm people by the New York State Association of County Agricultural Agents at their annual meeting in December.

The citation, presented by Extension Director **L. R. Simons** (left) for the association, read: "In recognition

of 30 years of outstanding service to the rural people of New York State as an Extension worker."

Morris, a Cornell graduate of 1922, served both as a 4-H agent in Erie County and later as an agricultural agent in Oswego County before being named assistant State leader at Cornell in 1928. He became State leader of agents in 1943.

County Publications Help Programs Fit

HOWARD DAIL

Extension Information Specialist, California

CALIFORNIA farm and home advisors find their county extension publications are useful tools.

A State policy encouraging these county publications recognizes that they also help the county extension worker become better known in the county and establish the author as an authority.

These locally-produced circulars range in size from one sheet to perhaps 20 pages, and the number of each one issued may be as low as 50 or as high as 1,500. Several hundred different ones are prepared each year.

Such publications have a variety of purposes. One of the most important is to present the results of county cost studies, field tests, and demonstrations. Another aim is to give recommendations, such as a new way of controlling lygus bugs, how to prepare one-dish meals, or suggestions to 4-H Club leaders in regard to a project. At times, these recommendations may be planned mainly to answer frequently asked questions. Some of these small publications supplement the larger State ones with later or localized information.

In preparing these leaflets, county extension workers frequently call on State specialists to assist. In turn, the specialists or administrators may recommend that a county-authored manuscript be issued as a State-wide publication. As many as 20 State circulars or leaflets bearing a farm or home advisor's name as author or coauthor have been issued during a year's time. Quite often the name of a farm advisor, a specialist, and an experiment station worker will appear on either a county or State publication.

The publications usually are mimeographed or offset, with only an occasional one being printed by letterpress. The mimeograph machines belong to the county extension offices in practically all cases, but the office

offset machines may be owned and operated either by an extension office or by a county.

While the county publications are of the home-made type, this does not mean that they are dull. They often appear on colored paper and may contain a number of illustrations. Two colors of ink may be used, and with the offset ones photos have an important place. Familiar language is used.

Since the farm and home advisors must serve as their own writers and editors, the State information office offers them sectional and county training conferences and workshops each year. At these training sessions, the county workers generally agree that their most effective publications are brief, readable, attractive, well-organized, timely, and localized.

At such conferences one-sheet helps, prepared by the writer, are distributed. These include Earmarks of an Effective County Publication, Use Variety in Your Publication Titles, and Straight Thinking With Publications, along with possible sources for drawings, and also layout sheets. However, much of the value of a meeting is determined by the discussion and ideas presented by county workers.

A typical publication, Grow Your Own Fence Posts, which tells what hardwood trees in Napa County make the best fence posts, describes the experience of one rancher who was a leader in this work, shows how to season the cut timber, and tells how to treat the posts with preservatives. The publication contains 12 pages, is on colored mimeograph paper, and has six drawings.

Fresno County 4-H Clubs is the title of a 20-page mimeographed publication with an offset cover. It gives in brief form an over-all picture of 4-H Club work in that county. The paper used for the cover is green.



Law Protects Farmers

(Continued from page 47)

cannot agree, the PACA has teeth which can bite painfully when the occasion demands. Formal orders issued by the Secretary of Agriculture have resulted in awards totaling \$2,350,000. Refusal to pay reparations awarded in formal orders can mean suspension of the PACA license. And since the law requires all dealers, commission merchants, and brokers handling fresh or frozen fruits and vegetables in interstate or foreign commerce to be licensed, loss of that license is tantamount to being put out of business.

Individual farmers, of course, are not licensed under the Perishable Agricultural Commodities Act, unless they sell produce for others. Yet the protection of the act, and the facilities of the Regulatory Division, extend to unlicensed growers and shippers, or to anyone financially interested in a transaction covered by the law.

Not Aware of Protection

Since the results of amicable settlements are not published, whereas results of formal complaints are, many people are not fully aware of the protection afforded them under the act. Consequently they fail to

advance complaints where small sums of money and issues are at stake. And in cases where distance is a factor, recovery of just claims simply never take place.

To growers, dealers, and shippers who know that PACA protects their interests, assistance is as near to them as the telephone. Complaints may be made by phone, telegram, mail, or in person. Of course, telephone complaints must be confirmed in writing. They are received by the Regulatory Division of the Fruit and Vegetable Branch, Production and Marketing Administration of the U. S. Department of Agriculture in Washington, New York, Chicago, Fort Worth, Winter Haven, and Los Angeles.

Without Charge

Without charge the division promptly communicates with the other party and investigates the matter. Equal opportunity is afforded each party to present his side. Loss or damage to be paid is also determined, and an amicable informal adjustment is endeavored; however, formal action may be taken if necessary.

An extremely large proportion of the differences registered in complaints, and settled under the act, do not actually involve fraudulent business practices. Findings have

indicated that they are predominantly misunderstandings.

Statistics show that about 40 percent of the complaints filed allege failure to account and pay promptly. About the same percentage allege a rejection, or failure to deliver, without reasonable cause. The remaining 20 percent are based on allegations of misbranding, false and misleading statements, alteration of Federal inspection certificates and disciplinary complaints.

Your PACA Guide

Here are some things to remember about the Perishable Agricultural Commodities Act, which serves growers and the produce industry:

1. A grower doesn't need a PACA license in his own operations . . . but if he sells his neighbor's produce on a commission basis across State lines, he must obtain a dealer's license. This also applies if he buys the produce and resells or consigns it.

2. PACA licenses cost \$15, renewable annually, and may be obtained from the PMA Fruit and Vegetable Branch, USDA, Washington 25, D. C., or one of the PACA field offices.

3. The penalty for wilfully carrying on unlicensed interstate or foreign trading in fresh or frozen fruits and vegetables as a dealer, commission merchant, or broker can be as much as \$500 for each offense, and as much as \$25 for each day that operations continue without a license.

4. Produce grown and sold in a State isn't necessarily INTRA-State commerce . . . if it is transported through another State to the market, it becomes INTER-State commerce and is covered by the Act.

5. Complaints may be filed by letter, giving complete details of the questioned transaction. Or a "Preliminary Statement of Facts" form, obtainable from any field office, may be used.

6. Disputed produce dealings may also be submitted for arbitration under PACA.

7. There is no charge whatsoever for investigations and other services performed by USDA employees under the act.

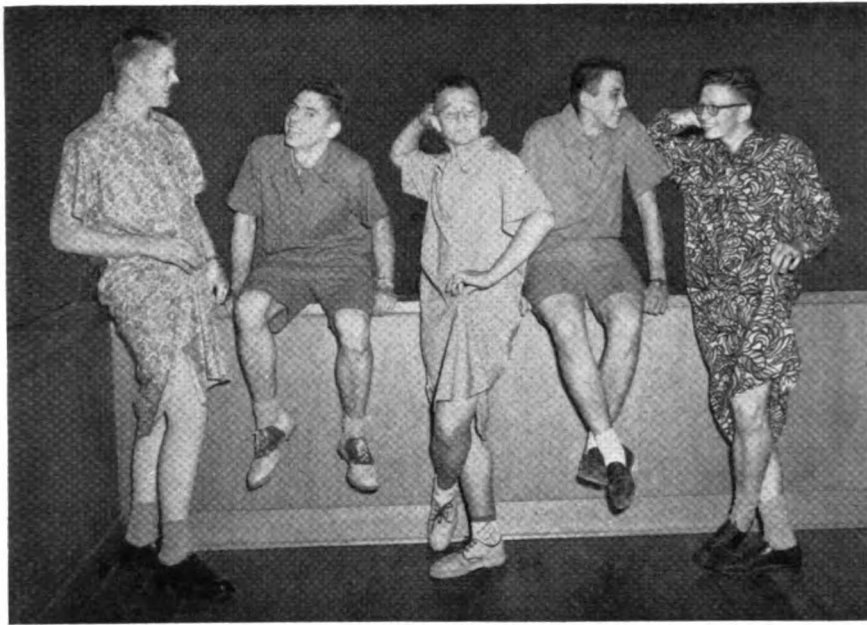
Heads National 4-H Club Foundation

Norman C. Mindrum, the new executive director of the National 4-H Club Foundation, comes from Minnesota, where he has been assistant State 4-H Club leader. He will direct the activities of the 4-H Foundation in a five-point program of service to 4-H Clubs, namely: (1) Basic research in the developmental needs of youth, (2) citizenship and character building, (3) the National 4-H Club Center in the Nation's Capital, (4) the International Farm Youth Exchange, and (5) training in human relations for youth workers.



Norman C. Mindrum

Male Seamstresses Model Wares



THESE BOYS modeled bedtime outfits for the photographer shortly before they modeled for the public at the annual 4-H Dress Revue at the State 4-H Fair in Yakima, Wash. They made their nightshirts and shorty pajamas in a bachelor project

—“to show the girls they could do it.” After some persuasion, they agreed to model at county and State revues, much to the pleasure of the audience. They then donned dress suits, and escorted girls wearing long party dresses during the revues.

Extension Invests in Grassland

EXTENSION people throughout the Nation spent 277 man-years of time on grassland farming during 1951. In carrying this important phase of farming on in a most effective manner, county agents led the field by devoting 76,073 days of time, State and Federal specialists spent 4,257 days, 4-H Club agents spent 2,857 days, and home demonstration agents 77 days in aiding farmers in grassland improvement. Thus the time devoted to one or more phases of grassland farming by extension people amounted to 83,264 days. This, when divided by work years consisting of 300 working days, was equivalent to 277 man-years of time.

Projecting one step further and taking an average salary of extension people, it would seem that over 1 million dollars of extension money was spent for salaries of time devoted to grassland farming. When we stop to consider that the area of land in the United States approximates 2 billion acres, and that a little over 50 percent or one billion acres of the land area is devoted to grass, \$1 out of every \$80 spent in extension work is proportionately a very small amount when the total value of our grass and forage production is concerned. The value of all the grass and forage crops consumed by animals in the United States approxi-

mates 10 billion dollars annually. Then grass and forage is by far the most valuable crop we have in the Nation. The cotton crop is the second most valuable (3½ billion dollars).

The 77 days devoted to pasture-improvement work by home demonstration agents was in 13 states. Those States were Illinois, Kansas, Minnesota, Missouri, Ohio, Wisconsin, Arkansas, Florida, Georgia, Louisiana, Oklahoma, Tennessee, and Washington.

Home demonstration agents in Missouri led in that 12 counties showed 1 or more days each devoted to pasture work by home demonstration agents. Georgia was second with 4 counties showing that home demonstration agents devoted at least 1 day each to pasture improvement work.

In carrying on the grassland work, county agents were assisted by 74,900 local leaders and committeemen in their grassland educational work. A total of 496,502 farmers were assisted in obtaining improved varieties and strains of grasses and clovers to be used in grassland work, 470,795 farmers were assisted in the procurement and distribution of lime, 654,891 farmers were assisted in the use of fertilizers on pastures, 39,085 farmers were assisted in controlling plant diseases, 76,388 farmers were assisted in controlling insects, and 265,668 farmers were assisted in control of noxious weeds in pastures.

Women's Soil Conservation Tour

In two southern Michigan counties “the little woman” has turned her interests to the importance of soil conservation. With cooperation of Soil Conservation Districts, more than 150 Hillsdale and Lenawee County women toured their counties learning about soil management, ways to stop soil erosion on sandy soil, and windbreaks. At most of the tour stops the lady of the house stepped out to meet the tourists and explain the workings of the soil-conservation program on her farm. Home demonstration agents Ardath Blood and Josephine Brighenti helped plan the events.

NATIONAL 4-H CLUB FOUNDATION

offers Five-Point Program

THE FOUNDATION'S GOAL: To assist the Cooperative Extension Service and local 4-H Clubs help boys and girls prepare themselves for happy and useful living.



Smith Hall, National 4-H Club Center

- **BASIC RESEARCH
IN YOUTH NEEDS**

(Collecting facts about the "growing up" problems of young people. Extension will use these facts to analyze and improve 4-H and YMW programs.) See page 50.

- **CITIZENSHIP AND
CHARACTER BUILDING**

(A new program now being planned and developed.)

- **NATIONAL
4-H CLUB CENTER**

(This new 4-H home is being paid for by 4-H members and leaders who will use it as a national training ground.)

- **INTERNATIONAL FARM
YOUTH EXCHANGE**

(A grass-roots program for world peace.)

- **TRAINING
IN HUMAN RELATIONS**

(The second short course for extension workers will be held June 22 - July 31 at the University of Maryland.)

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APRIL 1953

During Home Demonstration Week, May 3-9, the spotlight shines on rural women, their achievements, and their responsibilities. They mold the opinion of the future. They are the keepers of the home and know that Today's Home Builds Tomorrow's World.



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Ear to the Ground

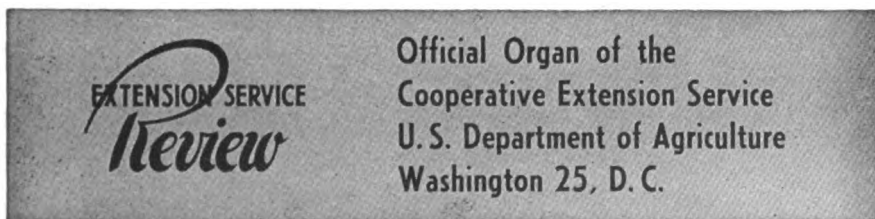
• The "grapevine" rings to the Home Demonstration Week theme this month. Clearly across the half century come the booming words of Seaman A. Knapp, "The great force that readjusts the world originates in the home. Home conditions will ultimately mold the man's life."

• Tune in on a more recent channel and hear Secretary of Agriculture Ezra Taft Benson speaking to State home demonstration leaders in this year of our Lord by means of the modern tape recording, "You hold the key to much of the peace and prosperity for this great Nation because you are instrumental in shaping opinions and attitudes that start in the home. The teachings and ideas which you inculcate in the family circle will eventually become those of this great Nation because, as you know, the home is the basic unit of all society."

• Listen in on the Extension party line and you will hear Director C. M. Ferguson commend local leaders: "In the challenging days ahead, perhaps it will be well for all of us to think through thoughtfully and prayerfully ways in which we can more fully meet our responsibilities to the home and the community."

• From a Wyoming ranch, borne on the western breezes, come the practical words of Jennie Williams, president of the National Home Demonstration Council: "Telling the story of what home demonstration work means to each of us would make a long and interesting book. Each of us is affected differently. If every member of a home demonstration club would tell her story to one other woman who is not a member, I predict that our membership would double in the next year."

• Tune in on almost any station and you will hear Mrs. Raymond Sayre, world traveler and president of the Associated Country Women of the World, say: "World understanding starts with ourselves, right where we are, in our own homes and communities."



VOL. 24

APRIL 1953

No. 4

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

New England Home Demonstration Agents Study *Agent Recruitment Problems*

GENE B. GRIGGS, Home Demonstration Agent
Litchfield, Conn., Chairman, Recruitment Committee
New England Home Demonstration Agents' Association



THE special project for 1952 for the New England Home Demonstration Agents' Association Program Study Committee was the problem of recruiting home demonstration agents. In fact the committee did such a good job of surveying and analyzing the situation that the association meeting in September decided to continue the work during the coming year.

Each New England State is represented on the committee and each member submitted information from her own State on the type of recruitment program which was carried on; what part home demonstration agents played; what the present enrollment of students in home economics was; what percentage of the graduates entered the home economics profession; how many came to the Extension Service; and what was the average salary.

Adding up this information showed that most States did not have any regular recruitment program, although some agents took part in high school career days when they were invited.

Maine home demonstration agents seem to have taken the lead in getting themselves invited to participate in high school career days; they are also represented at college freshman orientation classes, and have conferred with the head of the home economics department at the State

University about the preparation of a bulletin on home economics careers. The Maine agents invite college home economics seniors to a party each year and present a program in which a younger and an older agent (in terms of service) speak of their experiences and impressions of extension work. They also send bulletins to parents of girls who might be prospective home economics majors and give the head of the home economics department the names of prospective students to contact. Radio and newspaper publicity is also used by the Maine agents in their all-out campaign for home economics students.

Less Than 3 Percent Choose Extension

The colleges and universities in the New England States where home economics is taught, seem to have average enrollments. A total enrollment of 1,527 home economics students was reported for the 1951-52 college year by 10 colleges in five States. About 72 percent of those graduating are reported as entering the profession, but less than 3 percent of those graduating enter the Extension Service. One of the primary reasons for this small percentage seems to be the difficulties of financing a car, which is a necessity for extension agents in the New England area. Certainly the starting salaries are not a detriment

to Extension as they were reported to be on par with and, in some instances, higher than beginning salaries for secondary school teachers, dietitians, and home economics in business. Starting salaries in all home economics jobs range from \$1,820 to \$3,600 per annum, with the average, \$2,900.

Recommendations for '53

Some of the States included recommendations when answering the questionnaire. Those adopted at the September meeting of the association were:

1. That this committee and its work be continued during 1953.
2. That each agent be responsible for contacting vocational guidance counselors in her county, to inform them of the need for trained home economics people and to cooperate with them on career days.
3. That each agent who has a 35 mm. camera at her disposal collect a set of slides picturing extension work in her county, to be used at career days and on other occasions.
4. That each agent having such a collection of slides bring them to the 1953 meeting of the association, so that a comparison study can be made and an exchange of slides conducted.



Creating Conditions for Good Human Relations

“Knowledge and skill in the business of working with others” was the theme of the workshop for State home demonstration leaders, January 20-30, 1953, in Oklahoma. Some of the helpful ideas contributed will be reviewed in a series of articles beginning with this one by Dr. Bernice Milburn Moore, consultant for the Hogg Foundation, University of Texas, and the Texas Education Agency in its home and family life division.

WHY ARE we so interested in human relations? Real reasons are apparent as to why we are interested in getting along with ourselves and getting along with others in these strenuous years. Certainly we can never get along with other people unless we can first manage to live well with ourselves.

Shoulder-to-shoulder living is a real factor in our interest in human relations. We live as close to each other as it takes a voice to encircle the globe—in seconds. We get to each other so much faster and so much oftener; we work closer together in industry and in business, we live together in smaller houses and in a more intimate interrelationship in the family.

Human relations are of interest to us also because of the troubles in our world today. Tension and conflict are all about us, and we cannot avoid being affected. Our struggle for freedom is intense and constant.

Measures of our problems in human relations are national conflicts, racial tension, pathologies of crime, slum situations, divorce, child desertion, mental illness, and another we sometimes overlook—people who are just plain unhappy. Our technology has outrun our ability to use it skillfully for the well-being of man.

To help us with these problems, we are coming to have information and knowledge from the sciences of human relations. Research in psychology, sociology, and anthropology, and

research in the field of action sciences such as education, home economics, social work, extension, medicine, and personnel management have much to offer.

Contributing to difficulties in human relations is the tendency to misunderstand. We are apt to misunderstand one another because we do not communicate freely and well with each other. We put different interpretations on words because we have different backgrounds. We are unable to read other means of communication such as the tone of voice, the set of body, the expressions of the face, in addition to the words which were said. The perspective with which we look at other people and their behavior is from our own point of view. This sometimes leads to imagining other people are doing something that they really aren't doing at all.

Extension workers are leaders. Very special roles in the human relationship area belong to leaders, both on and off the job. They are persons in positions of status. They carry prestige by the job they hold. Whether they wish it or not, prestige is a factor of distance between them and those with whom they work, and is, therefore, a factor in human relationships. Leaders are turned to for information, for assistance, for help, for clarification, and sometimes for decisions that we don't want to take the responsibility for making. They are experts, and have to play the role.

They are the persons within the group who are mainly responsible for the emotional tone of the group and the relationship pattern in operation within it.

Attitudes of leaders may create difficulty. One of these is that someone—other than the leader—has to be blamed for everything that happens. Another is the tendency to overlook facts in the situation and blame the behavior on the person. We have learned through psychiatry that very often it takes only a very simple shift in the situation to clarify a behavior problem. The attitude which grows out of the belief that everyone does just as little as he possibly can in order to get as much as he possibly can, also makes trouble. When we work with people on this basis, we cannot get along too well.

Attitudes which make for effective work with other people are as real and positive as the negative ones listed above. In human relationships which are productive, we act and think and feel as if all men were men of dignity and of integrity, even the least of these. Another factor in getting along well with other people is to remember always that behavior has a cause. We learn to read the language of behavior rather than to accept it at its face value. When there is negative behavior because of frustration people need understanding and help for the frustration in order to change the behavior. Where there is frustration, where there is blockage, where there isn't satisfaction, then we must understand why and help do something about the cause rather than the effect.

The emotional climate which we create as leaders in our position of

(Continued on page 85)

Needed . . .

The Woman's Touch

MARGATE S. KIENAST, In Charge

Women's Activities, U. S. Forest Service



Utah clubwomen and regional forester look over good vegetation cover on a watershed.



Boy Scout plants tree seedlings on a hill in a national forest.



Fire moving through longleaf sapling stand with moderate ground cover.

WE DEFINE conservation as protection and wise use. East, West, North, and South, women are working to protect, conserve, and to use our natural resources wisely.

We don't suggest that extension agents hitch their hard-working farm groups to a lofty ideal, talk it over, approve it in principle, and then find yourself with nowhere to go from an action standpoint. Conservation programming isn't like that, not in the least! Action can start where it usually starts, by your focusing the attention of the homemaker on the problem.

She has at hand the four great renewable resources—soil, water, forests, and wildlife. The things done on a single farm set an example for farm women all over the world. Nine times out of ten your conservation program will be of immediate personal benefit to individuals of the group and to her home place. This is conservation programming in its simplest form.

When you are looking for helpful suggestions to inspire a farm group, first find out whether there are other clubs in the neighborhood with going conservation programs. Perhaps you can join forces. There is sure to be one phase of their work that is peculiarly appropriate for farm women. 4-H Clubs and home demonstration clubs in many States are already planting trees and working on other phases of conservation.

In the past 4 years, two publications have been issued especially for use of Country Women's Council constituent societies, *You Owe The Land A Living* and *You Need Trees*. Thousands of farm groups have based conservation activity on these publications.

The Federated Garden Clubs of

Michigan, stressing education as the most important need in conservation, each year sends 60 teachers to a week's conservation course given by the State of Michigan Department of Conservation at Higgins Lake. Local clubs select local teachers for the scholarships they provide. In 1948 the Garden Clubs also held a conservation workshop for their own members.

Indiana women took a leading part in the "Save the Shades" campaign in 1947 and 1948. The Shades is a 1,452-acre tract of virgin and old growth white oak, the last remaining sizable stand in the State. It was to be sold to a firm engaged in the manufacture of whisky barrels when women in the State got together and decided it was worth keeping. A small donation was requested from the membership of many clubs. The Shades is now used as a public recreation area.

Don't let anyone tell you that a woman's farm group cannot work in a field where programs are planned on a Nation-wide scale, because the needs, issues, and problems vary so widely from State to State and region to region throughout the country. The basic problems are the same, aren't they? Depletion, erosion, over-use, exploitation in time of high prices. Just the manifestations are different. Your women can stand up and be counted right where they are.

For example, think about today's conservation measures for defense production and related preparedness. Narrow it still further—think about forest conservation.

Just remember that everywhere we'll need wood, much more wood, for years to come. Someone has to see that trees are kept growing. And

(Continued on page 86)



A happy group of Ramsey County 4-H campers.

A-Camping We Will Go

MRS. CLARA M. OBERG
 Ramsey County 4-H Club Agent
 Minnesota

SOON it will be the time of year when our thoughts turn to lakes, and woods, birds, flowers, fishing, picnics, outdoor play—and Ramsey County, Minn., 4-H'ers make plans for camping at their own camp.

Back in 1946, Ramsey County 4-H Club leaders purchased the former Sophie Wirth Camp, which is located on the north shore of beautiful White Bear Lake. They bought it for \$8,500, and got busy, finding ways and means to earn funds to pay for this camp.

It has been a great inspiration to see what 4-H folks can do when they really want it—for their 4-H'ers. In 6 years, the 4-H leaders and others assisting them have paid off the \$8,500 initial cost, and they have met other costs, such as taxes, insurance, equipment, repairs, and improvements on buildings and grounds.

The "holding company" for our 4-H Camp is an incorporated 4-H camp committee, whose members have taken all responsibilities of handling legal aspects, solicitation of funds, and all the details which come with ownership of property. At present, Ray Burkholder, one of our 4-H leaders, is president of 4-H Camp,

Inc. D. D. Wendt, another 4-H leader, is secretary-treasurer. Other officers and directors are 4-H leaders and people interested in furthering a strong county 4-H Club program, of which camping is an important part.

There are many things which make 4-H camping a grand experience. There are fun and fellowship—the opportunity to make new friends and strengthen old friendships—a chance to learn to do things in crafts work, in project work, in leadership.

There's a happy atmosphere as boys and girls sit around the fireside talking, singing, learning about folks in our county and elsewhere—even in other lands. And we sense an appreciation of our wonderful country and a determination to do more, share more, enjoy more of the privileges which free citizens enjoy.

And there's a variety of recreation, including folk games, stunt night, party night, movies, outdoor play, singing, swimming. Making plans for the day's events and programs to come, provides opportunities to learn how to accept responsibility.

Mealtime is a leisurely hour when friends are made while visiting, singing, often with special guests, and it

is a chance for club members to extend hospitality. 4-H'ers at camp make their own bread and have occasion to help with some of the meal planning, preparation and serving. Every meal is a "good" meal.

Crafts work, nature study, safety, health, good grooming, game leadership, song leadership, fireside ceremonies, flag ceremonies—all of these and many more are important in successful camping.

We are often asked how the money was raised to pay for the camp. It is an interesting story. Much of the money has been earned at the Annual Harvest Festivals, which include serving booya, a glorified stew of chicken and vegetables, and staging a 4-H royalty contest. Each year the harvest festival brings in about \$1,000.

Other funds include donations, solicited by the 4-H Camp Committee or obtained through membership fees in Camp Committee, Inc.

Community interest in the Annual Harvest Festival is aroused weeks ahead of time with the selection of and campaigning for royalty candidates. Each club may have as many "royalty" candidates as it desires. Members of the club solicit votes for their candidates, charging a penny a vote. The king, queen, prince, and princess are those who bring in the most votes during the campaign. All members of royalty have their attendants, who are the runners-up. A penny a vote doesn't sound like much of a money raiser, but this year's candidates brought in over \$500.

Turkeys, chickens, and pigs, donated by country folks, canned goods, home baking, flowers, and gift items are all auctioned off.

The success of the harvest festival is a story of a community enterprise, of parents, adult leaders, and neighbors working with their own boys and girls to give them a recreation center.

The camp, on White Bear Lake, makes possible a well-rounded club program, including an opportunity for camping for all 4-H members. Moreover, it gives the clubs a central meeting place. As headquarters, it is used from early May till freeze-up. It is also used for four glorious weeks of camping in summer.

BACK in the 1930's officials of the Michigan Cooperative Extension Service quickly took advantage of a golden opportunity to bring cultural riches to country-school children. Since then a unique music education program has swelled to cover all of central Michigan and include as many as 40,000 boys and girls in rural areas each year.

The State-financed Extension Service program includes three music specialists who battle tirelessly with a musical silence pervading most one-room schools. The program is like a city school supervisory system because the specialists concentrate on instructing teachers in methods and choice of material for music classes.

The specialists, Mabel O. Miles, Marie A. Adler, and Wanda V. Cook, find they have to tailor their music programs to fit into a busy class schedule where one teacher is conducting as many as 30 classes a day. There are problems, too, of equipment, materials, and wide age ranges among the children.

In all, 19 counties are participating in this program from Michigan's Extension Service. Counties provide a little clerical aid and an occasional accompanist with their expenses rarely exceeding \$50. At least 65 percent of all the rural schools in these counties participate in the program.

Every 6 weeks the teachers meet with the specialists for an afternoon session covering singing, rhythmic activities, music appreciation, and projects for children who just can't sing. In the morning the Michigan State College teachers visit schools to help teachers with special problems, or to introduce the new program. They have learned never to underestimate children—or music. In combination the mixture often turns out to be pure magic in stirring imaginations. The youngsters often make instruments of their own, or start rural school bands as evidence of their interest in music.

In this happy program, the year-end festivals prove as valuable and as much fun for everyone concerned as any event in the school year. In central Michigan last year there were 48 festivals with 17,565 boys and girls participating. The festivals

There's MUSIC in the County Air

LORABETH MOORE, Assistant Extension Editor, Michigan

turn into immense family affairs with mother and dad there tending little brothers and sisters. Held in a city school gymnasium or auditorium, the programs include singing, of course, and that can be an inspiring demonstration; not, perhaps, because the singing is so polished or demonstrations complicated part work, but because as many as 500 boys and girls are lustily and happily making music together. Usually there are folk dances that tie in with the songs.

These festivals prove valuable in teaching the youngsters poise and ability to work together.

The program started in 1929 when the National Playground and Recreation Association of New York set up the music education in five Michigan counties.

The project is unique among State extension services, extension administrators report. No Federal funds are expended for rural school music in Michigan, it is a State financed project administered through the Cooperative Extension Service.

A close, happy relationship exists between the music program and WKAR, Michigan State College's radio station. A weekly radio program designed for young audiences supplements the work of the specialists in the area of music appreciation. Designed originally for the children in the counties where the extension service music program was in effect, the WKAR show became so popular that graded school youngsters, many in urban centers, comprise the main listening audience.

Alaska Style Show



These girls in Alaska were proud to "show-off" their new attire at a style show in Juneau during a previous home demonstration week. Now, 3 years later, we wonder if the larger girls may not be 4-H Club members helping their mothers to plan and make their school outfits. During 1952, 815 families in Alaska were assisted with clothing-construction problems, 421 with the selection of clothing and textiles, and 132 families with care, renovation, and remodeling of clothing.



J. Earle Coke

The Future Is Limited Only By Ourselves

J. EARLE COKE, Assistant Secretary of Agriculture. Excerpts from talk given at the Fiftieth Anniversary of Farm Demonstration Work, Terrell, Tex., February 26.

DURING the past few weeks of my association with the Department of Agriculture I have thought many times about a saying which I feel has a deep meaning for all of us today. The saying is: "The future is a world limited only by ourselves."

Who would have dreamed 50 years ago that the half century to come would be an era of such material progress as we have witnessed?

But, also, who would have imagined that it would be an era of such weighty responsibilities and earth-shaking problems as we now face?

The material progress of these 50 years—in agriculture and outside of it—shows what can be accomplished by inventiveness, ingenuity, effort, and education. But it still remains for mankind to demonstrate that we can make equal progress in the fine art of living together in the world harmoniously, cooperatively, and at peace. If, with God's help, we can achieve that progress, then it will be almost literally true that "the future is a world limited only by ourselves."

In this country we have made great strides in agricultural research. We have gone far in stepping up farm productivity. Perhaps you know the figures—a man-hour of farm labor now produces three times as much food grains as 40 years ago, twice as much feed grains, three-

quarters more fruit and tree nuts, and about half again as much truck crops, cotton, milk, and poultry products. Last year a man-hour of farm labor produced nearly 2-1/3 times as much farm output on the average as in 1910.

Despite the agricultural progress of the past half century, the years we face present us with a tremendous challenge.

We, who are concerned with agriculture face the challenge of providing better diets for a growing population. Here are some of the facts and figures that underlie this challenge. In 1940 our population numbered about 133 million persons. Today our population is about 158 million. By 1955 it may be 164 million—by 1960, 170 million—by 1975, 190 million or more.

Must Produce More

Meantime, the trend has been toward fewer and fewer people on farms. Fewer workers, then, must produce far more food and fiber. How shall this be done? There is not a great deal more new land readily available for economic cultivation. The answer of course is that we must get more out of each acre, out of each animal, out of our machines. We must produce more, and yet more, per man-hour of work. We must continue the progress of recent decades—and more than that, we must step up the rate of progress.

In this work, extension plays a vital role. There is even now a great field of education to be worked in carrying present research results to the farmers and out into practice.

Far too many farmers are in the position of the man who told the county agent, "Don't tell me about any more new-fangled ways to farm better. I know how to farm twice as good as I'm doing right now." We must narrow the gap between the time that research achievements become available and the time when they are widely applied on the Nation's farms. The Extension Service can do more than any other agency in bringing about this necessary narrowing of the time gap.

More than 4½ million farm families are now working with the Extension Service and the land-grant colleges in the basic job of putting research and education to work in day-to-day farming and home activities. In other words, we now reach about six farm families out of seven in the Nation.

We should be proud of that record—but in our honest pride we must also honestly admit that more needs to be done. We need to reach the seventh family. We need to do a better job for the six that we are already helping.

We need to improve our service to all farms. We need to continue to stress 4-H work and work with the farm families.

Secretary Benson and the team he has gathered around him believe in education as a basic and fundamental need in helping solve farm problems and in meeting the farm challenge.

The Secretary is firmly convinced that research and education are an investment in the future. The funds

(Continued on page 85)

THIS MONTH the Seventh Citizenship Leader Training School for New York State homemakers will be held at Cornell University, Ithaca, N. Y. The home demonstration agent and a representative of the home demonstration clubs from each county will meet April 15-17 to learn more about how their government functions. The purpose of the school, which is conducted by Dr. E. A. Lutz, who teaches local government in the Agricultural Economics Department at the University, is to train these delegates from each county who, in turn, train leaders of the individual clubs in their home counties.

Some of the main topics to be considered at this school are: 1. Local government—what it does and who does it; 2. State government—citizen responsibility and ways to carry it out; 3. Federal presidential elections—primaries and electoral college; and 4. International relations—trade or aid.

Here are some of the results of this project since the first training school in 1947.

Women of the home bureau units in Livingston County visited the court house and county offices. The story goes that in another county, the citizenship leader invited one of the local officials to speak at their meeting. It is reported that he borrowed the leader's notes from the training school to do some brushing up before he spoke at the meeting!

This citizenship project was start-

Women Become Informed Citizens

AVIS POPE
Student Assistant
Cornell University
New York

ed through the efforts of the Citizenship Committee of the New York State Federation of Home Bureaus. The committee members felt that if the women of the State knew more about their citizenship responsibilities, they would take their voting privileges seriously and would work for good government in their communities. So this committee launched a campaign to get information concerning civic affairs to New York's homemakers.

To stimulate interest in citizenship, the committee, under the leadership of Mrs. Harland Smith of Delhi, N. Y., published two leaflets in 1945-46

which were distributed to the local homemaker clubs. These leaflets were entitled "Every Home Bureau Member an Informed Voter" and "We All Pay Taxes. Do We Know How and For What?" The committee suggested that about 10 minutes of each meeting be used to discuss the material in these leaflets. Such good discussions ensued, that requests came for a State-wide training school. As a result, the first New York State Citizenship Leaders Training School was held in May 1947. Mrs. Carl Ladd, secretary of the State Federation, said that the response was "beyond all expectations." The success of the program has continued and a training school has been held every year since.

The training schools have covered the following topics: Assessment of real property; local use of State and Federal taxes; State and Federal taxes for public welfare purposes; local and State officials and their duties; jury duty and our courts; town, county, and State government; rural school problems and how to meet them; and elections—organizations and procedures.

So the campaign has been kept rolling and has been piling up good results. Tabulations indicate a steady increase in attendance at the training schools. About 35 attended the first one while nearly 100 traveled to Ithaca for the 1952 school.

These homemakers of New York State are demonstrating that although they are busy in their homes, they are still interested in the way their community, State, and national governments are conducted. Each one is doing her important part in the campaign to get people to take seriously their right as American citizens to vote.

- DONALD JAMES BALCH, animal and dairy husbandry specialist, and ALLEN MERRILL HITCHCOCK, extension engineer, have been added to the extension staff in Vermont.

- EDWARD J. SMITH is the new farm management specialist in Pennsylvania. He was formerly research assistant and instructor at the University of Wisconsin.



Two delegates to citizenship training school talk over an exhibit with Mary Stevenson, chairman of the State Citizenship Committee.



The wife of the host farmer discusses grass silage and grass waterways.

Women on the Conservation Team

W. R. TASCHER
Extension Soil Conservationist, U.S.D.A.

WOMEN are playing an important part in the soil and water conservation movement in this country. They are doing this in various ways—in the farm family situations and as leaders in public schools and extension home economics clubs, and in many other activities. An increasing number of women are serving as members of soil-conservation district governing bodies, thus contributing directly to the formulation and carrying out of local soil and water conservation programs. Some are serving as members of State Soil Conservation Committees, officers of State Soil Conservation District Associations, and members of committees of the National Association of Soil Conservation Districts' Program for Greater Service.

Extension soil conservationists, when asked about specific participation and interest of women, revealed information of much significance in extension work. Twenty-nine women were serving as members of governing bodies of soil-conservation districts in as many districts in seven States—Illinois, Florida, Nebraska, Wisconsin, New Mexico, Arizona, and Texas. There were four women members of State Soil Conservation District Associations in three States—Colorado, Florida, and New Mexico. Women's soil conservation organizations were reported in eight States—Michigan, Indiana, Washington, California, Nebraska, Idaho, Minnesota, and Oregon. An auxiliary to the National Association of Soil Conservation Districts was organized in 1951

and now is a thriving organization with attendance of about 100 women from 27 States at their meeting in 1952. Women are serving on various local soil-conservation committees, the most frequent specific reference being to education committees.

Statements and quotations from several of the letters show the scope of activity which is under way in the States. New Jersey reported a woman chairman of the education committee of the Stony Brook-Millstone Watershed Association. Ohio commented on the important contribution women have made in the encouragement of their farmer-husbands to establish planned conservation. Utah described the attendance of women at the quarterly meetings of district supervisor's groups and educational tours. Oklahoma farm women's clubs studied soil conservation as study subject and took part in the Annual Soil Conservation and Improvement Week.

Michigan referred to the appointment of teachers to educational committees of the National Association's Program for Greater Service. "It is my opinion that wives of directors constitute a group that could accomplish a lot, especially in reaching people that cannot be reached by the board of directors in the district."

The Illinois comment was that women landowners in many cases have assisted soil conservation district boards. "It is a healthy sign to see women landowners taking a more active part in farm operation and soil conservation. Women form an important group of landowners on the 60 percent or so of farm land in Illinois operated by tenants, managers, or hired men. Cooperation of landlords is vital in making necessary conservation changes."

Massachusetts cites many women cooperators in soil conservation districts. New Hampshire points out that women are members of State legislatures and many professional and civic groups.

It is quite clear that extension work with women on soil and water conservation will be an increasingly important consideration in carrying on a balanced and effective program of extension soil conservation education in counties.

Food Retailers Need Outlook Too

"YES, SIR, your job is certainly getting bigger," remarked Earl Butz to M. E. Cromer, county agricultural agent, Delaware County, Ind., as the two men watched some 200 food retailers file up to a heavily laden refreshment table.

The serving of refreshments marked the end of a Purdue grocer meeting, sponsored by the local county extension office in cooperation with food wholesalers and retailers. "Food for thought," a discussion of the business outlook for '53 and food merchandising demonstrations, has been supplied by Purdue extension specialists.

The pattern of the program was an old one, but the group reached was a new and different, yet vital one. For food retailers are the salesmen of the farmers' products. Extension's responsibilities to this group are clearly outlined in the Agricultural Marketing Act. The question is, can Extension expand its already bulging program to include this new field. Rather can extension personnel afford not to accept this challenge if they are fully to service food production and marketing of the country.

Meeting the Challenge

Indiana extension personnel had made their decision and has been meeting the challenge for some time. Agricultural Extension was not a new thing to the retailers and wholesalers in the Muncie meeting. Many had attended training schools in fruit and vegetable, meat, and poultry merchandising sponsored by local food wholesalers in cooperation with county agents and instructed by Purdue extension specialists. These food merchants were receiving the "Purdue Retailer," a monthly newsletter mailed out by Purdue extension specialists, which kept them abreast of the latest developments in food merchandising and marketing research.

The idea of such meetings was discussed with county agents in five areas previously serviced by the training schools. Specialists suggested

that this first series be developed around the topic "Outlook for Food Distributors in '53." They agreed to adapt their outlook for food distributor audience and to prepare a printed summary for distribution at the meetings.

But how would the trade groups react to outlook meetings? To answer this question, the county agents called together retail steering committees of food wholesalers and retailers, who had previously planned retail training schools. Purdue specialists attended these planning conferences and explained the meeting series to these groups.

Trade Cooperation

At the suggestion of one committee, food merchandising demonstrations were added to the program. Food wholesalers agreed to inform their sales personnel of the event and to distribute a flier, prepared by the Purdue specialists, announcing the time, place, and sponsors. Local retail grocers' associations passed the word to their membership by means of circulars and telephone calls. County agents agreed to contact the newspapers and to mail out a special letter and reminder postcard to every retailer in their county. Food wholesalers agreed to join ranks in providing a "Dutch lunch."

County agents welcomed the groups, explained the extension service and its activities, and related how this meeting had been planned, giving full recognition to cooperating wholesalers and retailers. Jim Young, marketing specialist from Purdue, demonstrated the technique of boning a beef round and explained merchandising ideas relative to the various cuts. The outlook discussions in the five areas, handled by E. L. Butz, J. C. Bottum, R. H. Bauman, M. P. Mitchell, and J. B. Kohlmeier, were followed by questions from the audience. A short discussion demonstration based on the Cornell apple merchandising study, presented by E. C.

Oesterle, retail marketing specialist, Purdue, concluded the program.

County agents followed the discussion and demonstrations with a question as to the interest of the food merchants in organizing a similar meeting in the spring.

"I like the type of material that we've had presented here tonight," stated one food dealer. "I'm fully in favor of another meeting."

"How about some facts regarding store operating efficiency?" asked another food dealer.

When the suggestion of future meetings was called to a vote, all five audiences expressed their approval. Agents have agreed to call steering committees together early in the spring and help organize a second meeting. Topics for discussion will be suggested by local groups and developed by extension specialists.

Extension Teaching Is Effective

County agents are enthusiastic about these meetings. Some have reported their retail steering committees the most productive and cooperative they've ever worked with. And others are convinced that the tested, proven pattern of extension teaching can be applied to groups of food retailers as well as to food producers. There are many problems in the production and distribution of food and many of these problems are of mutual interest among component workers. Extension can and is serving as the educational media in serving these groups.

To better prepare extension workers with the retailers business situation, J. C. Bottum suggested that State records be set up in selected stores to offer some starting point for meetings on retail business management.

Our movement into this field must be slow and secure so that food merchants will develop the same confidence in the Extension Service that food producers now hold. The tested, tried framework is available and the challenge is at hand.

ATTRACTIVE, efficient offices and demonstration rooms are surely an asset to the work of any extension agent. Much has been accomplished in Hillsborough County, Fla., through good will, cooperation, and zealous work.

When the construction of a new County Court House was being planned in Tampa, Fla., the county commissioners wanted to include space for the extension agents' offices that would be easily accessible to both farm and urban people. The commissioners met with the agents to learn their desires and needs. From then on the commissioners and agents worked with the architect on plans for extension headquarters.

Now the results of the splendid cooperation are apparent. Here on the first floor of the new Court House Building are the headquarters of Lora Kiser, Hillsborough County home demonstration agent; and offices and soils laboratory of Alex White, county agricultural agent in this county for 18 years, and his four assistant county agricultural agents. The agents moved in when the building was completed last October. Pictures give you a peek at Miss Kiser's office and demonstration rooms.

This home demonstration agent was all smiles as she greeted Alma Warren, assistant extension editor of Florida, and me when we visited her in November. And, who would not be happy to work in such an environ-

ment. What an improvement these rooms are over the ones she had in a dilapidated schoolhouse where it was necessary to carry pressure cookers and other equipment up three flights of stairs.

The home demonstration suite includes Miss Kiser's office, an office for an assistant, a reception room, sewing and crafts room, gas kitchen, electric kitchen, dining room, conference room, auditorium, bulletin room, and storage spaces. The rooms have been completely furnished and demonstrations are being held where most efficient methods can be used.

Not only have the agents been fortunate in having the cooperation of the commissioners but the utility companies did their bit, the electric company furnishing the equipment for the electric kitchen and the laundry, and the gas company, the stove and refrigerator for the gas kitchen.

Miss Kiser has been careful in her selection of equipment for the kitchen, laundry, and sewing room so that not all would be the same make. She does not want to influence the women to buy any one make of equipment.

The auditorium seats two hundred persons. Dress revues, parent-

Florida Office Goes Modern

DOROTHY L. BIGELOW

Associate Editor
Extension Service Review



Hillsborough County Court House



Miss Kiser (at head of table) and guests are served by club girls in the dining room.



Two 4-H Club girls prepare white sauce in the electric kitchen.



County Commissioners E. Mrs. Eva Bullard, Elswort



covers two complete city blocks

ting and service and for small dinner parties, teas, and coffees.

As an example of some of the work of the home demonstration agents in Hillsborough County during 1952, 1,445 farm families and 1,192 rural nonfarm families made changes in home practices as a result of the home demonstration program. Of these, 492 belonged to home demonstration clubs. In improving their diets 2,272 families were assisted, 2,732 with food preparation, and 1,138 in improving food supply by making changes in home food production. Working on clothing problems, 1,367 families were assisted with clothing construction, 1,362 with the selection of clothing and textiles, and 426 families with the care, renovation, and remodeling of clothing.

In addition to working with women, the four Hillsborough County home demonstration agents work with 4-H Club girls—Miss Kiser in Tampa; Emily King, whose office is at Plant City; Ethel Weeks, whose office is at Ruskin; and Sudella J. Ford, Negro agent in Tampa. Boys' club projects are included in the work of the county agricultural agents.

4-H Clubs Are Popular

During the year 1,097 girls and 880 boys were enrolled in club work. Members receiving definite training numbered 901 in judging, 1,040 in

health, 982 in fire and accident prevention, and 824 in giving demonstrations.

4-H Club girls from different rural areas of the county who are attending high school in Tampa have organized their own club and will meet in the home demonstration kitchens and adjoining rooms in the evenings. Many other club youngsters from all over the county will come to Tampa to celebrate Achievement Day.

The county commissioners have cooperated in other ways than providing space for the extension offices. Four years ago the chamber of commerce bought a chassis for a county 4-H Club bus. The school board helped fix up an old body which was usable but not in very good condition. Recently the county commissioners purchased a new body for the chassis. This is painted green with white letters, "Hillsborough County 4-H Clubs."

The agents enjoy the cooperation of radio stations, newspapers, and magazines, who are most willing to help with programs and giving information. Every Thursday Miss Kiser gives a radio talk on Mardi Liles' farm program over WFLA. She helps judge recipes for a local newspaper, writes a monthly article, and judges recipes for a State farm magazine. The stations applying for television are eager to televise some of the home demonstration and 4-H Club work.

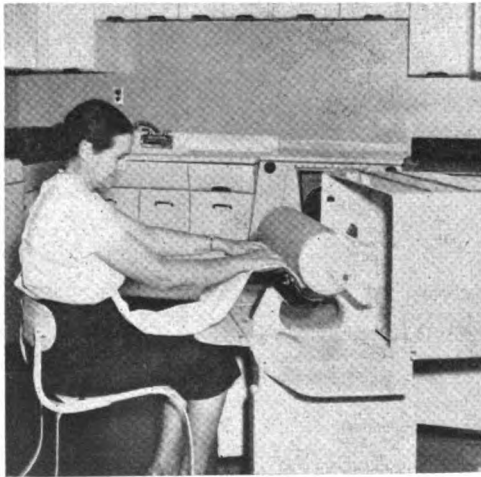
and-son-and-daughter rallies for 4-H achievement, farmers' meetings, and other activities will be staged here. Senior and junior councils and many other groups will hold their meetings in the conference room next to the auditorium. Twenty large folding tables can be used in the auditorium for family 4-H and home demonstration suppers.

The Greater Tampa Chamber of Commerce which sponsors a dairy show for 4-H youngsters furnishes the lunch served by 4-H leaders.

The dining room will seat 10. It is used for training 4-H girls and home demonstration members in table set-



Simmons, Nick Muccio, immons, and Fred Ball.



Home demonstration club member demonstrates the use of the automatic ironer.



Secretary gets information from three 4-H Club girls in the reception room.

The Job of the Home Demonstration Agent

As envisioned by two of the sturdy pioneers who set the pattern for the modern home demonstration agent.

A SUCCESSFUL AGENT

Mother Walker (Mrs. Dora Dee Walker) was dear to the hearts of South Carolinians. Taking up the duties of a home demonstration agent in 1911, she continued as an adviser and was an inspiration to home demonstration agents after her retirement in 1946 up until the time of her death in 1951. The March 1933 issue of the "Review" carried an article on her work from which the following excerpts are taken.

"THE REQUISITES for a successful extension agent are fourfold: First, have a method and follow it literally; second, establish a bond of real sympathy; third, sacrifice self and substitute service; fourth, create confidence."

She emphasized a good supply of food as essential to the welfare of the home. Every woman also put up 10 extra containers for the poor. Beauty was a cardinal point on Mother Walker's creed. With the slogan "Beautify South Carolina from the mountains to the sea," home demonstration work left a trail of lovely homes in its wake. Two model home grounds were established in each of the 46 counties. Turning her attention to social and recreational activities, she set about establishing model communities in each county. "I knew the spirit would be contagious once I could establish one model center in a county," she said.

"What a wonderful privilege and pleasure, to be endowed with the mission of showing the world the wisdom of developing the country home with all of its profit and beauty and to stand the champion of happier and more efficient farm homes, better school life, better

church life, better community life, all inducing a better citizenship. To be a common multiple in distributing extension plans and projects is glorious. To be a common multiple in helping to solve some of the home and farm difficulties is more glorious. But to help create a vision of life on a higher plane is most glorious."

DEVELOPING LEADERS

Neale S. Knowles was appointed in 1917 as an emergency agent in Iowa, and served later as State home demonstration leader until she retired in 1939. The following excerpts are from her article entitled *The Home Demonstration Agent*, published in the June 1934 "Review."

DURING the last 20 years, home demonstration work has worked its way up from the specific-service

type of help to a high type of leadership and adult education.

The home demonstration agent is not only a teacher but an inspiring leader and friend. As a teacher, the home demonstration agent helps women to keep in touch with the latest information, not only concerning the home but concerning the woman's responsibility as a good citizen. As a leader, the home demonstration agent helps women to see the home from the educational, recreational, and aesthetic viewpoint as well as the more obvious phases of homemaking.

The home demonstration agent helps women to experience real joy in serving as community leaders, whether the need be public health, recreation, sanitation, education, or any phase of civic responsibility.

As a leader and friend, the home demonstration agent helps to bring

(Continued on page 85)



After riding 100 miles with demonstration equipment.



Modern equipment lessens the time and strain.

Job or Profession?

F. D. FARRELL
President Emeritus
Kansas State College

IN OUR various vocations each of us determines—and demonstrates—whether he regards his work as a job or as a profession. We make this determination by what we do, how we do it, how we behave, what we are, and how we think, speak, and write about our work.

The dictionary defines a job as “a piece of work, especially of an odd or occasional kind, or one undertaken for a fixed price.” It defines a profession as “a calling or vocation, especially one that requires learning and mental, rather than manual, labor.”

I would amplify these definitions by saying that one working at a job is actuated chiefly by the pay he receives and may sometimes give as little as possible in return for that pay, while one engaged in a profession, though not indifferent to pay, regards his work chiefly as an opportunity to render important service and strives constantly by study and self-discipline to improve the quality of that service. And, I repeat, each of us determines for himself whether his work is a job or a profession. It matters not what one's vocation is, be one a house painter, a plumber, a shoemaker or a college professor, each of us determines in which category his own work belongs.

The nature and the importance of extension work require that for maximum beneficial effectiveness each of us who does extension work regards that work not as a job but as a profession. I should like to suggest a few of the things that we must do and something of what we must be if our extension work is to have high—that is, professional—quality.

We must be accurate.—The sciences underlying our respective specialties are dynamic, not static.



F. D. Farrell

What appeared to be the best thing to do a year ago in a particular situation may be obsolete today. Something accepted as true a year ago may now be known to be false. These changes are brought about by research and by other developments in a dynamic society. To keep up with new and significant developments, and so be able to be accurate in what we say or write, requires constant study, close contact, direct or indirect, with research personnel, and much hard, clear thinking.

We must express ourselves clearly and correctly.—We human beings are endowed with a high capacity to misunderstand. If what is said to us, orally or in writing, is unclear or incorrectly stated, this lamentable capacity of ours may be brought into full and harmful play.

To speak and write clearly and correctly requires that we “sweat blood,” as H. L. Mencken once said. Even what is often regarded as trivial may have real importance in what we say or write. Every extension worker owes it to himself, to the public, and the college to be reasonably grammatical, to call things by their correct names, and to pronounce important words correctly. If I say, “I ain’t never say none of them things” or “Smith asked Jones and I to come to his office,” I might not be misunderstood but I would reflect discredit

on myself and on the college. If I say kafir corn and mlo maize, I imply incorrectly that kafir is corn and that mlo is maize. If I call soil dirt or if I mispronounce such common words as program, research, protein, and resources—as some of us, I regret to say, do—I may prompt some well-informed citizen to write to the governor or to the director of extension to complain that I am not a creditable representative of the college. If we are to be truly professional we must not forget that, as Dr. Johnson said 200 years ago, “example is more efficacious than precept.” Our example should be such as will stimulate and guide our constituents on the way to self-improvement.

Three things I should like to emphasize particularly as factors for truly professional behavior and for constructive effectiveness in extension work:

Technical competence, kept high by unremitting study. This includes competence in the use of language, our chief means of communication.

Enthusiasm, by which we stimulate interest in what we say and write and do and which helps us to withstand “the slings and arrows of outrageous fortune.”

Scientific and personal integrity, which is an indispensable basis for the continued confidence of our constituents and a requirement for our own self-respect.

If we are to be professionals rather than mere job holders, we need to take carefully into account such things as I have mentioned, and others like them. Superior extension work is as difficult as it is important. Superiority in extension work never reaches a point from which it cannot and should not be raised still higher.

• BERNICE J. THARP is now assisting with the clothing program in Pennsylvania. Miss Tharp, a native of Oklahoma, goes to Pennsylvania from Preble County, Ohio, where she was home demonstration agent for 11 years.

• LUCILE HOLADAY, formerly of the Iowa Extension Service, succeeds Mary May Miller, who retired recently as home management specialist in Minnesota.

About People...



• **DR. HERBERT R. ALBRECHT**, head of the department of agronomy at the Pennsylvania State College and widely known for his work in forage crop research, has been named director of the Agricultural and Home Economics Extension Service by President Milton S. Eisenhower, beginning on July 1.

As State extension director he will succeed J. Martin Fry, who has held that post since 1942. Director Fry was eligible for retirement last June 30 but has continued to serve at the request of the college administration pending selection of a successor.

Dr. Albrecht was educated at the University of Wisconsin, and his whole career has been identified with land-grant colleges. At Wisconsin he earned his bachelor's, master's, and doctor's degrees, majoring in plant genetics.

In 1936 he was named assistant agronomist at Alabama Polytechnic Institute where he initiated a program in plant breeding work with forage crops. Five years later he was made associate agronomist. In 1944 he went to Purdue to set up research

in forage and turf breeding, and a year later was made assistant chairman of the department of agronomy. Most of his time at Purdue was devoted to plant breeding and the teaching of genetics.

On September 1, 1947, Dr. Albrecht was named head of the department of agronomy at Penn State where he has developed a forage crop research program that has been rated as one of the foremost of its kind.

Active in the American Society of Agronomy, he was largely instrumental in bringing that organization to the Penn State campus in the summer of 1951 for its first convention in the Northeast. During that convention he was made a fellow of the society, and is now serving as president of the Crop Science Division.

Outstanding work in forage crop research at Penn State helped influence its selection also as the site for the Sixth International Grassland Congress last August. For this worldwide gathering of agronomists and other scientists, Dr. Albrecht served as deputy secretary general, was general chairman of local arrangements and vice-chairman of the executive and program committees.

He is chairman of the Northeast Regional Forage Crops Technical Committee, under the Research and Marketing Administration, and during the last 2 years has closely cooperated with the Extension Service in the development of a grassland program for Pennsylvania.

• **MAY CRESSWELL**, Mississippi home demonstration leader, has been named "Woman of the Year in Service to Rural Homemakers in Mississippi" by a southern farm magazine. Miss Cresswell entered extension work as the first home agent in Washington County, Miss., in 1917. In 1924 she was appointed district agent. Miss Cresswell's career grew with the growth of the extension service; when

she became State home agent in 1929, only 56 of the 82 counties in Mississippi employed white home agents and only 19 employed Negro agents. Today there are 80 white home agents, and 54 Negro agents. In addition, there are 30 assistant home demonstration agents. The 266 home demonstration clubs in 1929 have grown to 1,114 clubs serving 22,935 members. Because of her understanding of rural youth, 4-H Club enrollment has climbed to 59,243. Last year the 16 home demonstration markets in the State brought more than \$120,000 to the rural women.

Miss Cresswell was presented the Superior Service Award of the U. S. Department of Agriculture in 1949.

• **E. H. SWINGLE**, county agricultural agent in Bradley County, Tenn., for the past 13 years, has been appointed district agent. He will have supervision of county agent work in 16 counties, with headquarters at Chattanooga. He will fill the position vacated by the death of C. L. Dougherty, who had been District III Agent for the past 17 years.

• **WILLIAM A. AHO** of East Lansing, Mich., is the new extension poultryman in Connecticut.

• **HORACE L. MANN** is the new extension dairy specialist in Pennsylvania.

• **DALLAS RIERSON**, Eddy County, N. Mex., extension agent for the past 7 years, has been appointed State county agent leader. A graduate of New Mexico A. & M. College in 1941, he will succeed Alfred E. Triviz, who has been promoted to the position of assistant extension director.

• **WINIFRED I. EASTWOOD** is the new State leader of home demonstration agents in Massachusetts. Since 1949 she has been home demonstration agent in Dutchess County, N. Y. Miss Eastwood is a native of Ne-



Dr. Herbert R. Albrecht

braska and a graduate of Sterling College, Sterling, Kans. She has taken summer school sessions at Iowa State College and the University of Wisconsin and received her master of arts degree from Columbia Teachers College.

In addition to Dutchess County, she has done home demonstration work in Waukesha County, Wis., and Schenectady County, N. Y. She was secretary of the New York State Home Demonstration Agents. In the field of home economics, Miss Eastwood has specialized in home furnishing, family life, and mental hygiene, but has had broad experience in all fields of home demonstration work.

• FLORENCE WALKER, former Hunterdon County, N. J., home demonstration agent, is now associate State leader of 4-H Club work.

• BLANCHE COIT, retired December 31 after 32 years with the Pennsylvania Extension Service. Twenty-eight of these years she spent in Bradford County as home demonstration agent. The other 4 years she was on the State staff; 2 years as home management specialist and 2 years as a supervisor of the home economics program in the State.

• CHARLES BEER, Anoka County agent, Minn., won the fifth annual Minnesota Information Contest. He was honored because of his outstanding work bringing important agricultural information and advice to farmers through the cooperation of the press and radio and through the use of visual aids and circular letters.

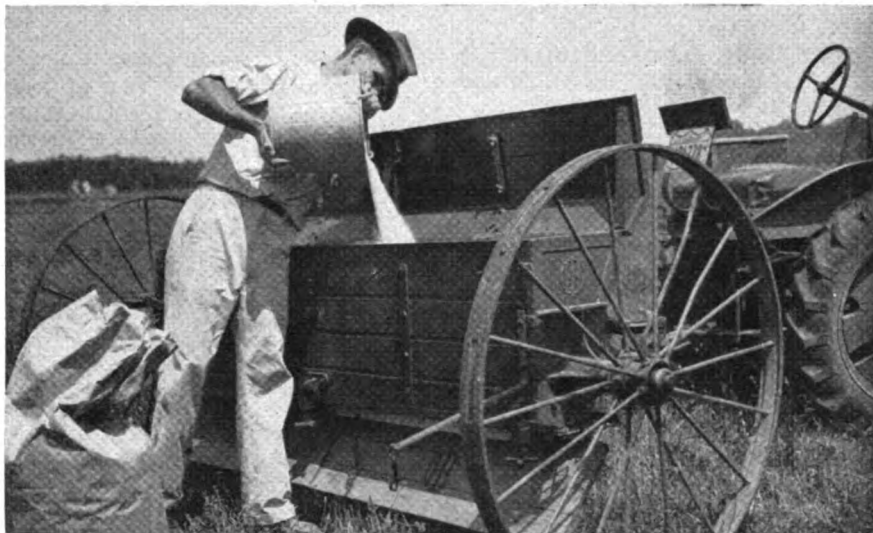
The information contest, which brought over a hundred entries from county extension workers throughout the State, had sections for press, radio, visual aids, and circular letters. As Beer's entries were judged to be among the best in all sections he received the top award.

• GEORGE E. ERICKSON of Concord, Mass., county 4-H Club agent in Middlesex County, has retired after 33 years of service. Mr. Erickson has worked with more than 90,000 boys and girls and 10,000 volunteer 4-H leaders in his work as agent in Middlesex County.

How To Use Fertilizer Efficiently

W. A. MITCHELTREE

Associate Extension Specialist in Soils, New Jersey



Granular ammonium nitrate is easy to handle and spread.

THE PROPER use of fertilizer will be acquired only when farmers have a thorough understanding of the basic principles of soils and complete knowledge of crop needs. Research at Rutgers University has been primarily concerned in obtaining data, and Extension has been moving it to the field in the most expedient and logical manner. The extension teaching has been so arranged that the soils specialist is spending his time on the theories and fundamentals of fertilizer use, and the commodity specialists are handling the specific recommendations for their respective crops.

Specific things which New Jersey has been doing are: (1) Providing a soil-testing service from a centralized laboratory in New Brunswick; (2) establishing trial county soil-testing laboratories; (3) publishing a bulletin on current fertilizer recommendations; (4) holding annual meetings of fertilizer manufacturers to consider grades and ratios in fertilizer manufacture; and, (5) hold-

ing fertilizer and seed dealers' meetings to bring new and up-to-date fertilizer information for their use.

The most recent extension activity of this kind has been a fertilizer dealers' and salesmen's field laboratory session. It was held by the extension soil conservationist and the soils specialist. The main object of these meetings was to advance to these men not fertilizer information but basic and fundamental soil-management practices. These field meetings pointed out how rotations stabilized aggregation, increased infiltration, caused more efficient water recharge of the soil profile, reduced runoff and erosion, increased base exchange capacity, helped to correct minor element deficiencies, made for a better natural nitrogen release, improved the efficiency of fertilizer usage and caused an improvement of the soil so that even better crops could be grown next year. It showed how a soil conservation plan did just this, plus matching the crop to the soil upon which it could best grow.

Regional Summer School Plans, 1953

Dates, Courses, and Instructors

PRAIRIE VIEW—June 1-20

Government and agricultural policy
(T. R. Timm)

4-H Club organization and procedures
News, radio and visual aids (Sherman
Briscoe)

Rural sociology for extension workers
Rural health problems

Extension clothing methods (Alice
Linn)

WISCONSIN—June 8-26

Development of Extension programs
(J. L. Matthews)

Evaluation

Extension methods in public affairs
(J. B. Kohlmeier)

4-H Club organization and procedures
(John T. Mount)

Extension communications (M. E.
White)

Sociology for extension workers (R.
C. Clark)

Extension supervision (F. E. Rogers)
Extension philosophy (W. W. Clark)

ARKANSAS—June 29-July 17

Extension's role in public problems
(L. J. Norton)

Developing extension programs (J.
W. Fanning)

Effective use of news media (A. J.
Sims)

Extension Supervision (L. I. Jones)
Organization and procedures in 4-H
and youth programs (Robert C.
Clark)

Evaluation of extension work (Gladys
Gallup)

Use of groups in extension work
(Raymond Payne)

Use of groups in extension work
(Raymond Payne)

CORNELL—July 6-24

Program building in extension educa-
tion (J. Paul Leagans)

Evaluation (Laurel Sabrosky)
Extension work with 4-H Clubs and
young adults (C. C. Lang)

Extension information and communi-
cation methods (Lowell Treaster)

Psychology for extension workers
(Paul Kruse)

Land economics and management
(Lloyd Davis)

Management in relation to household
equipment (Lucille Williamson)

COLORADO—July 20-August 7

Principles in the development of agri-
cultural policy (J. Carroll Bottum)

Principles in the development of
youth programs (T. T. Martin)

Extension information service (Bill
Ward)

Public relations in extension educa-
tion (William L. Nunn)

Workshop for extension nutritionists
(Evelyn Blanchard)

Principles and techniques in exten-
sion education (Ken Warner)

Wyoming to Afghanistan

The University of Wyoming and the Kingdom of Afghanistan have entered into an agreement whereby technical assistance will be afforded to the Near Eastern Government in developing its agriculture.

Dean H. M. Briggs of the College of Agriculture announced that this unit of the university is to be the agency working with the Department of State under the Technical Cooperation Administration in the Point Four program. The Department of State has the contract with the government of Afghanistan, and the university in turn is under contract with the Federal Government.

Wyoming was chosen for this undertaking because of similarities between this State and the Afghan Kingdom in topography and climate.

Future plans call for establishment of a research program in the Hilmend Valley of Afghanistan, where an irrigation dam is being constructed.

The economy of the eastern land is one of nomad herds and flocks, but it will have a high agricultural potential when irrigation is realized, according to Mr. Briggs. "In this project we will attempt to teach these people, in their primitive circumstances, to increase the productivity of their country by improving their agricultural practices through irrigation, and to improve their range lands and livestock program," he said.

President Greets 4-H Winners



President Eisenhower receives the 4-H Club Report to the Nation, presented at the White House, March 10, by a group of national achievement, citizenship, and leadership winners. From left to right, Marlene C. Hutchinson, Nebraska; Francis Pressly, North Carolina; Carolyn Crumm, Oklahoma; President Eisenhower; Rollin Shoemaker, Colorado; Edna Adrian Short, Georgia; and William A. Davis, Jr., Georgia.

A Good Idea Works Across the Seas

JAMES F. KEIM, Agricultural Extension Specialist, Pennsylvania

FOR 50 years the demonstration method of agricultural education has been used in the United States. I have often wondered how Dr. Seaman A. Knapp felt as he saw the application of the idea cover this Nation of ours, as the incoming tide slowly covers the beach.

In Germany over a period of 4 years, I had occasion to introduce the use of the demonstration method of education in agriculture and home economics extension. Often as I worked with rural German leaders on this program in Wuerttemberg-Baden, I reflected on the effectiveness of the demonstration method. It had an appeal to the ever practical mind of the German farmer who believes only what he sees. Ofttimes he developed new methods of applying this easily understood principle. I saw the skepticism of farm leaders turn to enthusiasm as they grasped its significance, and it actually seemed to set their minds on fire. New ideas tumbled out as to how they could put it to use, presenting facts to farm folks.

Director Emeritus Brokaw of Nebraska College of Agriculture visited us as a consultant at the beginning of this program and spoke often of how the situation paralleled the beginning of extension work in Nebraska 50 years ago among the farmers who had then but recently emigrated from Germany. He told of their reluctance at first, their enthusiasm and cooperation when convinced through demonstrations.

It reemphasized a fact so often recognized by veteran extension workers, "You must start with people where they are and take them forward, step by step."

We also learned how important it was to have faith in the intelligence and good will of the people with whom we worked; that it was most essential not to make corrections or suggestions for improvement of a demonstration on the spot in the presence of an audience. It was more important that our cooperators actually participated in a demonstration than that they did it in a man-

ner that we thought correct in every detail.

We are proud that they liked our extension demonstration so well that a department or institute was established at Hohenheim Agricultural College, the oldest agricultural college in continental Europe. This institute is charged with heading

agricultural extension methods and techniques to the college students with research on extension, and with on-the-job training program for extension workers. A home economics institute is in the process of being built at the same college. All this is the result of a practical demonstration—the application of a great idea.



Before and after. A kitchen demonstration in Germany tells the story of happier, more effective living.

Homemakers Contribute to International Peace Garden

GRACE DELONG, Home Demonstration Leader, North Dakota



Cairn at the entrance of the International Peace Garden between North Dakota and Manitoba.

ASTRIDE the international boundary, at a spot very close to the geographical center of the North American continent, lies a tract of some 2,200 acres of Canadian and United States soil, called the International Peace Garden.

Within sight of the highway stands a large pyramid shaped cairn built of simple field stone, bearing a plaque with this arresting inscription: "To God in His glory we two nations dedicate this garden and pledge ourselves that as long as men shall live, we will not take up arms against one another."

That cairn was dedicated in 1932 in the presence of a great throng variously estimated as 25,000 to 50,000 people.

The idea was the brain child of Dr. Henry J. Moore, a native of Ontario, Canada. The plan was worked out by a committee of 50, half Americans and half Canadians. The land was donated by the governments of Manitoba and North Dakota.

From a tract of virgin prairie farm land and low wooded hills called the Turtle Mountains, the area has been gradually developed into a place of real beauty. The stone cairn is flanked by the Stars and Stripes and the Union Jack on tall flag poles. The Canadian area, a little more formal, has beautiful shrubs, flower

beds, an artificial lake, and other beauty spots. On the American side the plantings follow more closely the native pattern, but shelters, picnic grounds and an outdoor amphitheater have been added. Good gravel, all weather roads wind through the entire garden. Caretakers live there the year round.

Although some money was allotted to the projects by the governments of Canada and the United States, much of the financial support has come from gifts received from interested individuals and organizations. From the first the Women's Institutes of Canada, particularly those of Manitoba, have been active in support of the project, but until recently no women's organization in the United States has seriously sponsored the garden.

About 3 years ago a group of North Dakota homemakers, headed by Mrs. L. R. Maust of Cando and Mrs. G. I. Gangnes of Argusville, decided to see what they could do to arouse State and national interest among rural women. They laid the matter before the National Home Demonstration Council at the meeting at Colorado Springs. At the East Lansing, Mich. meeting a resolution was passed approving the Peace Garden as a worthy project and recommending that State councils contribute at least \$10 per year. As a result, about \$200 was received from the various States and the Peace Garden Association has received many requests from far places for information.

That same year the North Dakota Homemakers' Council recommended to its local homemakers' clubs that each make a voluntary contribution of \$1 per year. In 1952, North Dakota clubs sent in \$620. Two hundred and twenty-five dollars of this fund and an equal amount from the women of Manitoba was used to erect a much-needed information booth.

North Dakota and Manitoba women also contributed to the expense of a volunteer who donated his time to manning the booth a part of each day.

In the first 7 weeks after the booth was open 4,300 persons from 41 States and 8 provinces stopped to register and get information about the Peace Garden.

North Dakota Homemakers have organized tours from many counties and the enthusiasm grows as more and more people visit the garden and tell their friends about it.

In his 1952 report, M. J. Tinline, the superintendent, says: "Women's organizations recognize the part the International Peace Garden can play in molding, developing and maintaining the peaceful relations that now exist between these two nations. The garden can be made into a place of beauty which will call the attention of nations everywhere to the fact that here on the North American continent there is a frontier 3,987 miles long between two nations, and the only fort is this Fortress of Friendship."

North Dakota Homemakers would like to tell their friends all over America that further information can be obtained by writing to John A. Storman, chairman, Board of Directors, Rolla, N. D., or to Harry A. Graves, executive secretary, North Dakota Agricultural College, Fargo, N. D.

• WILLIAM C. DAVENPORT, 4-H Club agent, Burlington County, N. J., is the new president of the National Club Agents' Association.

Mr. Davenport has been serving boys and girls of Burlington County through 4-H Club work since April 1946. He is a graduate of Rutgers University's College of Agriculture and served as an Army Air Corps lieutenant during the war.

The Future

(Continued from page 72)

spent for education and research should be regarded not merely as expenditures, but as the very best *kind* of investment.

Today the farm family is *pushing* for research—is seeking information—is asking for guidance. That is a challenge Extension must meet—not only meet but anticipate. We want to lead, not wait to be pushed.

If we *do* take the lead in this educational endeavor, then we shall be doing our part to make a reality of that saying with which I began this talk: namely, that the “future is a world limited only by ourselves.”

As we think back over the road Extension has traveled these past 50 years, we are led to the realization that there are two kinds of education.

One kind teaches us how to have a living—the other teaches us how to live. Think back, if you will, to the early days when Extension was bounded by a rather narrow concept. The county agent went out to demonstrate to the farmer how to cull chickens. That was education in making a living.

Through the years we have remarkably broadened this concept of the role of Extension. Today the Extension worker is the focal point of a program which helps farm people not only to make a living but which helps them to live better. This is as it should be. Agriculture is in a special sense a family affair.

As we look ahead, we can have full confidence in the ability of American agriculture to meet its challenges now and in the future. We have the capacity to produce food and fiber aplenty for the abundant living we all desire; and the growth of our Nation assures us of an expanding market for farm products. A recent survey of agriculture's productive capacity, prepared by the cooperative work of the land-grant colleges and the Department of Agriculture, indicates that total farm output could be increased by some 20 percent within a 5-year period. Farmers could do this by widespread adoption of improved practices that are already known and by greater use of

fertilizer and machinery. This, in turn, would imply a speeding up of educational and operational programs. I mention this survey to point out that American farmers can meet any foreseeable demands for farm products that might be made upon them. I mention it also to show the widening importance of Extension's role in our agricultural future.

As to that larger task of fostering harmonious, cooperative, and peaceful living throughout the world, here, too, we must all play our role to the full. The work that Extension has done in the past—work that has helped to make the farm segment of the economy more articulate, cooperative, and responsible—has already paid rich dividends. So, too, will Extension's present efforts among the farm youth and adults of the Nation pay dividends in the years ahead.

Job of Home Demonstration Agent

(Continued from page 78)

about a spirit of cooperation between individuals and between organizations. She inspires the women with courage and faith in their own ability to achieve. She helps women to accept their responsibility toward the development of rural living.

This responsibility is not only for the present but for the future. The home demonstration agent has the future in mind when she helps women to serve as 4-H Club leaders and helps them to feel that the real purpose of 4-H Club work is to develop strong agricultural leaders and high standards of future rural living.

The fundamental development in home demonstration agent work has been toward a broader vision of purpose and goals. Some of the definite achievements have been definite organization, carefully planned and definite educational programs, strong local leadership, cooperation with other organizations, broader vision of good citizenship, greater appreciation of educational opportunities, greater love for rural living, and full appreciation of the home-demonstration program as an adult-education program.

Creating Conditions for Good Human Relations

(Continued from page 68)

status and prestige determines to a large degree the interaction pattern of people with whom we work. And that goes from the top down. This principle holds true in the Extension Service, to the mother in her kitchen, to daddy and the youngsters. And it is as valid with the youngsters and their gang; and even the youngsters and their pups get along according to the emotional climate created for the pups by the youngsters who are their “leaders.”

To be effective in our human relationships requires that we constantly strive toward better mental health. The healthy-minded person—so Edward Lindeman describes him—never expects to be free of conflicts. Conflicts are a real part of all of human living. How we live with them and how we handle them is important. The healthy minded person never expects ultimate solutions to human problems—solutions are usually mitigations; they're helps to the situation rather than complete clarification.

Then there is humor, the magnificent gift of man which is the leavening for all of human living—humor which rises out of confidence in self and confidence in one's fellow men and makes it possible for us to laugh together at our foibles and follies.

Human relations is the sum of your behavior and mine, your attitudes and mine; our values, how we feel about ourselves, and how we feel about other people. Our effectiveness in living with ourselves and others is expressed in such simple things as the tone of our voices, the set of our bodies, in the way we act, the way we speak, the way we look to and at others.

Your job and mine as leaders is one of being an example for others, whether we want it that way or not. We teach what we feel and live and act. As we work and live, giving ease and security to others, so we come nearer to more effective human relationships, more happiness in human living, more efficiency in the jobs others and we have to do.

Needed—The Woman's Touch

(Continued from page 69)

while they are growing, of course, we must protect and conserve collateral forest values, especially water.

To bring this about, perhaps groups in the East and in the Lake States might concentrate on building up forest growing stock. Idle acres anywhere impose a burden on local communities.

In addition to planting trees on 30,000 acres annually on the national forests, the U. S. Forest Service also cooperates with the States in encouraging the planting of trees on privately owned lands. It has been estimated that there are over 60 million acres of such land.

The individual States, using some Federal money along with their own, produce trees in State nurseries and sell them at nominal prices to their citizens. A goal of planting a billion trees a year on a million acres has been suggested as reasonable. At the present time planting is proceeding at about half this rate. Take part in the speed-up. Government agencies, school clubs, industries, and business institutions are lending a hand. Your youth clubs and farm women can help plant a community project area. Clubs, banks, and business houses

may underwrite the expense of making tree-planting machinery available if you get a big project under way. Industries and soil conservation districts give trees to landowners. Sportsmen's groups and schools can plant tracts of available idle land. In many States demand for trees exceeds the supply, but nurseries are expanding rapidly. Sponsor planting programs, large or small. Have your group get behind the men and organizations who hope to make these acres productive. Plan and carry through county-wide or State-wide campaigns.

Get your women out there one fine afternoon and dibble around! At the end of a few hours they may have aching backs, but in a few years all of you will experience the thrill of being able to point to a marching mile of trees you helped to plant. "They wouldn't be there if our women hadn't done it," you will announce. And while the trees are growing you will find yourself going back again and again to be sure your personal trees are standing straight and brave. A baby forest can be just as appealing as animal young.

In the Northwest, farm women will do well to learn what cooperating industries are doing to manage holdings on a sustained yield basis. Arouse public appreciation of wise

management so that other operators will follow suit. Your group can do much to help make clear what sustained yield practice means in terms of jobs, stable communities, even placement of children in good local schools. When a lumber company operates on a long-term, planned, cutting cycle the men who work for it can have family life, good schools, churches, shopping centers, community centers, and recreational facilities.

In the Southeast, groups might well work with the Cooperative Forest Fire Prevention campaigns to help hold down forest fires.

Fire occurrence in the South is much higher than elsewhere in the Nation, due largely to the fact that so many people do not appreciate the economic value of southern forests and have been slow in taking action to prevent fires. It is of utmost importance that every effort be made to bring about active participation in forest protection. A good thing to remember is that even little fires kill little trees—the money crop for tomorrow. In the calendar year 1951, just in the South alone, timber valued at over \$23,000,000 was damaged or destroyed by forest fires. Man-caused fires were responsible for 95 percent of this loss—a shameful record. Work to make people fire-prevention conscious. I know of no place where patriotic women, willing to spend time and energy, can do their land a greater service.

Youth activities can be planned so that farm boys and girls can discover the how, why, and wherefore of their dependence upon natural resources, and what their personal contribution to the conservation movement can be. Campfire Girls of America have an ambitious program called Down to Earth in which thousands of youth groups are participating.

In the Southwest, water difficulties beset the inhabitants of western plains and semidesert communities to an extent not encountered in the rest of the Nation. If we want to have usable water, favorable plant and soil structure must be restored where it is lacking. This cure is needed for land ills in places where grazing has



National forest fire warden issues fire-fighting tools to his crew as they head for the pick-up truck and the fire. The warden's wife keeps an eye on the "smoke." During the fire danger weather she serves as the lookout when the menfolk are busy in the fields.

hurt range lands; where excess cutting has removed forest cover.

New Mexico Federation of Women's Clubs asked the Forest Service to set aside a piece of land along the highway which would be a part of the Service's big reseeding program, so that clubs might sponsor reseeding on this special plot and watch the results.

Enough money was collected from 2,000 women in 36 clubs to reseed 33 acres. The Forest Service agreed to plant intermediate wheat grass and the New Mexico Federation agreed to sponsor the project for 25 years. Each year the seed from this plot is to be harvested and used to reseed other depleted range land. The trail is marked for other women to follow.

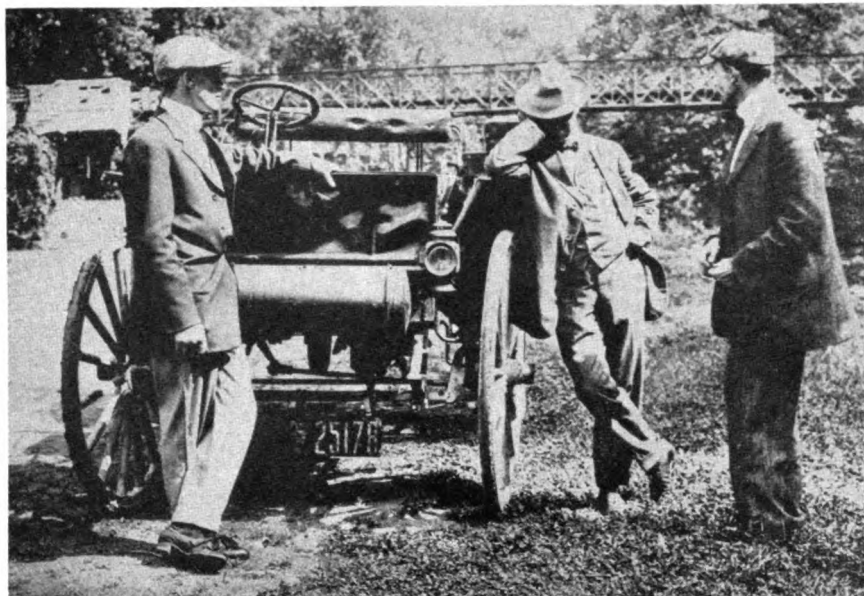
You can plant trees, get forest cover or restore grass on lands in Utah, New Mexico, Maine, Georgia, Colorado, Florida, and Virginia. You can insist on good cutting practices that keep the forest producing in Maryland, Louisiana, and Indiana. You can work to prevent careless humans starting forest fires in every State in the Union. You can promote wise watershed management in every neighborhood where water, land, and people exist.

Lack of knowledge, indifference, and carelessness are the chief obstacles in the way of conservation practices. An informed group can fight these. Read! Listen! Observe! Think! Act! North, South, East, or West, conservation is the business of every farm woman.

Soil, water, forest, wildlife, and minerals constitute our ultimate wealth, our ultimate security. These resources are the physical foundation for our prosperity and our freedom. They are the very stuff of life itself.

Use them wisely, and build them UP.

● Four members of the Extension Service in New York State were given awards of merit by the Cornell University chapter of Epsilon Sigma Phi, national honorary extension fraternity, at its annual meeting. Those honored were: ROBERT A. DYER, 4-H Club agent in Columbia County, for excellence in radio programs; DIRECTOR L. R. SIMONS of the State



Pennsylvania's First Agent

A. B. Ross, the first agent in Pennsylvania, was a young corporation lawyer who went to his childhood home in Bedford County to regain his health. He rode around in a buckboard visiting farmers, asking questions, finding out their problems and offering help. He sent for U. S. Department of Agriculture bulletins, and summarized and mimeographed them to give out to farmers. He bought seed corn and gave it to farmers who

would follow his directions. He experimented with inoculation for legumes. The Department of Agriculture, hearing of his work, offered him a nominal salary and the franking privilege in 1910. He was then able to enlarge his work and soon had a stenographer and an automobile. History does not tell which of these men is A. B. Ross, but does indicate that one of the other men is Farm Management Specialist Billings.

Extension Service for unusual and effective leadership; ERNEST C. GRANT, 4-H Club agent in Chemung County for achievement in an extension project; and PROF. H. A. WILLMAN, author of "The 4-H Handbook," for excellence in written material.

● GEORGE C. HERRING has been named assistant director in Virginia. Following his graduation from Iowa State College in 1920, Herring went to Virginia as a livestock specialist. Since 1931 he has been in charge of the animal husbandry program.

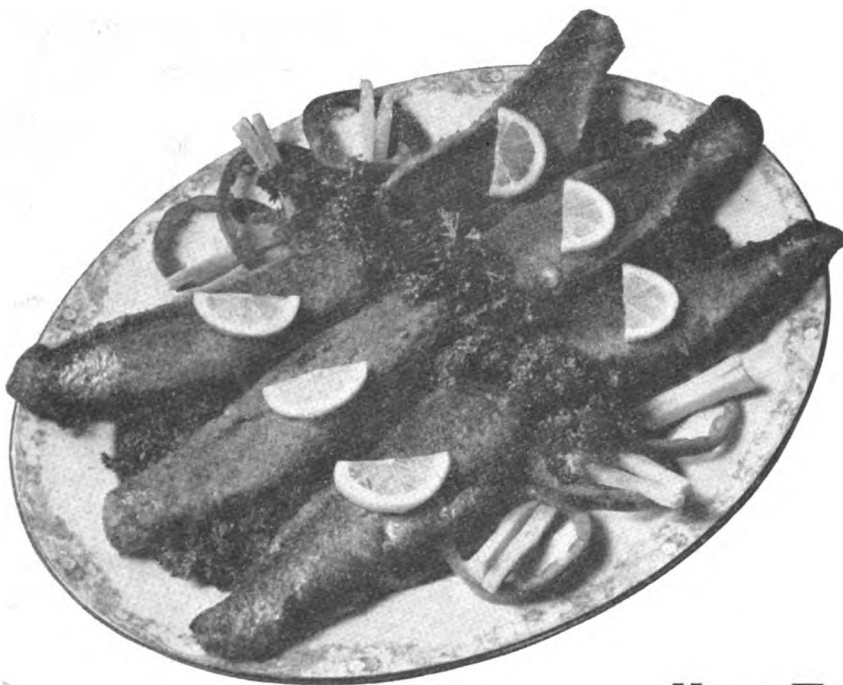
● ARTHUR F. SHAW, former Gallatin County, Mont. agent is now extension agronomist in Montana.

Shaw has been a 4-H Club mem-

ber, extension clerk, served 4 years in the Pacific area during the last war, and was Gallatin County agent for nearly 4 years. He earned his B.S. and master's degrees in agronomy at Montana State College.

● ALDEN B. LOVE, 56, Michigan extension staff member for 30 years, died January 4 at the U. S. Veterans' Hospital at Saginaw. He had been seriously ill for more than a year and was granted disability retirement from his post as extension specialist in agricultural economics last July.

In 1930 he came to East Lansing as a marketing specialist in agricultural economics. For 3 years prior to his retirement he served as head of the extension program in consumer education.



How To Cook Fish

Fish in the round, fillets, steaks or dressed—How you purchase fish determines how you will prepare it. Just as important, too, is the question of whether fish is fat or lean; lean fish needs hastening if they are to be broiled or baked successfully.

Cooking fish in a variety of tasty and attractive ways adds interest and zest to meals. The know-how of fish cookery takes time to learn—unless you have a good teacher. An outstanding aid in learning the secrets of good fish and shellfish cookery is the following Fish and Wildlife Service Test Kitchen Series which may be obtained from the Government Printing Office, Washington 25, D. C., at the prices indicated:

BASIC FISH COOKERY

is attractively illustrated, and explains the art of dressing fish, as well as including 17 basic recipes for cooking and preparing all types of fish. Price . . . 20 cents.

HOW TO COOK SALMON

contains 35 selected recipes for preparing fresh, frozen, canned and smoked salmon. Price . . . 15 cents.

HOW TO COOK OCEAN PERCH

contains 24 choice recipes for cooking frozen fillets. Price . . . 10 cents.

HOW TO COOK OYSTERS

tells how to purchase and shuck oysters and gives recipes for 38 of the "world's best" oyster dishes. Price . . . 10 cents.

HOW TO COOK SHRIMP

is generously illustrated and contains choice recipes for preparing fresh or frozen shrimp. Price . . . 15 cents.

IF NOT DELIVERED WITHIN 10 DAYS
PLEASE RETURN TO

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.

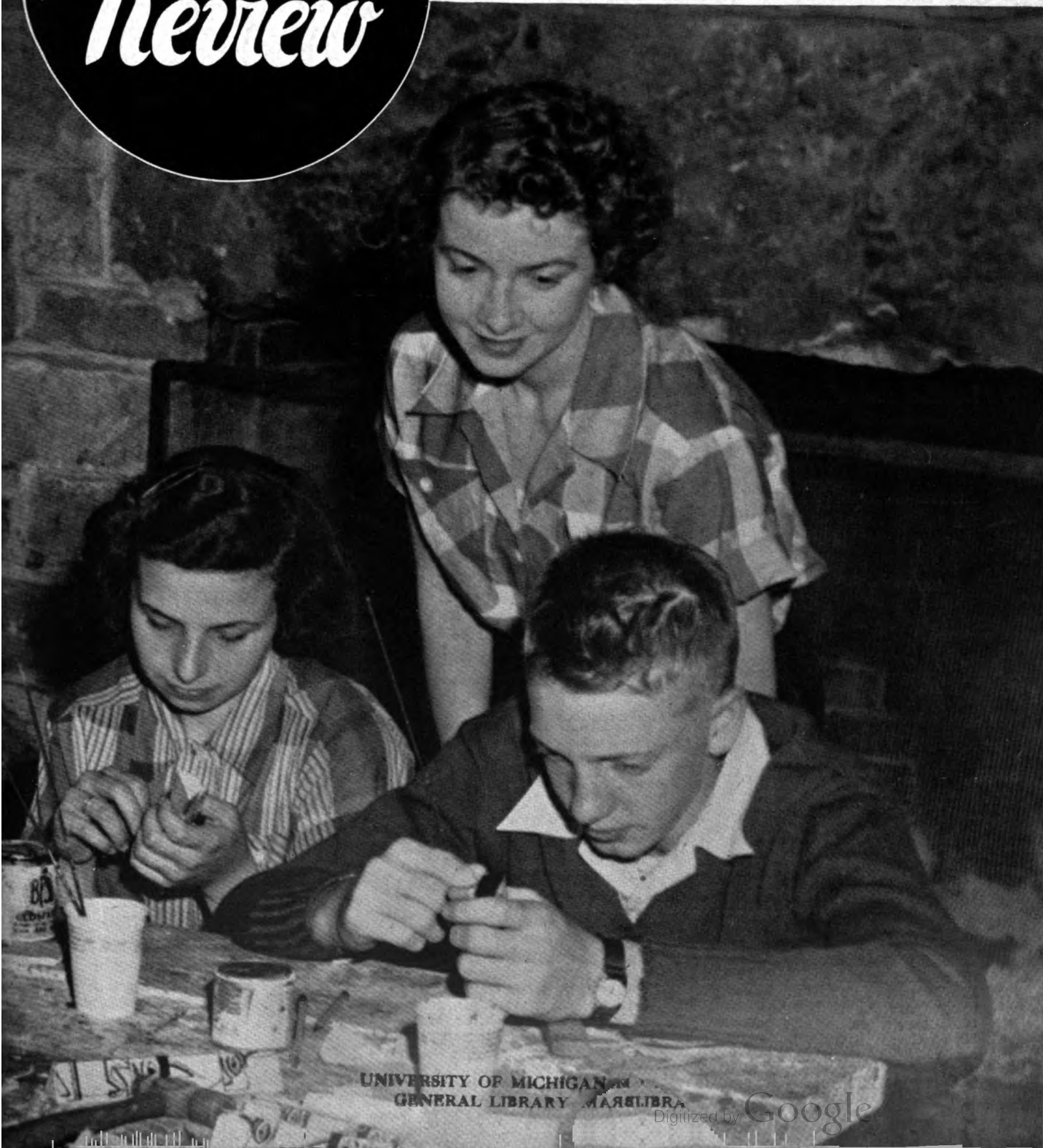
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EXTENSION SERVICE
Review

MAY 1953

*Camp time draws near with its opportunities
for recreation and education.*



In this Issue—

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Ear to the Ground

● The picture on the front cover showing a handicraft group at the Westmoreland County (Pa.) 4-H Club Camp, was sent to us by Michael R. Lynch, assistant visual aids specialist of Pennsylvania.

● Talk of the town is the July communications issue with accent on television. A slice of TV across the country will be offered by Joe Tonkin. Dick Cech who has been spending 2 years studying the extension tabletop demonstration on TV has some new ideas for streamlining this extension staple for modern TV table.

● A six-county California TV program successfully handled by the agents involved runs on enthusiasm alone, according to Dorothy Johnson who will report it. Miriam J. Kelley, an unusually skillful TV extension artist is "Stealing time" to write up her experiences for her coworkers because she says there is no "saving time" for anything, "The show must go on."

● June, the month of moonlight and roses, offers to REVIEW readers a happy fare. The businesslike Minnesota agent on the cover is the hero of the article, "The Grand and Glorious Feeling" (which an agent gets when he sees educational efforts with youth bear fruit). County Agent Klotz of Kansas admits that the whole office force enjoys the weekly family conference (though he runs it in a businesslike fashion). Home Demonstration Agent Mrs. Louise Craig, winner of the Grace Frysinger award, encourages wanderlust by taking to the trail and exploring home demonstration work in other States.

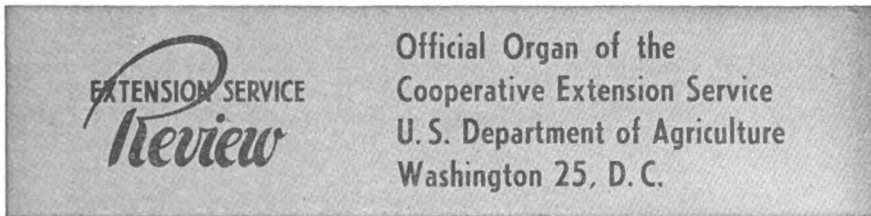
● With ear to the ground, this month we listen for the lowdown from readers. To make the message clearer, tear off this page, in the table of contents, check the items which you read, and in addition check the following statements which most nearly conform to your ideas and practices; then mail it to the editor.

This is the first *Review* I have seen for a long time.

I can remember one idea which I got from the *Review* and used.

I have no time to read magazines any more.

Most of this information comes to me, also, from other sources.



VOL. 24

MAY 1953

NO. 5

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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Clinic Studies

Changing Credit Needs



A farm family visits the bank at Red Oak, Iowa, to transact business with Banker H. C. Houghton, Jr.

THE SERIES of Alabama farm credit clinics drew an interested group of 113 bankers from 81 banks. The clinics, held for the third year by the Alabama Bankers Association, aimed to set the stage for an exchange of judgments and points of view on specific credit cases. Taking part in the planning and procedures were the Alabama Extension Service and Experiment Station, and the Federal Reserve Bank of Atlanta.

The clinics of 1951 and 1952 consisted of appraisals and case studies to determine the economic and technological forces affecting Alabama farms and the resulting changes in demand for farm credit. They found that farm labor is becoming more expensive, relatively, and farmers are trying to use more capital—in such forms as soil fertility improvement, pasture and forage seedings, livestock and equipment—to make labor more productive. New farm technology and the growth of industry were making this possible. One of the obstacles is the lack of money to finance the needed capital.

These facts presented to the lending institutions a demand for new types of farm loans and a larger market for loanable funds. They offer the banks a new opportunity to lend on enterprises that can create new wealth and improve economic opportunity in the community. They also changed the types of risks involved in lending and borrowing. Bankers asked questions such as how to judge the new type of risks, how far to go in accepting them, and how to fit the new types of farm loans into the banks' overall lending programs.

This year they got down to actual cases in search of further light on these questions. They studied actual loan requests from farmers that were still pending at the bank. A panel presented each request, including the new worth statement, farm business analysis, and the farmer's plans along with the credit rating report, and the outlook as related to that particular farm, but withholding the applicant's name. Two cases were presented in each clinic, one in the morning and one after lunch.

Every person present was requested to write down his personal answers to the five questions: (1) How much would you lend this man, (2) Why would you lend him this amount, (3) How would you disburse the money, (4) How would you set up a repayment schedule, and (5) What security would you require? The answers were signed and handed to the moderator, and they provided the subject for the clinics.

By calling on people with different points of view—and different answers—the moderator was able to draw out of the group all of the judgments and ideas of the participants. This probably would not have been possible if the varying answers had not been written down and put in the moderator's hands before discussion was invited.

The discussion that did result was lively, penetrating, and practical. Experiment station workers and county agents contributed points of view about the relationships between the size, terms, and uses of the loan

and the earning power of the farm. Bankers explored and appraised points of view on estimating the risk and the effects of various choices as to security, disbursement, and repayment plans. The goal—a thought-provoking contribution toward problems of lending policy and procedure—seemed to have been achieved in substantial measure.

Something New

Something new in extension service to farm people in North Dakota was carried on recently in Williams County, in the form of a series of educational meetings which were organized by County Extension Agent Don Hotchkiss to discuss problems connected with oil development in the area.

A State specialist, Courtney B. Cleland, took part in the meetings to help farmers of the State to master new concepts of "two-dimensional farming." The idea for the series grew out of the experience of Agent Hotchkiss in coping with new problems and questions raised by farmers bearing on oil development.

The remarkable interest in oil is regarded as a vast educational movement among farmers. Now, in addition to being a good manager of the surface of his land, the farmer in the Williston Basin will have to manage the subsurface equally well to receive his fair share of income from leases, bonuses, and sales of mineral rights and royalties.

Scratching the Surface

We asked C. P. SEAB, county agricultural agent, Concordia Parish, La., for this article because he had been recommended as an agent who used news and radio to good advantage. Just before going to press, we learn of his unexpected death from a heart ailment. Those of us who are first meeting Mr. Seab through his wise comments and progressive thinking in this article, join his Louisiana colleagues in being "saddened by the passing of this great pioneer agricultural worker."

DO MASS communication media pay dividends to our farmers in this highly competitive and mechanized age? They do, and we have just scratched the surface.

The parish is almost entirely agricultural with 74 percent of the farms under 30 acres. Only 3 percent of the farms contain 500 acres and over. I have been agricultural agent here since 1914 and am the oldest living active county agent in Louisiana.

One paper, a weekly, serves our parish using from three to ten or more articles on agricultural subjects. Many of these originate in the extension office, some from specialists and other agricultural workers. These articles carry current information on practically every subject of interest to local farmers. Five dailies circulating in the parish have representatives who come to the extension office for news.

To make news and information available to farmers of any given area involves a great deal of organization. For instance, to have an effective radio program, electric current is essential. This we did by organizing the REA cooperative and with power company lines, made electric current available to 98 percent of the rural people of the parish.

We took advantage of radio and provided our office with a tape recording machine. We often carry the machine in our automobile, and we have interviewed many farmers for our 15-minute weekly program in their homes, offices, and shops. The program is played early in the morning from station WMIS in Natchez, Miss., and is repeated later in the day from another studio.

Field visits are made to get and give information, get acquainted, and gain confidence. If the visit is made

for a radio interview, we must know what we are trying to present. We often interview two or more farmers on the same subject for the same program without much repetition. In making field visits, we avoid subjects unrelated to individual or community improvement.

Circular letters play an important part in getting information to rural people. We know by experience, a farmer is more likely to read a newspaper article than a circular letter. We also recognize that most farmers know more than they practice. Many circular letters should be only a reminder with an appeal

for action; they should be brief, clear, and readable.

For a circular letter to have appeal, it must be timely and about a subject the farmer is interested in or working on. This demands a mailing list classified according to the kinds of farming. We have a general mailing list for corn and cotton; specialized lists for farmers with improved pastures, dairymen, beef cattlemen, winter vegetable growers for market, gin owners, those buying foundation cottonseed, and others producing certified seed.

Have we accomplished anything in Concordia? In 1952, with less labor and acreage, we produced approximately three bales of cotton for every man, woman, and child living on a farm, as compared to one bale a few years ago. Our yield in corn has more than doubled in 20 years. Beef cattle have increased in number and quality until today we have four head for every rural person.

Yes, we have just scratched the surface, for the possibilities before us are much greater than our accomplishments.

Promote Library Service

ONE of the home demonstration programs advancing very rapidly across the 100 counties of North Carolina is the rural reading and library service program.

Because of this program, rural homemakers are reading as they have never read; the program has instilled in them a desire to read the newest and best books being printed today, according to rural librarians.

Home demonstration club members have been instrumental in getting bookmobiles into almost all of the counties in North Carolina—bookmobiles that are now serving nearly every rural community in the State.

As an encouragement to those who are reading books on the recommended reading list, certificates are awarded annually through the State college home demonstration office to women meeting the requirements of the program.

Mary Harris, Randolph County home demonstration agent, says that

the reviews given this year in her county show that the women have developed a greater appreciation of the books they are reading. More members have expressed personal opinions on the value of books to themselves. Even though many club members are reading for their own pleasure and information, many others are using the opportunity provided at club meetings for reporting as a means of improving their ability to express themselves clearly.

But the reading program in North Carolina is doing more than encouraging the women to read good books. It has convinced them that clubwomen in many counties are responsible for enlarging public school libraries. Home demonstration women in Catawba and Iredell Counties, for instance, have sponsored money-making projects for both school and county libraries, and in addition, women have donated many books for the boys and girls to read.

Flannelgraph Tells the 4-H Story

A CHUNK of felt from an old pool table makes one of the best story tellers Dan Warren has ever seen. He uses it as the main spring of his flannelgraph on 4-H. The idea began as a casual experiment. The Idaho State 4-H Club leader was working up a program for a group of leaders. He had heard about flannelgraphs so he scurried around for a piece of material for the backdrop. He found it on a billiard table long past its prime and which had somehow been missed in the annual search for bonfire fodder by University of Idaho freshmen.

Warren made a bunch of cards to tell his story of the Needs of Youth, and the Organization To Promote It in the County. At the time he lettered them there wasn't any title to the talk. It was just something on 4-H. The fancy name came later. It had to have a name because it was in demand all over the State. Warren has presented it in 15 coun-

ties and at 6 district meetings. Local leaders have borrowed it. County agents give it a twirl. Lillian Johannesen, assistant State leader, has become adept in its routine. A Grange master borrowed it once because he was fascinated by the gadget. One way and another it has become so useful that three copies have been prepared.

The flannelgraph story that unfolds on the felt is in three parts. It begins with a picture of boys and girls on the farm. It goes on to show their need for participation in worthwhile activities, to have wholesome fun, to do something for themselves and learn to work as a group. In the second scene the cutouts and signs illustrate the 4-H program as a wheelbarrow carrying "earning," "new skills," "new ideas," "leadership," and "citizenship." The extension agent is represented as the sparkplug. The solid platform for the "Irish buggy" is made of eight blocks, including such things as interest, parental cooperation, recognition, useful work, and satisfaction in worthwhile enterprises.

Perks up the Pep for 4-H

The third part shows how the community can do a job for and with 4-H by establishing friendly attitudes and sponsoring fairs, picnics, camps, and the like for boys and girls.

Everywhere it has been used the "pep" for 4-H has perked up.

"We find it is a good device to hold attention and outline our problem," Warren said. "It takes about 25 minutes to cover the subject in decent fashion. We use it as a straight talk or discussion guide, letting the audience elaborate on the importance of each word. We start all scenes in the upper lefthand corner and work downward and to the right. The letters are on yellow and light-blue paper."

The homemade flannelgraph is easy to pack around. The felt goes in a suitcase and can be thumbtacked to a blackboard, easel, or back of a piano. After each show the cards are arranged in proper order so almost anyone with the script can put on the illustrated talk.

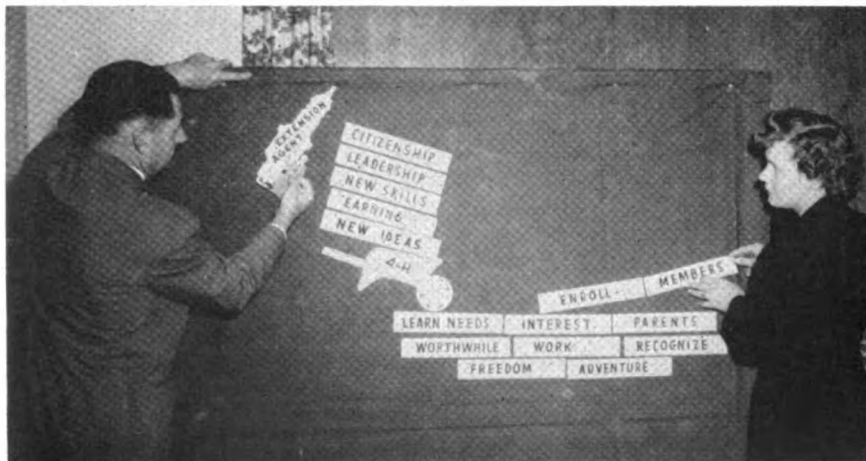
Take Time To Be A Citizen

Nearly 300 women representing 50 counties in the eastern part of North Carolina attended the citizenship training school at East Carolina College in Greenville.

"Citizenship in Action," the theme of the day's program, was planned by district chairmen representing the North Carolina Federation of Women's Clubs, the North Carolina Federation of Home Demonstration Clubs, Pilot Clubs, Business and Professional Women's Clubs, Altrusa Clubs, the American Association of University Women, and the North Carolina Federation of Parents and Teachers.

Calling the program committee together in January to lay plans for the citizenship workshop was Mrs. L. B. Pate of Route 3, New Bern, chairman of the State home demonstration citizenship committee. The motto adopted by the citizenship committee this year is "Take time to be a good citizen."

● MRS. FLORENCE M. VAN NORDEN is the new Bergen County, N. J., home demonstration agent. Mrs. Van Norden will conduct educational programs in various phases of homemaking in partnership with Marghetta Jebsen who has served as one of Bergen County's home agents for nearly 9 years.



Dan E. Warren, State 4-H leader, University of Idaho, places the extension agent "sparkplug" on his 4-H flannelgraph while Lillian Johannesen, assistant State leader, builds a platform to carry the load.



Up goes the flag bearing the pennant of the Powell Valley Community.

The Community Can Work Out Its Problems

It Multiplies Extension Service

were rather taken aback. But they have gradually worked themselves to the top.

Set Community Goals

In its first meeting in 1952, Powell Valley set up community goals on the basis of what its members felt was needed to make the neighborhood a better place. They ended up with nine major objectives—some of them unfinished projects from previous years; others, new projects; and still others, long-time goals that would take several years to achieve. These nine goals were: (1) An improved pasture program; (2) a community park; (3) improvement of herds; (4) black-top surface for the back valley road; (5) completion of the community center; (6) a good-will program carried to other communities in the county; (7) telephone service; (8) erection of signs for the community center; and (9) a health program for the community. The record of achievement is one any community could be proud of.

Community Center Completed

The community center was started in 1950 because community members felt the need for a place for community and club meetings, recreation and social affairs, and other activities. Dedicated in October, it is a real memorial to united effort. Home demonstration clubs, 4-H Clubs, as well as all other community organizations took part. Just about every one of Powell Valley's 172 families gave of their money, time, and labor to the project.

A committee was appointed to get the county board of education to donate the old high school building, which was sold for funds. The State extension staff was called on for help with plans and advice for the center. Materials worth about \$1,370 were donated; entertainments, pie suppers,

sales of handicrafts and textbooks; hen sales; and gifts and donations of money raised the \$7,214.65 in cash that has gone into the project. Hundreds of hours of free labor by Powell Valley residents did the rest, and when the building was ready for the dedication, To the Youth of the Community, Whose Head, Heart, and Hands Will Build a Better Powell Valley, a news item reported that, "they felt that the job was well done, and that the doing had brought the community closer together."

Telephone service was obtained in Powell Valley as a result of committee contact with the telephone company. The community club helped obtain signatures for right-of-way, and the men of the community cleared the rights-of-way. Now 138 families have telephones. Also during the year the community's efforts to obtain a black-top surface for the back valley road were rewarded.

Good-Will Program Major Project

Another project which perhaps gives Powell Valley residents their greatest satisfaction has been their "good-will" program. Learning from their own experience with working together as a community that their welfare also depends on the progress of other communities in their county, they gave time and effort to help others improve their own communities. During the year, Powell Valley representatives visited eight other communities to tell about their work. The community was host to a number of community and farm groups; it helped other communities with specific projects, with their scrapbooks and reports; its Ruritan Club devoted time and effort to help other groups organize.

These get-togethers with other communities and groups "do something for you—something good,"

TENNESSEE has pioneered in the community approach to extension work and has found it good. "We have long ago found that through organized community effort, the effectiveness of our services is multiplied many times," states Dean J. H. McLeod, Tennessee Extension Director.

The dramatic achievements of Tennessee communities were described in the January 1950 Extension Service Review with the title "Everybody Wins."

Just how everybody wins is illustrated in the story of Powell Valley, Claiborne County, champion community of 1952. Mrs. Clyde Day who lives in Powell Valley expresses it this way: "Miracles do happen. One happened in Powell Valley—I've seen it; I've felt it. In the past 6 years, I have seen a whole community of people change from 'I's' to 'we's', from 'my' to 'our' and from 'you do it' to 'let's do it'."

That "we," "our," and "let's do it" attitude achieved a transformation in Powell Valley in 1952 that has spilled over into other communities and brought a new zest of living to just about every family in Powell Valley.

Six years ago this community entered the improvement contest with what community leaders described as rather lukewarm interest. When it placed only third in the county they

Powell Valley felt. And in order to make their contribution more effective, they held a public speaking class for adults, with 24 enrolling—ample evidence of the interest in self-improvement for the community good.

Other community-wide activities during the year included a rabies clinic; promoting chest X-rays and a typhoid clinic (every home cooperated in this); erecting signs for the community center; choosing a site for the community park; holding dairy courses and handicraft schools; sponsoring All-Church Easter Sunrise and Thanksgiving services, participating in cancer, heart, polio, and Red Cross drives; providing adult leaders for all youth organizations and arranging an organized recreation program for both youth and adults for the coming year. One hundred and thirty-six people served on various committees in achieving community goals.

Farm Improvement Outstanding

Particularly outstanding in community progress has been farm improvement work. Primarily an agricultural community, with only a few nonfarm families within its boundaries, Powell Valley has some 16,000 acres of farmland. It is fast growing into a dairy center, with beef cattle also a major enterprise. Pastures are therefore of primary importance to its farmers. During 1952, 1,240 acres of improved permanent pastures were seeded in a drive to "Keep Powell Valley green." Use of soil tests as a basis for fertilization and cropping was increased; more lime and fertilizer were used; greater acreages of cover crops were seeded.

Herd improvement was also emphasized. Six purebred beef bulls, nine purebred dairy bulls, and 286 purebred cows and heifers were purchased. An artificial breeders' association was organized, and 32 members attended night classes in dairy management. An indication of farm progress also is the increase of numbers of cattle, both beef and dairy; the building of 12 new barns and remodeling of 11; the installation of 211 new gates and 2,962 rods of new fence; the purchase of \$42,328 worth of farm machinery; the addition of nine new Grade A dairy barns.

Better Family Life

Both improved farming and community work have had their effect on family life in Powell Valley. Better income from better farms, together with the stimulus of desire for community progress, has resulted in the purchase of \$21,462 worth of electrical equipment and \$23,240 worth of home furnishings. Six new homes were built, 21 were remodeled or repaired, 49 were painted, and 216 rooms were painted or papered. Eleven homes installed running water, 13 hot water, and 6 bathrooms. Numerous improvements were made in home lighting, laundry, heating, storage, and other conveniences.

The "live-at-home" program has made steady progress. Every family has a garden; most have their own pork, chickens and eggs, and milk. A greater number have their own beef since the advent of the home freezer; six freezers were purchased this year to bring the community total to 40. More than 31,400 quarts of food were canned, and 11,250 pounds of food frozen during 1952.

Good living means, of course, more than material advantages, and Powell Valley residents do not neglect the social and cultural aspects of family life. One hundred and forty-eight families carry insurance of some kind. Every family subscribes to one or more newspapers; a magazine subscription drive by high school students this year brought \$765; and there are memberships in book clubs and the American Artists League. The school library serves the community. Through the combined efforts

of the parents, a music teacher was obtained, and 14 pianos were bought in the last 2 years.

Powell Valley young folks are considered one of the community's most important resources, and activities of the community club are directed at giving them wider opportunity and training in every possible field. The 4-H, FFA, and FHA Clubs are promoted, and all have large membership from among Powell Valley youth. The Sportmen's Club sponsored a youth day, when members accompanied the boys of the community on hunting and fishing trips, taught them the use and care of guns and sports equipment. The Ruritan Club sponsored organization of a Boy Scout Troop. The young people take an important part in community activities, helping with farm and home improvements; directing traffic at community affairs; participating actively in such affairs as the clean-up campaign, community center work, banquets, recreation and entertainment programs.

There are 10 active organizations in Powell Valley, each dealing with some phase of rural-life improvement. The community club is the hub around which all organizations revolve. Through it, the efforts of all clubs and all individuals are brought together and directed into a powerful force to solve mutual problems. Everyone, Powell Valley feels, has something to contribute that is needed in the community effort. In giving of themselves, Powell Valley people are growing in capability—and their community is thriving in the same measure.



Spring brings out a volunteer crew to begin landscaping the new high school.

IT HAPPENED ONE NIGHT

E. E. GOLDEN

Assistant County Agricultural Agent
Champaign County, Ill.

IT WAS A cold night in December of 1951 that a Flatville 4-H Club meeting was called. Snow was 8 to 10 inches deep and leaders knew that not many members would be in attendance. Hans Pflugmacher (the new leader), eight youngsters, and I showed up.

After colored slides on project work, camping, and the county 4-H show were shown, I talked about the value of club work for young people between the ages of 10 to 21. All the boys and girls present were eager to get enrollment cards and sign up to be members.

Mr. Pflugmacher talked to the members about the future of their club. He said, "We're going to put Flatville on the map; we're going to sign up more members; and we're going to have some real projects. I'm going to visit each of your farms, look over your projects, and become acquainted with your parents. 4-H is a real training program for farm boys and girls and, as your leader, I trust that we will have an up and coming 4-H Club."

Following the business meeting, recreation consisted of playing First of March, Descriptive Initials, and Geography. Two of these games were taken from a booklet entitled, "Fun at the Meeting Place," which is available to every 4-H Club. After recreation the leader brought out a

big pan of all kinds of Christmas cookies. Several of the boys ran over to a grocery store not far from the schoolhouse to pick up some cold drinks. While these refreshments were being prepared, I put a display of available record books and manuals on a vacant table.

A beef project member said, "I sure didn't know all these books were available for 4-H work. Look at this beef manual for 4-H Club members. It tells how to buy and feed a calf. And here's something about getting ready for the 4-H show. I need one of these for my beef project."

By now, members were munching cookies. They were looking at the display of 4-H materials. Most of them didn't know so many College of Agriculture and extension publications were available.

In addition to the project record

books and manuals, the display included folders on accident and fire prevention, a pamphlet on camping, a booklet on parliamentary procedure for each officer, and a dozen other helpful items available for club members and leaders.

All the boys and girls present picked up the bulletins and books necessary to carry on their projects.

While Mr. Pflugmacher and I visited the members had a wonderful time. They were playing the piano, playing games, and proudly looking over their new project books.

Mr. Pflugmacher says, "Al, just how much freedom do I have this first year as a leader? Can I encourage all of my members to have live projects? Somehow or other I know that members just do better with a real live project. They sort of get attached to something that's alive.



One group of 4-H campers from Champaign County. Two hundred or more campers attend district camp each year.



During National 4-H Club Week many Club exhibit in

And another thing, do they all have to show this year? You see, I'm starting out with members who haven't been in club work before and I don't want to drive 'em. I want to lead them. I want them to get so enthused about club work that they'll feel it is theirs. You see, I've seen what it has done for my two boys and I know it can do as much or more for others."

"4-H Club work is a volunteer movement and as long as your club members meet the minimum requirements and you operate democratically, you are pretty much on your own," I told him.

By now it was nearly 10 p.m. and time to go home. Different members helped carry the books, projector, and other equipment to the car.

Snow was still coming down. Everything seemed so peaceful across the countryside. As I pushed on the handle of the car door, I could see the soft outline of the Flatville church. This thought went through my mind—"Here we are in a community on the great prairie of Illinois. Here in the heart of the Corn Belt we find a church, a school, a community store, and a nest of homes.

"Tonight we organized a 4-H Club. This 4-H Club fits into this setting. The heart 'H' means just a little more because of the church. The head 'H' means a little more be-

cause of the school. The hand and health 'H' mean that these boys and girls can become useful citizens through growing projects and learning scientific methods. In fact, these members could easily develop into tomorrow's community leaders."

On the way back to Urbana, with the swit, swit, swit of the auto chains, I wondered "Will this club amount to anything? The potential is there, will it come through?"

And it did come through. The first year 21 members—13 boys and 8 girls were enrolled. Several members went to camp and showed that their leader's spark of cooperation had been kindled in them. When the sunken garden needed spraying to kill mosquitoes prior to the candlelighting ceremony, these boys asked if they could do it. The club held a scrap iron drive and sent contributions to camp and to the National 4-H Center. They held a county tour and exhibited at both the county and State fairs. They held a real achievement night program with 82 present, including the parents. The leader pulled his hayrack up into the yard so the folks would have a place to serve the potluck supper.

In the 16 months since that snowy night, Flatville Club has joined other groups in activity developing our most important crop—the boys and girls in Champaign County.



Mary Lou Wilson, State winner in 4-H keeping-fit program.



Paul Mathis, Jr., and his prize-winning 4-H Hampshire ewe.



Persons were interested in the Flatville 4-H store window.



Twenty-five Champaign County 4-H Ag Clubs held scrap drives and raised more than \$1,300 for 4-H Club Camp in 1952.

Tops in Soil Savers

ONE HUNDRED PERSONS from 48 States, the outstanding soil savers of the United States, will be sitting down to just such a feed in December 1954. The group shown are winners in last year's regional contest which has been held for the past 6 years in 17 Midwestern States and is being expanded to a national basis beginning July 1, 1953.

All organized soil conservation districts in the United States are eligible to compete. One member of each winning district and the top cooperating farmer or rancher named by the district get a free vacation to Goodyear Farms at Litchfield Park, Ariz.

Nonpartisan judging committees, selected from outstanding exponents of soil conservation in the various States, will select winning districts on a point system of rating actual accomplishment.

Winners will be announced at the seven regular regional meetings of the National Association of Soil Conservation Districts. Plaques will be awarded at these conventions to the first and second-place winners from the competing units.

Actual competition will be over a 10-month period with 2 months for judging. Soil conservation districts within the States will compete with each other for first and second place awards with the following exceptions:

Vermont and New Hampshire will compete as one unit. Connecticut, Rhode Island, and Massachusetts will make up one competing unit. Delaware and New Jersey districts will compete together for the grand award.

The soil conservation districts of Texas will be divided into three competing units and the soil conservation districts of Illinois, Iowa, Kansas, and Nebraska will be split into two competing units each.

Certificates of meritorius achievement will be given to 1,000 outstand-



Last year's crop of outstanding soil savers from 17 Midwestern States enjoy Arizona ranch food.

ing supervisors and cooperators after the close of the contest year on April 30, 1954.

Members of the advisory committee for the new nationwide Goodyear Soil Conservation awards program were named February 4 at the seventh annual meeting of National Association of Soil Conservation Districts at Omaha, Nebr.

They are Dr. Robert M. Salter,

Chief of Soil Conservation Service, chairman; C. M. Ferguson, Director of Extension Work, Department of Agriculture; Waters S. Davis, Jr., president of National Association of Soil Conservation Districts; Wendell R. Tascher, extension soil conservationist, Department of Agriculture; and H. Wayne Pritchard, executive secretary, Soil Conservation Society of America.

To Encourage Native Arts

The Kansas State Federation of Art has provided two displays of work of native Kansas artists to be used by home demonstration units of the State.

Each show consists of more than 20 pictures suitable for home decoration, including water colors, aquatints, lithographs, woodcuts, and serigraphs. There is a time limit of 1 month in a county. The only cost to the local group is for transportation.

In Minnesota, also, a rural arts show was featured at the 51st Annual Farm and Home Week, January 13 to 16. Exhibits included original work of all types of painting, sculpture, and wood carving. Anyone living in Minnesota towns or rural areas could enter their work. Aaron Bohrod, artist in residence at the University of Wisconsin and internationally known painter of the

Midwest rural scene and Mrs. Ruth Stalle, widely known in Wisconsin for her work with rural artists were there to discuss problems with rural artists.

County Agents Name Officers

New officers of the Oregon County Agents Association and the Oregon Home Demonstration Agents Association are Jennie Clark, Hood River County, president; Frances Gallatin, St. Helens, vice-president; and Rizoph Douglass, Grants Pass, secretary-treasurer for the Home Demonstration Agents Association.

The county agents association elected Garnet Best of Enterprise, president; S. A. Jackson, Corvallis, vice president; D. L. Rasmussen, Salem, secretary-treasurer; and Cal Monroe, State 4-H agent, recorder.

Bend a Twig

THAT conservation can be successfully taught in rural and secondary schools with proper advance planning, is being demonstrated in Lincoln County, Mont., where extension workers are cooperating with school administrators, teachers, and representatives of county, State, and Federal Agencies.

Under the Montana conservation education law, Senate Bill Number 10, the teaching of conservation in the elementary and secondary schools of the State is now mandatory.

In Lincoln County the preliminary planning for the conservation education lessons now being taught was begun in March 1952. First, Mrs. Glessie Kemp, county superintendent of schools, featured Senate Bill Number 10, in the April issue of her monthly bulletin sent to all school board members and teaching personnel. Then the May issue of the bulletin contained another article on the subject prepared by Mrs. Lillian Peterson, State rural school supervisor.

Meanwhile planning on how the conservation lessons would be conducted in county schools was continuing. The final plan which was evolved and later adopted was the end product of much correspondence, numerous individual contacts, and many meetings. The basic plan of the program was proposed by Mrs. Kemp and Thaddeus Wojciechowski, Lincoln County extension agent. Then the plan was submitted to work unit conservationists, forest service personnel, soil conservation district supervisors, school superintendents, and others for approval and suggestions.

Program Presented for Teachers

The next step was to present a program at the county teachers' institute in September to acquaint them with the need for conservation education. At this time Winton Weydemeyer, chairman of the senate agricultural committee, presented the history and facts leading to the drafting of the State conservation education law. Howard Ahlskog, district

supervisor of the Kootenai National Forest, emphasized the need for forest conservation and watershed management, and Lewis Fuller, work unit conservationist, explained the organization and purposes of the soil conservation organization. Lastly Mary Moses, teacher at Fortine, described her efforts and results in teaching conservation for 2 years.

The conservation education program in Lincoln County groups 14 schools into five separate meeting places. A 3-hour program is presented at each meeting place at the beginning of each 6-week period to initiate the lesson for that period. For example, the meeting at the Eureka school is attended by pupils and teachers from schools at Glen Lake, Tooley Lake, and Rexford. In all, five such meetings are held in a 2½-day period.

The program being carried during the 1952-53 school year is as follows: First period, Organizing the program; second period, forest conservation; third period, wildlife conservation; fourth period, human conservation; fifth period, watershed conservation; and sixth period, agricultural conservation.

Cooperation the Keynote

County, State, and Federal agencies are cooperating in the program, and these include the U. S. Forest Service, State Fish and Game Department, Soil Conservation Service, Montana State Board of Health, State and county extension service.

After the group meetings are held at the beginning of each period, teachers carry on follow-up lessons in their individual classes on the phase of conservation discussed at the group session.

What do teachers think of the program being carried on in Lincoln County? Well, Mrs. Genevieve Kenclty of the Manicke school says, "Our school certainly receives many benefits from the study on conservation. My pupils look forward to each lesson and we enjoy every minute of it." Mary Lula Zimmerman,

teacher at the Stryker school, says that her school "has used the first two conservation programs as a basis for further school work."

A. D. Bowley of the Tooley Lake school believes that conservation could very well be taught as a basic subject and other subjects correlated with it. And Jack Gardener of the Trego school says that his school is putting out a yearbook with conservation as its theme.

In its conservation education program Lincoln County is seeking among other things, to provide motivation for youth and teachers to learn and to teach conservation of natural resources and to develop a conservation attitude in youth so that they as well as adults will become aware of the value of natural resources. It also attempts to educate young people on the need for community effort in conservation and to show the interrelationship between natural resources and the importance of using them wisely.

4-H Negro Electrical School

Twenty-five 4-H Clubs in Okmulgee County, Okla., with a total of 635 boys and girls, took part in the electrical 4-H schools. Several demonstrations were given to each club. Something was given to each member to work with. They worked on such items as repairing lamps, lamp sockets, iron and lamp cords, iron sockets, making splices, making connections of plugs and sockets and making extension cords.

Each club was shown how to identify each electrical tool. They, also, worked with wires of various sizes, according to D. P. Lilly, county agent. A kit was carried to each of these schools in order that the boys and girls might have something to work with. Each kit contained wire of different sizes, plenty of sockets, several knives, plenty of plugs and friction tape, extension cords, bulbs, fuses, screw drivers, pliers, snips, and other equipment. This equipment was furnished by the board of education of Liberty School. The boys and girls really enjoyed this phase of 4-H Club work.



Mrs. Eugenia VanLandingham.

THERE IS A vitality about Mrs. Van that makes her stand out in the group and makes you wonder who she is. Attending extension meetings in Washington or Chicago, you can pick her out by her lively interest in what is being said and done, either by the formal speaker or by her companions. She has a ready smile on tap and has an air of competence and well-being which should augur a good year for the National Home Demonstration Agents' Association.

Edgecombe County, N. C. has been her proving ground, and the results there are noteworthy. For example, the coordinated health program is making every rural family health conscious.

She came to the county in 1937 but the health program really got under way when the Extension Service and the State health department joined forces in 1945. The home demonstration clubs began to work closely with the county health department. The strength of the whole program lay in the unity of cooperating agencies. She is a native of North Carolina, and both her education and experience had prepared her to take successful leadership in this field. A graduate in home economics from Flora McDonald College in Red Springs, N. C., she spent one summer studying biology at the Woman's College of the University of North Carolina. Teaching home economics in Flora McDonald and the Barium Springs Presbyterian Orphanage, and serving as diet supervisor at Long's Sanatorium in States-

Meet . . .

Eugenia Van Landingham, who takes a position of national leadership as president-elect of the National Home Demonstration Agents' Association. She has proved her ability to stimulate action and organize to get things done in Edgecombe County, N. C.

ville gave her an excellent background for the home demonstration program.

The community health clinic in west Edgecombe is an achievement to which rural women point with the most pride. The five communities served joined forces to make it possible. They raised the money themselves without any aid from public funds. The clinic building was completed and equipped in 1950. The county health department services it a certain number of days each week, and the rural families come in for physical check-ups. The home demonstration clubs use the building for their meetings, and it serves many other community uses.

Health is not considered as a separate project, says Mrs. Van Landingham, but emphasis is placed on health in relation to proper nutrition, housing, sanitation, and immunization. The home demonstration clubs work closely with the county health department and the strength of the program lies in the unity of the cooperating agencies. In developing this unity Mrs. Van is an expert. Coordination is helped by the fact that she serves as chairman of the county Red Cross nutrition committee and secretary of the county nutrition committee among other key leadership jobs.

The county health leaders take much of the responsibility for the home demonstration program which gives 100 percent cooperation to all organizations interested in foods, nutrition, and health. Bulletins, materials, and equipment are lent to school lunchrooms. Basic Seven food charts are made available to teachers. Recipes and printed matter relating to foods and nutrition are supplied to any group or agency. Talks and demonstrations developed on health

and nutrition subjects are ready for those who can use them. The county quota in the polio and cancer drives was pushed over the top by the home demonstration clubs. Each club supplied five donors for the bloodmobile.

As a result of the activities, screens have been added to doors and windows, water systems have been installed, gardens have been planted, and pantries stocked with health-giving foods. First aid and home nursing are subjects of active interest, and several hundred families have been assisted in caring for the sick and injured. Altogether, more than 1,200 families have reported some positive preventive measure taken to improve the health of the family.

The results are impressive, but the women of Edgecombe see much more to be accomplished in 1953. In addition to that Mrs. Van Landingham will help agents throughout the country through her ability to see what needs to be done, stimulate enthusiasm for doing something, and organize to get the job done.

● A life-long ambition—a trip to Europe and the Holy Land—is soon to be realized by EVA LEGETT, Mississippi extension specialist in consumer education, recently retired.

Miss Legett began her extension career as home demonstration agent in Greenville, S. C., in 1920. She went to Mississippi as home demonstration agent in Brookhaven in 1921, and later served as home agent in Jones and Newton Counties.

She joined the State force in 1929 as assistant poultry specialist. Then in 1944 she became consumer education specialist.

After Europe, she plans to devote her time to flower growing and fishing.

LETTERS FROM READERS

KOREA APPRECIATES

This morning's mail brought the February 1953 copy of the Extension Service Review.

I thank you very much for your using the picture and story of our 4-H Clubs in Kyonggi Province, Korea.

If you could send me 6 copies, I would appreciate it, and I know the Koreans would greatly appreciate seeing the writing about their club in an American magazine. This would help to increase the "Extension" snowball in Korea.

A definite effort toward the establishment of an Agricultural Extension Service in Korea is a Farm Leaders Training School which we are sponsoring with the ROK's. A total of 1,524 village leaders will come to Pusan in 7 sessions for 10-day training periods. On their return to their villages they are supposed to function as a county agent would.

Two jobs ahead of me are—setting up an agriculture and forestry exhibit in a quonset hut down in Pusan—the other is an UNCAACK demonstration forest—just like the procedure with the county council women in Arkansas, that we used years ago.—*Sincerely, Fred Shulley.*

MEMORIES ARE STILL VIVID

The February issue of Extension Service Review has been carefully read, some of it reread.

Perry G. Holden, still living in East Lansing, Mich. was agronomist at Ames, Iowa, before he was made State director (superintendent) of agriculture extension in the spring of 1906 [A year before I was made director (superintendent) in Ohio]. He had the demonstration farm idea and it worked out very successfully, as R. K. Bliss narrates.

Dr. Knapp usually visited at Ames, Ia., where he had once been president. Prof. Holden, still a correspondent of mine, has told me personally 47 years ago and in a letter that Dr.

K. usually talked with him about what has turned out to be agricultural extension.

Dr. Knapp was a remarkably well educated man—classical scholar. He had no doubt read Vergil's Georgics, Cato, Varro, and Columella, Latin writers about agriculture and improved methods among the best Roman farmers (See "Roman Farm Management" by a Virginia Farmer; the Virginia Farmer was President Harrison formerly of the Southern Railroad Company, himself a Latin scholar).

On one of his trips to Ames Prof. Holden suggested to Dr. K. that he stop in Holmes County, Miss., and see what County Superintendent William Smith is doing in boys' corn clubs (1906).

The land-grant colleges had their own agricultural extension committee with some very good thinking men, such as Kenyon L. Butterfield, who had much to do with formulating an extension law combining the activities of the States and the Federal Bureau of Plant Industry. Senator Hoke Smith, a Georgia lawyer, interested in vocational school agriculture was the very man to champion the bill in the Senate; Representative Frank Lever was interested in the same field and was also the very man to sponsor the bill in the House.

Last Friday I was 85. My memory has begun to show some of the effects of senility but even at that, happenings of 50 years ago are rather vivid.—*A. B. Graham.*

PROGRESS REPORT

We were very pleased to receive a copy of the Extension Review (February) with the article on Benedict farm. Since then, we have completed the first year's progress report. In the 25 years of my extension work, never have I had the opportunity of seeing a county motivated by a demonstration such as this one.

Mrs. Benedict has done an excellent job in redecorating her home.

It has been a great satisfaction to

follow the results on this farm, but the activation of the various groups in the county has been almost phenomenal.—*LaVerne N. Freimann, County Agricultural Agent, Whatcom County, Wash.*

KNAPP'S HOME TOWN CELEBRATES

It was fitting that the golden anniversary of Seaman A. Knapp's achievement should have been celebrated in Essex County, N. Y. Seaman Knapp was born at Schroom Lake and was brought up in Crown Point, both in Essex County, N. Y. The celebration began when radio station WGY, of Schenectady, broadcast its Farm Paper of the Air from the Essex County Agricultural Center at Westport. This February 26th edition was a memorial program in honor of Dr. Knapp and the Extension Service. The program was in charge of Don Tuthill. Prof. Cliff Harrington of Cornell University briefly told of Knapp's life. Harry MacDougal, an ex-president of the Essex County Farm Bureau reviewed the history of the Essex County Extension Service. Rev. Walter Whitney interviewed some of the charter members of the Essex County Farm Bureau, namely George West, John Murdock, V. I. Alden, Harry Sisson, Robert Phillips, and Ed. Barker.

On behalf of the Director of New York Extension Service, L. R. Simons, Harrington presented Mrs. Charles Phelps, president of the Essex County Farm and Home Bureau and 4-H Club Association a scroll commemorating Dr. Knapp.

A more elaborate program was held in the evening at the Crown Point School. A dramatic sketch showing an old-time quilting bee and later a modern 4-H sewing club bridged the past with the present. This was enacted by home bureau units of Crown Point, North Hudson, and Port Henry and the Champlain Valley 4-H Club of Crown Point.—*Ray Bender, County Agricultural Agent, Essex County, N. Y.*

Have you
read.



CONSUMER PROBLEMS. Arch W. Troelstrup. McGraw-Hill Book Company, Inc., 330 West 42nd Street, New York 36, N. Y. 458 pp.

● In this well-rounded consumer study (presented in the form of a textbook) the author gives his research and experience in the fields of psychology, economics, nutrition, child development, and health.

Every aspect of consumer experience is presented to the young reader. The first chapter deals with important problems which the student must face in making wise use of his allowance to provide his needs; the fundamental rules of banking, and the elementary study of business practices as they affect his daily living.

Progressively, following the discussion of personal finance problems, the author has introduced such topics as premarriage planning, the consumer problems of young married people, and the preparation for life through the early and the more advanced stages, even into retirement, and the legal intricacies of estate planning and making wills.

The chapter on "Money and Marital Happiness" contains excellent advice to young people who accept the modern version of marriage where both husband and wife are wage earners in order that they may meet the high living costs of today's society and plan together for the establishment of a family. A serious discussion of when the woman should work and when it is better for her to give up outside employment will be most helpful to those young persons who seek reliable guidance on such matters.

The author lists Federal, State, and municipal aids available for the protection and guidance of consumers as well as private aids given by commercial concerns. A carefully selected bibliography for student reading adds much to the value of this text-

book.—*Helendeen H. Dodderidge, Production and Marketing Administration, USDA.*

VEGETABLE GROWING. Second edition revised. James S. Shoemaker. John Wiley & Sons, Inc., New York, 1953, 515 pp.

● Much of the new information that is becoming available in this rapidly changing subject has been incorporated in this thoroughly revised edition. The first edition appeared in 1947. Chapter 1 on vegetable seed production is a valuable one as it describes in considerable detail methods of planting and handling the important vegetable seed crops—a subject not treated in many vegetable books. The body of the text is taken up by descriptions of each vegetable, including the potato and the sweetpotato. A typical description covers such subjects as history, varieties, soil and fertilizer, time of seeding, spacing and seeding rate, tillage, irrigation, harvesting, storage, insect and disease control, and preparation for market. Some very fine information is given under these and other headings. It is not a marketing book but does cover handling up to the time the products leave the farm. Worthy of special mention are the frequent keys to aid in the identification of varieties.

The last chapter in the book, 17 pages, is on herbicides, insecticides, and fungicides—not enough to say very much about any one but, nevertheless, enough to give considerable concise information about the chief, proved ones. This book is a fine text for college or vocational agricultural classes. It is well referenced and indexed. It is also an excellent reference book for horticulturists, county agents, teachers, horticultural leaders, and vegetable growers.

The author is professor of horticulture and head of the Department of Horticulture, Ontario Agricultural

College, Guelph, Ontario, a position he has held since 1946. He is a graduate of Ontario Agricultural College and received his M.S. degree from Iowa State College and his Ph.D. from the University of Minnesota. He has taught at Ohio State University and the University of Alberta and is the author of at least two other horticultural books.—*R. J. Haskell, Coordinator, Garden and Home Food Preservation Program, U.S.D.A.*

THE WONDERFUL WORLD OF BOOKS. Edited by Alfred Steferud. Houghton Mifflin Company and The New American Library of World Literature, Inc., New York, N. Y.

● It's a book on books—no particular book, it just packs into small space the feelings of many book lovers. Sixty-seven different authors took their pen in hand to contribute to the book. These short pieces manage to preserve much of the pleasure and interest felt by those who attended the National Conference on Rural Reading more than a year ago and which sparked the book.

Looking through some early issues of the REVIEW recently, I ran across an article "The World of Books." It carried me back to my first field trip, when I met Elizabeth Moreland of Tennessee. Again, I felt the warmth of her enthusiasm as she said, "There is a world of opportunity in books. The power of books to give pleasure, to relieve monotony, and to stimulate thought cannot be overlooked." That was 20 years ago. Many have followed in her footsteps, and it is these book-loving extension workers who get the most pleasure in meeting these charming folk of The Wonderful World of Books.

Extension workers will find ideas and suggestions helpful in home demonstration and 4-H Clubs, in visits to rural families, and in taking part in community life. The book is available in two forms, an inexpensive paper-bound edition and a regular cloth binding. The inexpensive edition will be distributed widely for about 6 months. After that, it may be found in book stores along with the hard-backed edition—*Clara B. Ackerman, Editor, EXTENSION SERVICE REVIEW.*

About People...



● **MURIEL SMITH**, who developed the first home management projects in Nebraska, has resigned from the University of Nebraska Agricultural Extension Service. She had been home management specialist since 1924.

Miss Smith's first work in extension included writing circulars and preparing demonstrations on convenient kitchens to help women to make their household tasks easier. She presented the demonstration for leaders in many counties. She is the author of the article, *Program Material To Meet the Homemaker's Needs*, which appeared in the February 1952 Extension Service Review.

Miss Smith says there are two reasons why she always enjoyed her work with the Extension Service, working with sincere and loyal people in their everyday problems, and meeting the constant challenge for improvement to satisfy new needs and desires for homemakers.

● "Valley of Still Waters" is a 22-minute, color-sound movie. This movie was produced by the University of Nebraska's Bureau of Audio Visual Instructions. It outlines the steps necessary for a complete watershed program of conservation measures on the farm land, structures and practices for erosion control, water conservation, flood abatement, and recreation and wildlife development in the watershed development in the Salt-Wahoo Watershed. It was sponsored by the Salt-Wahoo Watershed Association.

The "Valley of Still Waters" movie explains the need for urban interest and cooperation in a program based on agricultural development but of benefit to the entire watershed community. Costs of the development are set forth and the distribution of costs are enumerated, followed by the estimated benefits. The movie is good pictorially and will have edu-

cational value in many areas of the United States.

Inquiry can be made for the use of this film to the Salt-Wahoo Watershed Association, Lincoln, Nebr.

● **LOUIS M. HURD**, extension associate professor in poultry at Cornell, retired March 31 after 43 years of serving on the extension staff. The author of two books on poultry, *Practical Poultry Farming*, and *Modern Poultry Farming*, he has also written many bulletins and articles for poultry journals.

The poultry specialist initiated a statewide fowl pox control program in the late 1920's and a pullorum control program in 1935. In 1944, he instituted time and distance studies of poultry chores.

He began extension work in 1910, became instructor in poultry in 1911, extension assistant professor in 1935, and extension associate professor in 1947. He was the poultry department extension project leader and chairman of the college's poultry committee in 1949.

Professor Hurd was assistant superintendent of poultry in charge of the production poultry and egg show at the New York State Fair in Syracuse for several years. He has been active in production poultry judging at the State fair, county fairs, and other poultry shows. He has also traveled widely, visiting poultry farms and experiment stations throughout the country, and at one time he lectured at Columbia University on poultry keeping.

When he retires, Professor Hurd plans to revise the book, *Modern Poultry Farming*, and also travel.

● **D. T. HAYWARD**, Columbus, Ohio, has been elected president of the Frank R. Pierce Foundation, which provides annual scholarships for advanced study in agriculture for outstanding county agricultural agents.

● **ENOS J. PERRY**, extension dairyman in New Jersey for 20 years, received the award for merit presented by the New Jersey Milk Industry Association on January 29. For 20 years, he has been extension specialist in dairy husbandry in the State. His work in cooperation with the U. S. Bureau of Animal Industry in the eradication of diseases of cattle, and with the youth of New Jersey in stimulating better dairying practices were cited, as well as his scientific contribution to the milk industry in the formation of the first cooperative artificial breeding association in the United States.

"As a direct result of his vision, determination, and enthusiasm, cooperative artificial insemination was started in New Jersey in 1938 and now embraces more than 540,000 herds with over 4,000,000 cows across the country, with a direct result of better and healthier cow population, and much greater milk production per cow," said William J. Russell, president, New Jersey Milk Industry Association, Inc., in presenting the award.



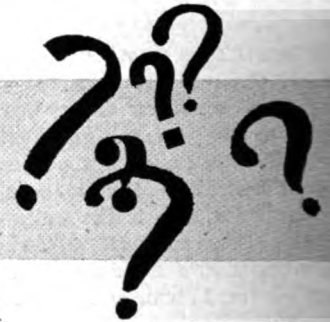
W. J. Russell and Enos J. Perry.

UNITED STATES
GOVERNMENT PRINTING OFFICE

DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**What Do You Know
About EXTENSION?**



A Quiz—Correct Answers at Bottom of Page, Upside Down

1. *May 8, 1953, marks the 39th Anniversary of*
 - a. The signing of the Smith-Lever Act establishing the Extension Service.
 - b. The appointment of the first county agent.
 - c. Seaman A. Knapp said, "What a man hears, he may doubt. What he sees, he may possibly doubt. What he does himself, he cannot doubt."
2. *Who signed the Smith-Lever Act?*
 - a. President Abraham Lincoln.
 - b. President Kenyon Butterfield.
 - c. President Woodrow Wilson.
3. *How were the responsibilities for extension work between the land-grant colleges and the U. S. Department of Agriculture determined?*
 - a. A gentleman's agreement.
 - b. The Smith-Lever Act.
 - c. A written agreement.
4. *How is county extension work financed.*
 - a. Equally by Federal, State and county appropriations.
 - b. Largely by county government.
 - c. Varies by States.

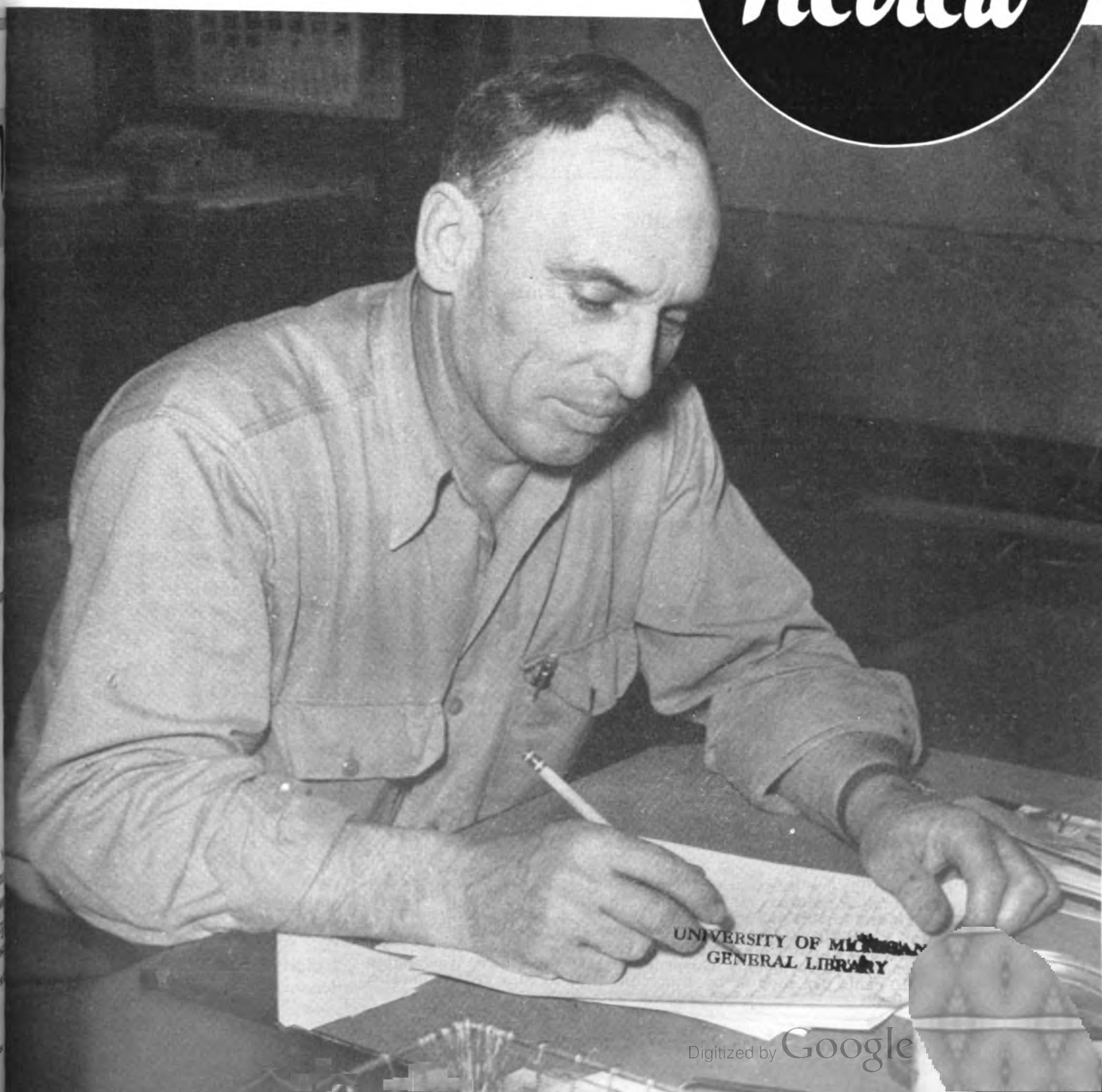


Answers: 1. (a) 2. (c) 3. (c) 4. (c)
These and other interesting facts can be found in the Spirit and Philosophy of Extension Work. The book may be purchased from The Graduate School, U. S. Department of Agriculture, Washington 25, D. C. Further information can be obtained from your Director, or see September 1952 Review, p. 156.

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JUNE 1953

FRANK SVOBODA, agricultural agent
in Renville County, Minn. See *"That
Grand and Glorious Feeling,"* page 107

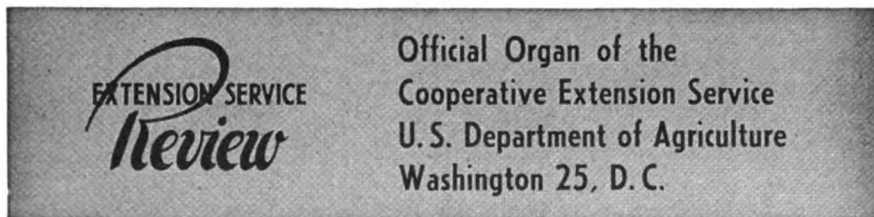


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Ear To The Ground

- Page**
- What is the agricultural policy? Secretary Benson has given a concise and understandable explanation to Department people, which you can read in "This We Believe" in the next issue.
 - As aforementioned, television will be the order next month. St. Augustine, that wise old monk, had some good ideas on how to communicate with his fellow men and get the desired results. His ancient formula looks as though it might work even in something as modern as television. Read it next month and try it out.
 - The "cover girl" will be Miriam Kelley, known in extension circles as a TV "natural," the idol of housewives with marketing problems, produce dealers with selling problems, and the kiddies who want to see what gadget she uses next. All these things are expounded in her article.
 - As a sample of what a TV-minded agent can do in reaching people, read about A. B. Jolley and his Dallas, Tex., program. It must be good, because before the article could break into print, we got the news that he had become agricultural director for the radio and TV station on June 1. Well—an extension-minded TV director or a TV-minded county agent—each serves the interest of the rural people.
 - A national project in agricultural communication is being set up at Michigan State College with the cooperation of land-grant colleges. It should furnish Rx. for agents with a weakness in mass media.
 - If such special issues are found helpful, others can be planned. What subjects would you like to see covered? What about marketing or program planning?
 - Secretary Benson recently said: "I have pledged to myself that I shall not knowingly be outdone in cooperative attitude by anyone in this Department. It seems to me that since I want your cooperation, I must if possible outdo you in extending mine." We echo this pledge.



VOL. 24

JUNE 1953

NO. 6

Prepared in Division of Extension Information

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CLARA BAILEY ACKERMAN, *Editor*

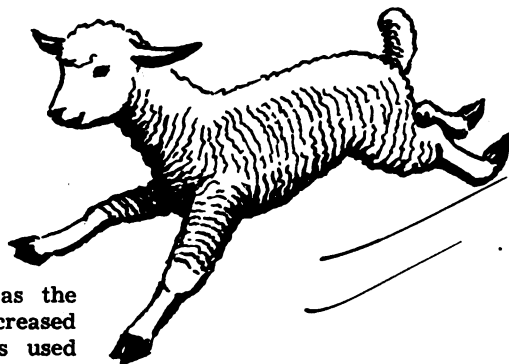
DOROTHY L. BIGELOW, *Associate Editor*

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Extension Service Review for June 1953

That Grand and Glorious Feeling



Of all the compensations that come from agricultural extension work, it's hard to beat the feeling that one gets from seeing his educational efforts with youth bear fruit.

That's the feeling that Frank Svoboda, agricultural agent in Minnesota's Renville County, might well be experiencing these days. Minnesota State staffers are pointing with pride to the record that has been compiled in 9 years of the 4-H and Future Farmers of America western lamb project under his leadership. Frank, incidentally, is a real veteran of extension work. He has been agricultural agent in Renville County since March 1927. Before that, he served a couple of years in North Dakota.

Records show that the lamb project members in Renville County have done a progressively better job of feeding their lambs each of the 9 years. Death losses this year were the lowest, and gains were the highest. The percentage of prime lambs was high.

Perhaps most important of all, the project again this year was a source of valuable lessons in lamb feeding and handling. Svoboda didn't neglect to drive home these lessons in his report to the project members.

The members' records show, he pointed out, that there is no substitute for feeding and care. Vaccination for overeating is helpful but not a cure-all. Starting the lambs on feed gradually, watching results closely and then increasing or decreasing the feed in keeping with the animals' response and performance in the feedlot was found on the basis of the best records in the project to be the only dependable method of handling the lambs.

Specifically, the results of the year's work show:

Three lots which were self-fed chopped alfalfa-grain placed close to the top. This method is good in-

surance against overeating, as the grain in the mixture is increased gradually. One of these lots used corn-screenings for the grain in the mixture, reducing the cost nearly 50 per cent. A member who tried feeding corn-screenings alone did not do so well.

Another member fed ground corn alone as the grain. Gains by his lambs were pretty good, but the added cost of grinding did not justify itself on the basis of final results.

In counseling the young feeders, Svoboda was careful not to omit mentioning some of their shortcomings. Either too much speed or too much delay in getting the lambs on feed could and did cause setbacks on the road to turning out good market animals. The result of rushing the job was foundered, sick, or scouring lambs, which lost valuable time in the feeding period. Lots which were started too slowly showed the efforts of being kept on short feed too long, when they could have utilized more.

The young feeders' experience showed, too, that pouring grain in the bunks and good alfalfa hay in the racks at the same time may not be a paying practice. A sheep is well designed to handle roughage, and sometimes it will eat hay in preference to grain, Svoboda noted. The animal may, for example, fill up on the hay and neglect the grain. The more alert among these young feeders dodged this hazard by feeding grain alone in the morning and feeding the hay in the afternoon.

Tied in with this aspect of feeding was a lesson-learned-by-doing on the subject of feed-bunk space. The project members could see that even if the grain was sufficient, the lambs crowded out at the initial stand didn't return when room became available.

Comparisons between members demonstrated the fact that lambs

don't like dirty grain, hay or water. The best feeders in the project kept feed bunks clear of the ground to avoid having the feed trampled and they cleaned troughs and water containers daily.

In his summary of the year's work, the Renville agricultural agent counseled the youngsters to get acquainted with their lambs, to handle them gently, speak to them softly and avoid frightening them in any way. "A contented, happy lamb will fatten more easily than a wild one," was the motto he urged them to keep in mind.

County Agent Svoboda reports that he received "wonderful cooperation" from vocational agriculture teachers and businessmen of the county. The 54 exhibitors showed 1,023 lambs. Only 13 died.

The 1,023 lambs exhibited included 883, or 86.34 percent, grading AA. Lambs grading A totaled 112, or 10.85 percent.

The lambs averaged 64.2 pounds at the start of the project. They were fed an average of 109 days, with an average weight per lamb at sale date of 102.4 pounds. This meant that the average daily gain per lamb was 0.339 pound and the average feed cost per pound of gain \$0.155. They sold at an average price of \$22.88 per hundredweight.

Pens of lambs grossed \$22,094.05 and individual lambs grossed \$2,757.91. Total feed cost for all lambs was \$5,925.93, and total purchase price of the lambs amounted to \$18,217.76. Total cost of lambs and feed was \$24,143.69, with the cost of lambs and feed averaging \$23.60. The lambs sold at an average price of \$24.29 per head, giving an average profit above feed per lamb of \$0.69 on a declining January market.

The Office Family Conference

THE OFFICE family conference called whenever necessary, but at least once a week, is practically indispensable in the opinion of the extension staff in Labette County, Kans. Each member of the staff has a desk calendar which is put on the table at the weekly conference. All discuss the events coming up in the near future. The secretaries and agents then have on their calendars just what responsibilities each will assume on a given date and thus are in a position to be of greater assistance to each other and to the public. This, also, prevents duplication of effort, according to Agent Russell C. Klotz.

Such things as planning the Labette County Fair are handled in this way and everyone understands who is going to order the ribbons, who arranges for judges, who takes care of the evening entertainment—for they all have been discussed and definite assignments made together at the family conference.

Recently the campaign to get the entire office staff to visit all 4-H Clubs in the county during the year has been a feature of the county program. This gives everybody in the office an acquaintanceship with 4-H Club members and their parents. When they come into the office, they will be recognized and more effective help can be given. The entire staff are also more familiar with the county 4-H Club program and can help the club agent. When all are visiting different clubs the family conference is needed at least once a week to decide who is going where, when, and in whose car.

The staff has a gentleman's agreement that when a special program is underway, the one responsible can assign duties to other members when he needs help. For example, the home demonstration agent is assigned the responsibility of getting



(Left to right:) Barbara G. Brader, secretary; Russell C. Klotz, county agricultural agent; Joseph B. Turney, county club agent; Ruby Fay Reed, secretary; and Mrs. Grace A. Mayginnes, soil laboratory technician, hold one of their weekly office family conferences. The home demonstration agent was unable to be there.

a meal served by some group for a livestock tour the agent is conducting, or the club agent assigns other members of the staff to be in charge of various events at Spring 4-H Club Day.

The staff is made up of County Agricultural Agent Russell C. Klotz; Home Demonstration Agent Mrs. Faye E. Vice; County Club Agent Joseph B. Turney; Soil Laboratory Technician Mrs. Grace A. Mayginnes; and Secretaries Barbara C. Brader, and Ruby Fay Reed.

Mr. Klotz feels that it is important to have all members included. For

example, the secretaries receive the 5,000 callers and answer a similar number of phone calls each year. For greatest benefit to the general public, their qualifications and work are important and exacting—they need all the help and all the information they can get.

We know we do our work more effectively through the family conference than if we made plans when we met each other accidentally in the hall and on the spur of the moment, said Agent Klotz. The conference is run in a businesslike fashion, but they say they all enjoy it.

Ideas Visualized

EVEN experienced extension workers can get some pointers on graphic presentation from the demonstration of a pair of Kansas twins who have visualized four different methods of doing farm business: individual, partnership, corporation, and the cooperative. The boys are 15 years old and have been 4-H Club members for 6 years. In the club they developed considerable skill in the techniques of the demonstration for they were judged the top dairy demonstration team at the Kansas State Fair last year.

Their next venture was a series of models and charts which showed how each type of farm business got its customers: what price was paid

for merchandise, where the capital came from; who got the profits, and what taxes were paid. It was a more abstract subject but they succeeded in simplifying and visualizing the ideas. After perfecting their demonstration, they appeared before the Shawnee County Farm Bureau, the Kansas Cooperative Council, and the American Institute of Cooperatives.

They personalized their talk by saying they were the third generation to do business with the cooperatives. Their grandfather had helped to organize the first elevator in Shawnee County. In summarizing, they dramatized a transaction with each type of business.

Exploring the Home Demonstration Trail

Mrs. Louise M. Craig, home demonstration agent in Pulaski County, Ky., describes her 3 months of traveling from county to county and State to State. As 1952 winner of the Grace Frysinger fellowship of the National Home Demonstration Agents Association, she was seeking some of the answers to problems of leadership training especially as it applies to civic affairs.

NO ONE MONTH'S study in a school or university could give such a varied and excellent cross section of home demonstration work as my study under the Grace E. Frysinger Fellowship in Wisconsin, Iowa, and Oklahoma. The women I met were anxious to tell me of their club activities and to learn about the women in my State. To the home agents I was just another home agent with the same aims, ideals, and problems. The State leaders and specialists were wonderful to help me learn all I could about their State's program and especially the phases which I wished to observe and study.

Any travel is educational and inspirational; it gives you an entirely new perspective, it refreshes you, recharges your batteries, so to speak. This certainly was true of this travel study. As I drove from place to place in my trusty 3-year-old automobile each day, I wished that every home demonstration agent in the United States might have just such an experience.

There are many similarities in home demonstration work in all the States I visited. We are all helping people help themselves by encouraging them to think and act for themselves so that they will have better homes and be better citizens.

In Wisconsin and Oklahoma I visited in ten counties, observed six leader-training meetings for women (attendance 98), seven local club meetings (leaders in action) (attendance 107,) five special meetings, council, planning, etc. (attendance 59) one district meeting, five 4-H club meetings (attendance 337).

I also had many conferences with State staff members and county and home agents. In Iowa I attended one

day and one evening of the Family Life Conference and had one day's conferences with the State extension staff members.

In Wisconsin the home agents and county agents cooperate in the studies of government. The women feel it is a worthwhile project—they feel that more stress should be placed on the how's and why's of taxation—how property is assessed. A conference of county and home agents who had conducted studies of government concluded that: (1) the project is a valuable one and follow up work in county government and other citizenship projects should be continued, (2) it is an excellent cooperative project for all members of the county staff to work on and we believe a county committee of interested lay people might be of value, (3) our teaching methods to date have not been as good as they should be. Teaching aids and devices are needed and agents must learn to use them effectively, (4) simplified and attractive leaflets and bulletins should be prepared in the State office for use before projects in other counties are carried out.

Good Ideas Everywhere

I gleaned ideas for program planning in all three States. A panel discussion proved an effective method in Winnebago County, Wis.—questions and answers in Waukesha County, Wis., and huddle sessions in Iowa.

Iowa does an excellent job of evaluating programs, even district meetings of extension agents. I was fascinated by the TV show, "Make a Dress TV" which had just been concluded. I was privileged to sit in

on part of the day's training for the 50 interviewers who were to make a survey of the results of this TV show.

In Tulsa County, Okla. I received some excellent ideas for exhibits. Kay County, Okla., explained a survey which they had made "to determine farm women who are interested in becoming members of a home demonstration club." The women felt it did much to strengthen their program. We are conducting a similar survey in my own county. I also received ideas for style shows.

Mrs. Leta Moore, extension specialist in family life, conducts her meetings with buzz sessions. She encourages long-time programs in family life. The Art of Growing Older is a project in a number of counties. Mrs. Moore told me that 66 of Oklahoma's 77 counties this past year had one to five family life programs.

Home agents in Oklahoma prepare material and leaflets and in both Oklahoma and Wisconsin they conduct many leader training schools. This requires much time and effort (one agent had worked nights and Sunday getting ready for training school and was giving 10 of the 12 programs scheduled this year.)

Some counties were carrying on so many different and varied activities in both adult and 4-H work, the question in my mind was, how thorough could this teaching be in each of these activities? Home agents in Wisconsin do not attend many local meetings. The home agent in one county where I visited in Oklahoma attends every one, the majority attend a few. Which is the most efficient and effective use of time?

(Continued on Page 117)

Some Tips on Administrative Effectiveness

HAROLD W. BENN, Assistant Dean
College of Agriculture, Wyoming

The practical ideas of the author stem from his studies in extension education and public and personnel management which brought him a doctor of philosophy degree from Cornell University in 1952.

DON'T skip this article because you aren't one of the few who have heavy administrative responsibilities. Are one or more persons under your direction? If so, you are an administrator—one who guides and coordinates the efforts of others. As such you can profitably give thought to opportunities for improving your effectiveness.

There are no sure-fire rules for administrative success, but there are some recognized principles which provide guides in examining procedures and policies. When judiciously applied in the light of a specific situation, they can make an administrator's job easier, increase the efficiency of an organization, and improve the morale and productivity of a staff. It is the purpose of this article to discuss a few of these principles.

1. *Is the staff "with you?"* Research has shown that people work most effectively when they are genuinely enthusiastic about their jobs and loyal to their organization and its leaders. Adequate salaries, satisfactory working conditions, and other material aspects are important, but additional factors may exert an even greater influence on attitudes and performance. Do the employees understand and believe in the purposes of the organization? Are there opportunities for them to participate in planning procedures and programs? Is there adequate delegation of responsibility and authority to carry on defined aspects of the work? Does recognition and commendation result from work well done? Are there opportunities for self-realization? These conditions are not always attainable; neither are they practicable for application to all

aspects of administration. However, the administrator who keeps these questions in mind and can answer them affirmatively most of the time may well find the results to be worth while.

2. *Does each person know his duties, responsibilities, and authority?* A clear and concise description of each position is essential to coordination and efficiency. An employee needs to know what he is expected to do, his responsibilities in the performance of his job and as regards the person who directs his work, and his authority to make decisions and supervise others.

3. *Is your unit organized for efficiency?* Analysis of the structure and procedures of an organization usually discloses possibilities for improvement. Time may be saved, costs reduced, and service improved through such changes as reassignment of work from one person or office to another, simplification of work, regrouping of positions, or centralization of service aspects such as accounting or purchasing. In small organizations, this analysis need not be complex, but it is a job too often neglected.

4. *Do you delegate work and responsibility?* Most of us find it difficult to leave details to others and to give staff members responsibility for specific phases of the work with authority to carry them on. An efficient administrator trains his staff on procedures, advises them on policies, and then leaves them to do the job to the best of their ability.

5. *Do you take time to plan?* Too often thoroughgoing planning takes place only as pressures necessitate such action. Periodically, the administrator should put aside the day-

to-day tasks, stand off for a look at the overall picture, and appraise possibilities for the future actions. For such an appraisal he needs to have as many facts as practicable, and on many matters he can profitably ascertain the judgment of others—fellow workers and representatives of the public for which he works. The alternative to sound planning is to drift along meeting the problems as they occur, but with no real progress toward established objectives.

6. *Is evaluation a part of your thinking?* Evaluation, like planning, is a job easily put aside; however, it is essential to efficiency. Evaluation is a process of measuring progress in terms of standards or objectives. An effective executive develops techniques to use in objective appraisal of an organization's efficiency. This process is much simpler in a factory where the unit cost of production can be precisely determined than it is in extension work where changes in human behavior are involved. In spite of this difficulty, extension administrators need to use such indexes of effectiveness as can be applied to the measurement of progress and as the basis for planning changes.

Does the above discussion seem too theoretical for extension administrators? If so, recall that these are "principles" offered to guide you to applications governed by factors peculiar to your own organization and situation. You yourself must decide the ways in which your activities can best be fitted to these principles.

The need for added recognition of administrative principles and their application to the Extension Service was pointed out by M. L. Wilson in the January Extension Service Review when he said: "The whole field of public administration in relation to extension needs much more attention, including developing the science and art of public administration applicable to its special problems."

Green Pastures Flourish

S. C. STRIBLING

Agricultural Editor, South Carolina

South Carolina farmers are very much interested in pasture improvement. This is shown by the large number of contestants and the keen interest in the 1952 county, district, and State pasture-improvement contests, and by the splendid attendance at the meetings and tours at which winners were announced and prizes awarded. That the interest has been turned into action is shown by the ever-increasing "Blanket of Green" which is spreading over the State.

C. T. Smith, successful Newberry County dairy and livestock farmer and leader in forage crop production and pasture management, was the 1952 State winner. Hannah Brothers—Ed, Jake, and Charles—outstanding dairy farmers in Abbeville County and State winners in the 1952 corn contest, were second-place winners in the State pasture contest. District winners in each of the three extension districts were also named and awarded prizes.

That the interest in this contest

was keen was shown by the fact that 330 farmers from 40 of the 46 counties of the State entered the contest and that more than 450 farmers, agricultural agency workers, and representatives of farm groups and commercial organizations were present at Mr. Smith's farm on March 26 to witness the awarding of the prizes and to tour his farm and study his pasture and forage crop program.

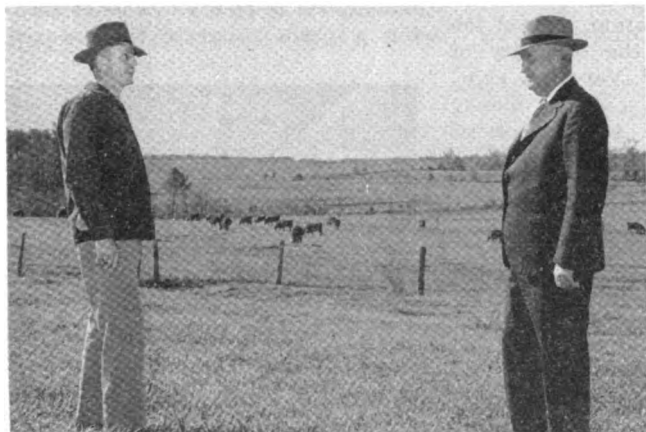
The 1952 statewide pasture contest was conducted by the Extension Service with the American Plant Food Council, the South Carolina Seedsmen's Association, and the Farmer's Cooperative Educational Association as sponsors. Points considered in selecting the winners were land utilization, adequate seasonal forage, effective use of plant food, pasture management, quality of pasturage, hay and silage, and progress made during the contest year.

In addition to the statewide contest district, green pasture contests were conducted by the Extension Service in cooperation with other

agricultural agencies in each of the three extension districts with different sponsors and with different emphasis and approaches.

In the 1952 Pee Dee district contest emphasis was placed on establishment of new summer and new winter pastures and on pasture management. For the district as a whole, winners were selected and prizes awarded for the establishment of new summer and new winter pastures. County winners were selected and prizes awarded for the management of old winter and old summer pastures, and in all-round grazing. The contest was sponsored by a morning paper of Florence. It was the first of the district contests and was started in 1949. In the early stages of the contest emphasis was placed on establishing new pastures. As the contest progressed pasture management was included, and in 1953 the utilization of both old and new pastures is being stressed. Special emphasis is being put on their use in hog production, including a ton-litter contest to emphasize the economy of using grazing crops along with a grain for growing hogs.

In the Savannah Valley district contest district prizes were awarded winners in the new winter and new summer pasture phases of the program. County prizes were awarded
(Continued on Page 117)



C. T. Smith of Newberry County, first prize winner in State green-pasture contest, talks things over with Paul B. Ezell, county agent. Judged on land utilization, adequate seasoned forage, effective use of plant food, pasture management, quality of pasturage, hay and silage, and progress made during last year, he received 1,970 points out of a possible 2,000 points for a perfect job. Veteran County Agent Paul Ezell states, "This farm is an outstanding example of things that can be done by intelligent management over a long period of years."



Hannah Brothers—Ed, Jake, and Charles—winning second place in the State pasture contest received 1,955 points out of a possible 2,000. Agent L. H. Bull (right) says of the Hannah Brothers' method: "They believe in using enough of the right kind of fertilizer and I think this is one reason for the wonderful pastures they have. In addition to using plenty of fertilizer, they have three ponds from which they irrigate. Irrigation is in its infancy in the South, and the Hannah Brothers are leaders in the use of this new approach to crop and pasture production."



One goal of this 4-H Club member is to get bigger eggs.



One of the first 4-H members receives an official club banner during the inaugural meeting in Taoyuan.



These pigeon houses built and constructed by

4-H Clubs Thrive in Formosa

ON TAIWAN, FORMOSA, today a new development is opening a bright vista of social and agricultural education for the island's one million rural young people, reports the Mutual Security Agency there. In 5 months, more than 3,600 students in seven agricultural schools and 1,700 young farmers in 88 villages have already joined the "Sze Chien Hui," similar to the 4-H Clubs of America. As in the United States, the four-leaf clover with the letter "H" on each leaf is coming to represent a chance for young farmers here to make a strong contribution to their country's future.

Taiwan's first "Sze Chien Hui" was inaugurated on October 14, 1952, under the sponsorship of the Provincial Departments of Education and Agriculture and Forestry cooperating with the Chinese-American Joint Commission on Rural Reconstruction. Seven agricultural schools—in Chiayi, Minhsiung, Taichung, Holi, Taoyuan, Chungli and Ilan—were chosen as the first demonstration centers and the movement has since spread to 88 villages and 4 townships.

4-H Club organizers build on a solid foundation in each new locality. First the support of local

community leaders is secured. Then the 4-H enthusiasts explain the purpose of the clubs to local young people and their parents. Youthful farmers can join the movement only if their parents approve.

Surveys made by club workers reveal the problems faced by young people in Taiwan's rural communities today; including the desire to continue their education, lack of job opportunities, and the difficulty of earning a livelihood. Very few complained of lack of spending money or recreation. The surveys reveal that, while the average young farmer has very definite ideas about the type of farming—poultry, hogs, goats and so on—in which he is interested, he wants to know more about latest methods of plant pest control, public health methods, paddy fish culture and related subjects.

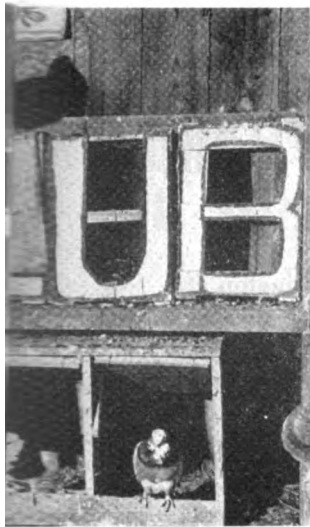
While the "Sze Chien Hui" teach democratic fundamentals, they are strictly non-political. Helping young people to become better, stronger individuals, citizens, and farmers—that is the sole purpose of the movement.

Members of the "Sze Chien Hui" are proving to themselves what can be accomplished. One member of one group has built several sheds and

ovens and are now producing and selling 100 bottles of beancurd milk and 60 beancurds daily. They are making enough to cover all their school expenses. An 18-year old member just broke production records by harvesting 121 pounds of mustard from 10 square metres of land. One "Sze Chien Hui" group, raising fish in paddy ditches is earning a profit equal to that of two



One of the first clubs met on October 21, 1952, jointly by the Provincial Department of Forestry and the Joint Commission on Rural Reconstruction. The 4-H movement now numbers



U-B emblem were designed by Sze Chien Hui.



Raising better chickens is the 4-H project of seven Taiwanese agricultural schools and four village clubs.



With pride, 4-H member shows his rabbits.

rice crops grown in the fields.

Self-reliance is the key to movement accomplishments. One chicken-raising group designed and constructed their own modern chickenhouses, complete with trapdoors and wire screens. They built their own kerosene and electric incubators capable of hatching 240 eggs at one time. Working with their own hands, these youngsters are fulfilling their pledge.

"Sze Chien Hui" members carry out their work according to a carefully planned schedule. Performance is evaluated by individual work records compared with weekly work

plans. The work records of the pioneer Taiwan members show that they are conscious of their importance as producers in the island economy. They are being readied in spirit, mind, and ability to carry out their future responsibilities as adult citizens.

Among those responsible for this development is A. J. Brundage, for many years State 4-H Club leader in Connecticut and for the past year on Formosa. In a recent letter, he wrote:

"As a matter of fact, because in Asia a majority of the people live on

the land, I am becoming increasingly convinced that 4-H Club work, conducted on a democratic basis, offers the greatest hope for interested countries to become democracies.

"I am sure that unless rural youth of Asia do learn the democratic ways—and soon—that there are problems ahead which we do not like to think about.

"The greatest field for 4-H Club work in the world is here in Asia. With wise help and encouragement from the West, Asia could rapidly become the 4-H center of the world."



A 4-H Club builds a model garden near their school. At the present rate of expansion there will be a 4-H Club in each of the island's 316 villages within the next 5 years.



Experiments with pesticides on fruit trees have convinced these 4-H Club members that knowledge of modern farming methods brings bigger and better crops on the Island of Formosa.



R. M. Turner (left) accepts check to be used for educational materials for new settlers in the Columbia Basin.

A committee of extension workers in Washington State is making news in these days of cutbacks and the balanced budget. Its job is to spend \$7,500. That should be simple, you say. Surprisingly enough, the committee replies, it takes a lot of work to spend \$7,500, if you have to spend it wisely.

The Sears Project Committee, as this group of extensioners is called, is selecting visual aids and printed materials for extension work among settlers on the newly irrigated lands of Washington's Columbia Basin. The \$7,500 is a grant from the Sears-Roebuck Foundation to do this job.

Grand Coulee Dam and an extensive system of waterways is slowly turning a million acres of sagebrush into a sprawling patch of green. The first irrigation water was available in the spring of 1952. Some 400 new families are now on the land. In 3 years, if all goes well, 3,200 farm units will be available for settlement. The farm and nonfarm population in the Columbia Basin is expected to jump from a few thousand to as many as 60,000 people.

Development of the Columbia Basin presents the Washington Extension Service with its greatest challenge. The Basin is adapted to the raising of a wide variety of crops and livestock. It may ultimately boost Washington's agricultural production as much as 40 percent. The people coming to settle the Basin are modern pioneers who are well endowed with spirit, but lacking in know-how. At least a fourth of the settlers now on the land are farming for the first time. Barely

Modern Pioneers Get Helping Hand

DWIGHT M. FAIRBANKS

Extension Visual Aids Specialist, Washington

half of those with farming experience know the techniques of irrigation. Extension methods keyed to established, experienced farmers don't fit the bill in the Columbia Basin. The settlers need the rudiments—not the refinements—of their new trade. The information must be highly digestible so it can be applied without delay. The extension worker is much more than a purveyor of know-how; he's a leader in the battle against failure and discouragement. He knows that lack of knowledge causes poor practices. Poor practices discourage a hopeful farm family and lead to the loss—for a time at least of a highly productive farm unit.

The new settlers are now getting personal, on-the-farm assistance from a group of skilled settler assistance workers sponsored jointly by the Washington Extension Service and the Bureau of Reclamation. These workers are doing their best to modify the tried-and-true extension tools to meet the needs of the laborers, artisans, and shopkeepers now learning to farm the Columbia Basin. But they can't do the job alone.

Here's where the Sears Project Committee comes in. Committee chairman is R. M. Turner, assistant director of extension. Extension staff members on the committee include one State extension agent, the agricultural engineering specialist, and agents representing the four major Columbia Basin counties. In keeping with the close cooperation of the Bureau of Reclamation and the Extension Service in all phases of the Columbia Basin development, a reclamation staff member also sits on the committee. Another committee member is the director of the Audio-Visual Center at Washington State College. Secretary of the committee is the extension visual aids specialist.

At its first meeting in January, the committee began by listing the major fields of activity in agriculture and home economics in the Columbia Basin. This list included irrigation (structures and methods, effect on soils, erosion and drainage control), weeds, fertilizers and soil amendments, farmstead planning and arrangement, gardening, farm structures, farm machinery, and conservation practices. The committee took a second look at each activity and chose the educational tools most urgently needed. In irrigation, for example, the committee voted to produce a short publication patterned after USDA's "First Aid to the Irrigator." It also decided to have models built of such irrigation structures as wooden checks, border gates, and flumes. The entire list of projects for all subject-matter fields includes folios of black and white photographs; slide sets and other transparencies; mounted specimens, and exhibits. The committee also voted to buy a camera and other photographic equipment for the chief settler assistance worker, a table viewer for 2 by 2 slides for three of the county extension offices, and a badly needed slide projector for another county office.

The committee is primarily an advisory group. Production of the visual and printed materials, for the most part, will be handled by others. Except for the photographic and projection equipment, materials purchased and produced by the committee will not be confined to the Columbia Basin. The irrigation models, for example, can be used in other irrigated areas in Washington as well as in classrooms at the State college. The insect and weed collections, though representative of specimens found in the Basin, will have interest throughout the State.

Three Churches Put on a Community 4-H Fair

REV. RICHARD FRUEHLING, Le Mars, Iowa, as reported to E. J. Niederfrank, Extension Rural Sociologist, United States Department of Agriculture.

THE BIGGEST BROTHERHOOD 4-H Fair in the World"—that's what the 100 members of 3 rural Lutheran Church Brotherhoods of Plymouth County, Iowa, called it after this most successful experience last fall. It is a good example of what can happen when farm folk, through their churches and county extension services, set their sights on a challenging goal and work together to reach that goal.

The three brotherhoods which put on this event stem from Christ's Lutheran Church of Le Mars, St. John's Lutheran Church of Craig, and St. John's Lutheran Church of Akron, all of Plymouth County, Iowa. Farmers constitute most of the membership of these brotherhoods with the exception of several Craig businessmen.

Locally, the three congregations are usually referred to as the Craig, Grant, and Preston Churches, and the areas they serve make up one big community in Plymouth County.

The brotherhood 4-H fair was inaugurated by the Craig Brotherhood 3 years ago. Last year the Preston men teamed up with Craig in the project. This year Grant joined the other two.

These brotherhood men believe that 4-H work can strengthen the family, the church, and the community. They feel that their 4-H Fair demonstrates the interest of the men of the church in the youth of their community. It also offered an opportunity to build relationship between church groups, county extension services, and other similar resources.

Preparations for the fair began months ahead. A steering committee, consisting of three men from each Brotherhood, was selected. This committee met repeatedly. Under the leadership of the general chairman, Cliff Noble, they arranged for a time and place. They selected the men who were to supervise the calf weighing, the refreshment stand,

the calf barn and show, the tractor rodeo, the boys' and girls' demonstrations' and the flag raising.

August 13 was selected as the day for the fair. Preliminary preparations were made the morning of August 11. More than 60 Brotherhood men, dressed in working clothes, drove to the Craig ball park, site of the fair. Sleeves were rolled up. Saws hummed. Hammers beat a tattoo. The men did not have prefabricated materials, but before noon the calf barns and refreshment stand were ready for use. A half dozen power mowers purred as they shaved the outfield grass and trimmed the weeds along the road.

The local lumberman, John Schmidt, supplied poles and lumber. He said, "Boys, you don't need to pay for anything unless you break it." The lumber was handled with care.

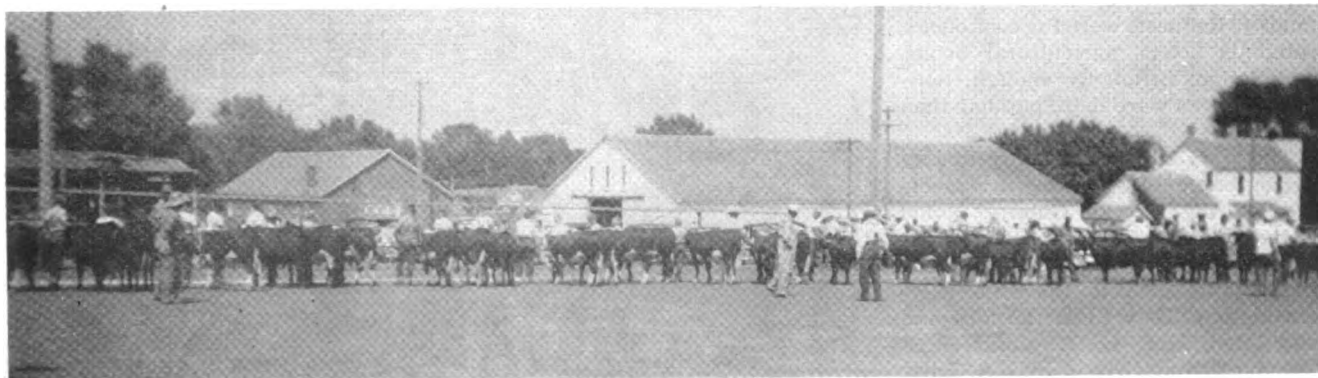
Then came August 13. Fair day! The weather was perfect. Brotherhood men arrived on the scene early. Trucks bearing the baby beef rolled up. Now men weighed and unloaded the young animals. The pens were filled with 37 topnotch calves.

Refreshments Were Good

The refreshment stand was well stocked. In addition to other delicacies in the stand, rows of pies were lined up. Such delicious pies! Each brotherhood member had persuaded his wife to bake two.

The calf judging began at 1:30 in the afternoon. The fact that the Janssen family of Craig walked away

(Continued on Page 117)



The beef calf judging.

Library at the Crossroads



There are books in the bookmobile to suit everybody's taste.

THE crowd at the crossroads in the small Clarke County, Ala., community gradually grew larger. Everyone was there for the same purpose and yet each had a different mission. Mrs. W. L. Finley needed to borrow a new cookbook; Mrs. Alma Phillipe, was interested in poultry; the 80-year-old colored farmer quoted Shakespeare, and 4-year-old Carolyn Finley wanted to see pictures of dogs.

Everyone knew just what he wanted. He was seeking either knowledge or entertainment. And each one left with his request granted.

This was the day the Clarke-Washington bookmobile visited the community. Requests were for cookbooks, religious books, agricultural books, and fiction. Strangely enough, non-fiction books were more popular than fiction.

The story of this traveling library began long before this day in a meeting of the Clarke County Home Demonstration Council. Lucile Burson, home agent, first presented the bookmobile idea to the club leaders in 1937. They liked the idea and appointed Mrs. C. A. Coats, Mrs. Vernon Cammack, and Mrs. A. Baize Fleming as a committee to work out

some plan of organization. They decided to sponsor a bookmobile, but first a base library must be established to feed the traveling library.

With \$100 donated by the clubs in the county, a Ladies' Birthday Almanac, and a set of encyclopedias, the Clarke County Public Library Service was born. Donations of books started coming in and soon the library committee found themselves with books, but no library. So Probate Judge Coma Garrett, Jr., offered the use of a small attic room in the courthouse, known as the "Crow's Nest." Club members made curtains, dug up shelves and turned the place into a presentable library.

But the library soon outgrew these modest quarters, and was moved to a small building which had served as a law office, storeroom for coffins sold by a local merchant, a gristmill, and finally a storeroom for the county tools. The tools were moved out and books moved in.

The library continued to grow, and by this time each home demonstration club had established a community library shelf. These neighborhood shelves began with only nine books each—three children's books' three technical books, and three fiction. But at last the club women were able to see their goal

of a bookmobile in sight. Through the combined efforts of the Grove Hill Community Study Club, the county commissioner's court, and dozens of other organizations, the Grove Hill Memorial Library moved into its new brick home in 1950. Now the base library was ready.

And in the spring of 1951, the Clarke County Board of Commissioners appropriated \$3,500 for a regional library service program. Washington County also put up \$3,500, and the Clarke-Washington bookmobile was a reality.

The Alabama Public Library Service, with Mrs. Lois Rainer Green as director, lent a truck to get the rolling library under way. The State gave \$8,000 a year for 3 years to buy more books for the library. The first year the Clarke-Washington library bought the bookmobile, and after 3 years it will be supported entirely by local funds.

However, there's little chance that the rolling library will fail to get local support. Long ago these far-sighted community and civic leaders realized that "reading people are growing people." And folks in Washington and Clarke Counties are confident that their rolling library service will continue to grow right along with the people.



The bookmobile stops at the country store in the Mount Vernon Community.

Churches Put on 4-H Fair

(Continued from Page 115)

with most of the honors in that division didn't bother a soul. Everybody knew that Donald, Marvin, and Della Janssen were feeding some of the nicest calves in the community.

After the baby-beef judging, brotherhood men were occupied in different sections of the grounds supervising the boys' tractor rodeo, the children's games and races, and the 4-H demonstrations.

Half a dozen men were busy all afternoon and evening in the refreshment stand. But they were not always the same six. They "took turns." Most of the work was rotated among the men and older youth. Usually one took care of fair duties while the other man went home and did chores or did something else at the fair. Several men were needed at the gate. The attendance was excellent, the county paper reporting, "An estimated 1,000 people attended."

Preston won the brotherhood tug of war. After out-pulling Grant, the big men from Preston overpowered Craig. Preston has three or four men as tall as King Saul of Old Testament fame. Muscular? You should see them!

The pastries which had been entered by the 4-H girls were sold on the grounds. No doubt about it, these girls are going to be able to cook as well as their mothers.

Various agencies serving rural people had been invited. They took note of the fair, and were impressed. John Maddy, local representative of the Soil Conservation Service, displayed various types of grasses that are used to prevent soil erosion on waterways. Marjorie Shelly, home economist for the Iowa Dairy Commission, gave a demonstration and showed motion pictures on the use of dairy products. Nearly 100 brotherhood wives and daughters attended the demonstration in the parlors of St. John's Church a few blocks from the fairgrounds.

The top teams of a four-team "Kids League" sponsored by the community played baseball at 5 o'clock in the afternoon. Their big brothers engaged a softball team

from the city later in the evening.

Those who ate their picnic suppers in the park across the road from the fairgrounds pronounced the setting perfect. This park is another project of the Craig Church Brotherhood.

The pastors of the three churches—Rev. Walther Schmidt, Craig; Rev. E. J. Beckman, Preston; and Rev. Richard Fruehling, Grant—directed operations over the public-address system. Also, around to lend a hand were County Extension Agents Arlie A. Pierson, James D. Nuss, and Mrs. Lola Stelpflug.

What are the values of a project such as this? You can't put your finger on all of them. But everyone left the fair with a smile on his face. Such fellowship! What cooperation! Our youth know their folks are backing them!

The people of Craig, Grant, and Preston feel that 4-H projects strengthen family ties. Many father-son farming partnerships exist in this community. The boys like their community and their churches. Many of the girls are looking forward—not to the city—but to a career as a homemaker on a local farm. They hope they can continue to be members of Craig, Preston, or Grant churches.

One man said after the fair, "Our best crop is still our kids."

Home Demonstration Trail

(Continued from Page 109)

Most extension people in every State seem to be rushing. I am wondering if home agents might evaluate their work, by simple methods decide what is really needed and concentrate on that phase or phases each year. Perhaps home agents should plan their time more wisely, leaving room for interruptions. I have a feeling many of us are living our work both night and day. Is that a good policy? Perhaps we need to delegate more work to leaders and even assistant agents.

I wonder if we could be to blame for our ranks being depleted and few girls being interested in the home

Green Pastures Flourish

(Continued from Page 111)

demonstration program. We rush and we talk about how hard we work and how much we have to do; is this good professional ethics?

I received a treasure chest of ideas to inject into my own program for years to come. I met such wonderful people and enjoyed every minute of this unique and rich experience. winners in each of the 15 counties in the district for all-round pasture improvement and management. The contest in this district was sponsored by seven commercial organizations of the area and the Farmer's Cooperative Educational Association. More than 1,000 farmers have competed in the contest in its 3-year history.

In the Piedmont district contest prizes were awarded county and district winners in both winter and summer phases of pasture improvement. Sponsors of this contest were four commercial firms and the county agricultural committees of Fairfield, Spartanburg, Union, and York Counties.

In addition to the district and State contests many counties of the State had contests featuring various phases of pasture improvement.

That South Carolina's Blanket of Green program, supplemented by the pasture contests, is getting results is shown by a summary of estimates from county agents which shows that 4,301,367 acres were devoted to grassland farming in the State in 1952. This is significant in view of the fact that only about one million acres were planted in cotton. According to the estimates 895,737 acres were in improved permanent pastures, 1,133,900 acres in unimproved permanent pastures, 80,900 acres in supplementary grazing, 636,737 acres in hay, and 227,116 acres were in grassland crops harvested for seed.

Other grassland acreages shown in the summary include 1,169,395 of small grains of which 881,100 were in oats; 475 acres in wheat; 47,050 in barley; and 55,700 in rye. Annual grazing crops included 562,115 acres, of which 350,920 were in annual winter grazing crops and 211,195 were in summer grazing crops.

Voluntary Hospital Insurance

Develops as Outgrowth of Community Improvement

S. R. WINTERS, a frequent contributor to many national magazines, writes for extension workers who have so often furnished him with good stories.

THE NEED for collective health security is not an emergency which developed overnight—nor did the plan of mass insurance for rural communities “just grow” like Topsy. The need is as old as time—the solution has evolved from man’s natural impulse to survive once he becomes aware of impending danger or disaster.

The case history of Haywood County in the hills of North Carolina is one of many now being written throughout the country—yet one which stands forth as a shining example and criterion of success to the hundreds of other rural communities lacking medical insurance and just now awakening to their need.

This county group hospital and surgical insurance organization fol-

lowed as a logical sequence to an agricultural program which dated from February 1949, when the Haywood County Development Program began moving under the banner “Better Living for Rural People.” This original program had 5 definite objectives, namely, (1) Increased per capita income for greater security, (2) improved educational opportunity, (3) finer spiritual values, (4) stronger community life, and (5) more dignity and contentment in country living.

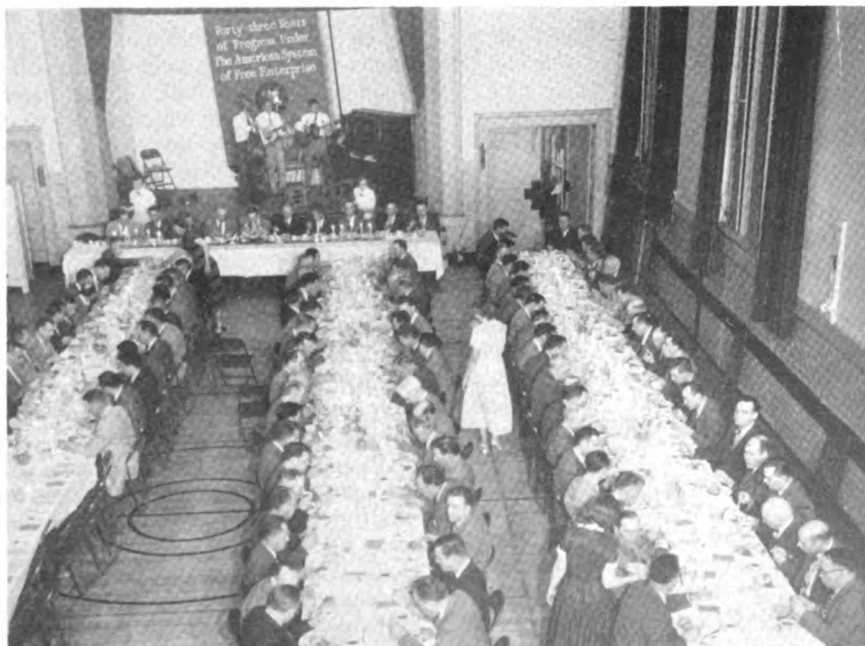
Wayne Corpening, former county agricultural agent, recognized “increased farm income” as the first necessity and used the slogan “increased production per person, per acre, per animal unit.” Six commissions were appointed to stimulate

increased incomes from burley tobacco, fruits and vegetables, dairying, poultry, beef cattle, and forestry. As a result, the income of Haywood County’s 3,100 farm families jumped to \$5,000,000 in 1949, with the prospect of further annual increase to \$7,500,000.

Other community achievements speak even more eloquently than the jingle of coin in the farmers’ pockets. These include improvements made in 1,700 rural homes; new playground facilities established for children and adults; 3,000 participants in athletic contests, singing and other forms of recreation; 300 voices in combined chorus at music festivals; 1,200 persons in attendance at fall and winter recreation contests between Iron Duff and Ratcliffe Cove communities; 400 farms in the county visited by 6,588 persons on 23 community tours; 156 persons on a 6-day tour of North Carolina, Tennessee, Kentucky, Indiana, Ohio, and West Virginia; 35 rural churches improved (\$40,000 expended on a single edifice); and beautification of virtually every cemetery in the county.

One Good Job Leads to Another

As a natural outgrowth of all this concerted effort and achievement, came the consideration of such problems as the relation of food to health; proper selection and preparation of food to provide adequate nutrition; and retaining maximum nutritive values of modern methods of conservation. Cooperation with agencies interested in the welfare of the physically or mentally handicapped, crippled, blind, deaf, or tubercular; aroused interest in health and sanitation; labor hours lost by reason of illness or injury; cooperation with county health department in positive



Good fellowship starts off the joint planning meeting of all the civic groups in Haywood County.

preventive measures; medical care, hospitalization, and health insurance on a voluntary basis.

This work, of course, required inspiring leadership, readily supplied by County Agent Corpening, and his right-hand assistant, Turner Cathey. It was Corpening's brain child—the responsibility of executing plans in detail rested upon the able shoulders of 190-pound 6-foot-1, Cathey. A graduate of Duke University, 13 years superintendent of a school district, farmer by avocation, Cathey could have been successful as a lawyer, doctor, or in any other profession, but he chose to live in Pigeon Valley and sparkplug the idea of helping his rural neighbors by fostering a vibrant community spirit.

The actual organization of the community insurance plan was comparable to a farmer breaking new ground for an agricultural crop or an architect drawing up blueprints for a new house. As a preliminary, out of the community development program already in full swing, a community chairman was designated in each of the 26 rural communities to ascertain if it were feasible to get group hospital and surgical insurance. A committee of seven chairmen constituted contact men with five or six insurance companies. These chairmen soon ran into defeatism, resulting in the elimination of all but two of the insurance companies. The board of Haywood County Commissioners then came into the picture, assisting the hospital board and representatives of the local medical society in holding a 4-hour meeting to determine what this blanket insurance should cover. Then the doctors and insurance representatives went into the various communities to explain—not sell—insurance. A representative of the insurance company also described the policy at a mass meeting in the courthouse.

Six to 8 months were devoted to organizing the 26 communities; the proposal was then submitted to Waldo Creek, commissioner of insurance for North Carolina, who not only approved the plan but offered suggestions to sidestep any technical difficulties or possible obstacles in obtaining the charter or papers of incorporation.

The "Special Group Hospitalization and Surgical Insurance for Communities in the Haywood County Development Program"—so styled formally—had been declared by County Agent Corpening to be purely local; that is, the people of each community were the ones to decide whether the project should operate in that community. The failure to register 75 percent support of the proposal in any community meant nonparticipation in the plan.

In unity there was strength of purpose and in getting cheap mass health insurance for each of the 26 rural precincts there was autonomous action.

Nearly 85 Percent Participation In One Community

There were 260 campaigners for the movement in Upper Crabtree alone; Mrs. Ralph Evans of Center Pigeon visited every home in her community in an effort which resulted in 84.6 percent of the rural citizens taking group hospitalization insurance. And so came into being one of the first organizations of its kind in the country.

At noon of June 10, 1951, the group hospitalization benefits went into effect at Haywood County Hospital. One maternity case stalled delivery on her baby from 11:30 till noon, thereby realizing \$100 on her rural community insurance policy. For days thereafter so many pregnant women flocked to this mountain hospital (there were 100 obstetrical cases in a 4-month period) the sponsoring insurance company declared that "Rural Free Delivery" had replaced the legendary stork!

Before the introduction of hospitalization insurance a young farm worker underwent a series of operations costing the county \$1,200 and his employer \$289. Now, all of the 5 families employed on this farm are covered by group insurance. The brand "charity patient" will soon be obsolete and a misnomer in the county.

A new sense of security settled in from cove to hilltop—the popularity of the plan echoes and re-echoes through the hills as subscribers com-

ment—"What helps some needy individual, stricken suddenly with illness or accident, rebounds to the benefit of the whole community." "Most people can't afford to get sick—this insurance sets no age limit, what helps one helps the whole community." "A previous state of health does not affect the benefits, nor is a medical examination required of a subscriber." "One of the best insurances any person could carry. Three dollars and ninety-one cents a month is no burden for the average family."

Contrary to popular belief, statistics show farm families are *not* healthier than urban families. Farmers, lacking the ready cash and hospital facilities available to city dwellers, postpone medical treatment and simple operations—sometimes with tragic results—in mortal fear of high hospital and medical bills. Now that black cloud of dread—(mortgaged homes, forced sale of property and stock)—is being lifted; these most worthy citizens are eager subscribers to the "prepaid" way of "suffering in comfort."

Good Neighbors

The Getchell 4-H Club of Valley City in Barnes County, N. Dak., is a neighborly group, according to Helen Winter, a member of the club.

The boys and girls clubs in Getchell township with 26 members include the mothers, fathers, sisters, brothers, and local friends in their monthly 4-H meetings. Mothers of the members take turns as hostesses to the approximately 40 to 60 people.

"The boys meet in one room, the girls around the dining room table, the mothers in the kitchen, and the fathers in the living room," Helen says. When the 4-H'ers finish their club work, the whole group has a social hour. They have picnics, card parties, oldtime dances and community ball games. Recently the group staged a successful card party and pie social to raise money for the local boys baseball team. This 4-H Club is a vital force in strengthening family relationships in the community.

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EXTENSION SERVICE *Review*

JULY 1953



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Featuring Television

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Ear To The Ground

Page ● This is the television issue we have been talking about and working on for the last couple of months. Thanks to the many who have helped. We hope you will all like it.

123 ● Thanks also to the friends who returned the May "In This Issue," marking the articles read. The two most popular articles were "Scratching the Surface" and "It Happened One Night." It was encouraging to find that some folks read this column. We are also pleased that they used ideas from REVIEW articles.

124 ● 4-H Club leaders attending National Camp said they often saw this magazine on display in extension offices and occasionally heard articles discussed. This was also encouraging.

125 ● A new basic law for Extension was signed by President Eisenhower on June 26. You will be interested in Director Ferguson's explanation of the provisions, which modernize and simplify the legislation that authorizes extension work.

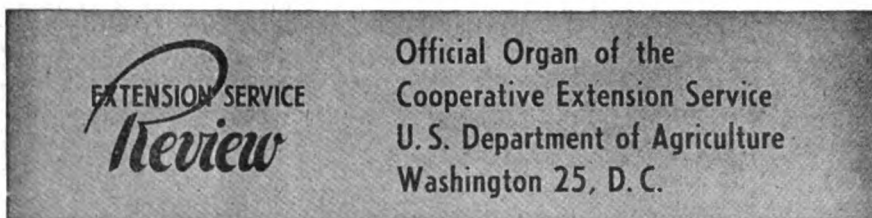
126 ● Mary McKee's forthcoming article on the Illinois 5-year room-improvement plan was mentioned at the recent National Home Furnishings Conference, where questions flew thick and fast. The answers will be yours next month.

127 ● The office secretaries among our readers get some special fare in August with good ideas dispensed by Mrs. Gene Ghanz, secretary to the home demonstration agent in Marathon County, Wis.

128 ● Speaking of home demonstration agents' offices, don't miss the description of the Essex County, N.J., quarters—modern in every respect.

129 ● On the cover is the picture of Mrs. Miriam J. Kelley, whose article appears on page 128.

130 ● Test your IQ (information quotient) on TV with this issue. What is a TV load for one agent? (answer on page 126). What does a TV program cost? (page 131). What does TV do to other extension programs? (page 143). How is a TV program different? (page 130).



VOL. 24

JULY 1953

NO. 7

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

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

CBA

Can TELEVISION Strengthen the Approach to Learning?

C. M. FERGUSON
Director of Extension Work



THE COOPERATIVE Extension Service faces the greatest challenge in its history—the challenge of putting research to work on individual farms fast enough to meet the needs.

Our research colleagues struggle to solve the many complex problems of farming, homemaking, and marketing. Science continues to cast light on man's problems. These lights come on one at a time. It is our job to beam each ray on the special local problems that face farm people.

On the shoulders of every extension worker there rests a great responsibility—a responsibility of effectively communicating important information to those who need it in a way which encourages action.

Let's Go Modern

This responsibility cannot possibly be met unless we make use of all the up-to-date information and all the new techniques available to us. I am delighted at the prospect of the new agricultural communications center being established at Michigan State College and reported in this number. It is an outgrowth of some excellent thinking and planning on communications by the American Association of Agricultural College editors.

The principles of good communications are not new as Rev. Daniel D. Walker so ably shows in his article. They have been known for many years, and well communicated by St. Augustine. The problem comes

in applying these principles through the various channels available to us.

Mass media channels are important. Out of every 100 families asked where they get their new ideas, 38 say newspapers, magazines, radio, TV, and other mass media. Extension agents use these methods of communication for two purposes: first to reinforce direct teaching; and second, to reach people not ordinarily available for face-to-face contacts.

The use of mass media channels is on the increase. For example, agents average 1.4 radio programs each week which is 4 times the number in 1945. The use of television is growing so fast that any figures will be out of date before they could be printed in this magazine. At the last count, 31 States had used television. Some idea of the potential audience is gained by the fact that nearly half of the United States families have access to TV programs. One county extension office alone is now reaching an audience of 50,000 through television.

Here's a Fresh Approach

Educational television provides an opportunity for a fresh and real-life approach to extension work—gives a new opportunity to use some of the oldest and best methods, such as the method demonstration and visual aids. Television gives to the extension worker a tool for presenting a demonstration to audiences that are hundreds of times larger than can be reached in person. TV use means

a more skillful use of the demonstration, as Dick Cech explains in his article in this issue.

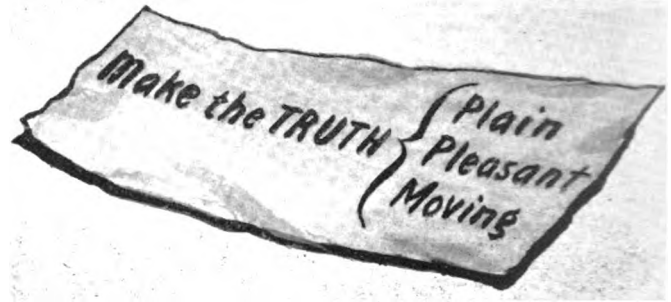
Televised demonstrations and visual interviews are the most usual type of extension TV program and the viewer-listener ratings show from 50,000 to 200,000 people on each program. The opportunity is knocking insistently.

Is the System Strained

The very nature of extension work puts a great strain on our mass communication system. How well is the structure standing the strain? Did the last meeting accomplish its purpose? Did the circular letter ring the bell? Did the radio talk bring in the expected response? Did the television demonstration inspire the audience to go out and do likewise? These methods, together with the bulletin, the news story, the poster, the movie, the slides—are all tools forged for use in making our work effective.

It is time to take an appraising look at all of our educational methods . . . both the face-to-face methods and the mass communication methods. Every method should be used with the very highest efficiency, but not in an isolated or independent manner. Each can make its best contribution if it is dovetailed into the county extension program and used to reinforce the other methods and to strengthen the entire approach to learning.

An Old Formula Throws Light on Modern Techniques



DR. DANIEL D. WALKER, Minister, Methodist Church, Corvallis, Oreg.

JUST NOW the subject of communication is in vogue. There is nothing really new about it, however. As a matter of fact, an ancient writer, St. Augustine, gave the best formula for effective communication that I know anything about. He said, "Make the truth plain. Make the truth pleasing. Make the truth moving." Let's examine these three rules he set down.

First of all, "Make the truth plain." The most important message in the world is a total loss if it isn't clear. Nevertheless, a disgustingly large amount of the stuff that we are expected to read or listen to is either vague, confusing, or completely baffling. It requires rigorous discipline on the part of a speaker to sweat it out in his study to decide exactly what it is he wants to say, and then to say it exactly. As someone has put it, "though I speak with the tongues of men and of angels and have not clarity, it profits me nothing."

Clarity comes from straight thinking. One can never get an idea over to others unless he has first of all clarified it in his own mind. "I know what I mean," someone will say, "but I can't express it." The answer to that is, "If you can't express it, then you don't know what you mean."

Precise outlining is another aid to clarity; it is tremendously important to say things in the proper order and with the right emphasis. This is true not only of a formal address but also of private conversation and letters.

Of paramount importance in outlining is the "propositional sentence." This is an initial statement of what

is to come so that the listener or reader is not left guessing. The propositional sentence in this article is the last sentence of the first paragraph. When you had read that you had a clear idea of what was to follow.

The same kind of thing should appear in other forms of communication. Take a telephone conversation, for example. How much we appreciate answering a call to hear a clear voice saying, "Mr. Anderson? This is Miss Smith in George Evans' office at the college. I am calling to see if you will speak at our annual banquet, September 9." Then she may go on to describe the nature of the banquet, the subject matter requested, and the length of speech desired. All of that information is easy to assimilate because she first specified what it was she was after. In contrast to that, a person might call and say, "Mr. Anderson? Will you be busy September 9?" Poor Mr. Anderson is on the spot. He has no idea what is to follow, and consequently doesn't know whether to make sudden plans to be busy or not.

Clear-cut Ideas Pay Off

Nowhere does the habit of carefully outlined ideas pay off more than in administrative work. Most people are willing to accept a responsibility assigned to them, if they can see clearly what it is. Often organizational activities fall down, not because people are unwilling to accept responsibility, nor because they are not interested, but because no one has given them a clear outline of what is expected of them.

The second word of counsel St.

Augustine gives is to "Make the truth pleasing." Many people fail in their communications with others just because they do nothing to make the situation a pleasant one.

It is important in this regard to approach people in a positive mood. Negative thinking is too common. But in the long run, victory lies with the positive thought, and defeat with the negative one. When Dwight Eisenhower first took over managing his presidential campaign, he called a staff meeting and said, that he wanted everyone, first of all, to wear "a ready grin." "Confidence," he said, "is required in any battle. I'm confident, and I want all of you to be confident. In Europe I sent some otherwise able leaders home because they went around all the time with long faces."

Rapport is another important element in making the truth pleasing. You have rapport with another person when you have learned to enter so sympathetically into his experience that you feel what he feels, and he knows you understand. When you have that kind of a relationship with an individual he is as ready to receive what you have to communicate as a thirsty man is to accept a glass of water.

We come now to the third word from St. Augustine: "Make the truth moving."

The British Prime Minister, H. H. Asquith, once explained why it was he went so often to hear Sylvester Horne preach, by saying, "He has a fire in his belly." People are ready to listen to someone whom they feel is really concerned about what he has to say. Those who are

(Continued on page 143)

Enthusiasm Lubricates the Program

DOROTHY JOHNSON
Information Writer, California

OUT HERE in California there's a weekly television program that's running on enthusiasm alone, or 90 percent so. Western Farm and Family is a weekly half-hour program of the University of California Agricultural Extension Service, presented by county farm and home advisers in a county that does not have an extension office.

The program started a year ago last March under most auspicious circumstances. KPIX supplied a producer, camera rehearsal time, and the 15 or so people it takes to present a television program. By a year later, economy measures had forced the abandonment of producer and rehearsal time, but still the program continues, and seems to gain strength as it moves along under its own steam.

First of all, it is a cooperative venture between the six counties surrounding San Francisco County, which has no Extension Service office since it has no agriculture. However, the station reaches all six counties. The programming is done every 3 months, when one person representing each county comes to the State office in Berkeley. Each representative brings with him or her the work the farm and home advisers will be doing in the county during the next 3 months that might be adaptable to a television demonstration. A schedule is then made on the blackboard, taking into consideration any major event or extension activity that will occur during that period. Then the program dates are filled in with the most interesting and timely topics from the assembled

group. Since the program is designed to appeal to the entire family, each half-hour includes some agriculture and some homemaking, with a liberal sprinkling of 4-H Club demonstrations throughout.

From here on most of the responsibility rests with the county staff members. Three weeks before a farm or home adviser is scheduled to appear, he or she sends an outline of the demonstration to the information office. If everything is in order, the outline goes to KPIX to be included in the script for that date. If the outline does not look like a good, sound, television demonstration with audience appeal, someone from the information staff goes to the county and works with the farm or home adviser in brushing up the demonstration.

The script outlines are assembled at KPIX and put into final form. The program includes a long-range weather report which shows highs and lows and wind directions on a specially lighted map. KPIX takes the complete responsibility for this section of the program. There is also a 4-minute news section devoted to highlights of the week in agriculture as they come over the wire, or introducing any special guests who may be in town that week. The announcer, Bob Tutt, is also supplied by KPIX and we'll make a farmer out of him yet!

With only one year under our belt, we are still learning every day about what makes a good television program. We have been told it is a relief to watch a motherly looking woman show how to make a simple dress for a little girl, rather than having her look like a charm school model. And our down-to-earth farm demonstrations have brought out all the yearnings of San Franciscans for that "little place in the country."

We also want to know more about whether or not our time is as well spent as it would be if we were doing something else in Extension. We're beginning to think it is, according to a survey we have just completed after our first year of operation.

Forty members of the California Extension Service appeared on KPIX
(Continued on page 142)



A California agent goes "visiting" by TV.

TV . . . a Good Way To Reach People

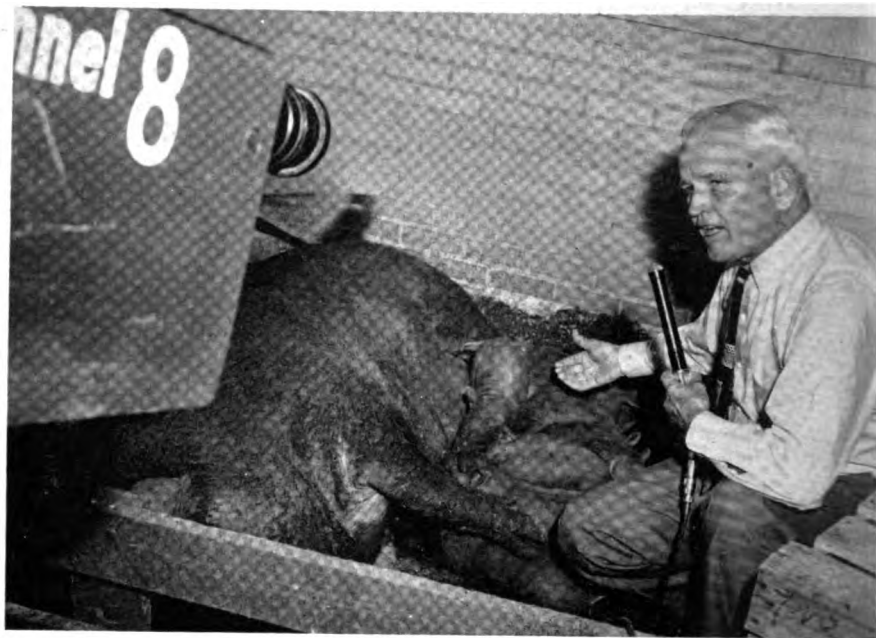
FRANCES ARNOLD
Assistant Extension Editor, Texas

TWO YEARS ago County Agent A. B. Jolley presented a 15-inmute television program in Dallas. Today he presents two 30-minute programs each week over separate stations.

"The County Agent" is presented each Saturday afternoon at 2:30 over station WFAA-TV, and "The Farm and Garden" program each Tuesday at the same time over station KRLD-TV. Both are 100,000-watt stations, extending more than 70 miles into northeast Texas.

To a newcomer in county extension work, two programs of this kind to be planned, rehearsed, and presented over important television stations in a rather metropolitan area, would be a staggering load. To Mr. Jolley it is a fairly easy method of reaching people with agricultural and homemaking information.

During the 32 years he has been in Dallas County, he has seen extension methods pass from the horse and buggy days to the use of extensive mass media. The telephone on his desk enables him to reach any person in the State he wishes to introduce on the program or any business establishment in Dallas, to supply the television station equipment or other needs for the specific program or demonstration. This is a much swifter means of communication than early ways of working with closely supervised demonstrations among the few who were progressive enough to "let one of the experts" come on the place. It is a visual, vital means of reaching into urban and suburban homes where agriculture means lawns, insects, and everyday problems of landscaping.



Real, live visuals are what Mr. Jolley recommends.

"I try to have people on the programs," Mr. Jolley says, "people who can tell about the interesting work they are doing in research, teaching, or Extension—and most of all I like to have the farmers themselves. After I get them loosened up in front of the camera and get them to talking about what they're most interested in, farmers make wonderful television speakers. They know what they're talking about and the people like that."

For instance he asks them a question like this, "What is this rain going to mean to you?" And since rain has been a much talked about and needed item in Texas the past year, the farmer immediately responds with an eager and sensible answer. Or, if it is corn, the man can pick up different seeds in his hands for the camera to show, and viewers can feel the farmer's familiarity with the subject and have confidence in his statements.

"Sometimes it is difficult with the research or specialist folks," Mr. Jolley continues. "I have to stop them by asking a simple question to get a down-to-earth statement about what they mean."

The programs are similarly planned and presented. They include people and subjects of interest to

agriculture and homemaking. During National 4-H Club Week, three assistant county extension agents presented 4-H Club members with demonstrations. Extension agents from counties in the viewing area also bring people for programs. Specialists are invited from the headquarters staff. Ideas for programs are not lacking, for Mr. Jolley's philosophy is that every person has an interesting story to tell about himself and his work or way of life. To get a neutral setting he encourages use of real props.

There are no rehearsals. He and the guests arrive at the studio about an hour before the telecast, he shows them around, explains the cameras, the background, and when the lights go on, helps the people get accustomed to them. The plan for the program has already been discussed with the program director, probably by telephone, so with a few last minute reminders the show is on the air.

Once, during the State Fair, he and the poultry specialist, Bill Moore, were on before they were ready, for the program had been changed to an earlier time. But with a few flutters of feathers from the chickens in the studio, one of the

(Continued on page 139)

Sorghum Day in Kansas

Concentrated Information for Press and Radio

ROBERT D. HILGENDORF
Director, Radio Station KSAC, Kansas

ONE of the knottiest problems facing Kansas farmers early last spring was what to do about the vast wheat acreage that would have to be abandoned because of crop failure.

Many of those central and western Kansas farmers had their whole year's stake in that wheat acreage. It was their only apparent chance for cash income during the crop year. Yet drought and high winds had so retarded the crop in many areas that they feared the probable yield would not pay the cost of harvesting.

The best answer, agricultural specialists of Kansas State College and the Kansas Extension Service said, was sorghum production. The sorghums—both grain and forage type—had bailed Kansas wheat farmers out of what appeared to be another disastrous year in 1951.

As the need for telling the sorghum story came more and more into focus, Kansas extension information specialists and radio farm directors of commercial radio stations in the area—notably Ed Mason of KXXX, Colby, and Wes Seyler of WIBW, Topeka—got their heads together. Out of a preliminary meeting came plans for a "sorghum day" for radio and press people. The meeting was set for the Fort Hays Branch Experiment Station on April 2.

Invitations went out from the extension information department to all of the radio stations and newspapers which covered the Kansas area affected by the poor wheat prospects. Extension agronomy specialists, superintendents of the other

three branch experiment stations in the sorghum area, and Kansas State College specialists were consulted and invited to attend.

When the conference got underway on April 2, most of the top sorghum authorities in Kansas were on hand. They included four branch experiment station superintendents with all of the members of their staffs who worked directly on sorghum problems, representatives of Kansas State College, and Extension Agronomists L. E. Willoughby and Frank Bieberly. There to collect all the information available on sorghum production, particularly as it applied to the 1953 season, were representatives of eight newspapers, two major wire services, two farm magazines, and eight radio stations.

In the planning stage, the big problem had been how to satisfy the different needs of press and radio representatives, and how to get the great mass of information on sorghum culture condensed and distributed to the radio and press in the short time available.

At a similar meeting a year earlier, mass recording for radio had been tried at the last minute, and the results were generally satisfactory. So, we decided to try it again with a little more advance planning.

Lewis Dickensheets, chief engineer of WIBW, Topeka, was asked to work out the engineering problems. Embert Coles, superintendent of the Colby Branch Experiment Station, who for many years has conducted a highly successful farm program on Station KXXX, was asked to serve

as interviewer and narrator for the sorghum series. With Mason, he outlined the series, selected participants for each program and listed tentative questions to discuss on each program. This outline then was sent to each of the interested parties for their suggestions. The result—when the day of the conference rolled around, we were ready to go radio-wise.

At 10 a.m., the "Sorghum Day" began. All the specialists and all the press and radio people gathered for a general session and press conference. Experiment station superintendents made brief statements, outlining the general wheat condition in their areas, the need for sorghum production to take up the slack, the varieties and cultural practices to follow in general. Then the meeting was opened for questions. By 11:30, the newsmen had their summary stories, supplemented by complete brochures on sorghum production, prepared in advance for each of the experiment stations by its personnel.

At 1 p.m., the radio mass recording began. Each radio man had brought his own tape recorder and magnetic tape. All of the other equipment was brought by Dickensheets and Seyler of Station WIBW. In the hallway between two offices, Dickensheets set up his control table. In one of the offices were Coles and the specialists for the first interview. Four mikes were arranged on their table, with their cables directed into a mixing amplifier on Dickensheets' desk. Eight bridging transformers were connected to the output of this amplifier. From this bridge, Dickensheets fed eight recorders which were set up in the other office.

Through this cooperative effort, nine 7-minute recordings were taped on eight separate machines in the short period of 2 hours. In other words, a little over 8 hours of actual broadcasting material was recorded to help inform midwestern farmers of latest procedures and practices for proper sorghum production.

Meanwhile, while three or four specialists at a time were making the recordings, the others were available for individual press interviews. The whole meeting was completed by 3:30 p.m.

Open the Door to **TELEVISION**

MRS. MIRIAM J. KELLEY

Extension Specialist in Marketing and Consumer Information, Kentucky

A CIRCUS CLOWN, a grouping of well-dressed Easter rabbits, an old fishing cap and a pole, a new magazine, a jack-in-the-box, or a carnival merry-go-round are hardly the expected parts of an educational program in food buying for television. But all those props have served as the opening "attention getter" for some seasonal program, the cues to finding the good food buys for the week.

Who is to say what is a good television program? It's the viewer who finally decides, the decision determined by how what is seen suits the mood, the needs, the interest, and the family. It's a matter of visualizing and talking to the one person at her set, the individual who is actually a composite of all the people you meet on the street.

Here is your cue to finding the ways for making a television program with an educational purpose become a habit with the person who controls the switches at the receiving end. Food buying is a pretty routine thing. Foods don't change much from week to week, but seasons for food and the activities of people do offer an opportunity for varying the pitch.

Our yardstick for measuring the merits of a television program covers all the same things you already consider good about any presentation of information to an Extension group. Information must be right, be timely, and should meet a need. You must show you know what you talk about, method of handling must be interesting. A television audience is different—much larger (we'd hope—there are figures to indicate that it can number in the thousands) but it is also probably one of the most personal and intimate ways of meeting a single person other than greeting her as she opens her front door or garden gate for a friendly visit.

Television must be informal. Remembering that you have not only

the competition of the viewer's busy life, but perhaps one or more network specialists in entertainment, the facts you present must not only be right, but somehow presented with some entertaining angles. Here are examples:

Last summer when the circus was in town, the food-buying program was opened with a tinkling toy merry-go-round. On the background was a life-size sketch of a clown (chalk-drawn on brown wrapping paper). Cues to good buys were taken from the sections of a whirligig, a popped balloon, the clown's hand. (Here is probably one reason why mothers tell us their children are such faithful fans and intelligent helpers on the weekly food-shopping trips.)

A jack-in-the-box was the cue to getting at the display of full crates of fresh produce used to show not only the products that were seasonal, but the quick method of handling, the produce that comes sometimes unexpectedly out of the box from the wholesale house.

At Derby-time, it's "take a tip from the horses and use a little horsensense at the market." The "runners" in the Food Buying Derby were homegrown produce just appearing on the market. The product that was doubtful in supply and quality was the "long shot" for the day, others were picked to "win, place, and show."

Visual devices serve two major purposes. They emphasize in printing or with a sketch the story that's heard; they serve as reminders to the performer the order for presentation. We use no notes, no written script. An outline is important to setting up the order of work, organizing the mechanics of the demonstration, lets the station director know how to plan his shots.

A rehearsal could probably improve some productions, but could also take away some of the informal-

ity, prevent the spur-of-the-moment insertions that can show the worker's human side. Time and station requirements should determine need for rehearsals.

Be prepared for the unexpected. An egg can be dropped, ask for another; a cameraman may plead for a pineapple bite, hand it to him (the viewer at home accepts it too as if offered to her and she becomes a part of your program). If something goes wrong, admit it. Everyone makes mistakes, they'll love you more because you've erred and admitted it. If time runs out and you failed to get signals, accept it. There will be another day.

Guests With a Story

Guests are good, but must have a story to tell. They bring a larger audience as they tell their friends they'll be on television. Guests need not be professional performers. Better if they are the "man on the street." Guard against getting into the comfortable rut of doing your programs alone when you have only yourself to plan with.

Steps in developing a program vary with the problem at hand. First, what is most timely for the week? If the show is one of a series, include the regular part as well as segments that attract attention. We always include important foods that are good buys for the week. In addition, there may be a cost comparison on buying green beans fresh, frozen, and canned; comparison in yield of edible meat from chuck roast, T-bone steak, and ground beef; comparative yield in food value from spinach, green beans, and cabbage. Another time it may be what you can expect from a head of cabbage in quality, food values, servings, and variety in preparation.

What about gimmicks? Sticking one's head through a framed tissue paper cabbage head may sound un-

TV in Michigan

dignified, but it catches and holds attention, helps to keep audience with you, if for no reason but curiosity. Some of our viewers have admitted development of interest in and use of the information only as a result of being curious to see how the program will be presented next time. Anything that moves, can be put on the wall, taken down, uncovered, or changed in appearance serves you well.

It's better to work a little too fast than give the impression that you are filling time. True, motion must be deliberate. But let your friend in the camera lens feel you haven't told all you know, there'll be more next time.

My secretary, who serves not only in that capacity, but as artist, idea developer, shopper, and "contact man" with many of our cooperators, always helps in setting up for the show. Most times she does not appear on the show, sometimes the camera catches her hands or her shadow as she takes away a tray. But Mrs. Shelton is known to the woman at home as "my helpful Gremlin," she's a part of every visit I make.

Television is a natural for presenting any kind of extension information, offers opportunity for reaching a vast new audience, both rural and urban. It helps bridge the gap for the person too busy to get to a meeting, brings in the ones who had been "cool" to participating in extension activities. Television can bring understanding between rural and urban families. In marketing and consumer education it has proved that agricultural products can be moved at times of peak production by giving consumers the know-how of selecting, storing, and using.

Television is not easy. You'll never be sure whether you do it well, but it is stimulating, makes you a better all-round extension worker. You'll probably not get over a certain fear before you go on a show, but once into it, you have one job to do, tell your story.

Open the door to television—you'll have fun exploring what is on the other side.



George Axinn, extension television editor at Michigan State College, pictured with Dairy Specialist D. L. Murray in the WKAR-TV studio during the presentation of "Country Crossroads," a half hour extension feature carried each week on six Michigan TV stations by kinescope recording. By the end of this year, WKAR-TV, under the direction of Dr. Armond Hunter, expects to be on the air with its own station transmission. General supervision and coordination of extension television with other media is under the direction of Editor Earl Richardson.



Student engineers concentrate on television picture quality in the control room of WKAR-TV, Michigan State College.



Creighton Knau, (left) farm service director at the Iowa State College station, and County Agent Aaron Bowman of Wright County discuss and demonstrate some features of grain storage on "County Closeup," a weekly program.

Demonstrations *with a Difference*

DICK CECH, Extension Information Assistant (TV), Iowa

TELEVISION gives a new, fresh approach to the conduct of effective tabletop demonstrations. Good television demands "show-how" with appeal. And a lot of extension demonstrations need appeal. The use of TV demonstration techniques can give your presentation that "appeal."

The demonstration always has been a "show-how" method of teaching. That's why it's so popular for TV productions in agriculture and home economics, particularly the latter. In 1952, more than 100 TV stations, producing 128 regular women's and home economics programs, depended on demonstrations alone or combined with other methods for 90 percent or more of the program productions.

However, the demand for demonstrations also has contributed to the illusion that anything demonstrable is "just the thing" for TV. WHOA!

Let's face it! The same tabletop demonstration you've used for years at county and township meetings is not necessarily "just the thing" for

TV. It has to be adapted. Why? Because of major differences in the two media.

First, there is a difference in the audience. You usually have an enrolled "captive" audience with a mutual and special interest at your subject-matter meetings. This audience comes to be educated.

By contrast, the TV audience is purely voluntary and one of very general interest. It subscribes to your demonstration or cancels it voluntarily by the flick of a dial. *This audience can walk out of your meeting!* And it does, occasionally.

Your job is to get its attention and keep it. How do you do it? By using "showmanship" and "salesmanship" that your more popular, successful colleagues use in attracting large crowds to their meetings, by doing the "showy," "catchy," "unusual," "appealing" things that not only get and keep an audience, but even entertain it!

Second, there is a difference in the

time element. In the subject-matter meeting the demonstrator usually is not pressed by a time limit. The demonstration is the meeting.

But time is an extremely precious commodity in television production. Those movements and explanations that take up too much time become expendable. You have to make precise plans for demonstration movements and dialog to fit your presentation to the time limit and to accommodate the cameras.

Third, there is a difference in the nature of the medium. Demonstrators in subject-matter meetings depend as much on telling what is happening as on showing what is happening, despite the inherent "show-how" nature of demonstration. It's necessary to do this so people in the 10th, 16th and 21st rows will know, at least, what's happening even if they cannot see all that is happening as well as the front-row audience. If someone in the 20th row missed hearing or seeing a step in the demonstration, he or she can ask a question about it.

By contrast, everybody has a front-row seat in TV. It is a closeup picture medium that "shows" rather than "tells." In TV you have to think, *first*, in terms of what you can show and how you can show it best, *then* how you can explain best what you are showing. You have to choose visuals and props carefully so they will convey a simple, clear message to everyone. Remember, this audience can't talk back to you. It has to get the message right away.

Good TV production of a tabletop demonstration demands careful planning and arranging of props and visuals in the demonstration area to eliminate the awkward "stoop," "squat," and "stretch" so often required either to bring in or remove demonstration materials. Extra movements and extra props not only distract the audience, but clutter up the closeup picture on the TV set. They realize you can't feed the audience educational material cafeteria-style. Good teachers think in terms of doing what will attract an audience and appeal to it. That's why GOOD teaching is GOOD TV, but it must be GOOD teaching.

City-Farm Extra

FRANK BYRNES, Agricultural Editor, Ohio

OHIO launched regular "network" television last October with a 15-minute program, CITY-FARM EXTRA, each Sunday noon at 12:30. It was started as a 13-week experiment, partially supported by Research and Marketing Act funds, on a three-station network. General interest prompted a second 13-week period on four stations. In June, a third 13-week series was completed on the original three stations.

Original objectives of the program were maintained throughout. These were, briefly:

(1) To teach a better understanding of marketing, its organization, costs, the various services performed, and new developments and techniques.

(2) To keep food shoppers informed of developments in the food field that affect price, quality, and supply.

(3) To obtain a better understanding among consumers, producers, and handlers, and an awareness of

each of the problems of the others.

This latter objective helped to rally farm organization support for production and microwave relay expenses. During the year, more than 15 Ohio farm organizations, associations, cooperatives, and mutual insurance companies contributed money to the Agricultural Extension Service of Ohio State University. For every dollar of RMA funds spent, two dollars of farm organization-donated money was used.

Program format is based on one of the oldest practices in the information field—"hang your subject matter on a news peg." The program is a fast-paced news-documentary presentation, taking off with last-minute news from press association wires, leading into current news of food and farming in Ohio, and using a news lead to introduce the feature.

Feature topics are selected, and the particular point to be emphasized, through a series of confer-

ences and discussions. These conferences have been held with the farm organizations helping finance the series, as well as with extension specialists. Each week, a close check is made of the agricultural, industrial, and business events that will affect directly the food supply, price, or quality situation. This usually provides the "news lead" for the feature.

This format and the few minutes allowed for the feature (usually not more than 7) dictates doing and presenting a little bit of information well . . . and definitely headlining one or two points that will be remembered by the viewer.

Top priority is given to high quality, interesting visuals. These include motion pictures made on farms, at market places, processing plants, retail stores, and homes. Films usually are used as "clips" introduced between live action in the studio to dispel the effect of a "filmed" show.

Other visuals used extensively include parts of motion pictures in our library, still photos from our files or made especially for the program, real objects, live animals, charts and slides, and guest appearances of individuals.

Despite careful scripting, effort is made to achieve an informality on the air and much of the program is a "planned ad-lib."

Out-of-pocket costs to Extension, exclusive of network charges and salaries, average \$120 a week. This includes film stock, film processing, travel, purchase of incidental visuals, card stock, and filing expenses. If all costs are considered, the total per week is about \$300. (Total cost of the original 13-week series was \$4,020.)

"Is it worth it?" you may well ask. We think it is. Conservative estimates, by a commercial survey organization, put our weekly audience (on three stations) at 50,000 to 60,000 a week. Since the program is aimed directly at city viewers, we check fan mail to determine whom we are reaching. A cookbook giveaway on the show drew a large response, with the mail running 7 urban addresses to every 2 rural.

(Continued on page 143)



Ideas, script and props for another City-Farm television show are reviewed by Sam Steiger, assistant agricultural editor in marketing, and Frank Byrnes, agricultural editor at Ohio State University.

Research to Education and Back Again

From Experiment Station Viewpoint

T. SWANN HARDING

English Technical Editor, Puerto Rico Experiment Station

THE PUERTO RICO Agricultural Experiment Station at Rio Piedras began life as a private institution in 1910. It was established as the Sugar Cane Experiment Station by the Sugar Producers' Association of Puerto Rico. But a few years later it passed under the control of the Puerto Rican Board of Commissioners of Agriculture, and later it was integrated with the Departments of Agriculture and Labor, and of Agriculture and Commerce of the Island as the Insular Experiment Station.

November 16, 1933, it assumed its present name and status. It is operated quite like our State agricultural experiment stations and benefits from the same Federal legislative acts. It has made very marked progress under its present director, Sr. Don Arturo Boque, who assumed office in 1943. Its staff has grown

from around 30 to over 100. Its annual expenditures have risen to \$1,250,000. It has new buildings and its facilities have been markedly improved, and it maintains substations and seed farms at Isabela, Lajas, Castaner, and Corozal, with legislative authority to establish others.

The station has done valuable and outstanding work on sugarcane, introducing better yielding disease-resistant varieties which produce far more sugar on the same acreage, thus releasing other acres to help solve the island's acute food problem. If the varieties introduced and developed by the station entirely replaced those now in commercial use, production could be increased 15 percent and the income of sugarcane growers would rise \$1,500,000 annually.

Other important research projects have included control of the white

grub, which did millions of damage to sugarcane and other crops; of the dry-wood termite, which can destroy \$2,000,000 worth of good furniture a year; of downy mildew on cucumbers and of papaya bunchy top. Grasslands and forage research has greatly increased cattle production. Fine new varieties of sweet-potatoes and beans have been bred, and far better utilization of native fruits and vegetables has been made possible.

The rum tax is a major source of income for the insular government. Rum production is a necessary by-product of sugarcane production which, in turn, is the foundation stone of the island's economy. The station's recently dedicated rum pilot plant, which cost about \$350,000 to build and equip, is engaged in an
(Continued on page 139)



A group of sugarcane farmers attend an extension school where, among other new practices, they are told about higher yielding varieties of sugarcane.



The extension horticulturist tells a group of tomato growers how to control tomato diseases following recommendations of recent research.



This We Believe

EZRA TAFT BENSON
Secretary of Agriculture

Excerpts from a talk given before the Graduate School of the U. S. Department of Agriculture, Jefferson Auditorium, Washington, D. C., April 30, 1953.

WE BELIEVE that our freedom is a God-given, eternal principle vouchsafed to us under our Constitution. It must be continually guarded. It is more precious than life itself.

We believe that farm people are one of the Nation's strongest bulwarks for the preservation of freedom; and that we all need to work together—farmers, industry, and labor—to build as strong and stable an agriculture as possible so that farmers may make their full contribution to the national welfare.

We believe that the primary objective of agriculture is to provide consumers with high quality food and fiber at reasonable prices, while at the same time improving the productivity of basic land resources, and thus contribute to higher levels of human nutrition and living.

We believe that in return for this contribution farmers deserve an income that will provide the opportunity for a constantly rising level of living fairly related to the living standards of other large productive groups.

We believe that our agricultural policy should aim at obtaining in the market place full parity of farm prices and income. We should use necessary Government programs to achieve this aim—but we must also

recognize that the objective cannot be won by Government programs alone.

We believe that the most important method of promoting the longtime welfare of farm people and the Nation is through adequate programs of research and education. It is through such programs that much of our past progress has come.

We believe that the development of modern agriculture has placed the family farm in a vulnerable economic position because farm prices and income rise and fall faster than farm costs and other prices in the national economy. Therefore, programs of price support and storage are needed to help assure stability of farm income and prices in the interest of all our people.

We believe, however, that price supports which tend to prevent production shifts toward balanced supply in terms of demand, which encourage uneconomic production, and which result in continuing heavy surpluses and subsidies should be avoided.

We believe that the Government should strive toward helping the individual to help himself, rather than on concentrating undue power in Washington. Many problems can be solved through individual and group action on the local level.

Where Federal assistance is necessary, however, it should be rendered promptly and effectively.

We believe that the principles of economic freedom are applicable to farm problems, and that our policy should emphasize improving the operation of free markets and the further development of domestic and foreign markets.

We believe that our guiding purpose in the Department of Agriculture should be to strengthen the individual integrity, freedom, and moral fiber of each citizen.

We believe that the supreme test of any Government policy, in Agriculture or outside it, should be: "How will this affect the character, morale, and well-being of our people?"

• New officers for Minnesota's Extension Agent Associations are: Home Agents Association—Virginia Vaupel, Olmsted County, president; Margaret Jacobsen, South St. Louis County, vice president; Verna Mikhesh, Lac qui Parle County, secretary; and Caroline Fredrickson, Blue Earth County, treasurer. For County Agricultural Agents' Association—Geo. Hanson, Sr., Yellow Medicine County, president; J. I. Swedberg, Redwood County, vice president; and Wayne Hanson, Houston County, secretary-treasurer. And for the Club Agents' Association—Robert Horton, South St. Louis County, president; Florence Olson, West Polk County, vice president; Mrs. Ella Kringlund, Sherburne County, secretary; Robert Gee, Clay County, treasurer; and Myrna Ballinger, Murray County, historian.

PUBLIC RELATIONS... *What Is It?*

Some answers to this question, as worked out by a National Committee on Extension Public Relations and summarized by the chairman, F. L. BALLARD, Associate Director, Oregon.

SOME 3 years ago the Committee on Extension Organization and Policy designated a subcommittee to explore extension public relations. At the first meeting, these subcommittee members were thinking only in terms of publicity. In this they were in tune with a big core of extension thinking. "We seem to believe if we can just run the mimeograph machines another shift or two and can persuade editors to print more of the news releases we produce, the public relations problem is solved," one observer expressed it.

Another concept seemed that after stepped-up publicity, the question was, whose responsibility is the development of other type contacts?

The committee wrote its own definition of public relations. It was, "Extension public relations is doing good work in a way which develops in the public mind an appreciation for and a recognition of the program."

One of the most productive sparks in the committee's thoughts came from a big business company's definition, "public relations is living right and getting credit for it."

It's a Way of Life

The conclusion was, good public relations is a way of life. More, it is a way of life for every member of the organization from the parttime secretary in the remotest office up to and including the director. This implies it is an everyday process that includes every contact of every staff member from greeting the office visitor up through the committee meetings, the demonstration meetings, the mass approaches, to the most formal presentations of the top administrators to State-wide groups. And obviously it includes the private life contacts of staff members, too.

Continued exploration brought out a startling fact. This was that there

can be no acceptance of the term "general public" for effective operation of an extension public relations program.

Examination of the public discloses that Extension's public is not a single group or mass of people, but instead it consists of many groups, a large number of which have an interest in common with Extension, but in varying degrees of intensity. Special programs beamed to the field for effectiveness must be adjusted with a view to the characteristics of the ultimate target.

An understanding of the interest groups or publics that touch upon the extension field of operation is a key point in public relations improvement. An inventory of such groups, including an evaluation of the current relations with each of them, provides a foundation for public relations improvement. Such a program can then emphasize strengthening the relations with certain existing publics where this is needed, and a move toward establishing relations with any important potential public not already involved.

Thoughts on how effectively to attract different publics logically led to the question of program. Here, it is believed, is the keystone in the whole structure. Definitely, public relations is not the art of applying whitewash, and as one businessman recently put it, "it certainly is not the business of selling a bad egg." Effective public relations must be based on a program of sound vitality. High-pressure methods and whitewashing at times seemingly may be temporarily effective but the conclusion was, this can be only superficially so and in the end likely will boomerang disastrously.

Two basic elements in the constitution of a good program the com-

mittee concluded are: first, a sound program requires major selection by the people served; second, the program should include projects within the field of the land-grant college as well as other projects affecting farm people, even though the college does not have direct administrative responsibility for them.

Illustrative of the chain reactions continuously disclosed as the committee progressed is the next major point considered. Assuming the program satisfactorily conceived and effectively organized, to what avail is it unless all elements are projected by a competent staff?

No Better Than the Staff

No program can be strong unless the staff responsible for its execution is composed of capable people. Farm people of today are much better educated than most farm people used to be. They expect their county agents to know at least as much as they do about scientific agriculture and the best in home management. They also expect their agents to be able to talk intelligently about public policy, because they know how public policy affects agriculture. The typical county agent of years ago could not do the extension job today.

Healthy attitudes—one of the basic ingredients for staff effectiveness—result from high morale. Deep within each extension worker lie attitudes that brighten or dim relations with other people. These attitudes if good, bolster the work; if poor, severely hamper success. The opinion of other people toward Extension tends strongly to reflect the attitude of members of its own staff toward their own organization and their work in it. The prevailing attitudes within the State Extension Services and the other divisions of

land-grant colleges have great influence upon the opinions about us that are formed in the minds of influential leaders in public life.

Entrance here of the parent institutions is another example of the chain reaction. What do we mean by good relations with the parent institution? First, there should be understanding of the Cooperative Extension Service, its basic function, its program and its procedures on the part of high administrative officials, including members of the official governing board.

Build for Public Understanding

Equally important, there should be understanding on the part of extension workers of the entire range of resources of the institution, its underlying philosophies, its administrative program, and the rather immediate principles and procedures involved in resident teaching and research in agriculture and home economics.

It is axiomatic that all divisions of the school of agriculture have a common goal—a better way of life for all the people through increased economic returns from application of science to the arts of agriculture, improvement in the way of life through home and increased spiritual satisfactions, and intellectual growth of the people served. Since best relations with the outside publics, are to be in a great measure dependent upon good inside relations, any planned public relations efforts should take into consideration methods for bringing closer understanding through coordination and cooperation, thus, heightening morale within the staff. "Staff" here is not used in the sense of extension staff only, but includes the staff of the entire parent institution. The closer unity that results from coordination, cooperation, and complete understanding throughout this complete staff is fundamental. Assuming satisfactory coordination and cooperation with respect to Extension, it is desirable to have a similar situation with respect to other divisions of the school or college of agriculture.

Study of these fundamentals led off into countless ramifications, each a productive bypath, many of which

were analyzed in the report of the committee published in mimeograph last November which space here precludes reviewing extensively.

A part of the committee's time was devoted to an appraisal of Extension's public relations position as a national organization as reflected by conditions in the States. This was done after examination of the fundamentals pointed out. The Washington office assisted in a State-by-State examination.

The public relations position varies from State to State, the inventory discloses. Many factors that make for good public relations apparently are handled well. But certain problems stand out that detract from the sum total desired. These weak points seriously limit the degree of success that it is believed can be attainable in serving the public.

These Problems Are Common

The following problems are of national consequence, or common to a sufficient number of States, to warrant concerted action by State Extension Services and the Federal Extension office in the interest of good public relations, it is believed.

1. To establish widespread use of program-planning procedures and techniques that involve local people and insure the active participation of county interest groups.

2. To better inform top-level officials of State colleges or universities, members of county governing bodies, and members of State legislatures and the Federal Congress, regarding extension policies, programs, and accomplishments.

3. To better inform farm, rural nonfarm, and urban people about the Extension Service—what it is, how it operates, and what it does.

4. To improve county office facilities and services.

5. To overcome unsatisfactory employment conditions, which in many States are a serious handicap in recruiting and maintaining a competent extension staff.

6. To establish dynamic supervision with emphasis focused on program leadership and on higher standards of teaching quantitatively and qualitatively.

7. To clarify and strengthen relations with Federal agricultural agencies operating in counties.

8. To recognize the need for a short, popular name that clearly identifies the Cooperative Extension Service and its major programs throughout the Nation.

Weak Spots Explored

Striking examples of deficiencies are: a third, at least, of the county programs have inadequate local participation; in a third of the States top local administration in the parent institution are thought to have only inadequate working knowledge of Extension; sixty percent of the office set-ups are unfavorable or only barely acceptable; supervisory methods generally need to be strengthened.

But as a springboard launching all this—program, personnel, methods, status—must be a platform. Such a platform is an acknowledgment of purpose and relationships. There must be accepted and agreed objectives, agreed definition as to what is extension education and generally adopted attitudes toward the public and its service recognizing significant segments or special groups that add up to the composite.

Farmers Need Good Public Relations

If our committee had continued its work further, I believe the conclusion would have been reached that good public relations for Extension would have been decided as also good public relations for Agriculture—for our closest cooperators, the farm people. It seems essentially appropriate that this should be so. First, from the standpoint of our very reasons for being; second, because with an expert projection that by 1975 farm people will only number 10 percent of the population, there is urgent need of wide knowledge and understanding of the problems of agriculture as well as of the programs which serve it.

As a renowned statesman once said, "Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who molds public sentiment goes deeper than he who enacts statutes."

IN OUR GEORGIA community improvement program we have sponsors on both the area or district level and the county level. The area sponsorship, such as that provided by the Atlanta Chamber of Commerce, has proved from the beginning to be sound, and it improves year after year. It gives our Georgia community development program a most valuable asset.

Sponsorship of the community improvement program lends to it additional leadership and guidance which can be very helpful to county extension staffs. It also builds relations between farm and nonfarm interests and it gives an independent basis for providing a contest feature in the program.

Sponsors helping to make the program click in the State are: the Farmers Club of the Atlanta Chamber of Commerce for the 39-county program in the north and northwest Georgia; the Farmers Club of the Columbus Chamber of Commerce for the Chattahoochee Valley contest, including 16 southwest Georgia counties and 8 Alabama counties; and the Chattanooga Chamber of Commerce for the 8 north Georgia counties and several in Tennessee.

Each of these area programs is basically a collection of individual community and county improvement programs. County sponsorship provides a mechanism to help insure their success.

The Primary Purpose

The primary purpose for having a county sponsoring committee is to encourage and promote community improvement on a countywide basis; to give leadership and guidance; to provide local participation so that the program belongs to the people. The long-range objective of each county sponsoring committee is to have a family-type community-improvement club or other integrating group like a council in every community within the county.

A group so important to success as the county sponsoring committees should be chosen with great care in order to obtain leadership which is capable and representative of the county's social makeup. The county extension staff may serve as either

Sponsoring Committees

Help Make the Program Click

TOMMY WALTON, Assistant Extension Economist
Community Development
Georgia

active or ex-officio members, probably preferably the latter.

Once persons have agreed to serve on the sponsoring committee, the job instead of being finished has only begun. Next comes the need for explaining the community improvement program thoroughly to all members, emphasizing the responsibilities and opportunities that will be theirs as county sponsor committeemen. Also they should be encouraged to develop and submit their own ideas for strengthening and improving the community development program.

To Get Started

To accomplish these purposes in a county which is beginning a community-improvement program, the sponsoring committee might well begin by inviting 4 or 5 leaders (2 men, 2 women, and an older youth) from each community to an initial information and planning meeting. Emphasis should be placed on providing them information and inspiration about such a program—what other communities are doing and what the best procedures are. It helps to have informal luncheons or suppers at such initial gatherings. The program may feature a talk by the State extension community improvement specialist, county agent, or other extension person who thoroughly knows the program, to explain the community-improvement program and outline some of the opportunities it offers to each community which participates. It is also good to have someone from a nearby county where such a program is already underway. Once this initial

meeting has been held, then members of the sponsoring committee should help the community leaders who attended to arrange for a similar meeting in their own communities.

In counties where a community development program has been in operation for a number of years, the task of the county sponsoring committee is to get it spread to all communities in the county. It might arrange for an annual community improvement kickoff banquet early in the year. This meeting can be made one of the outstanding countywide events of the year with community, business, and civic leaders coming together for fellowship and the exchange of ideas. Leaders from communities not yet with a club of their own should be invited.

Such an event has great potentiality as an instrument for building mutual understanding and creating a bond of friendship between rural and urban citizens. It can also inspire other communities to adopt such a program.

Certain Georgia counties are now holding annual achievement day meetings where the county sponsoring committee usually presents the county awards. Prizes are given to the community having the largest number present and usually the chairman of the judging team makes a brief report. Also, certificates of progress are awarded to each community which completes its year's work.

Georgia area winners have always held an open house to which community leaders from all over the area are invited. These open houses are excellent events for building a



Leaders of a community club meet for a planning session.



People from several counties at a community open house.



An area awards banquet with leaders from all communities.

spirit of neighborly goodwill and cooperation between the competing communities. Sponsoring committees in several Georgia counties are now encouraging similar open houses on the county level. Such an event gives several hundred people within the county an opportunity to visit the winning community and thereby experience its progressive spirit and become better acquainted with the community improvement program. It also helps the leaders of a community to visit the award community by themselves at some other time, perhaps at some regular meeting night, to exchange further ideas on how a community may start or do better.

In planning such special meetings and events, the county sponsoring committees seek the cooperation of civic clubs and business organizations serving the county. Experience proves that business organizations usually appreciate the opportunity of sponsoring such meetings by paying various expenses involved and aiding in other ways.

While county and home demonstration agents should take an active part in community-improvement work it is impossible for them to attend every community meeting in the county. Even if this were possible their attendance at every meeting should not be expected or may

not even be desirable, in order to leave the community freer in working up its plans or conducting its meetings. Instead, members of the county sponsoring committee might plan periodic visits to participating communities in order to demonstrate interest and give encouragement to the community-improvement club as it proceeds to accomplish its goals.

They, in turn, can then report to the county extension staff members and enable them to give help when and where needed. In fact, it is advisable that the extension staff and county sponsoring committee meet every 3 or 4 months to assay progress and problems of the community-improvement program and make plans for the special events.

Superior Judging

Superior judging on the county level is most important to a successful community-improvement program. Any chance for criticism and dissatisfaction at this point should be eliminated in the beginning. The county sponsoring committees should bear the responsibility for obtaining the very best county judges available. Fortunately enough persons suitable and qualified for competent judging are usually available provided their services are requested well in advance of the time for judging.

Once county sponsoring committees begin to function each will develop its own ideas for promoting the community-improvement program above and beyond these suggestions. The Farmers Club of the Atlanta Chamber of Commerce thinks so highly of the sponsoring committees in the 39 counties in the north-northwest Georgia area that it has organized an area community development council. This council is composed of the county agent, home demonstration agent, and the chairman of the county sponsoring committee. Twice a year, these persons are guests of the Farmers Club at a luncheon meeting where they sit down together to discuss their experiences and problems in conducting the community improvement program. The result is a more successful community-improvement program for all concerned.

Looking at Ourselves

GEORGE E. WHITHAM, County Agricultural Agent
Windham County, Conn.

LET'S take a look at ourselves! This was the statement made at a staff conference in Windham County, Conn. The idea wasn't new. In 1944 a study had been made in the county to determine the effectiveness of extension work. However, from the time of the first study a complete change in staff had taken place. Because of a new staff, it was felt that much worthwhile information could be obtained from such a self-appraisal. Present staff members had been using the 1944 study as a basis for much of their work. Even though this information was being used, no one seemed to know much about the background of the original study.

With the 1944 work to use as a benchmark, it was felt that a new look at cooperative extension work in Windham County would be advisable. This new look was to determine what present participation patterns were and if there had been any changes in them. It was also to check on some selected farming and homemaking practices being carried in the various programs. Whenever possible it was hoped that comparisons could be drawn with the 1944 facts. By taking both studies together they would make available some real background material of the county for program planning.

Much of value can be obtained from an undertaking such as this. The figures show how many people are active in Extension. They also show how many contacts the extension office has made. Even the attitudes of the people toward cooperative extension work can be obtained and analyzed statistically. One of the greatest values of such a study never shows up in the figures. This is how much can be learned about the county and the people in the county from actually going out and taking the schedules. Talking with people to get the questions answered can

be a great eye opener. Some might say that this is true because the oldest agent at the time of the study had only been in the county a little more than 5 years—the remaining agents averaged a little over 2 years—but the most experienced of people can learn from going around. Thirteen local leaders were used to assist with the interviewing. One who had lived in a town all her life, and she is now a grandmother, stated that she had never realized what was happening in one section of her town. This was an experience many of the people had. Not only local committee members but also county and State workers had the same experiences—that things are not always the way they appear on the surface.

Another thing of value which comes out of such a study is the goodwill which comes out of working together to correct the weaknesses which are turned up by the study. Local people, county workers, and State workers all must pull together if permanent corrections are to be made. There is certainly strength in unity when developing an extension program.

No study, regardless of how good it is, can be of any value unless some use is made of it afterward. In the case of the Windham County study, some preliminary tabulations indicated a place some work could be done long before the final tabulations were ready. Prior to the time of the study a news column written by all agents was placed in the weekly newspapers in the county. The readership of this column was determined during the course of the survey. The number indicating that they read this extension column was so good that the staff in the adjoining county was approached about the possibility of a similar endeavor for the daily paper which covered both counties. From these joint conferences a weekly column developed



Agents in Windham County, Conn. stepped back and took a look at themselves with a study on effectiveness of extension work. Findings are proving useful in county planning committees.

which now covers eastern Connecticut with timely farm information.

As sound program planning is the basis for cooperative extension work, the findings of the study have been used with all program committees. The first committee that it was used with was the county home economics committee in April 1952. Since that time it has been used with the county 4-H Club committee and the various agricultural commodity committees.

The most recent use made of the findings has been with the county planning committee. From the presentation and discussion has come the idea that possibly the findings of this work, coupled with other information that is available, could be used as a basis for sitting down and planning a long-range program for Windham County, such a program to include homemaking, 4-H, and agriculture. The background being offered by this work should help us develop a program which will be more thoroughly planned and have more continuity than some have had. It will certainly put a firm foundation under all of the program now being developed and go a long way toward making it a cooperative extension program.

Such an undertaking could easily fall on its face without the help and encouragement of the local people. They made it click.

Research to Education

(Continued from page 132)

important research program, pioneering in a field left hitherto very largely to rule-of-thumb. It is the finest institution of its kind in the world.

The station has assumed leadership in effecting the utilization of improved fertilizer formulas, cultural practices, and techniques for the control or destruction of marauding insects and damaging diseases, and in making possible greater crop production by the use of better strains and varieties. A primary objective is to make the island's limited arable acres produce more food so that less will have to be imported. The station is a tropical research outpost in a densely populated land of the very first importance.

The station's industrious and well-trained staff has been remarkably successful with its numerous projects. It cooperates with the Federal Experiment Station and the College of Agriculture at Mayaguez, and is ably assisted by the Cooperative Extension Service which has its headquarters at the station.

For Extension's purposes the island has been divided into 57 districts and these are grouped into five supervisory areas. In each district there is a program-planning committee of farmers, farm leaders, and local residents which helps the local agents prepare, plan, and conduct their work each year. Thus the information developed by the station's staff is widely and quickly disseminated.

Thus Extension takes the findings of the research workers to farmers in their homes and fields. Extension and station staffs are very closely associated. Extension specialists are liaison agents between the two and station specialists are often called upon to aid extension workers in the field. Extension agents assist in the conduct of field research. They also send in soil samples, insects, and diseased plants and animals, or other specimens, for identification and diagnosis by the Station staff.

The station's editor is a member of the publications committee of extension. Monthly meetings of re-

search workers and extension staff personnel are held regularly with specific subject matter up for discussion.

Extension is a democratic process and the Puerto Ricans are notably democratic in both thinking and practice. The extension program is a basic step in the participation of rural people in the island's democratic procedures.

An important feature of extension work is the assistance rendered in the organization of cooperatives. These solve a number of problems in the field of agricultural production, marketing, and transportation. Through them, production costs have been reduced, markets have been organized, and much more attention has been given to the selection and classification of farm products marketed. Transportation has been facilitated and reduced in cost, while consumers' co-ops have been of great service in preventing unscrupulous speculation. These activities are of great aid to the poorer farmers.

The cooperative relationship between the station and extension staffs is exceptionally close. This brings results. It also bridges the gap between research findings and practical applications.

TV... A Good Way To Reach People

(Continued from page 126)

liveliest and fastest moving programs Mr. Jolley ever had, proceeded.

Viewers? The stations say there are 175,000 sets in the area, and for the time of day, Mr. Jolley has approximately 80,000 looking at the programs.

He can visit anywhere in the county or in surrounding counties and hear strangers and friends tell him about the programs they have seen. A letter from Brady, 210 miles from Dallas, said reception there was good.

Yes, a television program to a new county agent might be hard work. To A. B. Jolley, who has seen more than 40 assistant agents come and go from under his training, television is another tool in his information kit. It means a personal visit with thou-

sands of individuals, and a keen, sincere desire on his part to have them enjoy that visit, learn something about agriculture, and be better citizens for it.

If more proof were needed that Agent Jolley knew his television, it came when he was offered the job of Agriculture Director for Dallas Times Herald and KRLD Radio and TV. He accepted and began work on June 1. The Extension Service will miss this good television county agent but a good county agent Agriculture TV Director is also an asset. So the *Review* sends Director Jolley congratulations and best wishes for his continued success.

Facts Sought on Communications

A national project to collect and make available the facts of agricultural communications is scheduled to come into operation soon.

The initial plans were made by the American Association of Agricultural College Editors with the support of the W. K. Kellogg Foundation, Battle Creek, Mich., which has provided \$343,424 to finance in part a 5-year program.

Francis C. Byrnes, Ohio State University agricultural editor, is chairman of the 10-man Board of Control with Director Mark Buchanan of Washington State Agricultural Experiment Station as vice-chairman. A professional staff of a director and at least three assistants plus a small secretary-clerical staff are envisioned. Michigan State was selected as the site of the project.

Plans call for programs to improve the abilities of those who work with mass communications; bring the results of research in communications to the attention of all agricultural information workers; improve the quality of printed, spoken, and visual materials by providing advisory services and workshops; and to obtain more information on how to reach people.

An Enchanted Week in the Nation's Capital

MOLLY HIGGINS, Home Demonstration Agent,
Hampden County Improvement League, Massachusetts



ONE HUNDRED and one people from Hampden County, Mass., three of them men, recently made a home demonstration tour to their own National Capital to see their Government at work. They had planned the trip for weeks. Many of them had never been in Washington. They represented 17 of Hampden County's 23 towns.

Two years ago, 54 of the home department women visited the United Nations at Lake Success and learned much about the functions and purpose of that organization. It was en route home that the suggestion came forth that the next trip should be to the Nation's Capital. Since the spring of 1951, many have been making plans so as to be ready when the time would be right for this event. Some earned their own money to finance the trip by sewing, baking, or in some other way.

Cherry Blossom Time was thought to be the most desirable to be in Washington, so it was decided to go the week immediately following Easter. Since the season this year was early, most of the blossoms had passed by, but the Cherry Blossom Festival activities were greatly enjoyed, particularly the night-time parade.

As the group assembled in the Union Station at Springfield, Mass., on Tuesday evening, April 7, each received a pastel-colored carnation (made of cleaning tissue) which had her name attached. This, she wore for identification on the whole trip. Since some of those making the tour were new to the group, the carnations were a quick means of spotting those who belonged together.

There were numerous highlights of the trip. To some the Capitol was

the outstanding building visited. Here many saw for the first time the rooms where the legislative branches of Government function. Some returned the following day to be present at a session of the Senate where the tidelands were under discussion.

The First Ladies' gowns in the Smithsonian Institute received many worthwhile comments, as did Charles Lindbergh's *Spirit of St. Louis*. At the Tomb of the Unknown Soldier, the changing of the guard was watched very closely by the group and others who were present for this impressive occasion. The tour of Arlington Cemetery brought many expressions of astonishment on the rows upon rows of heroes of our wars.

Mount Vernon, the home, the gardens, the gorgeous views, were all enjoyed. The visitors were impressed by the vastness of this estate, the number of servants, and cost of upkeep of it during George Washington's lifetime. The Lincoln Memorial, either at night or in daylight, is an outstanding tribute to a great leader. The view from here across to the Washington Monument and on to the Capitol was one of the most impressive views in our travels.

Our hotel was well located for a morning trip to the White House, where the newly decorated rooms brought interesting comments. It was surprising to us all that the lines moved so swiftly when there were so many other tourists visiting with us at these landmarks.

Luncheon at one of the larger stores where we viewed models in the latest spring fashions was most enjoyable. Some of the homemakers will use clothes ideas they got from the style show in making their own

garments and those for their daughters.

Many had an opportunity to renew acquaintances with friends in and around Washington. One of the women had dinner and spent the evening with her bridesmaid of close to 35 years ago. Thirty-one years had elapsed since their last meeting.

A night tour of Washington, a trip to the cathedrals, churches, and shrines, and tours of the Federal Bureau of Investigation and Bureau of Engraving and Printing were among other places of interest by the women.

A dinner at a famous sea food restaurant brought us all together again where each one enjoyed the meal of her choice—sea food platter, broiled lobster, fried chicken, or baked ham.

A tired but happy group left Washington, but they all felt better informed about their Government and shared a deep pride in their country's Capital City.

● AUGUSTUS E. CARNES has joined the editorial staff in New Jersey, replacing Herminie Kitchen who, for many years, edited extension material as well as technical papers. Gus is a Navy veteran, a native of West Virginia, and an Alabama graduate in agricultural science. He was reared on a farm and has had several years' experience as assistant editor, Alabama Extension Service.

About People...



• **ANNABELLE J. DICKINSON** has been named district home demonstration agent for the northwest extension district in Kansas. Miss Dickinson has been home demonstration agent in Barton County, with headquarters in Great Bend, for the past 4 years. She has also served as an extension agent in Rush and Allen Counties. Miss Dickinson replaces Mrs. Velma Huston, who has taken leave of absence.

• **DALLAS RIERSON**, former Eddy County extension agent, has been appointed county agent leader with the Extension Service of New Mexico A. & M. College. Rierson has been serving as extension agent in Eddy County since 1945.

• **RUTH C. WESTON**, Belknap County 4-H Club agent, has been named the new assistant State club leader in New Hampshire, and Harriet S. W. Whitcher of Ithaca, N. Y., has been named assistant club agent in Strafford County.

• **MRS. ESTHER G. WILLIS**, for 16 years the southwestern district home demonstration agent in North Carolina, retired April 1. Mrs. Willis first joined the Extension Service in 1917 as home agent in Craven. Mrs. Myrtle H. Westmoreland, Iredell home agent, succeeds Mrs. Willis in the district post.

• **H. W. HARSHFIELD** is acting Ohio 4-H Club leader. Harshfield entered the Ohio Agricultural Extension Service and became a 4-H worker in January 1929. At that time, he was appointed 4-H Club agent in Cuyahoga County. Seven years later, he became assistant State 4-H Club leader and remained in that position until April 1, this year.

Harshfield is one of Ohio's early corn club members. He belonged to a group in Logan County from 1913 to 1914.

• **MRS. EMILIE TOWNER HALL** of Ithaca has been appointed home economics editor at Cornell Univer-

sity, effective April 1, to succeed Mrs. Marion K. Stocker who has resigned to accept an editorial position in Philadelphia. Mrs. Hall will bring to the position a wide background of experience in newspaper work, magazine writing, editing, and public relations.

• **ERVIN KURTZ** has been appointed dairyman with the South Dakota Extension Service. As dairyman, Kurtz will be carrying on much of the work of Roy A. Cave, now retired from an active status after 24 years with the Extension Service. Cave will still maintain an office at State College, although Kurtz will be in charge of extension dairying activities.

Cave joined the Extension Service in 1929 as county agent in Beadle County. In 1935 he served as Minnehaha County agent for 5 months. Since June 1935 he has held the position of extension dairy specialist with offices at South Dakota State College.



For distinguished service, three Illinois extension workers were honored by Epsilon Sigma Phi. (left to right) J. Lita Bane, former head of home economics, received a certificate-at-large from Gertrude Kaiser; Dean Emeritus Henry P. Rusk received the distinguished ruby from F. E. Longmire; Mary Ligon presented a certificate of recognition to Grace Armstrong.



M. L. Wilson received decoration from Jean Richard, representing the French Government, for his good services and interest in arranging for members of the French agricultural missions and exchange students to study the Extension Service. The decoration, Cross of Officier du Merite Agricole, was presented in Washington on May 5, 1953.

Knapp Cup Returned to USDA

MISS VIRGINIA KNAPP, representing the descendants of Seaman A. Knapp, presented to Secretary Benson, representing the Department of Agriculture, the silver cup which had been given her grandfather Seaman A. Knapp by his coworkers 43 years ago. In presenting the cup, she said:

"When grandfather received the cup he was taken completely by surprise. He felt it was not necessary for his coworkers to express their token of love; yet he was deeply touched by this gift and treasured it always.

"The cup was made in New York from a special design originated by grandfather's coworkers who presented it to him. Around the top, the cup is decorated with rice to commemorate Dr. Seaman Knapp's success in building the rice industry of the South. Around the base it is decorated with corn and cotton, the two staple crops of the South, to

commemorate the rural improvement of agriculture brought about through the Farmers' Cooperative Demonstration work. One side of the handle is decorated with ivy, signifying friendship and love; the other, with laurel, signifying the honor the whole South would bestow.

"The cup passed into the hands of his son, my father, Dr. Bradford Knapp, who was appointed to take grandfather's place in the Department of Agriculture. Before his death, father expressed a wish that the cup be returned to Washington. It is also the desire of Mr. Arthur Knapp, grandfather's only living child, that the cup be placed here."

In accepting the cup, Secretary Benson said:

"The demonstration method as we know it in agriculture is probably the most effective method of teaching that has been devised. This method was demonstrated and origi-

nated by Dr. Seaman A. Knapp. County agents, home demonstration agents, by the score throughout this land, have used the demonstration method. Dr. Knapp did not live to see the law passed by the Congress which created the Extension Service but he did live to see his simple method—the demonstration method—pretty generally accepted throughout the agricultural areas of this country and of course it has meant much to the lives of the farmer and to all of us. This is one further demonstration to me and I am sure to all of us that the good that men do lives after them."

Enthusiasm Lubricates the Program

(Continued from page 125)

during the first year, 33 members of 4-H Clubs gave 17 demonstrations, and 15 home economics project leaders appeared in six demonstrations.

Did we teach viewers a new idea or practice? Thirty-seven of the 40 extension workers believe they did in their demonstrations.

Was the television demonstration something you would have done anyway in your county, or did you use it later in your county work? Thirty-two farm and home advisers said, "Yes."

And 34 of the 40 appearing that first year also feel that television definitely has a place in extension work as a tool for extending information.

The average time spent by farm and home advisers in preparing a 12-minute demonstration was 6½ hours. Each demonstration was accompanied by supplemental information which could be mailed in answer to viewer's requests, and this material took 3 hours to prepare on the average. The average cost per program to the performer was \$2.50, paid by the county.

It is mainly the faith of KPIX and the enthusiasm of the county farm and home advisers which keeps "Western Farm and Family" alive.



Virginia Knapp, granddaughter of Seaman A. Knapp, presents the cup to Secretary Benson, representing the Department of Agriculture.

Stop Beating Around the Bush

JOE TONKIN, Extension Radio and Television Specialist, USDA

THE RAPIDLY changing sight-sound combination in television literally bombards the viewer with scores of mental impressions in a few minutes' time. Many of these impressions originate within inches of an object or demonstration in the studio. The technical limits of the camera require a simple, "lay-it-on-the-line" style which is concise, uncluttered, and to the point. The immediate result of this sight-sound, close-up, direct presentation is that the person at the TV receiver grasps the idea quickly. We get the point across to him in less time, without a lot of unnecessary flourishes and comments. The television set owner learns early to expect this style. But it does not end there. Once Mr. TV viewer is accustomed to this way of presenting unadorned facts, he isn't inclined to sit still in a meeting while someone drones listlessly on for an hour, or spends 30 minutes doing a 5-minute demonstration. That carries implications for us all whether we are doing extension television or not.

Television style carries over into other media. If farm people who are television viewers go to meetings at all, they have no use for woeful ramblings, but want talks and demonstrations to be on target—clear and stripped of anything but the essentials. Television will make us give better talks.

In like manner, a number of extension people who have their own television programs are asking for more thrifty leaflets and short publications to offer on the air . . . television give-aways in television style.

The insatiable appetite of the television camera for good visuals is putting new demands on our visual specialists for film, pictures, charts, and slides that conform to the requirements of the TV screen. By presenting clear, simple, uncluttered visuals on the air, TV is setting a

standard for that kind of visual teaching among millions of people.

We're even going to take a close look at our radio work, not only from the standpoint of quality, but to determine if there is a "radio time of day" and a "television time of day."

Television is the modern fulfillment of the old extension thesis of making it easy for people to learn. They will turn the knob on a receiver when they wouldn't drive a mile to a meeting. If we use it properly, it may take the place of many extension meetings, although it is a one-way street and we still will need personal contact with our people.

An Old Formula

(Continued from page 124)

commissioned with the task of handling the truth, therefore, whether through writing, teaching, preaching, or personal interviews, have a responsibility to make the truth come alive and march!

This may be a new idea to some. It may never have occurred to them that they had any obligation to "inspire" the people they work with. They have left "inspiration" in the hands of the clergy. But what they should realize is that all truth is sacred, and anyone related to an institution of higher learning is there because he believes in the discovery and spreading of the truth. Great teachers and extension workers, as well as great preachers, have achieved their distinction, not simply because they are well-informed in their field, but more especially because they knew how to make the truth moving.

If, in a day like this, when falsehoods fill the minds of men and false philosophies compete for men's devotion, a person who has hold of

But we as individuals on television are affected by this new extension teaching tool in still another way. The actual preparation of a program stimulates clear thinking on our part. That tyrant, the studio clock, permits only fundamentals and a minimum of detail. This process of finding the least common denominator of a method or practice is an exercise that will help us in every phase of our extension work.

In our meetings, demonstrations, leaflets, talks, radio broadcasts, visual presentations, and even in our own planning, television can be a great help to us all. At least one thing seems certain—it will make us stop beating around the bush.

even a small segment of the truth does not get excited about the importance of sharing that truth with someone else, he is not living up to the challenge of his calling. He should make the truth moving if he wants people to accept it.

St. Augustine lived a long time ago, but he had an effective word for those who today are facing problems of communication: "Make the truth plain. Make the truth pleasing. Make the truth moving."

City-Farm Extra

(Continued from page 131)

We must record, too, other benefits of the program. It has brought many farm organizations together in a concerted effort toward improving rural-urban relations and with an evidenced willingness to help Extension on the growing job of consumer education.

Our experience on this type of program makes it easier to progress further down the challenging road educational TV offers.

UNITED STATES
GOVERNMENT PRINTING OFFICE

DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.

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We'd Like Some Answers ---



**1. Does your office broadcast
on radio?**

Station call letters

City

How often each week?

AGRICULTURAL AGENT

HOME DEMONSTRATION AGENT

Time of day

Length of program

Do you appear on sustaining or
commercial programs?

2. Does your office have a television program?

Station call letters City

How often each week? AGRICULTURAL AGENT

HOME DEMONSTRATION AGENT

Time of dayLength of program

Do you appear on sustaining or commercial time?

3. Remarks

Agent's Name

Address

County

Will you do us a favor by filling out this page and sending it to the editor of the Review?

AUGUST 1953

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ENSION SERVICE

Review

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Ear to the Ground

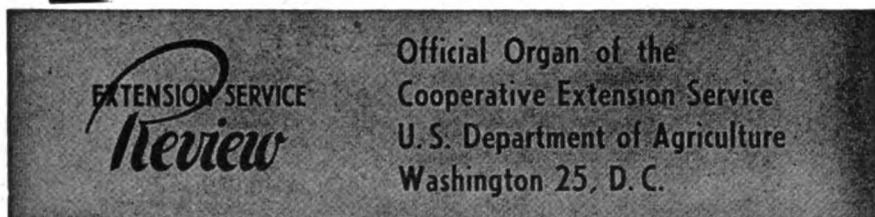
• Wheat is still in the news. Many States have done an A-1 educational job in regard to the wheat referendum, allotments, storage facilities, and other phases of the problem. We hope to have some late accounts of how this is being done and what methods are proving most effective for the September issue.

• Sadie Hatfield of Texas writes a testimonial for the time-saving, leader-developing workshops. She knows whereof she writes, for she has just completed a workshop in home beautification whose success reached the REVIEW through an enthusiastic report from Sallie Hill, a magazine editor. Not only good copy but good pictures you'll see.

• Speaking of pictures, George Johnson, Pennsylvania's visual instructor, well known to REVIEW readers for his excellent article on photography (some time back) writes us a discerning critique of REVIEW pictures, and wants to know who took the good picture of Agent Frank Svoboda on the June cover. It was Robert Raustadt, and you'll be interested to hear what he and Johnson say about it on the page "Letters from Readers."

• Armed with a good idea about training 230 women to act as judges for county events, supported with some interesting pictures, Evelyn Byrd Hutcheson from our neighbor extension staff in Maryland visited the REVIEW office. The story looked good to us. Judge for yourself next month.

• Fern Shipley, a new member of our 4-H staff, brought in a good story about how Wetzel County, W. Va. was sending seeds to the Philippines. Answering our query, Home Demonstration Agent Kathleen Stephenson said the story was bigger than that. So, she wrote of the annual 4-H Convention and what it is doing to develop leadership in the county in an article scheduled for next month.



VOL. 24

AUGUST 1953

NO. 8

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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Detroit Looks to Its County Agent

WHAT'S it like to be a "big city-farm agent"?

How does it differ from a county agent's job where a large share of the people are rural?

Let P. R. Biebesheimer tell you. He knows because he has worked in both kinds of counties. He is the Wayne County, Mich., agricultural agent. That's the county that contains metropolitan Detroit. He previously served for 20 years in part of the Wolverine State's big potato producing area—Wexford County.

For one thing, the 51-year-old Biebesheimer will tell you, the working hours aren't cut in the least. You don't work an 8-hour shift like most of the automotive manufacturing employees. More likely it's a 15-hour day.

One of his big jobs includes appearing on as many as three television shows a week. Preparation for the shows takes a lot of time, but "Bieb" feels they're worth it. He can reach a large number of people with his demonstrations.

He doesn't get away from the usual county-agent fare—night work—either. He hops from one end of Wayne County to the other—giving talks, telling of the various services offered through his office and Michigan State College.

At its peak, Wayne County has five extension agents. Two of them spend full time with 4-H Club activities.

The county agent isn't satisfied with his 4-H Club enrollment, however. There are 4,300 members in the county. "We should have 20,000 members," Biebesheimer says. "Why, we have a potential 500,000 in the Detroit area alone."



Mention of a bulletin on a television program brings requests by the hundreds, reports Agent Biebesheimer.

More than half of his 4-H Club members are from the cities. It takes time to keep the city youngsters interested in things like the backyard garden, conservation, home electrification, handicrafts, baby sitting, and care of the lawn and the family car.

He spends part of each day answering telephone questions. Most of the queries come from the small-scale farmers who are city people tilling the ground and raising chickens as a sideline to factory jobs. There are also 300 commercial vegetable growers and about 40 commercial orchards in the county. Despite the area's urban complexion Wayne County has 2,500 farms.

Soil Testing Is Popular

The county is first in the State in production of sweet corn, second in horticultural specialties, and third in soybeans.

That means that Biebesheimer does a lot of soil-testing work, sandwiching it in among his other duties. The lab in the back room of the "Home of Extension" seems always busy.

Why did Biebesheimer change from more of an agricultural county to this? He had a good program going in Wexford County.

In his own words Biebesheimer gives the answer, "I like the diversification here and the fact that there's still unexplored territory to work in."

Biebesheimer was practically born into the business. He was born and reared on his father's farm which then adjoined Michigan State College property at East Lansing. The farm is now a part of the college farm.

"I jumped over the back fence and went to work for Michigan State College, pulling weeds when I was in the eighth grade," the agent explained. Except when he was going to school, he's always worked for the college.

How do you dress when you're a big city-farm agent?

Observers say that Biebesheimer could pass as a sales executive while he is in his office. But when he goes out to country meetings, he puts on boots and a red shirt and jacket.

"You should dress as the other people dress," is his motto.

He would like to have more time to himself, though. He lives on a 5-acre farm not far from his office. He admits that his 15-year-old son and two young daughters do all of the farming. He doesn't have the time.



Mary A. McKee

The 5-Year Room Plan

MARY A. MCKEE, Assistant Professor of Home Economics 4-H Club Work, Illinois

WE HAVE JUST completed 5 years of study, experimentation, and evaluation of a step-by-step room-improvement project for 4-H Club members. We feel that we are "on our way" and this time in the right direction.

Enrollment has increased gradually throughout the 5 years even though no special effort has been made to promote the project. Interest on the part of members, leaders, and parents is growing at a gratifying rate. We count these developments as healthy signs.

Objectives for the project are clearly drawn: (1) to help the member to acquire good taste, (2) to set high standards, and (3) to teach the member to keep in mind always a picture of the complete room.

These objectives make it possible for work done or a purchase made in one year to harmonize with things already in the room and which are to be there during the life of the new purchase. Also these changes or additions will be "right" with improvements to be made in the future. Such "planning backwards and forwards" serves to give continuity to the project which seems to be one of its most important values.

Room-improvement projects are not new in Illinois. In fact, they have been available for 30 years or longer but have attracted little attention on the part of either members or leaders. In 1948 I enlisted

the help of Dorothy Iwig, home furnishings specialist. The first step was to disprove the ingrown assumptions that 4-H Club members are not interested, that the project would be too costly, and that leaders could not be obtained.

We started slowly, interviewing many leaders, parents, specialists, and 4-H Club members, in an attempt to analyze the needs of this age group. Since this was to be a pilot study we were interested in girls who were likely to stay with the project for more than 1 year. Also we considered it important that they understand 4-H Club work and have the cooperation of their parents.

As a result, we decided that members should be 15 years of age or older and starting at least their sixth year of club work. Older girls, those from 16 to 20, were enrolled any year. During the experimental years of the project all members had to carry the same phase of the work. Only one handbook was written each year and a small number of copies run. Parents must be willing for the member to take, as her working laboratory, a room in the house which during the next few years would need improvement.

Plan for Leader Training

The next step was to obtain and train leaders. Much of the success of the study would depend on the interest and the enthusiasm of these women. Working objectives for the training schools were: (1) to point out ways in which it is easy and interesting to lead a room-improvement club, and to give method along with subject matter, (2) to start where leaders are rather than where

they might be after years of art training, (3) to present illustrative material leaders would like, and could understand, to lead them on from year to year, to open unexpected doors to them, (4) to do something different and to use different illustrative material each year; and finally (5) not to do for leaders what they could and should do for themselves.

Selection of Projects

"Rearrangement of Furniture" was the project selected for the first year. The member was not permitted to spend one penny. She selected the room in her home as it was, and attempted, after studying principles of arrangement, to make it more convenient, comfortable, and attractive through rearrangement only.

Sixty-eight girls enrolled in the 5-year project the first year. When they had completed their work, Miss Iwig and I met with them as a group, discussed the project pro and con and outlined future plans according to needs.

Each girl turned in her completed handbook for study, analysis, and revision. Also, she was asked to return a comprehensive questionnaire together with a frank statement of the project, its requirements, and the follow-up session.

In 1949 the logical project choice was "window treatments." This was one of the least expensive phases of the work, and we were still fighting to overcome the idea that room-improvement projects must be costly.

This year members were given an opportunity to make either curtains or draperies, or both, for the room they had selected the previous year

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Extension Legislation

Modernized

- ▶ 10 basic extension laws consolidated and codified.
- ▶ Administrative and financial procedures simplified.
- ▶ Same basic purposes restated with clarifying amendments.

ON JUNE 26 President Eisenhower signed Public Law 83 which has great significance with respect to the further development of Cooperative Extension Work. This new law is in the form of an amendment to the basic Smith-Lever Act of 1914. In amending the original extension law nine other acts or portions of acts applying to extension work were repealed. However, the essential portions of those acts were retained and incorporated into Public Law 83.

Through this action Extension's governing legislation has been greatly simplified. Operations under the Smith-Lever Act as amended will eliminate the necessity for extension administrators to keep separate accounts of Federal funds appropriated under different authorizations. They will no longer need to budget and administer extension funds provided under specific acts in accordance with differing purposes and restrictions indicated therein. This act will eliminate other unnecessary and costly procedures. At the same time, this new legislation overcomes some difficulties inherent in previous extension legislation which tended to inhibit the most efficient development of the work.

Decennial Adjustments in Allocations to States Eliminated

One of the very disruptive elements of previous legislation has been the necessity to adjust allocations to States every 10 years as new census enumerations of farm and rural populations became available. A major portion of Federal funds in support of Cooperative Extension Work has been subject to these decennial adjustments. As a result, when adjustments had to be made,

several States, because of reductions in Federal allocations to them, abruptly had to reduce program activities and staff. Adequate provision for such reductions in Federal allocations could not be made in advance because of inability to forecast with any reasonable degree of accuracy the results of the census enumerations.

Public Law 83 resolves this difficulty in two major ways. In the first instance, it freezes the allocation of current Federal funds on the basis of allocations made in fiscal year 1953. Two minor exceptions to this generalization are continued. The first is the continuation of the existing authority vested in the Secretary of Agriculture to allot \$500,000 to the States on the basis of special needs rather than on the basis of formula or previous allocations. The other is the continuation of the authorization for increases in allocations to Puerto Rico until such allocations reach the amount authorized in the act of October 26, 1949. With these two relatively minor exceptions this act continues for the future the same basis of allocations to the States as prevailed in 1953 with the same "matching" requirements.

The other means of avoiding decennial adjustments in allocations to the several States is found in the provision that any future *increases* in Federal appropriations for extension work shall be allocated to the States on a formula basis using the census data on farm and rural population current at the time the increase in appropriations is first made. Such allocations are to be continued on that same basis irrespective of changes in farm and rural population revealed by subsequent census enumerations of population.

Authorization for Increased Appropriations Granted

In the past Extension funds have been made available through specific authorization acts of Congress, each indicating a specific amount of money to be appropriated if the Congress saw fit. In each instance, as the full amount of funds under each of these separate and succeeding acts was appropriated, an additional authorization act had to be passed by Congress before it could appropriate increased funds. This situation injected an extra process in the legislative procedure and made it more difficult for Extension to obtain additional funds commensurate with the most pressing needs.

The new act provides that the Congress may from time to time appropriate such sums as it determines to be necessary for the support of extension work. By this action a so-called "open end clause" is provided, making it unnecessary to obtain any additional specific authorization as a prerequisite to requesting additional appropriations.

Through this same action the permanent appropriation provision of the Smith-Lever Act, and subsequent acts extending the benefits of the Smith-Lever Act to Hawaii and Puerto Rico, was repealed. Hereafter all Extension appropriation submissions to the Congress will be considered on an annual basis with no automatic appropriation as was provided in the Smith-Lever Act.

Formula for Allocating Future Increases in Appropriations

Although currently authorized appropriations will be allocated in the future on essentially the same basis
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The Job of the Secretary

MRS. GENE GAHNZ, office secretary, Marathon County, Wis.—excerpts from a talk given at a recent district conference on Office Organization and Management

IT IS A LITTLE difficult for me to specifically define the job of a county extension office secretary. Webster defines a secretary as "one entrusted with secret or private matters; also, a person who conducts correspondence, and keeps records for an individual or an organization." A more simple definition of a secretary was given to me by one of my former teachers. He stated that a "stenographer" is a person who takes shorthand and transcribes it, while a "secretary" must be able to do a little of everything involved in running the clerical business in an office.

This is doubly true of a county extension office secretary. In addition to the varied tasks required to conduct the office business, we may be called upon to serve a meal to a group of agents, homemakers, or 4-H members, decorate a hall for a special meeting, wash dishes, help deliver trees, or load the car with demonstration materials. No one could ever say that our work is all routine. That, perhaps, is what makes it so interesting.

An extension secretary is really

an office manager. It is her responsibility to assist the agents by skillful management of the office. In doing this, she not only relieves the agent of wasting valuable time in bothering about small details, which really are necessary and important, but she also makes her own work much easier.

There seems to be a rather definite cycle in the general work of an extension secretary. It takes about one year to become acquainted with the various duties, and after that they more or less repeat themselves throughout the years. Then it is easier for the secretary to anticipate the big jobs that will be coming up in the weeks and months ahead and prepare for doing them, as well as reminding the agent of the routine work ahead.

Recently in our county we had an analysis of all county employees made by the Bureau of Personnel at Madison.

Forty percent of the time was spent on mimeographing and assembling circular letters and educational circulars necessary to conduct work



Gene Gahnz at her files.

for homemakers and 4-H home economics members; 215 stencils were cut with 160,000 copies run, in the home agent's office that year.

Thirty-five percent of the day was spent in answering correspondence, typing radio talks, publicity for newspapers, and preparing teaching aids, reports, and circulars.

Fifteen percent of the day involved duties of reception work, telephone calls, office calls, and giving information and educational material when requested.

Ten percent of the day was spent on permanent records, such as filing, membership lists, secretary's minutes, and reordering bulletins.

Interoffice cooperation between secretaries, as well as agents, is important in order to perform these tasks with a minimum of time and energy. Staff meetings are held by

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Office secretaries get together on a circular letter—Marian Hirsch, Ruth Wendorf, Florence Taege, and Gene Gahnz.



All members of the Marathon County staff meet at a Monday morning conference.



Mrs. Shepard.

NO JUNE brides were ever more aglow than Margaret C. Shepard, senior agent of Essex County, N. J., and her associates, Alice Gaston and Joan Weiss, as they held open house for their Extension friends in their new office home.

It's a semibasement suite, but that doesn't make any difference to "Peg" Shepard. It's luxurious beside the old walkup in the ramshackle building which looked more like a set for one of those "this-is-the-way-life-is" foreign movies.

Things are different now. You can reach the new Essex County Home Economics Extension office through the front door of the Hall of Records Building and walk down through the neatly kept halls, or you can enter directly from a street entrance. Either way, you come upon a large pleasantly lighted room painted

Office Worthy of an Educator

DOROTHY SMITH, Assistant Editor, New Jersey

dusty pink. One of the three secretaries seated at large desks will get up and meet you behind a counter which separates their office area from the reception center.

If you want to see Mrs. Shepard, you turn to the right and the first door in the corridor is her office, with a decor as modern as the rest of the offices but with a few touches which show Mrs. Shepard's fondness for antiques. The next office houses Miss Gaston and Miss Weiss. It is strictly modern and painted green for contrast.

At the end of the short corridor is the workshop—a room that will seat 100 persons for an audience-type meeting and 30 to 40 for a working session. Powder-blue cabinets and modern equipment line the walls. Counter tops are a rosy-colored plastic. It's as gay and sophisticated as the Caribbean designs on the gray background wallpaper above the cabinets.

Mrs. Shepard was in such a happy mood when the new office was opened officially recently that she even gave forth some of the tech-

niques that were used in getting it.

"Don't wait for the county to give you space," she advises any agent looking for new quarters. "If you do, chances are all the desirable space will be taken by somebody else. Present your plans—specific plans—early."

Another trick of the Essex County agents was to keep reminding the authorities about the nuisances of the old place. No nagging, no scowling—just gentle reminders when the roof leaked, the plumbing got clogged, or the furnace went haywire.

Then there was the annual luncheon for the County Board of Freeholders given with a genuine "we-carry-on-with-a-smile-in-spite-of-handicaps" attitude. The entire office staff pitched in to serve the county officials luncheon in the office, making no particular secret of the fact that they had to carry the food to the third floor apartment of the caretaker in order to warm it and then tote it down to the second floor again to serve it. This is bound to impress both men and women officials.



Good light ranks high among the assets in the new office, in the opinion of the three secretaries.



Associate Agent Alice Gaston shows the new bulletin files to Associate Agent Mary Jane Ellis from Somerset County, N. J.

Teamwork at a Demonstration Center

BETTY WILLIAMS, former home economist for the Rural Electrification Administration, southeast area; and former extension home management specialist in Arkansas.

ALL ACROSS the country in various States rural electric cooperatives' personnel and county extension agents are getting together to work toward a common goal—improved rural welfare, increased farm income, higher levels of living, and greater happiness for farm people.

And they are getting together in equipped demonstration areas provided by the co-ops.

In many rural communities a suitable space for meetings for farm groups is a constant problem facing Extension Service personnel. Especially is this true for food demonstration. These situations afford a ready opportunity for cooperation and service by both groups. Extension Service and co-op personnel are using these demonstration areas constructively, wisely and to the advantage of both groups for the benefit of members.

Well Equipped for Demonstrations

Mary Sumner, a former assistant home agent and now electrification adviser for the Caney Fork Electric Cooperative, McMinnville, Tenn., worked diligently in planning the demonstration area for the headquarters building.

"Our demonstration area is not called a kitchen," she says, "since we include many more activities in this room than will occur in an ordinary kitchen of a farm home. But since our building was converted from an old colonial home to an office building we have been able to maintain a more homelike atmosphere in our auditorium."

Besides having a model kitchen and laundry room combined, the co-op's space lends itself to use as a

model living room, with opportunities to display proper lighting for various home activities.

Such a demonstration area in the co-op headquarters offers a link between the agent and the electrification adviser. It is common practice in small communities for public-spirited individuals with leadership ability to serve in several community activities. Thus a leader will be active both in PTA and her church. So it is with co-op electrification advisers and extension workers.

Miss Jimmie Temple, electrification adviser for the Roosevelt County Electric Cooperative, Portales, N. Mex., says, "It was through the use of the demonstration area, and planning its use, that the home agent and I came to know each other. She became genuinely interested in my work. Because she had me meet with clubs as the need or occasion presented itself, I was able to get acquainted with our own members faster. This helped me to organize and do better planning of my work."

Miss Temple points out the difficulties an electrification adviser faces when she is getting started in a community. She pays high tribute to the home agent who helped her get off to a good start, make contacts, and pave the way for telling the co-op story.

Used for 4-H Contests

Members of 4-H Clubs have been welcome users of the electric co-op demonstration kitchens. Dairy-food and bread-baking demonstrations, cherry-pie baking contests, and farm and home electric contests have been held in the co-op headquarters at McMinnville, Tenn. This has pleased Electrification Adviser Mary Sum-

ner, but it has "saved the day" for Assistant Home Agent Louise Ashburn. She says, "I don't know what we would do without the demonstration area. We use it on an average of once a week."

The fact that these places are called "demonstration areas" does not limit the meetings to demonstrations. With adequate space and facilities, the area encourages individual or group participation in activities. Clinics, workshops, and schools—three popular education methods today—are frequently held in co-op headquarters by both Extension and co-op personnel. In one co-op building, the extension agricultural engineer uses the area for a sewing machine clinic.

A Co-Op Community Service

The Middle Tennessee Electric Membership Corp., Murfreesboro, Tenn., serving 16,000 members in 4 counties, has 3 office buildings, each with a demonstration area. The co-op makes these demonstration areas a community service. Meetings of the Jersey Cattle Club, Soil Conservation Service, Sheep Producers Association, Production Credit Association, Grange, Farm Bureau, Farmers Home Administration, and school lunch room supervisors have been held in its demonstration centers.

"Electric service is only one of the things that our members need. They need and receive many forms of excellent service and assistance from various cooperating agencies and groups. After all, what serves our community serves our members." So says Lorella P. Myers, electrification adviser.

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Where Libraries Are Far Apart

ELSIE CUNNINGHAM
State Home Agent, New Mexico

I HAVEN'T read a book in years." A few years ago, it wasn't at all uncommon to hear this statement from homemakers in New Mexico. Libraries were—and still are—few and far apart in the Sunshine State, where only 36 public libraries serve an area of 121,000 square miles. Some counties have no libraries. Busy homemakers don't have time to travel great distances for books.

Today, hundreds of New Mexico rural homemakers are reading more good books than ever before, thanks to a reading program sponsored by the women's extension clubs in the State. In cooperation with the New Mexico Library Commission in Santa Fe and local libraries, many library "stations" in rural communities are supplied with good books. Extension



Joan Johnson and Phyllis Davenport, Farley 4-H'ers, are frequent visitors to the Library, which is especially popular with children and young people.

club members take turns at serving as "librarian" at these stations.

New Mexico's rural reading program, which has been in effect since 1948, encourages good reading by offering certificates to club members who read three or more books a year from recommended lists, which are prepared jointly by the State library commission and the Extension Service. Each list, issued annually, contains some 200 titles of interesting and readable books on travel, biography, current affairs, child care, and family relations, as well as the latest novels. With so many good books to choose from, most homemakers don't stop at the three books required for the certificate, but go on and read many more.

Packets of books, which are sent from the State library commission to the extension club stations, are rotated among 125 clubs which participate in the program. Club members may also obtain their books from local libraries, book-of-the-month clubs, or any source they choose. In one county alone, 380 members in 17 clubs read more than 1,261 books in a single year.

The reading program for the clubs is managed on a county basis. The reading chairmen from the various women's extension clubs make up a county reading committee. The committee concerns itself with such matters as exchange of "book packets," reports, recognition, and awards. It also plans book reviews and exhibits to further interest in

the reading program. County extension agents give encouragement and guidance to homemakers' groups, 4-H Clubs, and other organizations, in an effort to make more books available to rural families.

The certificate which members receive bears the home demonstration seal, and a blue star if the member has attended a book review, or a gold star if the member has given a book review.

Through this reading program, farm and ranchwomen living in the most remote area of New Mexico have the opportunity to read and keep up to date. With electricity reaching farther out into rural sections, there has been an increase in number of mechanized farms and conveniently equipped homes, which has resulted in better lighting and more time for reading.

Homemakers in New Mexico believe that their reading program is serving a real need and is achieving the purposes for which it was established:

To provide inspiration, information, and entertainment by encouraging the love of reading and the ownership of good books.

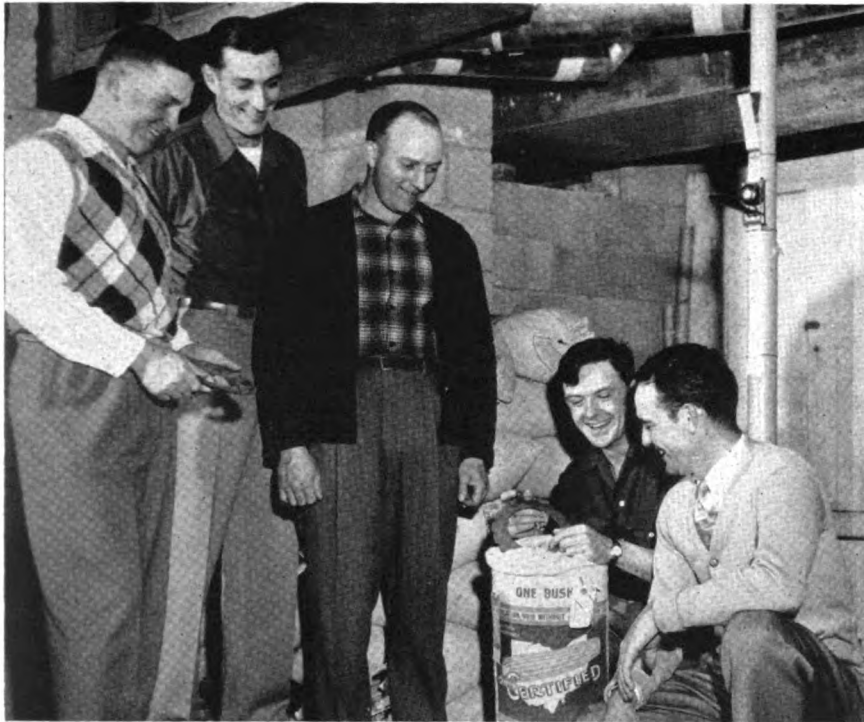
To make good books available to all parts of the State.

To acquaint people with books and services available and to help them to know how to get the most from them.

To help homemakers in the selection of books best adapted to their needs.



The extension club library station at Farley, N. Mex., is maintained in a store owned by Mr. and Mrs. Leslie Fielden. Mrs. Lisle James, left, vice president of the New Mexico Association of Home Extension Clubs, and Mrs. Fielden, station "librarian" browse in the library.



Informal meetings offer fellowship and sociability, discussion of new developments relating to farm and home, and opportunity to exchange ideas.

Young Folks Try Out An Idea From Denmark

R. DALE GLASS
Associate County Agent, Ross County, Ohio

THE RECENT VISIT to Ross County, Ohio, of Elise Hansen of Denmark to learn American ways of agriculture resulted in a suggestion from her that has given rural young folk of that county a new organization.

Miss Hansen's visit to Ohio was under the Nation's Mutual Security Program of technical assistance. The Danish Government selected her to come here as a result of her excellent work as chairman of the farm youth organization in the District of Naestved, Denmark.

Drawing from her own experiences in her native country, Miss Hansen observed the need for an organization here to serve rural young people just starting in the field of farming.

"I have attended your 4-H Club meetings, gone to 4-H Camp, the fair and all that, and it's very good work you are doing with your young boys and girls. I like to meet with your YMW (Young Men and Women)—they do many things. But I do not see these same things for the young married men and women. I think it would be nice to see you not forget your young farmers." These were the frank and hopeful remarks of Elise directed to her hosts, Mr. and Mrs. Paul Gearhart. These remarks fell on sympathetic ears for the Gearharts have two sons starting in farming and they too saw a need for a youthful organization such as Elise was recommending.

Mrs. Gearhart consulted with the

agricultural extension agents of Ross County, and it was quickly decided that an interest determining meeting would be held. Twenty-eight young people attended this first informal meeting on November 6, 1952, and the movement took shape. They unanimously agreed that a need existed for an organization and set forth the following objectives: (1) fellowship, (2) exchange of ideas among members, (3) discussion of new developments relating to farm and home, (4) tours and visits, (5) sociability. Membership was to include both young men and women engaged in agricultural work.

At subsequent meetings, additional ideas were developed for the functioning of this newly organized young farmer group. The members agreed that meetings be informal, not highly organized, and planned so that all members of the group would participate. Therefore, monthly schedules were arranged whereby the host and hostess would be responsible for developing and presenting the program, serving light refreshments, and keeping minutes of the meeting. By functioning in this manner every member at one time or another is responsible for a meeting. One of the group was heard to remark, "I like this system because we don't know what the program will include until the meeting begins. Usually, it is a pleasant surprise. Then too, everyone serving as host has the opportunity of selecting a program in line with his or her interest, which means we all have our say and everybody is happy. It's also good to hear things discussed outside our own sphere of interest."

Except when a topic of common interest to both men and women is selected for discussion, separate sessions are held—the women discussing some phase of homemaking, while the men consider better farming methods and related subjects. The host and hostess serve as chairmen of their respective groups. Most of the members are married couples, some with small children. However, the single members have fitted in with complete harmony, and the two together with a common interest have developed a very active organization.

An Experiment in

YMW Discussion of Public Affairs

W. W. EURE, National 4-H Club Foundation

"WE WOULD LIKE to have another discussion group again this year." This has been the reaction of the first 13 groups to complete the experimental film discussion series on World Affairs and Great Men—Great Issues which the National 4-H Club Foundation has been sponsoring among young men and women's groups this year.

A county agent in Iowa has written, "World Affairs is definitely a timely subject and I think the time and effort spent on the subject can be very well justified in our Extension program." Another agent in West Virginia was glad to be offered a chance to participate in the experiment as indicated by the remark, "I've been looking for something definite to offer the young men and women's group in my county."

Seventeen experimental film discussion groups in seven States are cooperating with the National 4-H Club Foundation and the Extension Service as the result of a grant of funds from the Fund for Adult Education. The groups are located in Connecticut, Iowa, Michigan, North Dakota, Pennsylvania, Virginia, and West Virginia.

Two series are being tested. One, entitled "World Affairs Are Your Affairs," consists of 10 programs—a study and discussion of today's world—its countries and peoples. The second, a series of 9 programs, entitled "Great Men—Great Issues in Our American Heritage," uses the lives of such men as Franklin, Jefferson, Hamilton, Washington, and Lincoln to point up a discussion of current problems in the Government of the United States. Both series follow the technique of providing a specially prepared essay to be read by group members before the meeting. At the beginning of each meeting, an especially selected educational film is shown and the leaders' manual provided to guide the discussion which follows. Since all members of the group have the common experience of reading the essay and seeing the film, the danger of a group pooling its ignorance is largely eliminated.

In addition to testing the material and discussion methods, we have also been interested among other things in finding out whether or not such program material is suitable for YMW groups and to get some indi-

cation of the acceptability by local groups of similar programs provided on a national scale. The acceptance to date has been excellent in most instances. Here are some sample quotations from young people who are participating.

"The discussions have given an insight into countries of which we know so little. I regret I have no time for more reading."—Young man, Pennsylvania.

"Personally this project has enlarged my knowledge concerning the proper ways of leading a discussion."—Young woman, Virginia.

"You'll note how attendance built up in Jasper County as they went along. They would like another series another winter."—State YMW leader, Iowa.

One story comes out of Iowa which is especially noteworthy. The young people of Delaware County were looking round for a community-service project, and hit upon the idea of taking the World Affairs films and discussions out to the adult farm organization meetings. Three teams were organized, and with films and projectors they covered the county. Since there were not enough essay books for everyone, one member of the youth team told the group what the author said, another showed the film, and a third led the discussion.

The experiment is also attempting to determine whether or not young people will pay for this type of program service. One-third of the groups have had to pay from \$3.50 to \$4.00 per member of the series, one-third have paid half this amount, and a third have had essays and films provided free. Evidence to date indicates little difference in interest and attendance; however, it has been harder to interest individuals in joining a group at the beginning when there is a charge involved.

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A group of Kent, Conn., young people consider the pros and cons.



4-H'ers Make Conservation Click

JOHN MAXWELL
Elk County Agent, Kansas

DURING 1952 Elk County 4-H boys and girls had an opportunity to put conservation "to work" in an effort to save the county's most valuable crop—grass.

With the smell of many large prairie grass fires in the wind early in the spring of 1952, the Elk County Livestock and Cattleman's Association took steps to help prevent the serious damage done by careless smokers and would be "picnickers."

All of the 11 4-H Clubs in the county were asked to lend a helping hand. Eight clubs responded to the plea.

The Livestock and Cattleman's Association outlined the proposed grass conservation program to the 4-H'ers in a very attractive manner. Colorful signs requesting tourists and out-

of-county friends to conserve our valuable grass were to be made by the 4-H Clubs with the association sharing the expense of the signboard materials.

Overnight, numerous 4-H grass conservation signs "went up" all over Elk County at important highway junctions, county lines, and on various township roads. Signs reading such as "Don't Burn Our Grass," and "Save Our Grass Crop," caught the eye of thousands traveling through Elk County in 1952.

Grass fires were not fully controlled in the county by any means nor will the 4-H grass conservation signs prevent future grass fires, yet the Elk County 4-H'ers showed what could be done when called upon to help in an emergency.

YMW Discussion of Public Affairs

(Continued from page 155)

Our experience indicates that this type of program is enthusiastically received by young men and women groups, that they can provide the initiative and leadership required in the discussion of public affairs, and that they like new program ideas and suggestions. We feel that the experiment has made a worthwhile contribution to YMW work in general and helped promote the 4-H motto for 1953, "Working Together for World Understanding."

Teamwork at a Demonstration Center

(Continued from page 152)

Similar expression comes from the Warren Electric Cooperative at Bowling Green, Ky. "We would like to see the demonstration area used every day," says Electrification Adviser Phil Paler. And Co-op Manager Charles M. Stewart adds, "More use means more service and SERVICE is our motto."

This shows that the rural electric co-ops are anxious to make their facilities available to Extension and other groups. But what about the Extension people? What do they say?

Home Agent Katie Travis down in Pike County, Miss., says, "The Magnolia Electric Power Association's demonstration area is a wonderful help to our demonstration club-women. Our dream of a demonstration kitchen of our own has not materialized, but since we have had opportunity of using the demonstration area of the co-op we feel that our dreams have been realized somewhat. Here the women have the advantage of using the most modern cooking utensils and electric appliances."

"Home demonstration club members, 4-H Club girls, the agent, assistant agent, and extension specialist have used the demonstration area in the co-op building for many activities," says Home Agent Winnie Pool, Roosevelt County, N. Mex. "We feel perfectly free to request the use of it, and we greatly appreciate this cooperation."

LETTERS FROM READERS

Correcting a Mistake

IT SEEMS that a couple of pictures got switched on the last page of the May issue of your estimable magazine. The picture you used was one Russ sent recently and which should have the following legend:

"W. C. Krueger, extension farm engineer at Rutgers University (right) receiving citation praising him for his 25 years of service to New Jersey farmers at the annual meeting of the New Jersey Inter-Breed Cattle Association in Far Hills Inn, Somerville. Making the presentation is Pierre D. VanMater, Marlboro, Jersey breeder for several years and a member of the Rutgers Board of Trustees.

"In other words, Krueger was featured in the picture instead of Perry."—Samuel H. Reck, Editor, New Jersey.

We apologize to Mr. Krueger, Mr. Perry, Sam Reck, and the State of New Jersey. Belated congratulations to Mr. Krueger on his well-deserved citation.

Send Five More Copies

"I like to think that Extension from the beginning was a response to the expressed needs of the people, and a few strong men sensitive to these needs developed a method by which the people could meet their needs.

"The new generation of extension workers is having no small amount of difficulty in deciding what to believe for and about Extension. Perhaps if they could see the difference between (1) men and women who know how to respond so that people can meet their own needs; and (2) men and women who develop ideas and sell them to the people so that a better report can be written, or so that one county can report that it is as successful as a neighboring county.

"The February issue of the EXTENSION SERVICE REVIEW is so well organized that I would like to have five extra copies to share with some

especially promising new workers in years to come. Also, my present copy is rapidly becoming dog-eared from showing to visitors who don't know what Extension is."—William R. Miller, Regional Extension Agent, Massachusetts.

To all of you who took the time and effort to write us about the anniversary issue, our hearts felt thanks.

From Brazil

"I came back from the States in 1944 and soon after I founded a school in the north of Brazil, preparing girls from all the north and northeast States to work in the Extension Service (Home Demonstration Work).

"We got wonderful results and now we have one school more in the center of the country and 178 graduated girls or better, home demonstration agents.

"In 1947 because of politics I resigned my position of director of the Service and I went to Argentina (Buenos Aires) where I remained nearly 3 years studying Nutrition in The National Institute of Nutrition; I graduated in M.D. Nutrition Specialist and in Dietetics (Dietitian).

"Now, since last year I assume again the same position of Chief of the Extension Service of the 'Servico de Alimentacao da Previdencia Social' (Food and Nutrition Service of Social Welfare).

"I am interested now in receiving the publications and reviews about Extension Service and to get contact with you in order to be informed about your improvement relating to this subject.

"If I can I shall send you some news and photographs of our clubs here and about our work.

"Our clubs, similar to your 4-H Clubs are called 4-E Clubs adapted to yours."—Dr. Clara Sambaquy, Rio de Janeiro, Brazil.

Some readers may remember the article and picture of Dr. Sambaquy in the July 1944 REVIEW. She spent

most of her time in Mississippi and Georgia, studying home demonstration work and 4-H Clubs.

● "I am writing from 'down under' . . . below the equator . . . in Brazil, South America, where the sun shines on the north side of buildings and Christmas comes in the summer.

"Yesterday I realized as never before how knowledge helps to make one free. We had gone to visit a farm in the country back up on the slope of the mountains and we bumped along in a 'jeep' over roads that had never seen rock, gravel, or concrete. Perhaps you can imagine how different the farm home seemed from our Hoosier farmsteads. The house was made of bamboo sticks, plastered together with mud, and topped with a thatched roof. There were holes and open spaces in the walls, which served to let the smoke out and provided ventilation too, I suppose. Their stove was much like our backyard furnaces except there was no chimney, while the floor was the earth itself. For furniture, this family had a crude table and bench and for beds some wood frames supporting corn husk mattresses.

"None of the family could hop into a car and be in town in a few minutes. There was no school close and church required a day's journey. Illnesses like dysentery, malnutrition, and parasites were endured, not cured.

"This homemaker had no club nor other contacts where women talk things over. She had no radio, no meetings with lessons nor people who could bring her information. Today she lived much as yesterday with tomorrow only another today. She is a prisoner in a vacuum without education, transportation, or communications.—Eva L. Goble, State Leader, Home Demonstration Agents, Indiana.

Miss Goble is on temporary assignment in Brazil. The above is excerpted from a letter written to the 70,000 home demonstration club-women in her State.

The 5-Year Room Plan

(Continued from page 148)

as their working laboratory. Or, they could buy the items readymade, or plan them and have them custom-made, and supervise their making.

Again enrollment increased and interest was on the upswing. Girls were beginning to understand why they should not attempt to do everything in the room in 1 year. Likewise, leaders and parents were beginning to see the wisdom of planning "backwards and forwards."

In 1950 the project selected was "wall finishes." Color and use of pattern were important emphases. Leaders and members learned what materials were available and the various treatments which might be used. State tours were planned.

A trip through a wall paper factory intensified interest. A visit to a charming, but modest, new home showed clever use of paint. Several counties organized countywide clubs for the project. Other counties took members to decorator shops, homes, public buildings, and to stores for talks with buyers.

In 1951 "furniture and accessories" stepped up the enrollment. New members were allowed to come in but had to start with the current phase of work. As more handbooks were made available, girls were allowed to carry one, two, or more phases of the work at one time. We were anxious to study this method as opposed to the "one phase at a time" plan.

The girls studied furniture construction and "what is quality" in furniture. They studied the accessories for their room, such as lamps and pictures, which give sparkle and finish.

Members were invited to the Illinois State Fair for tours, and a high percentage of those enrolled attended, many of them paying all of their own expenses. We visited the art department of the State Extension Library, department stores where buyers discussed china, glassware, silver, linens, floor covering, draperies, and all types of furniture.

We visited art stores to see exquisite prints and decorative acces-

sories. We spent an evening in a decorator's shop where custom furniture was built and saw the construction of a wing chair from the first step to completion.

A conducted tour through the Governor's mansion served to show the girls a different type of decorating—that for large rooms with high ceilings.

The tours were followed by get-together discussion sessions. Illustrative materials were used during the sessions, and many of the things seen on the tours were discussed in relation to the project work which was underway.

In 1952—the fifth year of the study—Floor and Floor Coverings was selected as the project. Members had a choice of refinishing a floor, making a rug, buying a floor covering, either hard or soft, or of

planning what they would select for the room when replacement was to be made. Again we were attempting to prove that the project need not be too costly.

Comments from leaders, parents, and members are an indication of the value of the plan. Members are very conscious of the fact that they have grown and developed with the project. They are unanimous in the opinion that one phase of the work should be taken at a time.

Girls, who have completed 5 years, and are still within the 4-H age bracket, are asking for more projects. A number of the girls who started the project have married and are now using the information.

There is much yet to be done. The 5-year study merely serves to point the way to the need and to the potential of room-improvement work.

Recognizing FFA 25th Anniversary

IN recognition of the 25th Anniversary of the Future Farmers of America, members of the Extension Service staff arranged a special luncheon for three officials of the FFA as a tribute to the fine work they are carrying on. Left to right (seated) H. N. Hansucker, Assistant Executive Secretary, FFA; C. M. Ferguson, Director of Extension Work; Fern Shipley, 4-H Club and YMW Programs; W. T. Spanton, Na-

tional FFA Advisor. (Back row) Norman Mindrum, Executive Director, National 4-H Club Foundation; C. C. Lang, 4-H Club and YMW Programs; A. W. Tenney, Executive Secretary, FFA; P. V. Kepner, Assistant Extension Director; E. W. Aiton, Leader, 4-H Club and YMW Programs; George Foster, 4-H Club and YMW Programs; and Warren Schmidt, YMW Programs.



Extension Legislation Modernized

(Continued from page 149)

as they were in 1953, this act stipulates a specific formula to govern the allocation of any future increases in appropriations. This formula provides that 4 percent of such future increases "shall be allotted among the States, Alaska, Hawaii, and Puerto Rico by the Secretary of Agriculture on the basis of special needs as determined by the Secretary." Forty-eight percent shall be allotted on the basis of farm population and 48 percent on the basis of rural population.

This formula is generally conceded to be as fair and equitable to all as could be devised. It resulted from intensive consideration of this problem by all directly concerned.

Basic Provisions of Previous Legislation Continued

This consolidation and simplification of Extension's previous legislation changes none of the basic purposes, functions, and activities of the Cooperative Extension Service. However, there was one clarifying amendment to the definition section of the original Smith-Lever Act which is of some significance. The pertinent portion of this section (section 2) was revised to read, "the giving of instruction and practical demonstrations in agriculture and home economics and subjects relating thereto." In the words of the House Committee on Agriculture Report: "The phrase 'and subjects relating thereto' is added to the language of the Smith-Lever Act to make certain that the new legislation will authorize all those extension activities, such as 4-H Club work, education in rural health and sanitation, and similar aspects of the manifold extension program heretofore authorized and now being carried on under existing law.

"Sponsors of the legislation, and your committee as well, deemed this the safest means of assuring the continued flexibility which is so essential to effective operation of the extension program."

The need for such legislation, in the interest of more efficient operations and effective extension administration, has long been recognized. The specific wording of the new act was arrived at after careful deliberation and discussions, over a considerable period of time, by a committee representing State extension directors and the Department of Agriculture. In the process of its deliberations the committee checked its proposals with all extension directors in order that the viewpoints of all might be considered.

The bill as introduced, and as passed without amendment, was approved by the Association of Land-Grant Colleges and Universities and the Secretary of Agriculture. It had bipartisan support in both the House and the Senate, and was enacted into legislation without any Congressional opposition. Again in the words of the House Committee on Agriculture in reporting the bill, "This bill provides a basic authorization for agricultural extension work that will be flexible and dynamic as the needs of the Agricultural Extension Service may require."

With this clear, simplified, and modernized basic legislation Extension has a renewed challenge to increase and modernize its services and productivity in accordance with the manifold needs of the people it was established to serve.

Job of the Secretary

(Continued from page 150)

the agents, and it has proved helpful to us to take part in these meetings at regular intervals. We become acquainted with the work that is planned for the month ahead in each of the departments in the extension office, and can more readily answer questions and give information about the planned program of work.

The secretary can get her work done as quickly and efficiently as possible if she tries to have her working space arranged conveniently, with files, bulletin cabinets, and work space placed for her easy access to them. This can be done only after she has worked with the equipment for some time.

One of our big problems has been our bulletin files. Both the home agent and I had been wasting much time hunting for information, perhaps with someone waiting on the telephone and with neither of us having much luck. We finally decided to put different colored labels on the outside of our old black cardboard file boxes; that is, a different color for each phase of work, such as pink for clothing, blue for home furnishings, and so on. These small box files were then returned to the storage cupboard and a small guide sheet prepared.

In our job as extension secretaries we meet many people, mostly rural people who are coming to us for help and information. They have a right to expect absolute courtesy from us, as well as all the help we are able to give them. Many times the office secretary will be able to give the caller the help or information she is seeking. If not, she will be expected to get all the necessary information from the caller so that the agent may later write, telephone, or make a home call to this person and give her the assistance or advice she needs.

I think it is absolutely necessary for the office secretary to write everything down whether it is a request for a bulletin or an order from the agent; she should not trust her memory.

I'd like to say that I've enjoyed the years spent as secretary in the extension office in Marathon County. The work was never dull, and sometimes very interesting. It is impossible for us not to absorb much of the material that is prepared and given to the farmers and homemakers. Much of this information has been valuable to me as a homemaker.

● Members of South Dakota's home demonstration clubs are sponsoring for the first time two annual scholarships to home economics students at South Dakota State College. Known as the Susan Z. Wilder loan and scholarship project, it was first established as a loan fund. This spring, two junior women were awarded the scholarships.

UNITED STATES
GOVERNMENT PRINTING OFFICE

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WASHINGTON 25, D. C.

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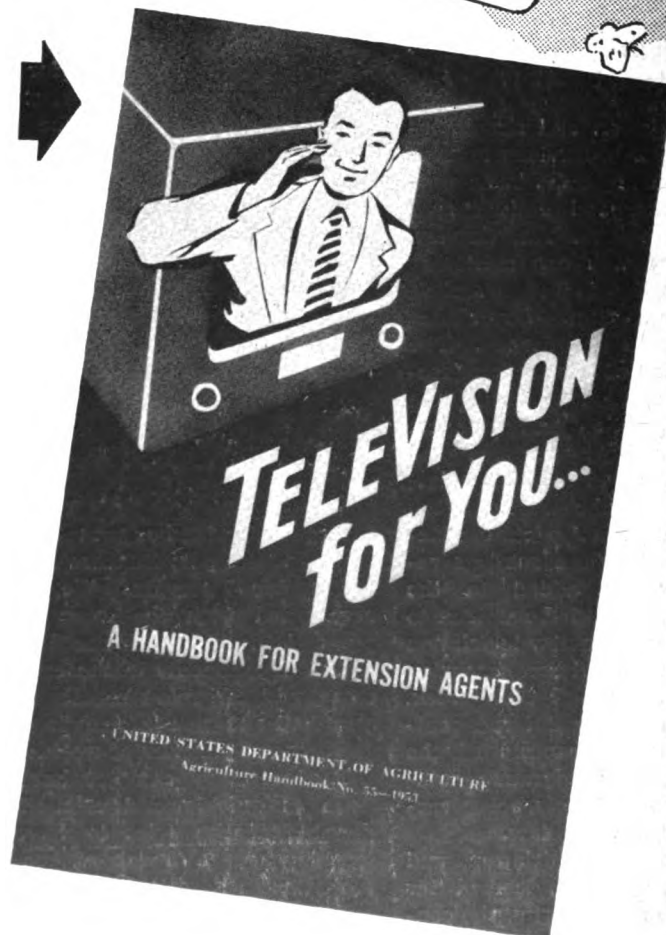
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SEPTEMBER 1953

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EXTENSION SERVICE
Review



Inspecting Grain

Teamwork Needed — J. Earl Coke

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Ear to the Ground

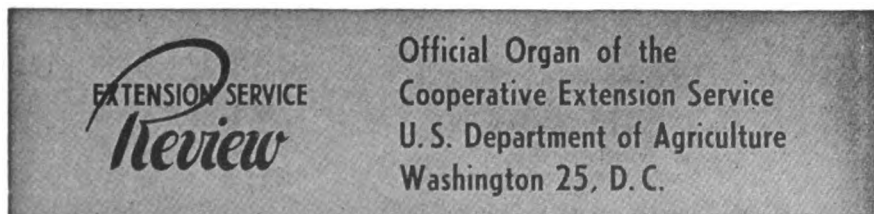
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- Look out for Outlook! The National Agricultural and Rural Family Outlook Conference will be held in Washington, D. C., October 26 to 30. The Bureau of Agricultural Economics, the Bureau of Human Nutrition and Home Economics, Extension, and other agencies will hang out rolls of statistics to show trends. These are important if we are to set our sights on solutions of current problems, and hitch our activities to productive efforts. Department experts and State extension economists will point out vital areas, so watch for Outlook outputs.

- Many of you will be attending one of the meetings of the county extension agents' associations next month. The National Association of County Agricultural Agents meets at the Bellevue-Stratford Hotel in Philadelphia, beginning October 12. The National Association of Home Demonstration Agents convenes in Buffalo, N. Y., October 17. Crystallized extension thinking, know-how, and fresh ideas will be the order of these days, and some of our associates who have won laurels will be recognized for their ability. All who participate will return home with renewed enthusiasm for the pull ahead.

- That reminds us that mere physical ability is no guarantee that we'll move forward under full steam. Many persons (maybe you know some) not gifted with all physical attributes are in the vanguard of those progressive folks who are constantly lighting a path for us to follow. That's one reason for National Employ the Physically Handicapped Week, October 4 to 10. But the primary objective is to give handicapped people who can be gainfully employed a break. Remember the event then, and keep it fresh in your minds the year round.

- Don't sell your circular letters short. Sure, direct mail is old, and may have lost some of its glamour to newer methods, but it hasn't been robbed of its effectiveness. If you haven't been making effective use of this method, take a look at what Massachusetts is doing in this field. Radie Bunn tells about it in Selling Ideas by Mail in the October issue.



VOL. 24

SEPTEMBER 1953

NO. 9

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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Extension Service Review for September 1953

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Leaders learned to order program material from Package Loan Library.

Workshops Save Time and Instill Confidence

SADIE HATFIELD, Specialist in Homestead Improvement,
Texas Agricultural Extension Service

WORKSHOPS relieve agents and specialists from high-pressure demands for method demonstrations on home grounds improvement. Besides the advantage of having trained leaders to assist her, an agent has opportunity to see methods demonstrated and at the same time, can obtain material for her programs. This saves time and often instills the confidence needed to undertake home grounds improvement. Exterior home improvement, often avoided until urgent demands are made for it, can be undertaken with assurance the job will be done right.

About twelve subjects are chosen for workshop programs after a compilation is made of agents' plans.

All speakers are asked to hold "talk" to a minimum and to give clear-cut method demonstrations when they are sent a letter explain-

ing the purpose of the workshop. Agricultural Extension Service specialists, florists, college teachers, representatives of the State Libraries, Experiment Station employees, Soil Conservation workers, Garden Club members and commercial organizations such as representatives of insecticide manufacturers and a cement association, have contributed to workshops. Representatives from the University of Texas and the Texas State Library bring an exhibit of Package Loan Libraries and lending books and teach leaders to order material for enriching club discussions. Commercial samples and literature are distributed during registration.

The Workshop Has a Pattern

A workshop begins with registration at 8:30 a.m.; at 9:30 a.m., a general meeting of 45 minutes; re-

cess; then 6 or 8 concurrent programs of 1½ hours each. After lunch, two similar periods repeat most of the morning subjects; in the evening, a dinner and a meeting for lecture-demonstration. The second morning has two periods of 1½ hours each. Each 1½ hour period consists of one or more practical method demonstrations fully illustrated, and a general afternoon meeting closes the 2-day workshop. The attendance is generally from 10 to 30 leaders and agents. It is concluded by a discussion of ways leaders will use information at their clubs.

The most convenient arrangement for holding a workshop is in cooperation with a college that offers classrooms, auditoriums, dormitory space, and a staff trained in some phases of horticulture or landscape development. Cooperation from colleges has been enthusiastic because most faculties are looking for opportunities to serve in their area of the State. If the college, town and county have active clubs, that helps too; for example: the "Hand and Foot" committee, representing The Nacogdoches City Council of Garden Clubs and the County Home Demonstration Clubs are helpful to speakers and those directing the workshop.

Agents Report on Workshops

Janie Fletcher, Waller County home demonstration agent reported; "As a result of the Home Grounds Improvement Workshop held at A. & M. College in 1952, three leaders assisted the agent in a training meeting on making outdoor furniture. All clubs in the county sent leaders to be trained. The leaders, assisting the agent, brought chairs made and painted, chairs half made and chairs cut, ready to be put together. Patterns were given all those who participated in the chair making."

Geraldine Lee, Brazoria County home demonstration agent, wrote, "The workshop was well planned and instructors gave wonderful demonstrations. Each leader and the agent attended different workshops so we could take advantage of more information. The workshops were all the women could talk about on the way back to Angleton that night."

(Continued on page 164)

Annual 4-H Convention

Develops Leadership

THE 4-H Club convention in Wetzel County, W. Va., is one of the highlights of the 4-H Club program, asserts Kathleen E. Stephenson, home demonstration agent in the county. She finds that it serves as an incentive for older members to stay in club work longer. The activities of the convention give opportunity for leadership, and during the 4 years the convention has been held has developed excellent leadership in all the clubs.

The fourth annual convention was held March 13 and 14 as part of the National 4-H Club Week observance. Each of the 19 clubs in the county with older club members sent two delegates, a boy and a girl. The convention got under way Friday evening and the delegates were guests at two hotels in town that night.

The same theme as at the National 4-H Club Camp "Working Together for World Understanding" was used. In keeping with this theme the county 4-H Clubs sent more than 200 packets of garden seeds in addition to several pounds of snap beans,

peas, and lima beans for the 4-H Clubs in the Philippine Islands. Presented at the end of the convention, it was a dramatic climax.

The presentation of \$30 from the 4-H Clubs of the county toward the expenses of the West Virginia IFYE delegate was made at the same time. The 1953 grassroots ambassador, Helen M. Cronin of Lewis County, spent the summer months in Norway. Her fellow 4-H members furnished the State's share of her expenses, and all felt she was particularly well qualified to be their delegate in working together for world understanding.

The Saturday morning session featured discussion with local public-spirited leaders helping. Music recreation and inspiration were a part of each session. Officers for the 1954 convention were elected at the close of the morning session.

Luncheon was sponsored by the two local banks. Featured were 5 second-year delegates and 5 first-year delegates who gave ideas and suggestions on the convention.

All 4-H members, parents, leaders,

counselors, and friends were invited to the afternoon session. The county 4-H chorus of 60 members, under the direction of Charles Taylor, Extension specialist in music and recreation, made their first public appearance and were enthusiastically received. Other musical features were The 1953 Health song by the Wah Wah Taysee Club of Smithfield, The 4-H Hymn by the Minnehaha Club of Folsom and America the Beautiful by the Busy Beavers of New Martinsville. A local minister spoke on the theme of the convention.

"This last session as an open meeting serves as a spring rally to arouse interest and enthusiasm in all the clubs. We'd recommend a 4-H Club convention to any county that wants to develop junior leadership," concluded Home Demonstration Agent Kathleen E. Stephenson.

Workshops Instill Confidence *(Continued from page 163)*

Wilma Adams, Johnson County home demonstration agent, stated after the 1952 Nacogdoches Workshop, "During these 2 days we outlined six method demonstrations which the leaders and I are scheduled to give. We are glad to have seen these method demonstrations and we like the outlines and references."

Leta Bennett, district agent, Richmond, who has 11 county home demonstration agents beginning landscaping, had asked for 3 weeks of the specialist's time. After a workshop, Miss Bennett said, "We will now need the specialist less than I had thought. The agents have data and material for all method demonstrations listed for next year."

Scholarships for Okinawans

Nearly 40,000 Michigan women, members of home demonstration groups, are sponsoring five Okinawan girls who are juniors at the University of Ryukyus, where they are studying home economics.

Eleanor Densmore, Kent County home demonstration agent, who started the home economics department, says that the scholarship fund, amounting to more than \$200, has done much to strengthen the bonds between our two countries.



At the 4-H Club Convention club members present garden seeds to be sent to the Philippines.



Dessert servers at the smorgasbord given for outgoing IFYE's were former delegates from Kansas.

IFYE Orientation *Stepped Up*

ORIENTATION of the International Farm Youth Exchanges going from Kansas this year was the most intense since the beginning of the program in 1949, according to J. Harold Johnson, State 4-H Club leader in Kansas. The objective was to better prepare the delegates by giving them information about the countries in which they will live and to build within the delegates an understanding and appreciation of their opportunities both abroad and upon their return.

Several methods were used this year by Kansans in charge of the International Farm Youth Exchange program to orient the 12 from the Sunflower State who were scattered to all points of the globe as IFYE's this summer and fall.

"Our program," Johnson said, "was designed to supplement the excellent orientation the IFYE's get in Washington, D. C., before leaving on their assignments and through the IFYE letters."

Personal conferences between the outgoing delegates and students from other countries enrolled at Kansas State College formed one orientation method. The delegates were en-

couraged and assisted in contacting students from countries in which they would live as IFYE's.

During the annual 4-H Club Roundup late in May, the delegates met with IFYE's of other lands, Master 4-H Club members, and lay members of the Kansas Committee on 4-H Club Work. All were guests at a Rotary meeting where the program was presented by two 1952 IFYE's.

Earlier in the spring, a day's orientation, which included a luncheon with State extension personnel, was

concluded with a smorgasbord dinner prepared and served by former Kansas IFYE's. Fourteen of the 23 former delegates from Kansas assisted with this event at which foods of other countries were served.

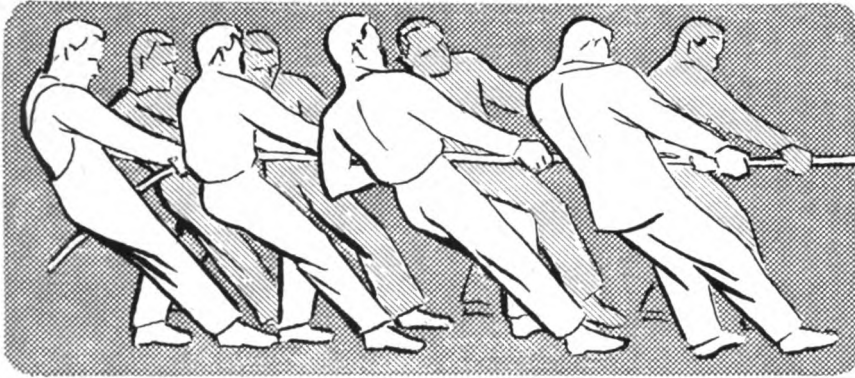
Employment of Loren Goyen, who is assigned specifically to the India phase of IFYE, made it possible to carry out a better orientation program this year, according to the State 4-H Club leader. Kansas will have 10 delegates from India this year. Altogether, the State will be host to some 30 to 35 exchanges in 1953.

Boys Tour Boston

The first of a series of educational "Teen Tours" sponsored by the 4-H youth extension program of New Hampshire was held April 28. The purpose was to give young people of the State an opportunity to observe some of the vocations open to them.

The Boys Tour to Boston was designed to familiarize interested young men with the many phases of marketing. One of the two morning trips visited Faneuil Hall Market, Terminal and Auction Markets, The First

National Store warehouse, and the Hoods Milk Plant. Those wishing to spend the morning observing vocations other than marketing either took a tour of the New England Meat and Wool plant and the Museum of Science or went to radio broadcasting stations and newspaper publishing houses. In the afternoon, the groups saw famous landmarks in Boston and vicinity, the trip ending at the new Framingham Shopping Center.



TEAMWORK Needed

J. EARL COKE, excerpts from an address for the Missouri Balanced Farming Action Day Program, Chariton County, Mo., July 28, 1953.

THE WISE USE of our agricultural resources is essential to a strong national economy. We need, therefore, a constructive and expanded program of resources conservation—flood control, sound land use, reforestation, and water management, with greater emphasis on agricultural research and education and on local control.

The conservation and improvement of our land and water resources is primarily the responsibility of the farmer, the rancher, and the custodians of forest land. If these lands are to be conserved and improved, those who operate them must have the desire, the knowledge, and the facilities to bring about the needed results.

But government also has a place in this program. Government has the task of assisting and exercising leadership, but not doing for the people that which they can best do for themselves.

Government, then, has an opportunity to serve future generations by aiding the farmers of today in catching up on conservation.

We are confident that, with more effective teamwork, we can expand and accelerate the conservation and

improvement of our soil. This we must do.

The conservation of our agricultural resources is as broad as agriculture itself. It involves much more than the preservation of soil fertility or control of erosion. It involves also the wise use—the better use—of machines—the better breeding of animals—the better application of improved farming practices such as the use of new plant varieties and new chemicals. It involves the wise use—again, the better use—of time and energy. And above all, it involves the preservation and improvement of human resources and human values in agriculture.

Many Agencies Contribute

If you accept this definition of conservation, it is obvious that the Land-Grant Colleges, Extension Services, Experiment Stations, and the Department of Agriculture have for years been effectively active in this field and this has shown that we need a comprehensive, closely coordinated approach.

In addition to the conservation and flood prevention functions of

the Soil Conservation Service, Forest Service, and Agricultural Conservation Program, most of the other agencies within the Department of Agriculture also make direct contribution to these same functions through their regular programs. A considerable amount of the research of the Agricultural Research Administration and certain economic studies of the Bureau of Agricultural Economics helps provide the factual basis for conservation improvements of agricultural resources. The place of farm credit is important in extending the application of soil and water conservation. The Farm Credit Administration and the Farmers Home Administration thus make important contributions. The Extension Service provides conservation assistance to all farmers. And here again let me define conservation in its modern concept—that of improving our natural and human resources.

I hope this coordination of effort and teamwork will continue and constantly improve in order to give better service to farm people in whose hands the major task of conservation lies.

But again let me emphasize that the end purpose of conservation is not the welfare of the land, but the welfare of the people.

Demands on Extension Service today are greater than ever before and are rapidly growing. That is a healthy sign. The rural people of the United States are placing a very high premium on knowledge.

They understand that knowledge—proper planning—effective farm management—mean so much in this complex economic age.

The Department is seeking to get the widest possible expression of opinion on the farm programs our people want and need.

We need the benefit of ideas from men who are facing the farm issues every day on the economic firing line. Who should better understand the issues? To that end we are asking for local participation. We seek the aid of farmers everywhere through their organizations, to give us a consensus of ideas and suggestions.

(Continued on page 174)

Grain is Food—Keep it Clean

HAROLD SHANKLAND, Kansas Assistant Extension Editor tells how extension workers in one State are making special efforts to help farmers meet urgent grain storage and grain sanitation problems.

KANSAS is in a favorable situation on wheat and corn storage.

This can be credited largely to the small 1953 wheat crop and to the educational programs which have focused attention on the drastic need for more on-the-farm storage.

This year's wheat crop, some 75 million bushels smaller than the average of the last 10 years, is all under cover, much of it in farm storage. With as much as a 50-cents per bushel differential in market and support prices, farmers purchased many steel bins.

Another factor in the favorable storage situation was making CCC bins available for rent to wheat producers.

One Kansas county reported to the PMA State office that it had three times as many requests for farm storage loans this year as last.

Corn storage normally is not a major problem in Kansas. However, as a safeguard, the PMA is obtaining extra storage of one-half million bushels primarily for corn. Snow-fence cribs and other temporary storage usually enable corn producers to handle their own crops.

Extension is continuing its farm structures program started many years ago. It is making available to all interested persons information and blueprints of grain storage and other buildings.

Currently, multi-purpose storage facilities are being recommended wherever they are feasible.

With wheat as the State's major crop, the Kansas Extension Service annually conducts district and county schools on all phases of production and care of the crop. Sanitation is being emphasized more now as the result of the more stringent pure food and drug act regulations.

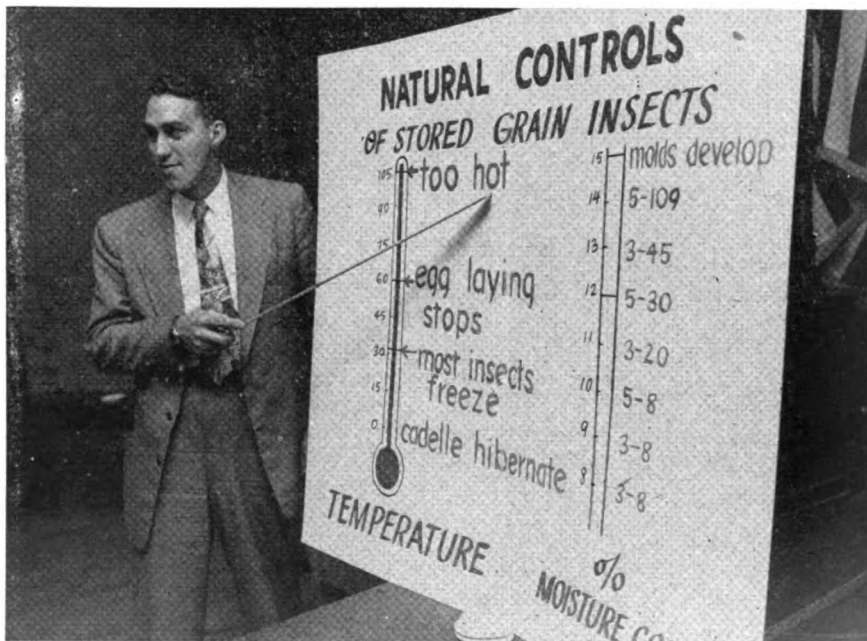
A comprehensive statewide series of schools last winter gave producers and others information on grain storage facilities and construction, grain drying methods and equipment, insect control, and the marketing situation. A field day was arranged to give a grain drying demonstration.

Grain grading schools were held last spring for country and terminal elevators and workmen, PMA bin inspectors, county extension agents, and others. In these schools, representatives of the Fish and Wildlife Service, Bureau of Entomology and Plant Quarantine, Food and Drug Administration, and the Extension Service discussed and demonstrated rodent and insect control and other problems in grain sanitation.

This was the fourth year Kansas has conducted a two-phase sanitation program with farm-stored grain; including storage and grading. The

Extension Service cooperates with the Kansas Wheat Quality Council, the Wheat Improvement Association, and other organizations in a statewide series of meetings. Cleaning and spraying of grain bins was emphasized at meetings in May, a short time before wheat harvest. An August series stresses how to keep the grain that has been stored in the current harvest free of stored grain insects.

County agents are constantly kept informed about new methods and materials, price supports, available storage and other matters of importance. With this and other information they can tell farmers where building plans may be obtained, how to rat-proof and repair storage structures, keep their grain in a sanitary condition, and do other jobs to protect the food and feed value of their stored grain.



Dell Gates, Kansas extension entomologist, gives a demonstration.

Simple Friendliness... *The Keynote*

JAMES F. KEIM, Agricultural Extension Specialist, Pennsylvania

THE STAFF of the State 4-H Club office of Pennsylvania at their 24th Annual Leadership Training School gave a very practical demonstration of how to apply the theme "Working Together for World Understanding."

They invited International Farm Youth Exchange delegates from Pennsylvania, who were abroad in former years; Donald Bachman of Lehigh County, Jean Singer of Lancaster County, and Bill Lefes of Mercer County. Then they arranged so that exchangees, Vinay Singh of India, Bengt Gustafsson of Sweden, and Anibal Torres of Puerto Rico could also be present.

They also asked the writer, whose present assignment in the Pennsylvania Extension program is working for International Understanding and World Peace, to act as a moderator for a panel discussion. Representatives from Korea, Puerto Rico, India, Viet Nam, and Germany, joined with the Pennsylvania IFYE folks on the subject "How We Can Create Better World Understanding," rural teenagers exchange students from Germany, as well as a few foreign students studying agriculture at Penn State, were invited.

The delegates in general assemblies and in their club meetings—the group as a whole was organized into eight clubs or working parties—had ample opportunities to exchange ideas and to find out how they could work for international understanding.

Various aspects of the subject were taken up and reported upon by IFYE delegates. Jean Singer said, "I really was accepted by the folks of the little village in Switzerland when they learned of my work in music." Don Bachman said: "Don't believe all you read and hear. See for yourself and learn to know folks who live there. Takes a good sense of humor too." When Vinay Singh of India asked, "What would you do if there was an abundance of cheap labor, would you mechanize your



Representatives at the leadership training school included these from (left to right) United States, Germany, Korea, India, Mr. Keim, Puerto Rico, Switzerland, Viet Nam, and Costa Rico.

farm?" the club folks from Pennsylvania had something to think about.

"I have been surprised that many folks up here don't even know where Puerto Rico is located on the map. Nor do they realize that we are American citizens just like you are. We are not a colonial possession either." The last comment by Anibal Torres really gave us all a start.

Reports of experiences and questions made the time set aside for the panel all too short, but questions raised and foreign representatives present were brought together in the club meetings that followed.

"Why I never knew that Korea had such a glorious history as a nation, that she had 35 universities and a culture over 4,000 years old."

"When I came to this conference I wondered: What can I do for international understanding? Now I know." That was a typical comment, heard again and again.

In some clubs, numerous delegates told how much they appreciated the idea of having a "pen pal." One club group recommended that correspondence should be from one club group to another.

The question, "Do We Need International Understanding?" was vig-

orously debated. Here, one discovered how internationally minded our young folks are. They concluded: "There is no other solution for living in peace except we try to understand each other." As one member commented: "Why folks in Europe are people just like we are."

One could give one vivid impression after another. The delegates in one club will not soon forget the statement of Nguyen Ban of Viet Nam. "Outside of Viet Nam the French and our national people are great friends; inside the country we are enemies."

But for the foreign youth, many of whom will soon return to their homeland, it was really a "finishing off" experience: To meet the leaders among our 4-H Club members first hand, to see how they organize, plan, and carry out a program, and note the opportunity they have for self expression.

Perhaps the thought expressed by one 4-H Club delegate may often be realized: "If I ever happen to go overseas I surely do want to meet some of these folks in their homeland." This was a sincere expression of simple friendliness that is the foundation of International Understanding and World Peace.

Homemakers Volunteer

EVELYN BYRD HUTCHINSON, Information Specialist, Maryland

BECAUSE the demand for judges at county events in Maryland has increased beyond the capacity of specialists from the State home demonstration staff, homemakers are taking over the job.

In the spring more than 230 women from all over the State volunteered their services to qualify as judges at county fairs, community shows, 4-H Club exhibits, and other local events. From now on in Maryland, a good part of the judging in home-making fields is in the hands of the homemakers trained for the job.

These volunteer judges include former home demonstration agents, home economics teachers, and women who work closely with homemakers and 4-H Clubs and project leaders. Having been trained in judging techniques, they are now available for judging in their neighboring counties. They are also in a position to give information on placing entries, making fairs more educational, and explaining the "why's" of judging. County home demonstration agents have lists of those women available for judging.

Four district schools were held in the State—in Easton, at the University of Maryland in College Park, in Hagerstown, and Frederick. Judging training was given in four fields by State extension specialists—foods by Janet Coblentz; clothing, Helen Shelby; home furnishings, Florence Mason; and 4-H exhibits and demonstrations, Dorothy Emerson and Margaret Ringler.

Homemakers attending the training meetings brought their own articles to be judged. These included women's and children's dresses; canned fruits, meats and vegetables; baked products, such as cakes, cookies, and breads; painted trays; flower arrangements; coverlets; and rugs. 4-H Club girls gave demonstrations, and these were judged in order that the women might have the actual experience of this type of activity.

Already judges have put their training into practice. For example; in Allegany County, at Cumberland, Md., 4-H girls competed in the 4-H Demonstration and Contest Exhibits during the later part of May. This 4-H event was judged by six home-

makers, three of whom had attended the special judges' training meetings in Hagerstown. Judges were Mrs. Holmes H. Cessna, Mrs. James R. Smith, Mrs. John W. Wheeler, Mrs. Ada Baker, and Mrs. Ruthella Fey, all from Allegany County.



Homemakers judge bread as part of their training for judging.



Volunteer judges see a demonstration given by a Maryland 4-H Club girl.



Mrs. Davidson Coleman (left) of Massey and Mrs. Darwyn Newcomb, Princess Anne, point out features to look for in judging a cotton dress.

"Bossy" Comes to the Flint Hills Grassland

JOHN MAXWELL, County Agricultural Agent, Elk County, Kans.

"RIDICULOUS" the old settlers would have told you, some 20 years ago, if you had any idea that you could milk cows for a living in the "tall grass" country of Kansas.

They insisted that the heavy growth of tall grasses, such as big and little bluestem, switchgrass, and side-oats grama, found in the Flint Hills area of southeastern Kansas, was here primarily for beef and sheep production. "Ol' Bossy" just wasn't wanted here—nor did she fit into the scheme of things.

But this was years before artificial breeding was introduced to Kansas. Many States have been using artificial breeding in their dairy cattle program as far back as 1939. However, the Kansas Artificial Breeding Service Unit (KABSU) did not originate until March 1, 1950. At that time only 24,566 cows were bred artificially. This has mushroomed with "leaps and bounds" so that now more than 100,000 cows were bred artificially in Kansas last year.

The fact that the members in the Kansas county units average only about 5 cows per member, and the fact that three-fourths of the cows in Kansas are in herds of less than 10 cows emphasizes the definite need for such a service if the mass of Kansas dairy cows are to be materially improved. Now the State of Kansas ranks 13th in total milk production but 32nd in average production per cow. No other dairy project has ever been so readily and extensively adopted by Kansas farmers as artificial breeding.

Sixty-nine of the 105 Kansas counties are being serviced by KABSU at the present time. Typical of these county artificial breeding associations is Elk County, which is a small county resting at the eastern edge of the great Flint Hills grass country.

Before the introduction of "test tube" breeding to Elk County back in July 1950, a good quality, high-producing dairy cow was rare. The

county had the reputation of being one primarily made up of small to medium sized farms and ranches dotted with Hereford, Angus, and Shorthorn cows and calves. So, artificial breeding received more than its share of opposition in 1950, when, in its infancy only 90 members subscribed to its services with some 300 cows. Today, in 1953, the association has grown so that there are more than 500 cows owned by 150 members, which are bred artificially.

Typical of the young dairyman subscribing to the Elk County ABA is George Fulton, present secretary-treasurer of the county association. Fulton, a Navy veteran, farms 80 acres that included brome grass, alfalfa, Balboa rye, sweetclover, and 30 acres of native pasture. Recently he converted his shed-type barn into a Grade A stanchion-type milking parlor to accommodate 9 cows. Eventually, Fulton intends to milk 15 registered Brown Swiss cows.

In 1950, when the association began, Elk County had only three Grade A milking barns. Today there are 15 such barns in operation. Much of this expansion can be attributed to the fact that Elk County is strategically located, being only 100 miles from Wichita. The tremendous demand from the Wichita Milk Shed and artificial breeding have changed the livestock interests of the farm families in the county.

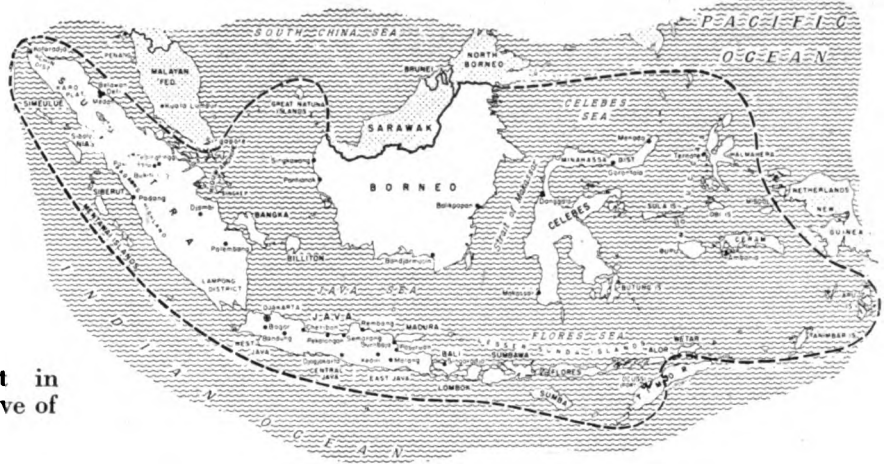
Five board members, elected by the county association members each year, govern association policies and plan dairy programs in cooperation with the County Extension Council.

Bill Willich, chairman of the board of directors, summed up the new program when he said, "Through artificial breeding, Elk County can now compete with other counties in the United States in converting grass to milk more economically."



Elk County board members at annual State meeting.

Extension in Indonesia



FAYETTE W. PARVIN
Agricultural Extension Specialist in
TCA in Djakarta, Indonesia, on leave of
absence from Florida.

THE MORE I see of Extension workers around the world, the more I am convinced that they have a common bond of fellowship and devotion to duty no matter where they labor. I have found them, with very few exceptions, to be hard-working, conscientious men, dedicated to their profession.

Here in Indonesia, a large group of young workers have assumed the heavy responsibilities of operating and improving an Extension mechanism left by the Dutch. These men lack experience in planning and administering a program with frightening political and economic implications, but they are unafraid. They are rapidly overcoming their inexperience and are developing an Extension organization that will one day be known around the world. By American extension standards, many changes are needed in the organization of the extension function; for service to Indonesian farmers, operated by Indonesian extension workers, I'm not certain that so many changes are needed.

The philosophy was well expressed by Mr. Hasmoewigno, Inspector, Peoples Agricultural Service, Province of Central Java. He said:

"Our chief aim is to have the farmer adopt any practice or method which absolutely and certainly will be of benefit to him.

"It is not difficult to persuade the farmer if we take the trouble to understand his attitude and frame of mind. In order to overcome his natural conservatism, it is advisable to make the approach through well-

known and respected farmers. After a few farmers have adopted a new practice, the more conservative will follow.

"Farmers are anxious to learn, even though they cannot read. Posters illustrated with many pictures will draw their attention; some will ask others to read them for them. At one farmers' course, some of the farmers brought along their literate children to jot things down of importance discussed in the course.

"Requirements of an extension leader:

"(a) *Must be thoroughly conversant with the practices he teaches.* In the control of diseases and pests, for example, the leader must not only be able to show *why* the disease or pest is present, and how to control them, but he must also be able to show the advantage of practicing the control measure.

"(b) *Must understand the psychology of the farmer.* Often the farmers in one village have different customs from those in another. Where the inhabitants of a particular village are zealous Moslems, for example, Extension workers must adopt the customs prevailing in that particular village and greet the village people with an 'assalam Alaikum.' In other places where superstitions still prevail, Extension workers must be cautious not to do things contrary to their beliefs.

"(c) *Must seek contact with and win the heart of the farmer.* This is a much more intangible item, and depends largely on the ability and the tact of the leader and his ability

to recognize and take advantage of local situations. In Solo, for example, the farmers like the Javanese folk-tunes, and the leader there has had great success by setting agricultural practices to familiar tunes.

"(d) *Must have good conduct.* Although farmers will not criticize, they will pay close attention to those taking leadership. They will keep aloof from those who are haughty and do not behave themselves.

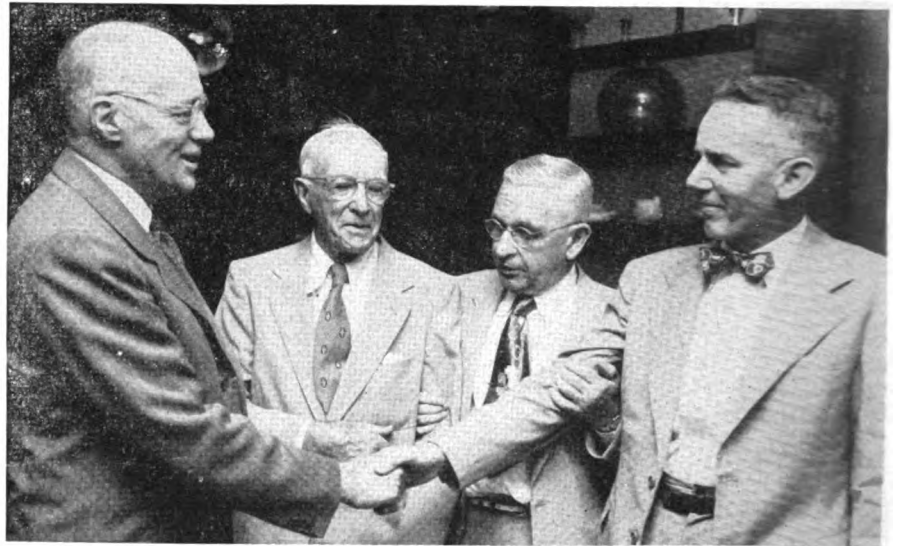
"(e) *Must have a real desire and sincere feeling for his work.* Extension work is very much in the same category as the work of missionaries. If the Extension worker does not feel that he is called for the work he should leave this field. Extension workers in Indonesia face a tremendously important task. With the leadership of dedicated men, success is in our hands."

Probably the first reaction the average American Extension worker will have upon reading this extract will be that there is certainly nothing new here—the philosophy expressed by Mr. Hasmo is a part and parcel of the philosophy of practically every county agent in the United States. But Mr. Hasmo is not a county agent in the United States. He is the Indonesian equivalent of a State Extension Director and commissioner of agriculture rolled into one. His is the guiding hand behind extension activities in one of the three most important provinces—agriculturally, in Indonesia.

Indonesians are proud of their Extension Service and rightly so.



Squanto and Joseph T. Brown, county agent manager of Plymouth County.



Former extension director, Willard A. Munson, greets Stanley Burt, former agent in Franklin County. Looking on are Joseph Putnam and Francis Smith.

Bay State Celebrates Anniversary

TWENTY-FIVE pioneers in Massachusetts Extension work, including the spirit of Squanto, helped Massachusetts Extension workers celebrate the 50th anniversary of farm demonstration work. The special celebration event was the combined banquet of the Massachusetts Federation of Extension workers and Sigma Chapter of Epsilon Sigma Phi, held during the annual Extension Conference, June 2 and 3.

Squanto, the patron saint of county agricultural agents, was personified by James Putnam, county agricultural agent from Hampden County. He gave Extension workers and volunteer leaders who were present some inside information as to what he liked and what he didn't like about present-day Extension work. There was a "heap big" change since the days when Squanto demonstrated to the Pilgrims how to fertilize their corn by burying fish in the rows.

James W. Dayton, associate dean and director of the Massachusetts Extension Service, paid special tribute to Kenyon L. Butterfield, president of the Massachusetts Agricultural College, now the University of Massachusetts, from 1906 to 1924.

Butterfield, said Dayton, not only fostered Extension Service work in Massachusetts, but was chairman of the Land-Grant College Committee on Extension, and secretary of the Country Life Commission, appointed by President Theodore Roosevelt. The members of these two committees over a period of years developed a national philosophy supporting Extension work. Believing that Kenyon Butterfield's words can inspire us still, Director Dayton quoted the following.

"The great work of Extension teaching is to benefit men and women, and the benefit is not to be confined to the increase of production

crops or the securing of larger profits from the business of farming. They are legitimate and even fundamental, but our task is a far larger and more significant one than this. It is nothing less than the carrying on of a great campaign for rural progress which shall affect the intellectual culture, the social prerogatives and the moral welfare of all individuals who live upon the land."

Among the former Extension workers who were present at the banquet were Willard A. Munson of Amherst, who was director of the Massachusetts Extension Service from 1926 to 1951; Joseph H. Putnam, now of Florida, who was county agricultural agent in Franklin County, Mass. from 1916 to 1942, when he reached the compulsory retirement age of 70; and Francis C. Smith, agent in Essex County, Mass. from 1927 to 1951, who started his extension activities as county agricultural agent in New York State in 1913.

There were 24 lay leaders in Massachusetts who were recognized during the evening. Some were introduced by Allister F. MacDougall, manager of the Middlesex County Extension Service and himself a pioneer in Massachusetts Extension work. Mr. MacDougall was in Extension work in that State in 1914.

Chain Reaction in Tailored Suits

ANNA JIM ERICKSON
Extension Information Specialist,
Washington.

MARCELENE DARLING, county extension agent in Kitsap County, Wash., ran into a snag when her clothing group went off the deep end in asking her to help them tailor suits and coats. Their interest in sewing, which began with sewing machine clinics and making cotton dresses, went rapidly to a wool dress workshop. They were then ready to take the long stride toward tailoring.

Mrs. Darling asked for specialist assistance with this advanced project. Since home agents in other counties were having similar requests, a training workshop in tailoring was arranged for those agents at

the College of Home Economics at Pullman. And this started a chain reaction that has mushroomed into a training workshop for a group of 21 clothing leaders who completed either a coat or suit.

Mrs. Fred Walls, assisted by Mrs. Claude Hatch, two of the women who attended the workshop, started with a workshop of their own. Eight women made garments; and one ambitious homemaker, Mrs. Ione Higgins, helped her daughter-in-law, Mrs. Kay Higgins, make the yellow fleece coat she coveted. Chain reaction?

The 21 garments completed in Mrs.

Darling's workshop cost about \$320. If comparable coats and suits had been purchased in ready-to-wear stores, they would have cost in the neighborhood of \$800.

The clothing specialist from the State College of Washington, Mrs. Marjorie Lusk, came to Port Orchard to see the group in action. She was enthusiastic about the attractive, well-made coats and suits she observed. She asked the home agent if the time and energy spent with a comparatively small group was justified. This was her reply, "I received the ultimate in satisfaction when I saw these homemakers going on their own. They had become leaders themselves as they developed confidence in their own ability."

Mrs. Walls developed prestige in her own community which spilled over into sharing some of her other activities with 4-H'ers and homemaker groups. For instance, her hand-tooled leather bags are a credit to her when compared with those seen in the best stores. One of the girls who learned to tool leather bags takes orders and makes them for others—a profitable hobby. Mrs. Olsen, another of the group, has become interested in leading a 4-H clothing club through her interest and enthusiasm for sewing.



Proud homemakers model clothes made in workshop.

● Leo R. Arnold, agricultural agent in Michigan's Ottawa County, retired July 1 after 23 years with the Wolverine State's Cooperative Extension Service.

The veteran extension worker helped establish the first soil conservation district in the State and his work in the State's joint efforts at conservation is an extension classic in Michigan.

When Arnold took over as agent in Ottawa County in the mid-thirties, he took on serious problems because of drought and the lack of soil conservation. He started farmers thinking about solving their own problems, and also helped with a reforestation and regrassing program.

For his conservation work, Arnold received the distinguished service award of the National Association of County Agricultural Agents in 1948.

LETTERS FROM READERS

Teamwork Needed
(Continued from page 166)

"Our objective," Secretary Benson has said, "is to get the best judgments from the vast reservoir of agricultural knowledge and experience across the Nation. We feel that these will provide us with the elements of sound, grassroots opinions which can be furnished to the Congress as it works on improving farm legislation."

Farm Opinions Needed

We have asked the general farm organizations to stimulate discussions among farm people on paramount agricultural issues of today and to give us the consensus of the ideas resulting from these discussions. Farm organizations have been playing a very effective role in this area over the years. We appreciate their whole-hearted cooperation in giving further stimulation to discussion of the issues facing farm families at this time. In addition to the farm organizations we have asked staff members of the colleges of agriculture, Extension Service, Experiment Stations, agricultural foundations, and research organizations to participate in this attempt to develop farm programs based on the suggestions of farmers themselves.

In the early days in this country the town meeting constituted an effective means of crystallizing public opinion. We have grown so large that we need a mechanism to provide this opportunity for getting suggestions and an understanding of public policy issues. We believe so strongly in the worthwhile results obtained that we feel it is essential that new devices be developed which will continue to draw in through the democratic processes the ideas and suggestions of our people. This is the source of our great strength—without such an opportunity an individual feels helpless in participating in policies affecting his livelihood.

There are many questions to be answered in fields pertaining to stability of farm income, production and market adjustments, conservation and improvement of farm resources, capital needs of agriculture, and the foreign trade problem.

RE: PICTURES IN THE JUNE ISSUE

"Your well-illustrated article entitled '4-H Clubs Thrive in Formosa' in the June 1953 Extension Service Review prompts me to write you a note.

"From the standpoint of original photography, picture selection, and printing, I think this is one of your best jobs in recent months. For every 10 busy extension workers who read this article, I suspect there will be thousands who will study rather closely the series of pictures, and will gain some favorable impressions.

"Why don't we have more good picture shows of this kind?

"Perhaps, I'm the only one of your readers who would like to know who took the well-composed picture of Frank Svoboda on your June cover and who did the Formosa pictures?

"My Suggestion: Give credit to the photographer. Tell a little bit about how he took the picture or series of pictures, and occasionally give him an encouraging note for his efforts. Remember many extension workers have pictures because they have invested their own money in cameras, and do photographic work as extra-curricular activity. By this, I mean they make a full day's contribution to their job and take the pictures on top of it. With no encouragement, with no credit, with no recognition, the art may never die, but it can fade away."—*George F. Johnson, Specialist in Visual Instruction, Pennsylvania.*

The editors agree. Wanted: More good pictures especially to illustrate good articles. George, we did find out who took Agent Svoboda's picture shown on the June cover, and here is what we learned.

WHO TOOK THE PICTURE?

"It happens that I took the picture (June cover). It was taken in March

on a day in which I made a flying trip through about five counties to take agents' pictures. I was surprised to see Mr. Svoboda's picture reproduce as well as it did. I think we will have to attribute the quality to the good cooperation of the photogenic subject and to good luck.

"To get people to relax for their picture, I shoot them when they are not fully expecting it. First I get them posed and then tell them to relax while I get the camera in focus. While they are relaxed I wait my chance and then shoot without any further warning. Usually they are not too stiff when I follow this method.

"In this case I took two shots and chose the better one to send to you. I probably shot this at F-16 100th of a second, although my memory is not too good on this point—*Robert Raustadt, Information Specialist, Minnesota.*

HELP WANTED IN TASMANIA!

We are combining with the other clubs in the district to hold a young farmers agricultural show next spring. As this is the first in the State of its kind we are sadly needing suggestions for displays and plans for running the whole project.

We are under the impression that the American 4-H Clubs have organized things of this nature and we are sure we couldn't do better than follow the plans which have been used.

Incidentally we have had a 4-H member, Miss Ruth Oster, staying with our club under the auspices of the International Farm Youth Exchange System. We hope to be able to return the visit shortly.—*Kevin White, Forth, Via Devonport, Tasmania, Australia.*

Looks like a 4-H opportunity in keeping with this year's theme of working together for international understanding.—Ed.

About People . . .



● A. B. Graham, pioneer in training rural young people in the "learn-by-doing" method, received Ohio State University's honorary doctor of laws at spring quarter commencement, June 12.

The man, who in 1902 organized the Boys' and Girls' Agricultural Club in Clark County, Ohio, turns to philosophy he taught these boys and girls with a barrel of potatoes when he describes his reactions to honors he has received.

"Do you know what happens to a barrel of potatoes when you shake it?" he asks. "Oh, I don't mean one the potatoes have been sitting around "You know what happens? The in all winter. big ones tend to come to the top don't they?"

"But I asked those boys and girls, 'What are the little ones doing?' And you know they came up with the answer, 'The little ones are holding the big ones up.'"

Graham applies that lesson to life. He says the loyalty and work of some people who don't climb out on top themselves help to put others "on top." Prize winning wouldn't mean much if there weren't several entries to offer competition, he adds.

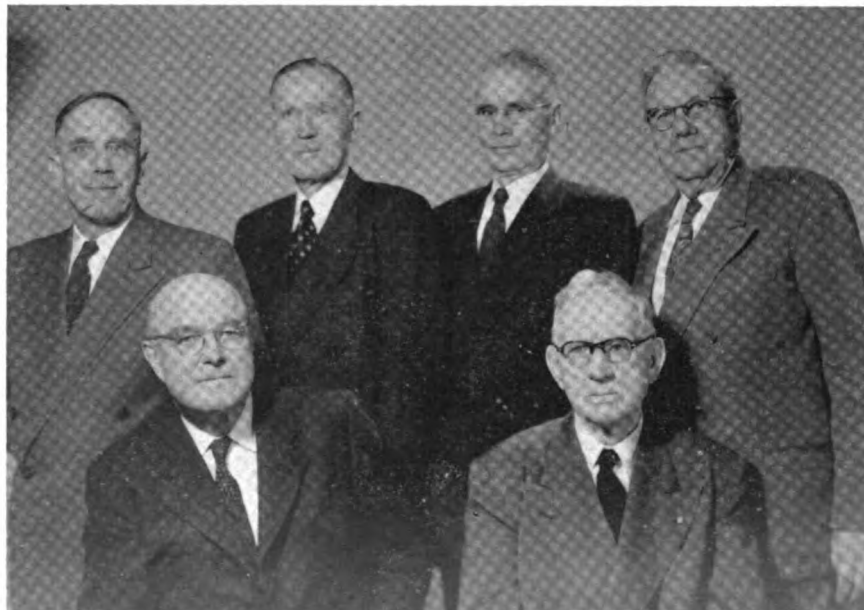
In commenting, L. L. Rummell,

dean of the college of agriculture, said "Mr. Graham, his philosophies and his efforts have brought many tangible and intangible benefits and recognitions to Ohio. His entire life has been devoted to stimulating the quest for knowledge and the application of such when once attained."

● RUTH CURRENT, State home demonstration agent, was honored at a banquet given in her honor by the Chi Omega Sorority at the Carolina Inn in Chapel Hill. For her outstanding work, Miss Current was awarded the Chi Omega Distinguished Service Award for 1953.

SIX OF THE seven men who have directed the Utah Extension Service since it was established are shown here when they got together on Founder's Day on March 12. From left to right (seated) are Dr. E. G. Peterson, serving from 1912-1916; and Dr. William Peterson, appointed in 1924 and served until 1943. (Standing) Dr. Carl Frischknecht, the present director, was appointed in 1948; W. W. Owens who served from 1943 to 1948; Dr. R. J. Evans directed extension activities from 1920 to 1924; and John T. Caine III who served from 1916 to 1920.

Many changes which have taken place and farm and home practices used in that State and area are due to the research studies conducted by the U. S. Department of Agriculture and Experiment Station workers and the educational programs developed with the people by these Extension Service directors and their associates. The research and educational activities referred to have strengthened the position and work of the land-grant college in this State and helped to develop the resources, increase the income, and improve the standards of living of the people who live in this State.



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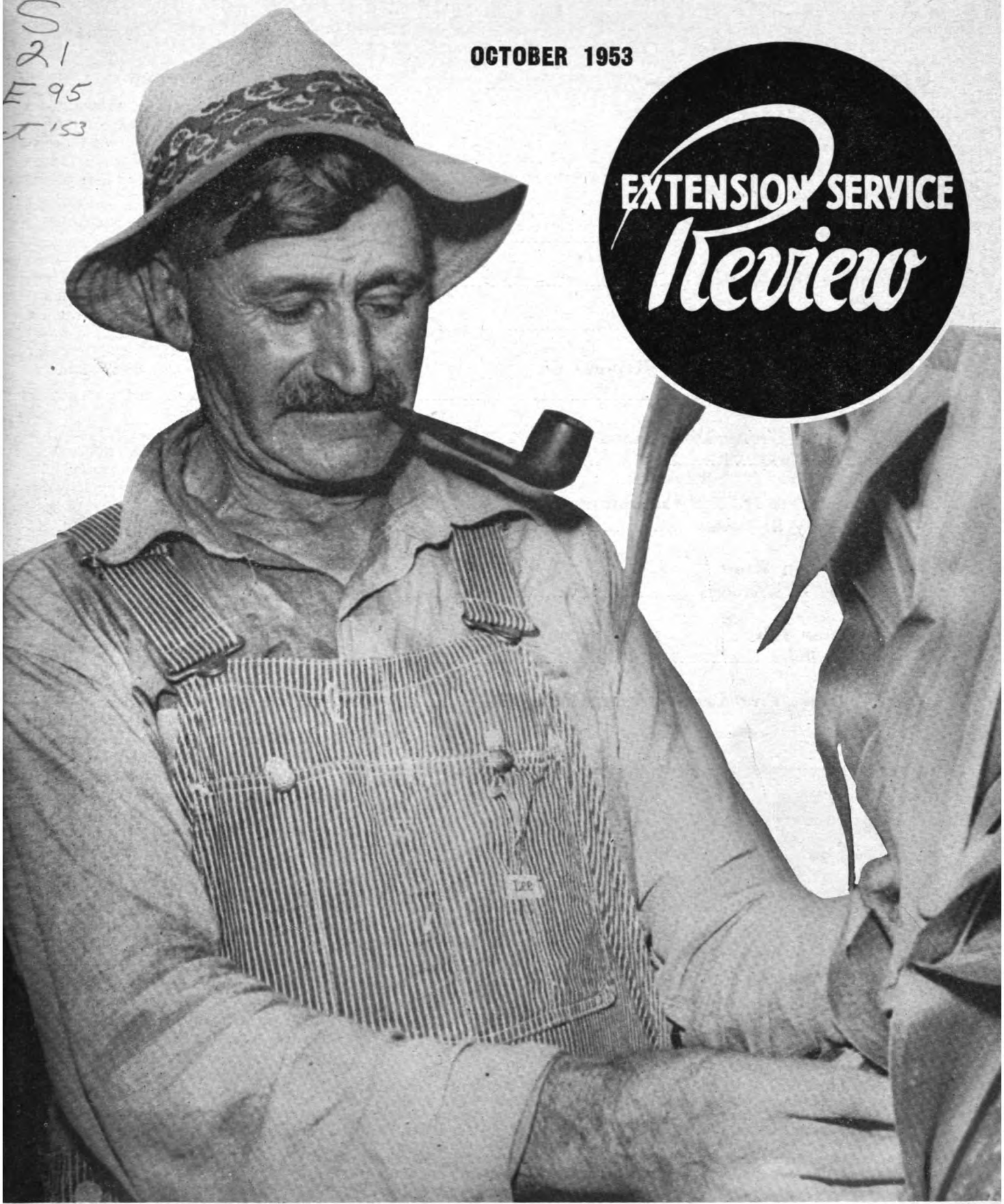
**STORED GRAIN PESTS, Farmers' Bulletin No. 1260 (revised)
INSECT CONTROL in the Country Wheat Elevator, EC-24
Insects in Farm-Stored Wheat, Leaflet, No. 345**

***These three may be obtained from the
U. S. Department of Agriculture, Washington 25, D. C.***

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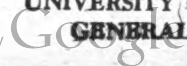
EXTENSION SERVICE
Review



Farmer Chairman of Discussion Group . . . see page 184

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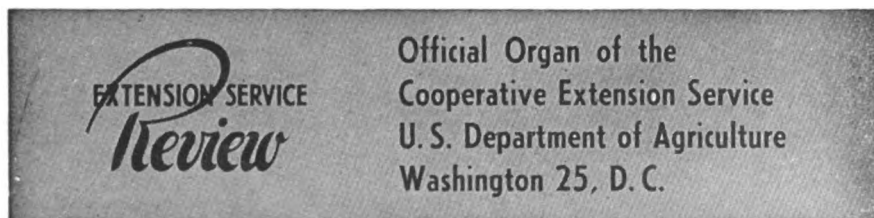


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Ear to the Ground

- As we go to press, preparation for the National Outlook Conference, October 26-30, gets into high gear. About 150 extension workers from the States are expected to take part.
- Among last month's significant meetings was one on educational work concerning public policy in agriculture held at Green Lake, Wis., with 75 attending from 42 States. They reported on selected public issues which enlist the interest of rural people at present and on a variety of methods being used to help rural people get and understand facts.
- The grasslands and fertilizer steering committees from the U. S. Department of Agriculture and the land-grant colleges are holding a joint meeting as we go to press. A review of the progress made showed some remarkable results.
- October is fire prevention month, with October 4-10 designated for special effort to bring to the attention of rural people the seriousness of fire losses and the simple methods that are effective in preventing them.
- The friends and associates of former Director M. L. Wilson crowded the conference dining room in the Department of Agriculture to hear M. L. and Mrs. M. L. tell of their recent travels. M. L. asserts that extension workers here and abroad are making the most important contribution that can be made to world peace and progress. They were given a large, illuminated terrestrial globe.
- Responses to the radio-television query on the back cover of the July issue have been most interesting and helpful. The only trouble is the small size of the sample—130 of the some 2,300 who are supposed to make some use of radio and TV in their work. A larger sample is really needed to make our statistics valid. Won't you hunt up that July issue and send in your report? If you can't find it, just send information on what radio programs you have, the station call letters, time of day, length of program, whether sustaining or commercial, how often by agricultural and home demonstration agents, and the same information for TV programs. Thanks.



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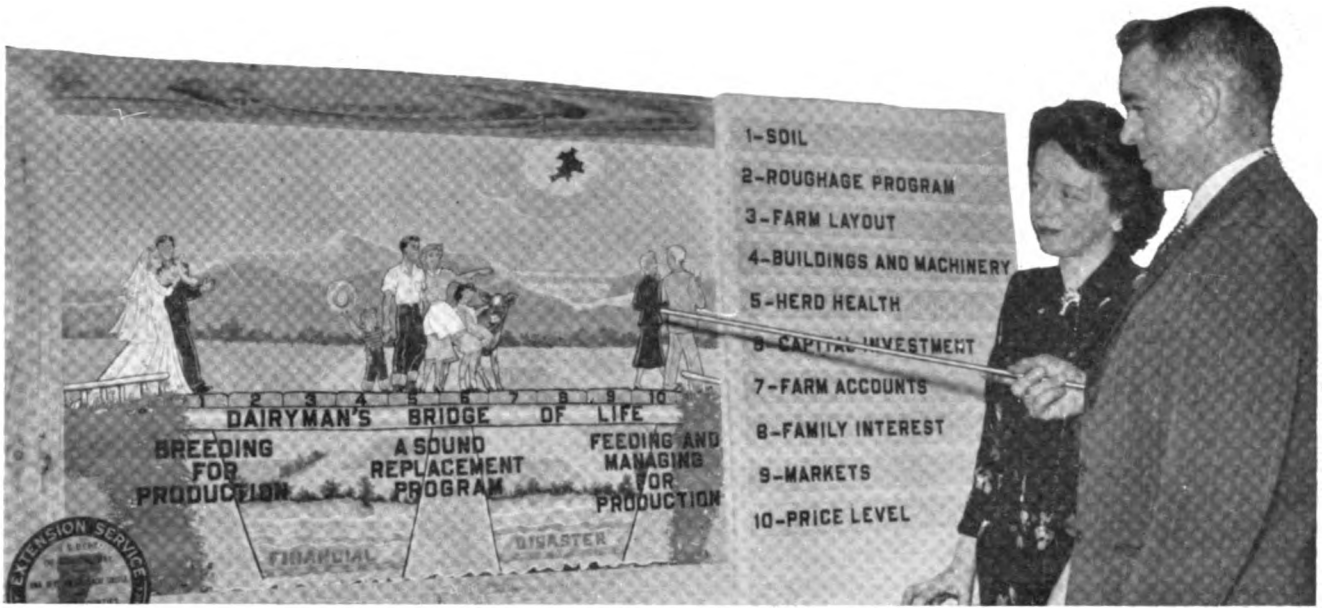
OCTOBER 1953

NO. 10

Prepared in Division of Extension Information
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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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This display is used by the author to tell the story of the dairyman's bridge of life.

The Dairyman's Bridge of Life

W. A. DODGE
Extension Dairyman, Vermont

BELIEVING that people learn by what they see, I have *always* felt that visual aids were of great value in Extension teaching. The picture above shows my thoughts on a sound dairy program as interpreted and painted by our artist, Leone Jackson.

Some four years ago we created Susie, the pressed-wood cow, following the idea that people learn about 85 percent of what they see. The writeup about Susie appeared in the Extension Service Review in January 1951. I used Susie for 3 years in teaching various phases of dairying.

Last year the demand came from county agricultural agents for an overall program—one that would indicate the relationship that exists between the many aspects of dairy

farming. In thinking of the problems involved I realize that dairying takes pretty much the span of active life of folks engaged in it. This work "span" became the key to the visual. Representing the span of heavy productive work of the average dairy farm family is the Dairyman's Bridge of Life.

As shown in the picture, it starts with many couples about the time of marriage. In accordance with the normal hope and dream of all farm families the youngsters join by their middle life. Bringing in our 4-H program, we picture the little girl leading her pet calf. If the trip is successful when the original father and mother have completed their journey, they face a pleasant older age together at the end of the bridge.

The three abutments to the bridge,

so vital from the dairyman's point of view, are: Breeding for milk production, a sound replacement program, and feeding and managing for production.

To incorporate the many phases of dairying which are often at loose ends, and sometimes become pitfalls that get farm families into trouble, we picture the 10 major planks of the bridge. These abutments and planks must be kept sturdy to prevent our average farm family from plunging into the stream of financial disaster, which flows under the bridge.

The county agricultural agents and I are using color slides of the picture, originals, and the story that goes with it, at meetings throughout the State. I like to show the picture by hanging strips of wrapping paper over it exposing a section at a time. First the bridge itself is exposed, then the bride and groom starting out on their happy way. The third step is to expose the same couple with the children and the small dairy animals. This is followed by the older folks, assuming that they have reached the age of retiring from active farm operation and the children have left home.

After the bridge and the stages of
(Continued on page 188)



Frances Scudder

Meet Miss Frances Scudder...

*the new head of the
Division of Home Economics Programs
in the Federal Extension Service*

Elizabeth Lee Vincent
Dean, College of
Home Economics
New York

SCRATCH the casual, easygoing, very ladylike "Fran" Scudder and underneath you'll find an administrator with all the enthusiasm, vision, and drive of a first-class promoter.

The wonderful thing about Fran is that she does her administrative work in such a sound fashion that her associates move with a full understanding of why things must be done, and are free to make the maximum contribution of which each one is capable.

I have watched her in this process for 7 years—first outlining a new project in her mind; then mulling it over looking for the problems that may arise. Only when she has a good idea of what they will be, and how to handle them, does she get the project started. Then she will stay with it until her associates take over—sparked by her contagious enthusiasm and well-disguised drive. From then on, the project is theirs, with Fran keeping a quiet eye on progress but seldom interfering. Her complete confidence in the ability of her associates seems to challenge them to deliver better results than they themselves might have hoped for in the beginning.

She takes her own advice to her assistants and county agents: "Ride a few things hard, then be done with them and try something else."

Fran is one of those people who

can size up an organization or institution and grasp the scope of its objectives almost at a glance. She has an instinctive sense of how to interrelate the various groups with whom she works and tie their programs together. That, plus her long-range vision and her faith in the soundness of home economics, may account for the fact that she was the only woman member of the Extension Marketing Committee.

If she has a primary interest as a home economist, it is in nutrition—and, characteristically, she has followed through on this in her work all the way from the farm to the consumer's table.

As city home demonstration agent in Syracuse, N. Y., 20 years ago, Fran decided that it wasn't enough to tell the homemaker what foods were best for her family.

Thus was born the first home demonstration consumer information service in Syracuse city. Fran and her staff organized a market reporting system designed to let housewives know what foods were most readily available in the market, at the time they were available. Then, said practical Fran, "not only will they be giving their families the best foods at the most reasonable prices, but also helping move surpluses from the farms."

She takes a backward look now and then to review progress towards the various goals she is attempting to reach.

Thus, in 1952, the New York State home demonstration program un-

derwent an intensive program and progress review. At a series of regional meetings held in the State that year, groups of women got together and reviewed the Extension program in terms of the help and satisfaction it gave, or didn't give, them. In each group were homemakers with small children, children in school, and those whose families were grown up and away from home. Discussions were conducted on all phases of subject matter as related to interests, problems, and time, the primary question always being, "What would you like?"

Needless to say, the Extension Service in New York State didn't emerge unscathed from this soul-searching. The results will affect our program for many years to come.

One of the things Fran's associates here enjoy most about her is that she doesn't take the office with her when she goes out socially. Staff members invited to her home for dinner, could relax, knowing that Fran might tell them about the latest "who-dun-it" she was reading, or show them a new bell added to her large collection—but that office matters would remain entirely out of the picture.

A reason for this is that Fran has a wide range of outside interests to keep her occupied out of hours. In addition to the mysteries she loves to read, her bookshelves and magazine racks are loaded with everything from the Journal of Home Economics to the Annals of the American Academy of Political and Social Science. Her real luxuries are reading, traveling, and talking, frequently, and at length over the telephone with her mother.

Miss Scudder is a native of Catta-
(Continued on page 187)

“Operation Milk Bottle”

JESSIE BOECKENHEUER, Home Demonstration Agent, and MARVIN SICKLES, Assistant County Agent, Whatcom County, Wash.

Taken in part from the Darigold Digest, official publication of Whatcom County Dairymen's Association

A caravan of 22 cars filled with nearly 100 persons had the opportunity of following the trail of fluid milk from the cow to the milk bottle this spring.

“Operation Milk Bottle” was sponsored by the Associated Women of the Farm Bureau in the interest of better understanding between the producer and consumer of dairy products, and proved a well-received venture. Thirty women representatives from women's civic and social clubs of Bellingham, Everson, Ferndale, Lynden, and Sumas, and members of the press and radio were guests of 40 farm women. The event was a tour planned by the associated farm women to inform their city sisters exactly what happens to a quart of milk from cow to the carton or bottle delivered at her doorstep or purchased over the grocery counter.

Each farm woman was “big sister” to a city woman for the day—sup-

plying transportation and acting as hostess at the luncheon at noon.

The first stop of the caravan was at the Mr. and Mrs. Don McKay farm, which offered the ladies an opportunity to examine first hand a typical dairy operation in Whatcom County.

After a short visit at the McKay farm the caravan moved on to the farm owned by Walter and Vesta Clarkson, of Ferndale, where they saw in operation one of the very recent developments in dairy operation, the walk-through milk parlor and pipeline milker. The Clarksons put on a milking demonstration showing the actual milk flow from

the cows through the pipeline to the milk can. They explained that the modern milking procedures are designed to reduce the labor cost in milk production.

At noon a delicious luncheon was served to the members of the caravan at Lynden by the Lynden Ladies' Legion Auxiliary. County Agent Vern Freimann was the speaker at the luncheon. He outlined some of the progress that had been achieved during the past 25 years in the dairy farm program and production, and the general trend of public events that adds to the many complex problems the dairy farmer is faced with today.

Many other facts were outlined to the city women throughout the day on why the cost of fluid milk is what it is. The sanitation and cleanliness required by law to ship Grade A milk; the hauling, shipping, and handling cost; the bottling, marketing, and advertising, are a few of the items that were specified along with the farmer's operation.

In the afternoon the people saw how milk was processed at the receiving plant; how the milk was pumped into large holding tanks and stored until the next morning to be pasteurized and bottled. They saw sweet cream being bottled in cartons, and the making of ice cream.

Members of the Whatcom County Extension staff cooperated with the Associated Women of the Farm Bureau in the planning of this successful tour.



Mrs. S. A. MacDonald and Jessie Boeckenhauer directing the tour.



Assistant County Agent Marvin Sickles discussing modern milk production with members of the caravan.

Selling Ideas

by MAIL

THERE'S no magic formula for preparing circular letters or other direct mailing pieces that get results all of the time—but training by experts plus new ideas and techniques will help you get results most of the time."

This was the basis for a 3-day training school on Selling Ideas by Mail, held for Massachusetts county agents, State specialists, and clerks, March 10 to 12 at the Waltham Field Station, Waltham.

Topnotch outside speakers and workshop leaders from the commercial advertising field and New York and Massachusetts extension information people provided the talent. Two days of talks and discussions, followed by writing workshops under the guidance of experts, formed the core of the school designed to help extensioners prepare better circular letters and other forms of direct mail. Commercial people gave suggestions and told how these might be adapted to extension work.

Continuity was maintained the third day with special sessions for clerks, which included displays and talks on the use of mimeograph duplicating equipment, tracing, mechanics of stenciling, shortcuts, original drawings, adaption of illustrations, and a problem clinic.

On the afternoon of the third day, clerks actually did their normal job of typing, illustrating, and duplicating the circular letters written by agents at the workshop sessions. Copies were distributed and criticized at a final general session.

About 60 persons attended the first day of the school and nearly 50 the second day, which included about half the entire staffs in the 12 counties. Attendance bounced back to 55, including 20 clerks, on the final day. Agents and specialists participating in the two consecutive workshops actually wrote, rewrote, and polished circular letters and other mailing pieces they intended to use later on in their work. This gave them a chance to incorporate the ideas, suggestions, and techniques presented at each morning session.

On the last day, Roger A. Wolcott, Massachusetts visual aids specialist, gave an illustrated talk on the subject of "Everyone Can Be an Artist" for the combined group. He also gave individual and group instruction on the mechanics of stenciling and illustrating to the clerks.

Another feature of the school was a circular letter contest in which 14 entries out of 60 were judged "excellent," 31 "good" and the rest

"fair" by Prof. Evan Hill, Boston University School of Public Relations and Communications. Hampden County agents stood out with 7 of the 14 "excellents." Prof. Hill also spoke on layout and illustrating.

Here are some quotable quotes from the headline speakers:

"We are too smug at times—we think the public will accept what we say without question. This is not true—the public will accept what we say only if it is said right. We are in the midst of a big game of selling ideas. Extension is not the best source of farm and home information. Therefore, if we are to stay in the game we must put out our information in the right way, at the right time, to the right people."—*William B. Ward, head of the department of extension teaching and information, Cornell University, Ithaca, on "Selling Extension."*

"Knowledge, preparation, and following the rules of writing are the three main elements making up effective direct mail. You must know whom you want to reach, must believe in what you are selling, and must point out what your particular product or idea will do for the reader. You must prove that your idea is better and must suggest what action is needed."—*John Allyn, assistant copy director, Dickie-Raymond, Inc., Boston.*

"A great many circular letters contained too little white space. This is important in making letters attractive, easy to read, quick to grasp."—*Prof. Hill.*



Hard at work selling ideas by mail are these Massachusetts county agents, county managers, specialists, and State leaders. An outside advertising man served as leader, helper and critic during the two such sessions. Asked what they wanted next in the way of a training school, the group voted photography and newswriting (tie), public relations, television, and writing reports, in that order.

Arizona's Director Pickrell

Reports on South African Trek



Chas. U. Pickrell, Arizona Extension Service Director, used this means of transportation for a 20-mile trek during his trip to South Africa for the British Government. Most of the 6-week trip was made by jeep, however.

DIRECTOR CHARLES U. PICKRELL of the Arizona Extension Service became a "specialist" again when he accepted an assignment recently to study range-livestock forage conditions in South Africa for the British Government.

The area covered during this special safari through the Kalahari (part) of Western Bechuanaland is practically uninhabited. The 6-week trip was made mostly by jeep and on foot. Tent camp was made daily as a sort of mobile headquarters. The only contact with the "outside" was by shortwave radio once each day.

Director Pickrell was asked by the British Government to be a member of the party because of his wide knowledge of the livestock industry and his keen interest in forage and other problems. His assignment was to help determine the

potential value of the native forage in the region for the grazing of cattle. Conditions of the area are very similar to those in parts of Southwestern United States.

As a former Arizona county agent, and later as Arizona extension livestock specialist, Director Pickrell is thoroughly familiar with southwestern range conditions and the forage needs of livestock. Although he has been director of the Arizona Extension Service since 1937, he has never lost his close contact with the range-livestock industry, nor his interest in livestock problems of all types.

Director Pickrell reports that the forage of the Kalahari ranges of about 80,000 square miles could support from 1,000,000 to 1,250,000 cattle if a water supply can be developed. The entire area is without streams or lakes and deep wells would have to be drilled. The next step in the program of the British Government

is to survey the area for such a water supply.

The report of the British Government did not complete this interesting project. Director Pickrell, in good extension style, carried a 35 m.m. color camera with him, and made a complete record of the trip and the area covered. He has used this set of slides to illustrate information talks to Arizona livestock groups and many other organizations since his return. In fact, he has appeared before some 20 such groups throughout the State, and still is called upon to tell of South Africa's livestock production possibilities and range conditions.

One of the most interesting sidelights of the trip, according to Director Pickrell, was a 20-mile trip by camel as shown in the photograph on this page. The camel was lent to Pickrell, at his request, by a member of the Protectorate Police.

4-H Councils Approve State Projects

THREE STATEWIDE projects, each challenging the cooperative spirit of Georgia's 2,221 community 4-H Clubs were submitted to the 126,927 4-H Club members by their State and district council officers.

Two of these projects, 4-H Odd-Job Day and 4-H Scrap Harvest Festival, were recommended to all county 4-H Club councils as approved projects for raising funds for the State 4-H Club Center at Rock Eagle Park and county 4-H programs.

Each county 4-H council sets separate dates for the 4-H Odd-Job Day and the 4-H Scrap Harvest Festival well in advance.

Odd-Job Day is a day when 4-H Club boys and girls, individually and in teams, will be available to do various odd jobs throughout their

county. Each county council organizes its own central clearing agency to receive odd job requests and to plan its own method for getting each job requested done.

The 4-H Scrap Harvest Festival consists of a countywide canvass for scrap by 4-H Club boys and girls. Each county council makes its own arrangements for collecting and disposing of the scrap to local scrap dealers. The scrap harvest will be made in cooperation with the agricultural committee of the Steel Industry Scrap Mobilization Committee.

The third project approved by the State and District 4-H councils calls for the painting of rural mail boxes and stenciling names thereon by 4-H'ers in cooperation with the rural mail box improvement committee.

"**H**EARING the diverse opinions of others broadens our understanding of public problems." That briefly is how Adolphus Jacoby, of Springfield discussion group, leader and member, assesses the value of such groups.

In Redwood County, Minn., extension group discussions began in 1938. As the work progressed, two methods, or setups, were finally adopted. They were (1) the county agricultural council, which has devoted itself principally to a study of public problems, and (2) the township groups, devoted mainly to the development of a county program of extension work.

The County Group Begins

First, let's take a look at the county group and its study of public problems. As the war drew to a close, the Secretary of Agriculture suggested that postwar planning committees could be of benefit in the United States. In Redwood County the idea took hold. A request to Minnesota Extension Director Paul E. Miller for organization help brought H. P. ("Pete") Hanson, specialist of the State staff, to the county.

The Redwood County Agricultural Council was organized, and members

Ten Years of Group

J. I. SWEDBERG, County Agricultural Agent, Redwood County

prepared a list of topics relating to postwar adjustment. When they reported their topics in 1944 they showed real foresight in their selection—such topics as new and better farming through soil conservation, industrial uses for farm products, youth in the postwar periods, and interdependence of agriculture, labor, and industry.

With topics chosen, the organization got into action immediately with a discussion of the United Nations organization. Soon it came to be a real rural forum. Since its beginning, subjects such as taxation, legislation, farm outlook, size of family farm, depression, parity price, and inflation have been covered in the discussions. Specialists from Austria and Norway, as well as India, helped the group to an understanding of foreign agriculture and how America stands in foreign opinion.

Membership in the county group is made up largely of farm people

who are leaders in countywide extension and farm groups. However, people from business groups have been included. Membership is relatively permanent, yet flexible enough to gain new blood on occasions.

Meeting generally in farm homes, the group is small—as a rule not over 15 couples. A small discussion group is more effective than a large one, says Chairman William Poulsen, of Redwood Falls. And as the members become acquainted they feel more free in voicing their opinions, he says.

Speaking for members from business groups, here's what Ruby Druck, implement dealer of Wabasso, has to say, "A businessman gets as much good out of the discussions as a farmer does."

Informal meetings are scheduled, usually four times during the winter, once or twice in the summer. Generally someone asks, "When are



"I pass the information along,"—implement dealer, R. F. Druck, representing business groups.



"We learn how other people think,"—Mrs. Elmer Schultz, discussion leader, farm homemaker.



"The group is ours, not mine, not yours,"—Mrs. William Alexander, County home chairman.

Discussions

County, Minn.

we going to start?" Then it's time to get going.

Chairman William Poulsen says this, "The guidance we get from specialists is very valuable to our group."

"It's *our* meeting, not mine or yours," said the county home chairman, Mrs. William Alexander, in discussing the husband-wife membership unit. And from her husband, "We learn how others think."

Businessman Druck liked the discussion on business by a guest speaker, Berry Akers, editor of a farm magazine.

"Let me tell you they're interested," said Ben Jenniges, township group leader of Wanda. "A large discussion group, though, doesn't work out as well as a small one," he said. "They can't all get their elbows on the table."

Dorothy Simmons, State leader of the Extension home program, thinks as follows: "The group provides an opportunity for key leaders of the county to understand better some of the social and economic forces affecting all of us. The influence key leaders have is probably very great, since each is respected by many. It is in this way that this type of discussion group makes its contribution."

From Extension Economist D. C. Dvoracek, of the University of Minnesota, a discussion leader, we learn that "The group has developed the ability in its members of extracting information from visiting leaders or making challenging statements. A free informality that makes a social occasion out of educational effort results in general participation. The group develops unobtrusive leadership.

The group chairman is the general guide and adviser to the agents. Obtaining discussion leader assistance for the group has been the main job of the agents. They, too, work together on the project.



Discussion group meets at the homes of its members.

Groups Discuss Programs

Redwood County's discussion groups aren't all on the county basis by any means. Those discussing extension programs are on the township level. These group discussions began on the countywide or district level. Beginning in 1943, the meetings have been largely on the township basis in 16 communities. The neighborhood leader system was used in setting up the groups at that time.

The essential differences between the township and county groups is that the township develops programs, whereas the county group discusses public policy as a part of the county program. There is no muzzling; township groups may give attention to public policy, too.

With the approval of the county extension committee, township extension committees are appointed. These groups include a volunteer farm chairman, the township home chairman, and one adult 4-H leader.

This committee serves as the nucleus for a township discussion group, and invites 3 to 5 additional couples to serve. Membership varies from time to time. It may include members of the county group, but not necessarily. Nor do the county group members necessarily serve as discussion leaders in the townships.

The chairman of the group or an appointee leads the discussion. In

the beginning, discussions started from scratch, that is, with no other information furnished than the announcement of purpose. At the next stage, check sheets listing a large number of possible problems were used as a guide. More recently, the discussions have begun with the use of a broad list of discussion-provoking questions. This followed with the use of the check sheet, has given utmost freedom of discussion.

The majority of these groups meet once or twice a year, during the winter.

Farm people, probably more than any other group, discuss problems of farm and home as a family. For that reason husband and wife have been included as members in the township as well as the county group. Unmarried persons are not excluded. We have found that husband and wife often as not differ in their opinions—thereby bringing out a broader field of ideas and proposals.

The system has the approval of the committees, results in good attendance, brings out a broad program, and makes for sociability.

"I pass the information to my patrons," says Dealer Druck. And farmer members share it with their neighbors. Although not many members are reached in person, a much larger number are reached through the press. Member Scott Scheen, editor of a Redwood paper, sees to that.



Members of County Home Demonstration Council, Bexar County, Tex. examine portable iron lung recently presented to National Foundation for Infantile Paralysis

For Home, Family, and Community

MRS. MARY R. JORDAN
County Home Demonstration Agent, Bexar County, Tex.

THE home demonstration emblem carries the three words—home, family, community. The home demonstration program throughout the Nation is built around these three words.

In service to their community, the 26 home demonstration clubs of Bexar County, Tex., recently presented a portable iron lung to the Bexar County chapter of the National Foundation for Infantile Paralysis.

The fund raising was fun for the 750 club members and their families. The \$1,300 needed for the purchase of the iron lung was raised by each

club sponsoring one or more events.

The idea for such a project originated among the women at the meeting of the county-wide home demonstration council in January 1953. The individual clubs unanimously endorsed the proposal, and by the end of May the money was "in the bag." Virtually every one of the members had a part in the program, and estimates are that more than 4,000 persons attended the various events staged by the industrious women.

The iron lung was presented to officials of the Bexar County chapter at the annual rally day in July, when

more than 300 club families and guests enjoyed an old-fashioned get-together and picnic lunch.

Appearing on the program were Hon. Charles W. Anderson, Bexar County judge; Bonnie Cox, acting State home demonstration leader; and officials of the Bexar County polio chapter. Dan Quill, chapter chairman, was presented the portable iron lung by Mrs. H. E. Roberts, home demonstration council chairman.

In donating the portable iron lung to the chapter, Bexar County women feel that they have followed the theme of their work in Texas—"for family, home, and community."

Fellowships Awarded

● FRANK R. PIERCE FOUNDATION fellowships for advanced study in agriculture were awarded to four outstanding county agricultural agents. They are: LOWELL R. DOUCE, county agent for Highland County, Ohio; J. GLENN JONES, county agent for Deer Lodge and Powell Counties, Montana; KENNETH S. OLSON, county agent for Dickey County, North Dakota; and JAMES K. STACEY, county agent for Jackson County, Kentucky.

Four regional committees composed of authorities in the fields of agriculture and education selected the winners from a large group of applicants. Selections were made on the basis of the applicant's achievements in agricultural extension work and his potential value to extension work.

Each fellowship provides a grant of \$2,000 in addition to the tuition fee for nine months of advanced study in agriculture at the institution selected by the fellowship winner.

The Foundation was established by the 32 Dearborn distributors in the United States in memory of the late Frank R. Pierce, first president of Dearborn Motors. Its purpose is to give outstanding county agents, associate and assistant county agents an opportunity to increase their knowledge and develop their abilities for greater service to agriculture.

The Book You Want

MICHAEL V. KRENITSKY,
Assistant Librarian, Texas A. & M. College Library

THE Agricultural Extension Service of Texas and the Texas A. and M. College Library have joined forces in an attempt to supply extension agents with any materials and information they may need. The subject specialists of the Extension Service have compiled a classified list of books that are available on loan from the college library. The list is published and mailed to all extension agents who in turn use it as a guide in borrowing materials from the library. The county agents are also supplied with a standard loan card that they use in requesting books. The use of this self-addressed loan card makes for uniform, simple, and fast service.

A regular feature of the annual conference of county agents held on the A. and M. campus is a specially

conducted tour of the college library. This tour serves a twofold purpose: The agents become familiar with some of the problems of the library staff, and the library personnel get to know some of the problems confronting the county agents. A short, informal discussion following the tour goes a long way towards solving some of these problems.

All possible effort is made to encourage the men and women in the field to request assistance of the college library reference department. Research and reference questions are answered, bibliographies are compiled, and when necessary, the library will borrow material from other libraries throughout the State and Nation.

The cooperative project has been in effect a little more than a year.

The response and enthusiasm of the county agents has been very encouraging. The Texas Agricultural Extension Service and the A. & M. College library have joined forces to place their total material resources and technical skills at the disposal of the county agent and thus aid him greatly in this main task—that of supplying technical “know-how” to Texas farmers and rural dwellers. Here is an example of effective cooperation at its best—and cooperation that really works.

Meet Miss Francis Scudder

(Continued from page 180)

raugus County. She was graduated from Cornell with the bachelor of science degree in 1924 and received her master of arts degree in 1937 from the University of California. Her first position was as a textiles and clothing instructor in the College of Home Economics, Cornell. Before going to Syracuse in 1932 as urban home demonstration agent, she served 2 years as agent in Oswego County. In 1943 she was named as assistant State leader under Mrs. Ruby Green Smith, and shortly thereafter given a leave of absence to become director of the nutrition program for the New York City metropolitan area. This was a program set up by the New York State Emergency Food Commission under the chairmanship of the late H. E. Babcock.

In 1944 Miss Scudder was named State leader to succeed Mrs. Smith.

In addition to her administrative duties, Miss Scudder has been active in programs of the New York State Federation of Home Bureaus and the Council of Rural Women, both of which she served in an advisory capacity. She is also a chairman of the New York State Nutrition Committee and national chairman of a Committee on Home Demonstration Urban Work. She is a member of the National Extension Committee on Marketing, the Regional Extension Committee on Marketing for Metropolitan New York, the New York State Rural Savings Bond Committee, and the Cornell University Committee on Adult Education.



A little time is taken during the tour to explain the kinds of books available to extension agents.

This is YOUR JOB

B. L. GILLEY

Assistant County Agent, Knox County, Tenn.

AS I TRAVEL from community to community in Knox County and visit and talk with the good civic and service-minded leaders. I find them disturbed because so many people are indifferent toward, and show so little concern for the welfare of their community.

Most every parent, son, and daughter are much concerned about and interested in their own home and their own plot of ground whether it be large or small—and that's as it should be. Probably the greatest external factor which largely determines the personality and character of an individual are the experiences which occur in the home. The home life of a family is usually good or bad, in direct proportion to the conscientious thought, time, and effort given by each individual member of the family toward the achievement of that end.

So it is with the community, or we might say, so it is with the larger family. Other than the home, the community probably has the next greatest influence for either good or bad on the individual. You are all familiar with the old saying that a chain is no stronger than its weakest link; so it is with the community. A community is made up of families and the whole is no stronger than its parts. The physical, mental, moral, and spiritual strength of the individual families makes the community what it is.

The Faithful Few

In an organized community, or, community club, the burden of doing things usually falls on the shoulders of a relatively small group of individuals. But that is a normal situation. Take the faithful few out of the churches, the lodges, the civic clubs, or the schools, and see what will happen. Those who have a real interest in building better communities and recognize the value of group

effort must always try to sell the others.

A community is like unto a jigsaw puzzle in that it is made up of many parts. In a community we find many different kinds of people, many varied interests, various special interest groups with problems. We must see the parts as they are related to the whole. Individuals or groups of individuals who are primarily concerned with only one phase of community life—only one piece of the jigsaw puzzle. Their accomplishments must be fitted together with those of other groups in order to form the true pattern of wholesome community life.

The job of building better communities is too big for any one individual, family, or special interest group. It demands the united effort of all those who live in and work with the community.

Working Together

A community club is an organization of families who reside or live in one neighborhood or community and who work together cooperatively to improve every phase of community life, the real objective being to improve people in a physical, mental, moral, and spiritual way. In this type of work, every family can have a part, and special interest groups can unite and coordinate their efforts toward the common goal of total community improvement. The community club provides all families of the community the opportunity to meet together, to discuss common problems together and unite their efforts to solve them.

There are two things which characterize the community club. First, its membership is on the basis of the family, thereby placing emphasis on family unity; and secondly, the only requirement for membership is to come and participate—just join with neighbors in the common undertak-

ing of building a better community life. Many families in Knox County have already expressed their approval because 32 communities are organized and are carrying out definite programs of improvement. Others are contemplating organization.

The successful community club is the one that plans well and works hard. In planning well the club must first determine what problems exist in the community and then go about in a methodical way to solve them, always striving to enlist the help of every family present. Too, the successful club does not forget to challenge the individual family to also elevate its standard of living so that true family happiness can be a reality. The successful community club makes its little failures stepping stones to even greater heights of accomplishments. Even though they may become discouraged at times, they always have visions of a brighter day. They never quit.

Dairyman's Bridge of Life

(Continued from page 179)

the farm couple crossing it have been exposed, the three main abutments and the planks are exposed and discussed in order. This seems to be an effective method of correlating these and many other factors showing how they can affect the life of the whole dairy farm family. The aim of the bridge or the sound dairy program is to avoid the stream of financial disaster, which is uncovered last.

The bridge has already been used in many ways. It has been the basis for talks at father-and-son banquets, club meetings, and Extension dairy sessions. I used it on a television show over WRGB, Schenectady, N. Y., in explaining the many problems connected with dairying to a prospective dairyman.

It can be used as an introduction to dairying for service clubs, or as the basis for neighborhood discussion meetings. I think that its best and most frequent use will be by county agents in helping dairy farm families analyze their situation.

New England's *First Land-Judging Contest*

NEARLY 70 men, women, and children reached down to sample soil in bright Grafton County, N. H. sunshine, on August 4, in New England's first land-judging contest.

Twenty-five who came also saw and conquered. They went home



Top winners proudly display their ribbons.

smiling, with ribbons, and the conviction that land-judging is fun, is educational, and will pay off on the farm.

The all-day program opened under canvas on the farm of George Clement, where staff members of agricultural agencies, including the U. S. Soil Conservation Service, Agricultural Conservation Program, University of New Hampshire, and Cooperative Extension Service held forth.

After the welcome by the genial Clement, the history of the New Hampshire soils, permeability, value of contour farming, organic matter in soils, and soil testing were discussed.

A summation and distribution of land-judging score cards followed, and the group then adjourned for lunch, which was served by the County 4-H Leaders' Association.

Fortified by the morning's class-work, everyone took to the sets of "pits" prepared by the judges. Split into six groups on two different fields, contestants felt the soil for texture, eyed the slope of the land, judged depth of soil, permeability, stoniness, wetness, and erosion.

Specialists clarified hazy points and answered questions.

Next on the score sheet was an opportunity to judge the land class; then recommendations for land treatments were asked for. The groups switched fields and repeated the process. Scores were added by the contestants themselves. Five winners were announced in each of five classes: Girls under 18, boys under 18, women over 18, men on farms, and men not on farms.

The youngsters' scores often topped those of their parents, and the women surprised themselves. Applause was general as William Putnam, Piermont, chairman of the soil conservation district supervisors, the group that provided the ribbons, awarded the bright tokens.

● Dr. Paul M. Harmer, Michigan State College extension specialist in soil science, retired July 1 after 32 years of service.

A native of Minnesota, the authority on muck soils, received his doctor's degree from the University of Minnesota. Before taking his extension professor position, he was an assistant professor of soils at the University of Wisconsin. Prior to that he was head of the chemistry department at Nebraska Wesleyan University.

Dr. Harmer is past president of the American Peat Society and has served as secretary of three Michigan farmers' groups.

● ROBERT P. DAVISON has been appointed associate director of the Vermont Agricultural Extension Service. He will continue as leader of county agent work in addition to the new administrative duties.

E. M. Root, assistant to the dean and director of the Vermont College of Agriculture was appointed assistant county agent leader; he will also retain his former duties.



Farmer dips into a pit to check soil texture as fellow contestants ponder their score cards.

Have you
read.



ADULT EDUCATION. Paul Sheats, Clarence D. Jayne, and Ralph B. Spence. The Dryden Press, 31 West 54th Street, New York 19, N. Y. 530 pp.

• This new book on adult education was written by three men identified with the new adult education movement that began with the organization of the Adult Education Association of the USA in 1950. The authors regard adult education as a people's movement with its roots in the local community. They assume that strengthening and improving the democratic process of group-problem solving is the aim of adult education.

The book is important because it brings together recent writings of people who are active in the adult education movement. It samples materials written with the viewpoint and basic values held by the writers. The views of the authors and the other writers characterize the thinking of the present leadership in adult education.

The second part describes some of the main kinds of organized programs starting with the Agricultural Extension Service. It is the only single national organization or agency treated separately. This chapter recognizes Extension for its accomplishments, emphasizes its co-operating relationships, points out the scope of its program, discusses its teaching methods, summarizes some of the obstacles to greater effectiveness, and cites the continuous use of research for improvement of its services to the people.

The third part deals with the more important problems common to all adult education agencies. One chapter deals with coordination of programs at the local level. Another is devoted to methods with group discussion emphasized as the fundamental method in adult education.

Materials, public relations, leadership and professional training, finance, and evaluation and research receive attention in the other chapters in this part of the book.

Finally it discusses factors that are hindering the development of education services for adults. They enumerated the following five main handicaps that they consider the most important ones: (1) Despite statistically impressive achievements of the adult education agencies present effort is inadequate, (2) the lack of clear-cut agreement on what adult education is or should be, (3) the shortage of trained workers, (4) lack of coordination of agencies at the local level, and (5) failure generally of adult education agencies to evaluate results.

The authors believe the adult education presently merging will be characterized by education for all, built around the face to face groups in the local community, and that these groups will have ties with larger action groups.—*J. L. Matthews, Educationist, In Charge, Education and Research, Division of Field Studies and Training, USDA.*

BEEF CATTLE. Roscoe R. Snapp. John Wiley and Sons, Inc., New York, 641 pp., Illustrated, 1952.

• If you have any material interest in beef cattle production, whether as an extension man or as actual producer, here is a book that demands space on your book shelf. And, even if you have a copy of any one of the previous three editions of the book, this fourth edition, which has been considerably reworked should be a good investment.

Dr. Snapp's long experience in the beef cattle field as professor of animal science at the University of Illinois and chief of the beef cattle division of the Illinois Agricultural Experiment Station is wrapped up be-

tween the covers of his book in such a manner as to be most helpful to any attentive reader. Written in a clear, concise, and thoroughly readable style, this fourth edition is brimming full of the kind of helpful information sought alike by the beginner and by the more experienced cattleman.

Fully documented for the serious student of the subject, this edition has been severely edited of outmoded material, considerably enlarged, and brought-up-to-date with the latest information available from research sources. The book contains a wealth of new material, including a special chapter on sterility, written by Dr. Harry Hardenbrook, Jr., assistant professor of veterinary medicine at the University of Illinois. It is a comprehensive "What's What" in beef cattle production in one useful volume.—*Thomas H. Bartilson, Extension Animal Husbandman, U.S.D.A.*

FARM POLICY FORUM. The Iowa State College Press, Press Building. Ames. Iowa, 32 pp.

• Some of you may ask, "What can a busy county agent read that will keep him up-to-date on national issues of importance to farmers?" One good source is the Farm Policy Forum, published monthly. It is the nearest thing to a Reader's Digest on agricultural policy. For example, in the May 1953 issue, here is what you'll find:

The Story of Point 4; Highways and Trucking. Tenure and Farm Security.

Articles on Better Land Use included; Why Not More Conservation? The Public's Responsibility. Building a Land Policy.

On Trade Policy you will find: Our Consumer; Can Our Imports Pay for Our Exports?

Francis Kutish is the editor of Farm Policy Forum. He has had years of experience in improving the readability of economic information for county agents and farmers. Write him for the subscription rate and other details.—*L. M. Vaughan, Head, Farm Management and General Economics Section, Division of Agricultural Economics, USDA.*

About People . . .



Stanley Andrews

● **STANLEY ANDREWS**, who was recently appointed executive director of the national agricultural communications project. This project, financed by a 5-year grant from the Kellogg Foundation, is establishing its headquarters on the campus of Michigan State College at East Lansing. The project will engage in activities designed to upgrade the effectiveness of all types of agricultural communications, particularly those that relate to the work of the land-grant colleges and the U. S. Department of Agriculture. It was developed by the American Association of Agricultural College Editors and has been endorsed by the Association of Land-Grant Colleges and Universities. It is under the general policy direction of a board of control selected from the ranks of the land-grant college presidents, experiment station directors, extension directors, the agricultural college editors, the USDA, radio farm directors, and farm paper editors.

● **Merlin G. Hodgson** resigned March 1 as State 4-H Club leader in South Dakota. He will farm near

Wessington Springs, his former home.

Hodgson was district club agent in the West River from January 1946 to November 1947. He was transferred to the northeast district and served there until becoming State leader in December 1950. He holds the record of being the youngest State club leader in the Nation.

A 6-year 4-H Club member, Hodgson was a member of the Jerault County 4-H livestock judging team which won State honors for 3 years. He was a delegate to National 4-H Club Camp in Washington, D. C., in 1940.

● **CLARENCE A. DAY**, editor, and **Richard F. Talbot**, dairy specialist, both of the Agricultural Extension Service in Maine have retired from active duty. Mr. Day had completed more than 40 years of Extension work in Maine, while Mr. Talbot was a veteran of 33 years of service.

● **Clark and Washoe Counties, Nev.** topped all other counties in the number of trees set out in the State for windbreaks, according to **DONALD DRUMMOND**, extension forester. Last year, 32,000 trees were purchased by Nevadans.

● After more than 32 years of service to the University of Missouri College of Agriculture as editor, and more recently as associate editor, **A. A. JEFFREY** accepted limited service on July 1. In 1937 Mr. Jeffrey received the distinguished service award from Epsilon Sigma Phi for his service to agriculture. In 1941 he received the Silver Beaver award for his work in Boy Scout work and in 1949 was listed in the 25th anniversary volume of *Who's Who in America*.

● Two Michigan State College faculty members have accepted assignments in Okinawa at the University of Ryukyus.

They are **Ruth J. Peck**, assistant State home demonstration leader; and **Ernest J. Wheeler**, farm crops specialist. Miss Peck replaces **Eleanor Densmore**, who spent nearly 2 years helping establish a home economics department at the infant university. Miss Densmore left her post several months ago because of illness and now is convalescing at the home of her sister at Boulder, Colo. She will return to Michigan State College as home demonstration agent in Kent County.

Wheeler replaces **Russell Horwood**, director of extension and experiment station programs in Michigan's Upper Peninsula. Horwood is returning to his regular job after 2 years on Okinawa.

The University of Ryukyus is called the sister institution to Michigan State College. The Michigan school was selected by the American Association of Land-Grant Colleges as a sponsor for the new university.

● Three new home demonstration agents have started work in Wyoming, and a fourth, now in Germany as an International Farm Youth Exchange delegate, will begin work in November after her return. They are: **OLETA KURTZ** in Hot Springs County; **CHARLOTTE PHILLIPS** in Platte County; **HELENA MARINCIC** in Campbell County; and **BONNIE ELAINE EVERLING** will become the Crook County home demonstration agent on November 15.

● **LEON C. SNYDER**, extension horticulturist at the University of Minnesota since 1945 succeeded **W. H. ALDERMAN** as head of the department of horticulture. Mr. Alderman retired on June 30 after 34 years of service in Minnesota.

Dr. Snyder came from South Dakota State College where he was assistant professor in horticulture; previously he had taught botany at the University of Wyoming.

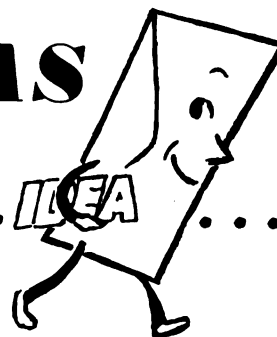
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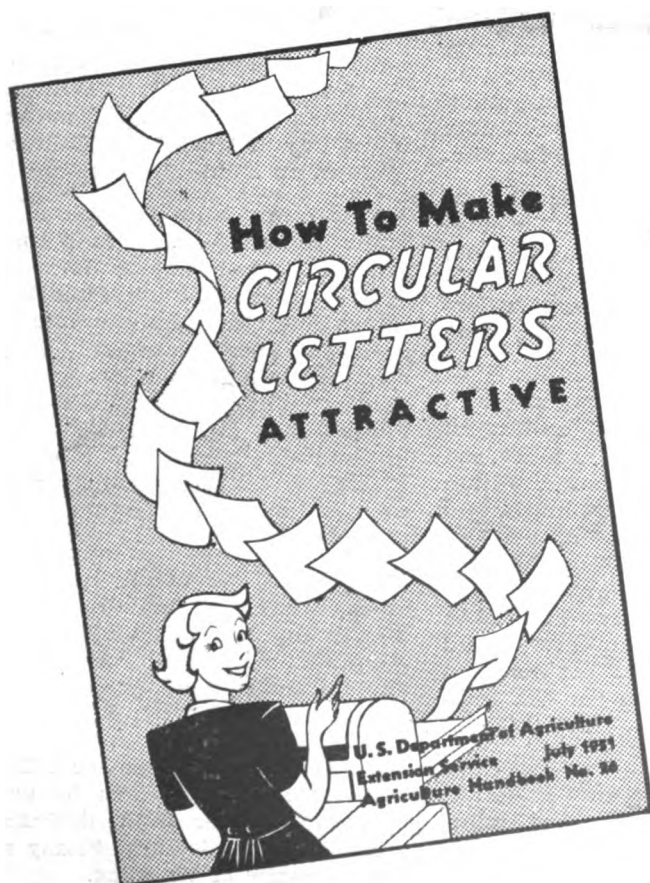


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NOVEMBER 1953

TV Buying Tips
Reach Salt Lake City Consumers

EXTENSION SERVICE
Review

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Ear to the Ground

• Plans for 1954 are being made. In the January issue Director Ferguson and key division heads will look into the future of Extension as it shapes up in the national budget and congressional committee hearings.

Should county extension agents give more personal service to farm families? What about the problem of fitting together the complex factors which make for successful farming and rural living on a specific farm?

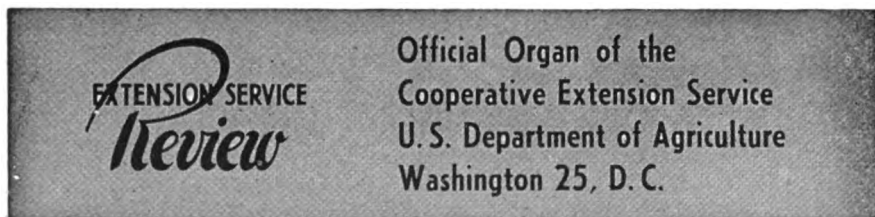
On the other hand, everyone is talking about mass media and finds in it great opportunity for reaching many people. What can these methods offer an agent? How are they used to best advantage?

Should extension work in marketing and public affairs be expanded? What is the place of youth on the extension team? These are just some of the questions to be discussed in the New Year's issue.

• The February issue will feature training for extension agents and March, program planning. That these subjects may be adequately and practically treated, two committees are already working on them. Any suggestions on topics to be covered, or contributions, will be welcome.

• Variety is the Keynote of the December issue: A successful brucellosis campaign; operation "Treeville"; a quarter of a century of home accounts; and a Boston radio survey, "So you think only farmers are listening" are included among the articles.

• 4-H Achievement Day plans brought to our attention a resolution passed by the Georgia House of Representatives. It extends congratulations particularly to the 14 national winners from the State. Two of the legislative "Whereases" impressed me: "WHEREAS, these outstanding boys and girls through their significant farm and home achievements have brought outstanding honor and recognition to their native State," and "WHEREAS, it will bring in the future a balanced and profitable agricultural foundation for the people of this State." This sounds as if Georgia youth had a really important mission.—C.B.A.



VOL. 24

NOVEMBER 1953

NO. 11

Prepared in Division of Extension Information
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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

Extension's Job in Marketing

As Others See It—

Excerpts from *Strengthening American Agriculture Through Research and Education*, published by the U. S. Department of Agriculture, which summarizes the suggestions and recommendations that have come to the Secretary.

THE LONG-RANGE needs of American agriculture are to reduce costs, to improve quality, and to expand markets. The sound approach to every one of these needs is through research and education.

The Cooperative USDA - Land-Grant College system of research and education is the traditional and logical means of doing this job. But if this system is to meet the growing demands of modern agriculture, the system itself must grow. It must recognize the needs and develop plans and programs that adequately meet these needs.

Development of an adequate research and education program for agriculture must go beyond promoting efficient and balanced production. It must find ways to improve marketing of agricultural products, if it is to serve the interests of farmers and all the people.

A wide range of opportunities for improving the efficiency of our marketing system falls in the field of applied research and technical assistance and training. An expanded marketing program should logically provide an on-the-spot problem-solving service. But, as in production, the marketing program must be continually supported by basic research.

Liaison Service

As a counterpart to the extension program for carrying production research to farmers, we need a greatly expanded technical liaison service between research and industry. Specialists in processing, manufacturing, and distribution would provide a two-way channel of needs and ideas based on marketing and utilization research and on the problems encountered in factories and markets.

if we have weakness in one of the others. For example, the efficient production of high-quality farm products will not result in maximum returns and utility if economical transportation is not available or quality is destroyed through improper handling in marketing channels before reaching consumers.

"The Agricultural Extension Service recognizes its responsibility for a complete and balanced educational program in marketing. In order to bring about the greatest efficiency in utilization and distribution of farm products, the present educational program in marketing will have to be greatly expanded.

"A big job still lies ahead if Extension is to approach the goal of the Agricultural Marketing Act of 1946 of doing as good a job in marketing education as has been done in production.

"The magnitude of the task to be done is suggested by the large number of people in the three groups to be reached: 5 million producers; around 2 million handlers and operators who perform various services in the channels of trade, getting farm products from producers to consumers; and nearly 160 million men, women, and children who are ultimate users in the country. This represents about 44 million families who are in the market almost daily.

"Marketing accounts for more than half of the costs to consumers for the agricultural products they buy. It is in the public interest for Extension to conduct educational work with all groups engaged in the handling of farm products.

"To date only a few of the more urgent needs for marketing educational work have been met. Much remains to be done if we are to meet the challenge of more adequately reaching our 5 million producers, 2 million handlers, and 44 million families in the United States. Extension has the basic organization and the know-how to do the job but needs more adequate financing and staff."

As We See It Ourselves—

Excerpts from an appraisal of Extension's marketing job made by the Extension Marketing Committee under the chairmanship of Director L. A. Bevan, New Hampshire.

"**E**XTENSION'S responsibility for marketing begins with the care and handling of agricultural commodities from the time they are produced and continues until they are used by consumers.

"Extension's objective in marketing is to raise the level of efficiency with which farm products are distributed from the farm to the consumer as a parallel to its objective

of raising the level of efficiency with which farm products are produced.

"We like to visualize production and marketing of any farm product as a twofold problem involving a chain of many links. These links reach from the beginning of the production process to the time the consumer actually utilizes the product. We cannot obtain the full benefits of strength in any of these links

Feeder Cattle Sales Teach *Improved Methods*

JAMES W. REYNOLDS
Livestock Marketing Specialist
Missouri

WHEN 80 Missouri farmers got together and held an organized feeder calf sale at Unionville, Putnam County, in the fall of 1939, they started something that has spread over the State and Nation. Why did these north Missouri farmers want to sell their 426 feeder calves in an auction that they would supervise themselves?

The farmers wanted a better price. The Missouri Agricultural Extension Service recognized an opportunity for this to be a demonstration sale to show in dollars and cents that good breeding and good feeding pay. It would be a valuable teaching tool for the extension program in livestock production and marketing, particularly in the beef cow herd-improvement program. Many producers had failed to obtain full and equitable prices for their cattle because of the small number produced by most farmers, lack of adequate sorting and weighing facilities, distance from central markets, lack of familiarity with other available markets, and lack of know-

ledge of grades and current values. Also, inherent in this situation were the higher procurement costs and less uniformity in the cattle that feeder buyers obtained.

Each year since the first sale in 1939, more and more counties have organized feeder calf sales, built their own pens and other facilities. The county livestock association is incorporated under the Missouri Statutes for Non-profit Agricultural Marketing Associations, with charter and bylaws. Each association elects a board of directors and officers annually, and every consignor to the sale is an active member. The county agent acts as an ex-officio member in an advisory capacity.

All cattle consigned to the sales are fresh from the farm on sale day. The cattle are sorted into uniform groups according to breed, sex, type, quality, and condition under supervision of Missouri Agricultural Extension Service personnel. All cattle are sold at auction by the pound.

Last fall, 37 county associations held 53 sales with nearly 4,200 producers consigning more than 50,000 feeder cattle. These cattle were sold to some 2,200 buyers for a total of

more than 5½ million dollars. Average weight of all calves was 495 pounds. And average price per hundredweight was \$22.51.

It is important to note that the number of cattle consigned averaged 12 head to each producer, and the number of cattle purchased averaged 23 head per buyer. The feeder calf sales have helped the small producer. He gets his calves into uniform lots as to grade and quality, and, in addition, in size of lots desired by buyers. Each producer can compare his calves with others, and see how his calves grade and sell in comparison with his neighbors' calves. He can witness first-hand the reward for following recommended practices such as dehorning and correct castration. He can see the "bloom" and condition, the heavier weights of calves raised on improved pastures, and the better type and quality calves from using better beef bulls.

These sales are valuable as an educational method in bringing to the producers' attention the value of producing feeder cattle of high quality. More important, the sales demonstrate the desirability and practicality of these methods.
(Continued on page 205)



Last year's 53 feeder calf sales—found type and quality improving.

Hints for Salt Lake City Consumers

MRS. BEATRICE S. TANELIAN
Extension Agent for Consumer
Education, Utah

SALT LAKE CITY consumers ask for help on many types of food problems. The metropolitan area, with a population of 182,121, is located in the heart of what was until recently a purely agricultural valley. But now the suburban areas contain copper mining and processing plants to the west, large defense installation in the southwest, steel mills in the south, and oil refineries and more defense installations to the north. The wives and families live in the city and the bread-winners commute to and from work.

This mountain valley is productive during a short growing season, but much of the perishable food supply is shipped in during the remainder of the year. And, with the exception of canning and sugar factories and flour mills there is little local food processing.

Two newspapers—one morning and one evening—are published in Salt Lake City. They have a combined circulation of 187,104 which extends into 7 of our neighboring States. There are 5 radio stations and 2 television channels in the city that also reach into the borders of surrounding States, particularly on the north and east.

This was the situation which faced me as a new consumer agent.

The first mass media used to get food marketing information out to the urban consuming public were the newspapers. When I gave the editors the story of my appointment, November 16, 1951, I also asked for space in the women's section of the papers and submitted sample articles. Since that time the morning paper has published a weekly "best buy" article under my name and title in the women's section which comes out each Friday morning. The food editor of the



Six months of telecasting "Marketing Hints" have brought favorable comments from viewers in Utah, Idaho, and Wyoming.

evening paper uses the information furnished her whenever it is opportune and she quotes the Extension Service as her source.

The next contact was with the radio stations. The Salt Lake City CBS station has a popular daily live "food and people" program that has been on the air for 7 consecutive years. Visiting the director of home programs at the station after one of her broadcasts I was invited to appear as a guest the following week. Now, as a regular guest the first week of each month, I review foods that will be in plentiful supply during the current month, where they come from, approximate cost, how to buy and use them, and interesting items concerning their production, processing or marketing.

The director of this same program has a "market basket" feature on Fridays when she uses information furnished by me. She always quotes the Extension Service as her source of information.

The success of the radio programs

can probably be measured by the fact that the radio station has asked me to prepare this same type of program for a weekly 15-minute presentation.

Another means of reaching individual consumers is a weekly one-page mimeographed release containing information concerning the week's good food buys, based on price per serving; price and supply changes from week to week; a recipe and a menu featuring one or more of the week's "good buy" items; tips and announcements of consumer information activities to be carried on through the week. This sheet goes to individual consumers on request—and to nutritionists, other professional home economists, nurses and social workers, radio and television stations. Originally this mailing list consisted of requests received as a result of talks and demonstrations given to civic, social, student, church, and professional groups. It is subject to con-

(Continued on page 205)



Extension workers checked the quality of tomatoes.

Vegetable Marketing Demonstration

LLOYD H. DAVIS
Associate Professor of Marketing, New York

VEGETABLE PRODUCERS in six counties of the "capital district" of New York State are learning the value of careful grading and packing by observing and participating in a unique marketing demonstration.

In the six-county area centered on Albany there are hundreds of vegetable farmers, producing for fresh consumption by the millions of people in eastern New York and parts of nearby New England. Local producers have seen shipped-in vegetables sold in local markets in increasing volume during their producing season, and these shipped-in vegetables frequently sell at higher prices than their own. County agents, marketing specialists, and the more observing farmers have understood this situation. They have known that vegetable production and marketing are parts of a very competitive and ever-changing

business. The far-from market producer must offer a high quality, highly standardized product in order to attract distant buyers. Only his better products ever reach distant markets. Buyers of large quantities like the standardized product available in large quantities in containers that "ship well."

Each nearby producer can handle his own selling, grading, and packing. There are ready markets at hand for the lower grades that are in any field. While a few larger, more specialized local growers pack to U. S. grades for large buyers, the great majority do not. There are nearly as many "No. 1 packs" as farmers packing. Standardization is only by accident. To assemble on the regional market a load of tomatoes, peppers, or cucumbers graded to the same specifications, packed in similar containers is next to impossible. Little wonder local pro-

ducers have been losing markets. This problem, found in many other areas, has been recognized by the county agents of the "capital district." In spite of years of education, there has been little change in marketing practices to keep pace with changing conditions.

Midwinter in 1953 a group of county agents and vegetable producers from six counties met with the extension specialist from Cornell, representatives of the regional market, and the State Department of Agriculture to see what might be done. A producer asked, "Why can't Extension demonstrate marketing practices just like you demonstrate the value of modern production practices—fertilizer, seed mixtures, and new varieties." Why not indeed? A plan was born. A regional committee was formed to conduct marketing education on a regional basis. "Pete" Welling, a producer from Albany County, was elected chairman and "Norm" Kidder, county agent in Albany County, became the committee secretary.

Tomatoes, one of the more important vegetables in the area, were recognized as a difficult crop to market. Most farmers were packing in 3-peck baskets, a container that is difficult to load, doesn't ride well and is not used for tomatoes in other nearby markets. Early-season tomatoes produced here are bought mostly by buyers from within a hundred miles of the regional market. Later in the season there is considerable shipment to other metropolitan markets. Buyers had complained of the package and a lack of standardized grading. Distant buyers and those willing to pay for a product of uniform good quality seemed to have been less numerous in recent years. Some growers have sold only their poorer grades on the regional market. Many have made little effort to separate tomatoes according to quality, offering a mixture of all salable tomatoes. Each farmer, packing as he was accustomed, was equally certain that his was the best way for his crop and his buyers. Few had experience with other marketing practices, and information to guide farmers in selecting the most profitable practices was scanty. Some pro-

(Continued on Page 205)

Extension Teamwork in Grocery Store

ROBERT R. CHESNUTT
Agricultural Editor, Alabama

IN THIS DAY of self-service food shopping the attractive, well-displayed products are the ones that find their way into Mrs. Housewife's grocery cart.

For this reason a three-way team composed of county agents, retailers, and distributors is at work in Alabama to improve the eye-appeal of products in local stores.

Key man on the team is the county agent. He not only acts as something of a liaison between farmers and distributors, but also disseminates his information through classes and schools for the men who present the products to the public. The agent, more than anyone else, is in close touch with the farmers who grow the foods. He knows the best possible markets for the foods they have for sale. He is familiar with consumer demands, trends in population, trends in eating habits, and the ways in which all these factors can be combined to make more profits for both producers and sellers.

Merchandising Studies

Armed with this information, the agent calls together groups of retailers for merchandising schools. Austin Ezzell, distributor marketing specialist of the Alabama Polytechnic Institute Extension Service, serves as principal instructor. He gives the retailers up-to-the-minute information about handling food products after they reach the store.

At present, these retailer schools are divided into two types. Fruit and vegetable sessions are daylong affairs with a maximum enrollment of 20 retailers. The number is lim-

ited so that each "student" can receive individual attention on his particular problems. Moreover, since the group actually builds an ideal produce counter display during the session, a large class would mean far less participation by each individual. Instruction covers buying, handling, and storing to prevent losses, preparing for display, displaying, pricing, and general merchandising ideas.

The second type of school offers instruction on merchandising milk and milk products. These sessions last only 3 hours, and because they are largely discussion-demonstration meetings no limit is placed on enrollment. Such visual aids as a model display, color slides, slide films,

and flannel-board charts are used to provide information designed to help retailers solve pressing merchandising problems in the dairy department.

Results of these schools have been phenomenal. Some retailers have reported a volume increase of as much as 100 to 150 percent. Others are more conservative in their estimates, but all report favorable consumer reaction.

Another important yardstick in measuring the value of this work is the improvement of relationships. County agents are able to count retailers who attend schools as star players on the marketing team. Then, too, the agents find that wholesalers are much more interested in programs that help sell more foods than in those that look to the wholesalers only when a market is needed for surplus farm products.

Briefly, it's good Extension Service team play to find retailers willing to listen to the county agent explain how to sell more products, and, in turn, willing to help develop local production of foods they need to sell in their stores. And the agent finds it a lot easier to plan a successful program for food growers when he knows that all involved are working toward the same goal of better marketing.



Market information to help in making the family food purchases is welcome.

To Identify the Meat-type Hog

ROBERT McCORMICK, County Agent, Clinton County, Ohio, and
W. H. BRUNER, Swine Marketing Specialist, Ohio

THE OHIO Swine Marketing Improvement Program, is designed to encourage commercial hog producers, marketing agencies, and processors to identify and market meat-type hogs. Developed by a State advisory committee, it includes representatives of livestock marketing agencies, the Ohio Swine Breeders and Feeders Association, the Ohio Swine Improvement Association and the Agricultural Experiment Station, Extension Service, and College of Agriculture of Ohio State University.

One of the main teaching methods used in developing the program is the use of demonstrations.

Fifty-six live and carcass grading demonstrations have been conducted in 27 counties between January 1950 and August 1953. These demonstrations assisted hog producers, county agents, vocational agriculture teachers, processors, and livestock market men to develop a better understanding of type, weight, and finish of live hog that will yield a carcass high in primal cuts of quality pork.

In the demonstrations a refrigerated truck displayed half carcasses and commercial cuts. The meat laboratory of Ohio State University, and processors assisted with demonstrations. As a result, livestock marketing personnel have received training which enables them to live-grade similar weight hogs for quality.

The Clinton County Swine Improvement Committee was developed primarily because of the need for action in producing and marketing a meat-type hog. The committee was set up by the livestock League, a coordinating body of all livestock interests in Clinton County in February 1947. Two committeemen from each township were selected for the county swine improvement committee.

The "on the hoof" and "on the hook" demonstrations started in Clinton, Madison, Butler, and Preble

Counties during February 1950 in cooperation with the Ohio State University meats laboratory. Committee members selected hogs they thought would grade 47 percent of live weight in the primal cuts. Through these demonstrations, farmers were convinced that market men could select live hogs by grade fairly accurately.

Truck-lot grading followed the individual grading demonstrations. The first demonstration conducted by the committee was on September 4, 1950. Seven Clinton County farmers furnished 119 hogs for this demonstration, and these were sent to the Shen Valley Meat Packers in Timberville, Va.

Results Reported to Committee

The packer slaughtered the hogs in the truckload separately and reported results to the committee. This program was carried on through the Producers Livestock Cooperative Association. Eighteen Clinton Coun-

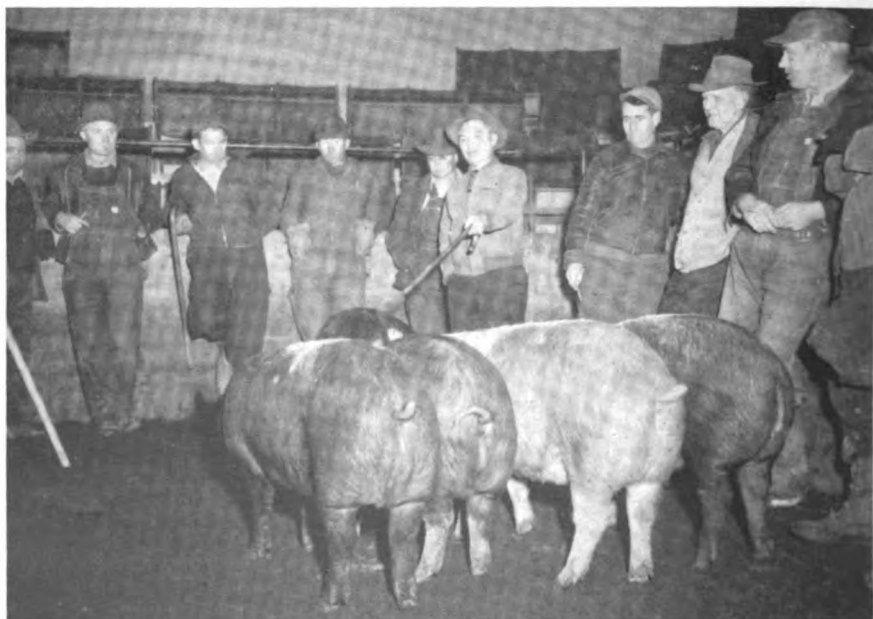
ty Swine committeemen made the trip to Shen Valley Packing Plant to see the hogs after they were killed.

From the truck-lot demonstrations the meat hog program in Clinton County progressed to live grading once a week. The total market now is grading twice a week on Mondays and Fridays.

Acceptance of the program is indicated by the fact that the majority of the hogs come to market on Mondays and Fridays. In 1952, Clinton County marketed 25,758 head through the meat-type hog pools.

No. 1 meat-type hogs have been sold at 50 cents a hundredweight more than the daily market quotation on grading days.

Such hogs have good body length and conformation. They should yield 48 percent or more of live weight in the four trimmed primal cuts (skinned ham, trimmed loin, trimmed belly, and New York shoulder). Meat-type hogs are found in all the major breeds.



In 1952, Clinton County Marketed 25,758 head through the meat-hog pools.

Action and Education Applied to Cotton

LONG BEFORE 1946, cotton farmers in a 250-mile radius of El Paso were producing high-quality lint, which, instead of receiving a market premium, was actually penalized in trade circles. USDA tests showed that this cotton was superior in spinning performance—uniformity, length, strength, maturity, and fineness of fiber. But when it reached the mills, “El Paso cotton” didn’t live up to the tests results.

The mystery was solved when it was discovered that a lot of inferior cotton from other areas was being shipped into El Paso and then re-shipped as “El Paso cotton.” This practice of substitution had become so great that buyers had no confidence in the authenticity of the product they were buying and reduced their prices accordingly.

Cotton farmers called for help and got it. Extension specialists at New Mexico A. and M. College assisted the State crop improvement association in organizing a cotton association to represent farmers in the tri-state area—New Mexico, District 6 of Texas, and eastern Arizona. With RMA funds, the New Mexico Extension Service established a cotton marketing project, whose chief objective was to insure identification of El Paso-area cotton for variety, year, and place of origin. A full-time cotton marketing specialist was appointed to push the necessary educational aspects of the program.

First of all, an “air-tight” bale-tagging system of lint identification was devised. Only cotton grown from certified seed was eligible for tagging. A single, combination tag eliminated the need for three separate tags—the gin tag, the Smith-Doxey classification tag, and the certification tag—in one-variety communities.

A portion of this tag is buried deep inside the bale when it is ginned, thus discouraging any substitution of tags on the outside of the bale.

This tagging system has been the basis for the success of the lint identification project in the El Paso area. But it took a lot of educational work to get sufficient participation by farmers in the program, to insure recognition by the trade. County agents, extension specialists, and the 1517 Cotton Association (named after the most common variety of cotton grown in the area) pointed out the advantage of the program at meetings and in news releases, exhibits, and radio talks. The Cotton Caravan—a traveling “roadshow” featuring exhibits and talks by authorities in the various phases of production and marketing—toured

the cotton counties of New Mexico.

Let’s look at some of the accomplishments of the program. The number of bales certified has climbed from 25,000 in 1947 to 225,000 in 1952. In this same 6-year period, 687,000 bales were tagged at a cost of only \$68,700 (10 cents a bale) to the growers. Total increased returns for higher premiums from 1947 to 1952 amounted to \$44,000,000—or \$640 for every dollar invested.

Extension Cotton Marketing Specialist Marshall O. Thompson is now working toward increasing the number of one-variety cotton communities. With the cooperation of the New Mexico Crop Improvement Association, a planting seed increase program has been worked out whereby foundation seed will be allocated to gin communities, where it will be increased by the farmers themselves. The following year, the community will have enough certified seed to supply its needs at a price comparable to oil mill prices.

That’s the way that New Mexico’s lint identification program is working today. And what works well on a small scale in New Mexico and adjacent areas can be carried out successfully throughout the Cotton Belt—to the benefit of the entire cotton industry.



At the annual cotton caravan, New Mexico cotton farmers discuss their common problems of production and marketing. Here, John T. Stovall (second from left), administrative officer of the 1517 Cotton Association, tells farmers about the advantages of lint certification.

MARKETING

Challenges Extension

J. F. ROSBOROUGH, Extension
Horticultural Specialist, Texas

ABOUT 5 years ago, 26 east Texas counties requested that the Texas Agricultural Extension Service assign a fruit and vegetable marketing specialist to do full time work in that area. As a result, the headquarters of the writer were moved from College Station to Tyler.

This east Texas area produces large quantities of vegetables, fruit, and berries. Upon arrival, the writer found that most marketing activity was on a single community basis.

The horticultural marketing specialist and county agents, working with various agricultural and civic groups and agencies, have aided in directing the marketing trend toward multiple commodity markets.

As a first step, the county agents helped organize the producers into associations through which the business and educational programs could function. Regular meetings are held, with the marketing specialist and the county agents attending. A special effort is made to have the buyers meet with the producer associations early in the season. The marketing

specialist supplies information on the current crop outlook, planting trends in the immediate and competing areas, improved handling methods, and attempts to maintain good working relations between the buyers and the producers.

Since this program was started, many single commodity markets have changed over to handle several commodities.

Jacksonville, Tex., has had a tomato "deal" for about 40 years. The prosperity of the farmers, and to some degree that of the bankers and merchants, depended on whether the yield was high and the crop brought a good price. Through the efforts of far-sighted businessmen, the chamber of commerce, and farmers, money was raised to build and operate a farmers' market at Jacksonville. Farmers within 50 miles of Jacksonville also now are growing sweet corn, beans, cucumbers, peppers, peas, squash, cantaloupes, watermelons, sweet potatoes, and fruits of various types. The production program is planned, and printed copies are placed in the hands of all



J. F. Rosborough

farmers. Good cooperation exists among the market manager, the market advisory committee, the representatives of the Extension Service, and the farmers.

At Jacksonville, there is a small service charge of 5 to 10 cents per bushel for the products handled. With reasonable volume, this service charge will liquidate the building costs and pay the manager's salary. Last season 8,000 bushels of peaches were handled through the Jacksonville market with a service charge of 10 cents per bushel and returned \$800 to the market. With a normal peach crop next year, the market should move twice as many peaches as it did during its first year of operation.



4-H Conference— Hawaiian Style

SABINE EHLERS
Extension Editor, Hawaii

PLANES filled with excited 4-H delegates winged their way across the Hawaiian skies. They were bringing 4-H'ers from the neighbor islands of Hawaii, Maui, Lanai, Molokai, and Kauai to the University of Hawaii campus on the island of Oahu, where Honolulu is located.

These 4-H boys and girls joined those on Oahu to make a total of more than 150 4-H members attending the annual 4-H Ahaolelo, the Hawaiian word for conference. A full week, from August 9 to 15, of study groups, demonstrations, contests, tours, and topnotch speakers, as well as time for fellowship and recreation made a memorable experience for the delegates.

This year's conference, the 7th post war 4-H Ahaolelo, was more important than ever, not only because it marked the 30th year of 4-H work in Hawaii, but because it showed great development in the leadership ability of the 4-H delegates.

Every committee, as well as each event, had a 4-H'er as chairman. It was the members' conference and they ran it ably.

The large group of delegates and their leaders were housed in the modern women's dormitory building on the campus, and ate their meals in the university cafeteria. The conference came at the close of the summer session so that the campus was free of students, and the 4-H'ers took over.

One of the most dramatic events of the conference was the group's visit to Washington Place, the home of Hawaii's Governor and Mrs. Samuel Wilder King.

The young people came bearing gifts of fruits, vegetables, and other agricultural products grown on their respective islands, and presented them to the alii (ruler) and his lady.

Wonderful cooperation on the part of the press brought many interested people to the events that were open to the public. One such well-attend-

ed event was the 4-H Ahaolelo Dress Revue. More than 50 boys and girls modeled clothes depicting attire suitable for 4-H functions throughout the year.

The show was titled "A Calendar of Fashions," and the pages of a huge calendar in the background were turned by a 4-H member. Each month had its special 4-H event and the clever commentators, Amy Murakami and Tokuo Tani, kept the audience laughing with their amusing remarks.

The December models brought the most applause. They represented clothes worn by party-going 4-H'ers, and showed girls of Japanese, Chinese, Korean, Filipino, Hawaiian, and Caucasian backgrounds modeling their native evening clothes. The beautiful girls with their escorts made a colorful scene.

The climax of the conference came at a luau (Hawaiian feast) when the 4-H'ers received their awards and officers were installed. It was at this closing dinner that Baron Goto, associate director of the University of Hawaii's Agricultural Extension Service and main speaker of the evening, called this year's gathering "the most excellent in 25 years."

John L. Stormont, associate specialist in club work, and in charge of this year's Ahaolelo, feels that the 4-H'ers in the Territory of Hawaii are making great strides in leadership and performance. He sees fine things ahead for 4-H work in the next quarter century.

Thomas Uesugi and Donald Infafuku of West Oahu putting on their demonstration.



Congratulations for Mollie Jojima and Sally Iida, winners in a home economics demonstration.



Two States Cooperate To Give Consumer Food Service

JOSEPH S. SHELLY

Extension Specialist Consumer Education and Marketing,
West Virginia

A 700-POUND STEER grazing on one of West Virginia's greener hills is of little value to a consumer in Wheeling. That steer must be transported to a feed lot where the animal will be finished to a weight of about 1,000 pounds. Then the steer will be taken to a stockyard and from there to a packing house. From there the carcass, which will weigh about 580 pounds, may go to a branch house or wholesaler. Now this carcass is sent to a retailer, who, after cutting and trimming, will be able to sell about 480 pounds of retail cuts. The feeder may have received 25 cents a pound for the live animal; the retailer may have paid 42 cents per pound for the carcass. The housewife may have paid 85 cents for a pound of steak or 40 cents for a pound of ground beef. The producer asks, "Why didn't I get

more for my animal?" and the consumer asks, "Why did I have to pay so much for my meat?" These are but a few of the questions and problems associated with agricultural marketing.

Getting answers to such questions as these is part of the consumer education program in marketing, a co-operative program conducted by the Extension Services of West Virginia and Ohio State Universities and the United States Department of Agriculture, serving eight counties in the Wheeling, W. Va., and Steubenville, Ohio, area. The program represents a slightly new venture in that it is primarily directed at the nonrural consuming public.

The objectives of the program were originally established by the county extension workers in the area at the time of the program's incep-



Consumer's actions at the counter are reflected back to the farm.

tion. They were: First, to inform consumers on the market situation and trends that they may assist in the economical movement of farm products, particularly perishable foods from producer to consumer; second, to promote utilization of products in abundance by teaching consumers new methods of preparation and preservation; third, to improve the nutrition of consumers by teaching the selection and use of protective foods; fourth, to inform producers about consumer preferences.

A weekly release giving timely information on availability, price selection, use, care, and marketing of food is sent to county extension workers, food handlers, radio stations, newspapers, and teachers.

Radio and television facilities, as well as newspapers, are used extensively in disseminating food-marketing information throughout the area. Visual materials describing the production and marketing of food products have been prepared for use with consumer groups.

The policies guiding the program are determined by a supervisory committee composed of State administrative staff members from the respective university agricultural extension services. The extension workers from the eight-county area make up the advisory committee. This committee meets annually to evaluate the program and make recommendations for its operation.



Director J. O. Knapp of W. Va., (left), and Alice King, Asst. State Leader, Home Demonstration Work, Ohio, highlight consumer marketing problems on the Tri-State Farm and Home Hour, with the help of Joseph S. Shelly (center).

Feeder Cattle Sales

(Continued from page 196)

capability on a graded basis. Type and quality are improving. An indication of the improvement in the type and quality of the calves in these sales is the fact that 70 percent of the calves in the Unionville sale sold in 1951 for \$40 per hundred and above. This was the 12th annual sale there. For comparison, Montgomery County has had four annual sales. This sale had 63 percent of the calves selling for \$35 per hundred or more, with only 12 percent of the calves selling for \$40 and above.

Missouri feeder calf sales are a medium through which college and extension service personnel can be of service to cattle producers by passing on information in management, selection, feeding and pasture, and marketing. As Director J. W. Burch of the Missouri Agricultural Extension Service has said, "We don't look on them as just a way to sell cattle. We look on these sales as a demonstration, and will work with them as long as they are improving the quality of their calves through using better bulls, better pasture management, and selection."

Vegetable Marketing Demonstration

(Continued from page 198)

ducers in the area have catered to the desires of special buyers that pack a uniform product. Their experience indicated that others might profit by this, too. It seemed possible that more quality-conscious buyers could be attracted if a standard product were available in volume all season.

A group of 25 growers agreed to cooperate in a marketing demonstration, using a standard half-bushel container and packing a standard grade of tomatoes during the 1953 marketing season. After individual conferences with numerous buyers the committee decided to pack tomatoes to the grade U. S. No. 1. Under the plan as developed by the regional extension committee, county

agents instructed producers in grading and packing. An inspector from the regional market checked to insure that each packed to the grade specifications. Marketing specialists from the College of Agriculture at Cornell obtained price and grade information from cooperating producers and others in order to evaluate the results.

The committee prepared an attractive red and blue label that was used to help buyers identify the standard pack. The new pack of tomatoes was publicized in publications of the produce trade, by posters on the market, post cards sent to buyers, stuffers in baskets of tomatoes, and personal contact with buyers. A few producers started the ball rolling by packing the standard grade and using the label in late July when tomatoes sold for \$5 to \$6 a basket. Thereafter for 2 months the "capital district" label was steadily on the market.

The highest profit level of any product is determined by the price for each grade packed and the proportion of the crop in each grade. The new grading and packing standards would be considered successful only if the cooperating growers received greater net returns.

The summer of 1953 was not an ideal time to test the idea. The peculiar combination of growing conditions brought a greater than usual proportion of the crop with grade defects. The cooperating farmers were reluctant to increase the number of baskets of No. 2's in order to pack a standard grade of No. 1's, but most of them agreed to give it a trial.

The results? No farmer who started to cooperate, packing U. S. No. 1 tomatoes, stopped before his tomatoes were gone. The pack, meeting a ready acceptance among buyers, sold for a substantial premium all season. The cooperating farmers benefited from the experience both in dollars and in understanding of good marketing. Never before in the area were so many vegetable farmers talking and thinking about marketing practices. County agents and extension specialists obtained firsthand experience emphasizing the need to produce a good

product if a good product is to be marketed, of the tremendous economic waste in the production of low grade products. The 3-peck basket practically disappeared as a tomato package. No new venture is ever a complete success. There is plenty left to be done in the "capital district," but a good start has been made.

The vegetable producers and extension agents of the "capital district," evaluating the results of the last season, recognize the result-demonstration as a valuable tool for progress in marketing. As they make their plans for the year ahead they see real opportunities for improved marketing and further development of an old extension tool.

Hints for Salt Lake Consumers

(Continued from page 197)

stant revision. There are now about 1,200 names on the list.

When this food information sheet was offered on a recent television show, 60 written requests to be put on the mailing list were received within a 2-day period following the telecast.

The latest activity is a 15-minute television program each Wednesday afternoon at 12:30 p.m. Like the radio broadcast, the television work was also begun through regular monthly guest appearances on an established station-sponsored live program. After about eight consecutive guest appearances I requested and was assigned a 15-minute public service spot. The program consists of demonstrations and visual interviews with food wholesalers and retailers, meat cutters, dairymen, extension agents and specialists, 4-H Club members, and representatives of national companies dealing with foods who might be in the city and who will present informational programs free of advertising.

The television program is called **MARKETING HINTS** with Beatrice Tanielian, Extension Service, Utah State Agricultural College, and is now about 6 months old.

Broiler Auction Meets a Need

W. T. McALLISTER, Marketing Specialist, Delaware

FORTY-EIGHT million broilers, about half of those grown on the Delmarva Peninsula, were sold at the Eastern Shore Poultry Growers Exchange, Selbyville, Del., during its first year of operation. The exchange, now in its second year, has been termed the best and most businesslike way of buying and selling poultry that the industry has seen.

To help the auction get under way, J. Frank Gordy, extension poultry specialist, was lent by the University of Delaware to act as auction manager during the first 2 months. Gordy continues as adviser and meets with the board of directors at their regular meetings. The auction is organized as a nonprofit corporation under the laws of Delaware.

Started in June 1952, the broiler auction wasn't the brain child of some one industry leader. For several years many leaders among the producers had discussed ways of strengthening their position as sellers. Several plans were suggested but none seemed to "click" until the present auction was proposed.

The Eastern Shore Poultry Growers Exchange was a somewhat new approach. The directors, all successful broiler growers or businessmen, understood the weaknesses of existing methods of selling. They decided that an auction where buyers and sellers could get together in a common meeting place to buy and sell broilers in a businesslike, "out in the open" manner was a real need of their industry. That is just what the auction does.

Here is how it operates. A grower wishing to sell through the Eastern Shore Poultry Growers Exchange calls the exchange office and lists his flock for sale. Flocks listed before 11 a.m. today make up

the sale for tomorrow. A list of tomorrow's sales is made available to buyers as soon as the listing closes. The list includes the grower's name, a brief description of the flock, and where it is located. This gives buyers about 24 hours to visit the farms of the growers and examine and evaluate the flocks to be sold the next day starting at 2 p.m.

Sales are held Monday through Friday of each week. A charge of \$1 per thousand is made for listing the flock even though the grower may withdraw the flock later or decide not to sell at the auction price. The grower always has the right to the final bid.

Each sale is confirmed by buyer and seller signing a sales contract. Buyers at the auction must be approved by a credit committee of the ESPGE and hold a license to pur-

chase poultry in Delaware. At the present time there are 20 approved buyers. In order to encourage immediate payment for poultry, the credit committee has developed a plan where buyers can deduct $\frac{1}{8}$ cent a pound for poultry paid for within 24 hours of the time it leaves the farm.

The auction had a net income the first year of \$15,000 which was invested in a permanent office and equipment. While the board of directors serves without pay, there are a full-time manager, assistant manager, and two secretaries.

The ESPGE provides an organization representing industry interest that can develop a program to improve the poultry industry in general.

Extension workers who may be considering the need for a similar auction in their areas should study these questions before helping to organize an auction.

1. Is there sufficient volume?
2. Are there enough buyers and will they buy through an auction?
3. Is the area small and closely knit together by a common interest in the broiler industry?
4. Who owns the birds now—processors, growers, feed dealers?
5. Can the proposed auction operate as an efficient business unit?



An auction in progress at the Eastern Shore Poultry Growers Exchange. Bulletin board lists price of last flock sold. Buyers are seated in front of auctioneer, Harry S. Dukes, Jr., (right background). Growers are shown in the foreground in front of Irvin Hudson, first president of the ESPGE.

The New Look in Sewing Machines

MARY ALICE CROSSON, Assistant Extension Editor, Indiana

REGIONAL sewing machine workshops help to bring the latest information to Indiana home demonstration agents.

In grandmother's day all sewing machines were more or less alike in that they did straight sewing, and special stitching only with attachments. Improvements have been made on all types of sewing machines. There are some on the market which have higher speeds and more delicate controls so they may be started and stopped more quickly. The new special features are giving for homemakers a wider choice when shopping for a sewing machine. Hoosier homemakers have been requesting information from home demonstration agents about some of these features on various makes of machines. In fact, there

were so many requests from homemakers for this type of information that the home demonstration agents asked Frieda C. Stoll and Mrs. Lottie E. Sumner, extension clothing specialists at Purdue University, for a conference to help answer these questions.

Four 1-day regional meetings were planned so that the home agents would not have to travel a great distance to get this information. Eleven sewing machines, both portable and cabinet types, were lent. Four of these were straight-sewing machines and seven were of the zig-zag types.

The home agents had an opportunity to try the different machines and make comparisons after they had studied and discussed the instruction books. The zigzag ma-

chines had more features which were unfamiliar to the home agents.

During the last period of each day, the home agents discussed the characteristics of the machines. They compared prices of different models, variations in use of zigzag controls, use of attachments, location of lights, ease of operation, and operating controls. They stated their reactions to the different designs of machines and to colors and finishes. They commented on the entirely new appearance, the open-arm feature of some machines, and the lighter weight of some portables.

During the discussion, they brought out the fact that in addition to doing standard straight-sewing and reverse stitching, many sewing machines today can do dozens of types of construction features with a flick of a lever, the twist of a knob or the set of a dial, with the homemaker holding the work as usual.

The HDA's also discussed the kind of sewing homemakers are doing and the type of machine which would meet their needs after the novelty of some of the new features had worn off. They also brought out the importance of knowing what service would be available in their communities to keep the sewing machines in good working order.



Frieda C. Stoll (left) and Mrs. Lottie E. Sumner, clothing specialists, pack the portable sewing machines to take to regional sewing machine workshops. Four 1-day meetings were planned so that no agent would have to travel far to get the information.



(Left to right standing) Mildred Campbell, Hancock County; Ruth Smith, Wayne County; Laura Ann Wolfe, Parke County; (seated) Marjorie Behle, Newton County, and Miss Stoll.

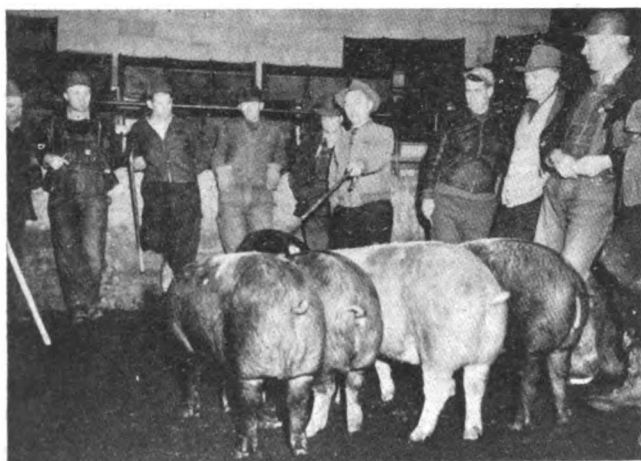
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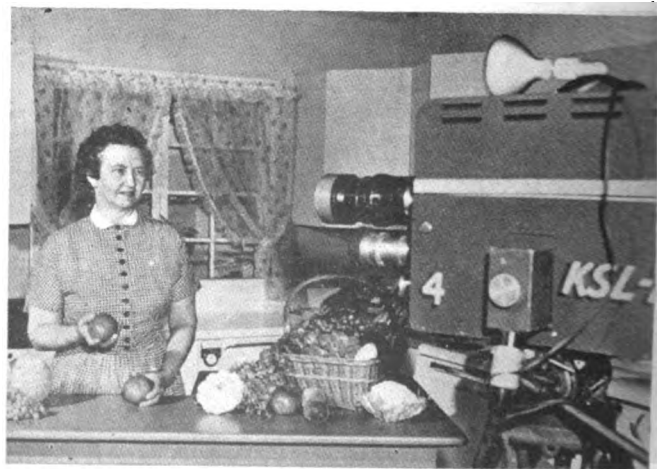


Better Marketing

Starts with the producer when a more marketable product leaves the farm. Half of the consumer's dollar goes to marketing services.



—continues with education and co-operation with handlers for efficiency in marketing beyond the farm. This is where most of the costs and services are involved.



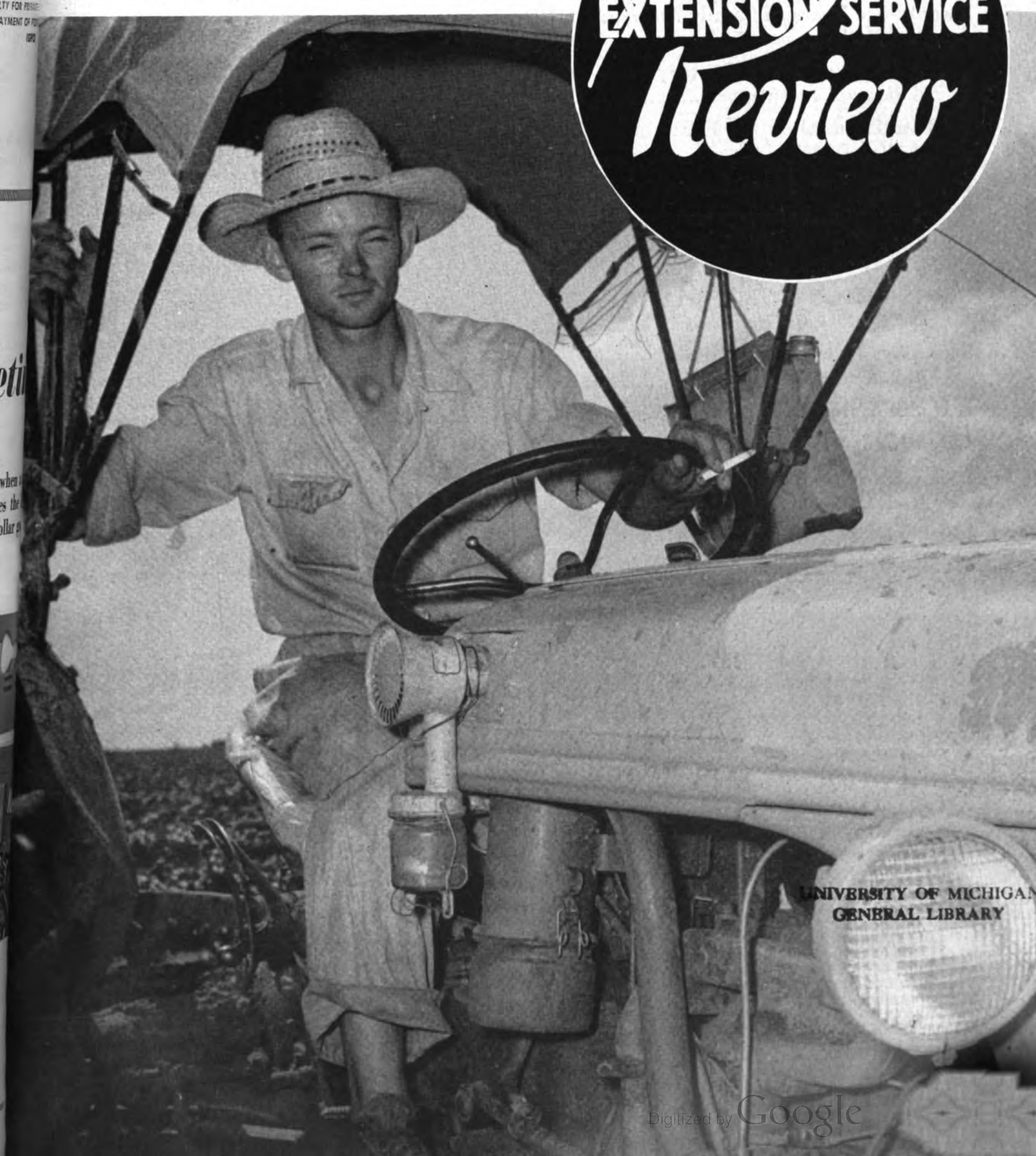
—ends with consumer understanding of production and marketing costs, and with better selection, care, and use of farm products.

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EXTENSION SERVICE
Review



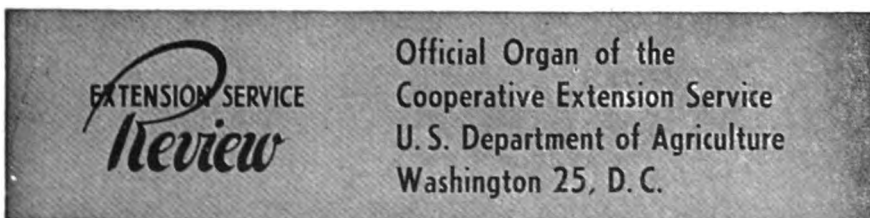
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Ear to the Ground

- The good-looking young man on the cover is Jan Cavalaars from the Netherlands, riding an American tractor on the V. M. Peterman farm in Texas. How he and his companion Jan Ohler left their mark in Texas is told on page 218.
- The approach of Christmas brings cheerful Christmas seals doing double duty in fighting tuberculosis and lending color to Christmas giving.
- On December 10 will come the observance of Human Rights Day, commemorating the adoption of the Universal Declaration of Human Rights by the General Assembly of the United Nations.
- Much is heard these days about the need for more help to farmers and farm families in applying technical information to their particular problems. The complexities of modern farming and living call for better planning and better management on the farm. Six county extension agents discuss this subject as it looks to them in articles scheduled for next month.
- The January issue will also feature the extension job as it looks to Secretary Benson and Administrator Ferguson. The changing situations under which we work will be discussed by chiefs of agricultural, home economic, and youth programs in the Federal office.
- An article on the need for teamwork, by Director L. C. Williams of Kansas, introduces a number of successful examples of successful cooperation. The use of modern mass media for modern extension work is the theme of an article by our old friend, Jim Eleazer of South Carolina.
- Oklahoma is already planning for the visit of the top-notch land judges, both young and old, next spring. The third annual national land-judging contest and land-appreciation school to be held April 29-30 will bring in local experts from at least 20 States. For the first time regional awards will be given as well as national awards to highest placing teams and individuals. A free barbecue and entertainment are promised. Any county can enter one FFA and one 4-H team.



VOL. 24

DECEMBER 1953

NO. 12

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

"TREEVILLE"

MARVIN SMITH, Extension
Forester, Minnesota



Mechanical tree planter makes tree planting a pleasure.

SOMETIMES an idea is not unlike the tiny acorn that was planted and ultimately became a giant, sturdy oak tree. Chester Graham, Scott County agricultural agent, had such an idea last winter. The aim of Pat Knox to plant 24,000 trees on his 200-acre farm gave Graham his cue. Calling in Dewey Hahn, Soil Conservation Service farm planner, formative plans were outlined for a giant tree-planting field day to serve as a kickoff for the season's tree-planting activity.

When it was all over, the Pat Knox farm near Shakopee, Minn., had been a stage for the most widely publicized forestry field day ever held in the State. Quite early in the planning, the event was christened "Treeville." Borrowing on the experience gained from planning face-lifting events, Chet Graham's Treeville, U. S. A. mushroomed into a statewide event sponsored by the Minnesota Bankers' Association, with the cooperation of the Minnesota Agricultural Extension Service, Minnesota Forest Service, Soil Conservation Service, Minnesota Editorial Association, statewide radio and

television facilities, and forestry and farm implement manufacturers.

Minnesota bankers took to Treeville like ducks to water, and through their State association gave it scope and public backing it could have had in no other way. Indeed, the event was a fortunate circumstance for the Minnesota Bankers' Association. Only a few months before they had launched a campaign to provide mechanical tree planters in every Minnesota county where there was both a need and desire for such equipment. A tree-planting field day measured up as being particularly appropriate to their long-term aim of making tree planting machines available to farmers and other private landowners.

Bankers and county agents in this new tree-planting partnership were asking many questions about tree planters. In response to invitations to demonstrate their equipment for the benefit of county purchasing committees and others, five manufacturers representing the States of Wisconsin, Illinois, North Dakota, Maryland, and Georgia put a combined total of ten different models

of tree-planting machines in the field.

Scott County was one of the first counties to profit by the public service program of the local bankers and acquire a tree planter. As a matter of fact, the Scott County machine helped to plant the 24,000 trees on the memorable day in April. A recent tally shows that bankers in 30 counties have pooled resources to underwrite the purchase of 31 planting machines. Typical procedure after local committees decided to go ahead was for the county agent to assume responsibility for purchase of equipment and scheduling its use.

The objective of Treeville was twofold: first, to stimulate and encourage private landowners to reforest their derelict acres and thereby produce a cash crop on submarginal agricultural land; and second, to demonstrate that mechanical tree-planting machines make it possible to plant trees over large areas very quickly and economically.

Today 24,000 little red pine trees stand with their roots taking tenacious
(Continued on page 219)

Twenty-five Years of Family Accounts in Illinois



A second generation of account keepers. Her mother and father have kept continuous records since 1930. They have accomplished their goal.

MRS. RUTH CRAWFORD
FREEMAN
Assistant Professor
in Family Economics
Illinois

THIS YEAR, 1953, marks a quarter of a century of farm family account keeping in Illinois. More than 5,000 records have been summarized, ranging in number from 70 in 1929, when the project was started, to 492 in 1940 and down to 141 in 1952.

These records are more than just figures on pages in books. They are the living records of a thrifty group of homemakers and their families who have made a real contribution to their own money management through accurate and complete records of cash and non-cash outlay and have also made a valuable contribution to research.

The confidence in knowing where they stood financially, how much money was available for family living and how much for longtime security, has done much for the record-keeping families. They have been able to achieve a perspective that is usually denied the family that cannot obtain a total picture of their saving and spending habits.

With the expected squeeze on many farm family pocketbooks in 1954 a larger group of families will probably be interested in studying

family money management through accounts. It will be necessary to use all the tools available in helping them to make choices which will maintain their present level of living.

Family accounts is a cooperative project between the Extension Service and the Experiment Station. During the 25-year period records have been received from nearly 2,000 families. Some of these families have kept records for the continuous period. Others have kept records for 10 to 15 years, or until their children have finished school and were established in their own homes.

Emphasis has been placed on obtaining young couples each year to start their study of money management through accounts. Many of these young couples, particularly during the last few years, are the second generation. Following their parents' example, they are keeping their family accounts and cooperating with the home economics extension department in having them summarized.

About 60 percent of the families have also kept farm accounts. For families keeping both records, the totals (gross farm income and farm expenses) from the farm account book are transferred to the family account book at the end of each year or are obtained from the summarized farm account summaries in the agricultural economics department. Other families have recorded their total income and outgo in the family account book.

During the past 15 years most of the families have also completed the page on net worth. Many of the group have made household inventories as a basis for knowing how much fire insurance to carry and obtaining an annual replacement cost on home furnishings.

Each family cooperating in the project has received a State summary nearly every year from the family economics specialist. Thus families were able to compare their own use of resources with families in a similar income level, size, and place in the marriage cycle. This analytical comparison was beneficial in measuring progress in the direction of their short-and longtime goals.

The publication "Farm Family Spending and Saving in 1952," based on 141 Illinois farm family accounts, is now available. A limited number can be supplied to those especially interested by writing to me at the University of Illinois, Urbana, Ill.

50 Years of Progress

At the Kentucky State Fair the Extension Service presented an exhibit in the form of two miniature farms to show the progress made on a typical farm since extension work started in 1903.

Improvement in the farm lay-out is evident, but the implements in use, the electrification, the water supply, and the improvement in crop yields are shown in a very striking way.

People visit fairs and exhibits to see things and not to read, and so the reading necessary is limited to signs in the tobacco, corn, and other fields showing average Kentucky yields per acre in 1903 and in 1953. The tobacco acre yield, for example, has increased from 850 pounds in 1903 to 1,280 in 1953. The corn yield per acre is shown to have increased from 26 bushels to 36.

The difficulties of preparing an exhibit of this kind are severe. Miniature animals and implements of proper size are difficult to obtain and much must be made by hand, but the effect is striking.

Youth Looks at Half a Century

KATHLEEN E. STEPHENSON

Home Demonstration Agent, Wetzel County, W. Va.

A 50TH anniversary program was planned by Wetzel County, W. Va., 4-H and YMW members to get better acquainted with the history and objectives of the extension program; to inform both rural and urban people about the 4-H Clubs; and to inspire more people to participate in the extension program.

The celebration held in connection with the Older 4-H Camp, on June 17, 1953, started with group singing by the campers and introduction of former 4-H Club members and farm women and men who had helped to build the extension program in Wetzel County.

L. E. Anthony, one of the county farmers who has been active in the farm program and other extension activities talked on the topic, "Times Have Changed." He told of the early days of farm demonstrations, and how hard it was to get farm people to change their ideas. He then modestly told how on his father's farm one of the first demonstrations on growing alfalfa was started, and how from that small beginning he had learned to grow

enough alfalfa to feed his herd of dairy cows. He compared the little neighborhood gathering of farmers at schoolhouses, lighted with lanterns they brought with them, to discuss new varieties of corn and potatoes or maybe how to use fertilizer to grow more potatoes, with the district and county meeting of today when farmers drive to the meetings in automobiles and listen to some speaker from the State capitol or maybe Washington on the latest farm development. "Yes, times have changed," said Mr. Anthony.

Martha Ann Hunt, secretary of the YMW Club was moderator of the panel discussion, "4-H Club Work Yesterday, Today, and Tomorrow."

The first speaker was Freda Hunt, former 4-H Club member, who also represented the Farm Women's Clubs. Mrs. Hunt told of the beginning of 4-H Club work in the county, relating some of the early project experiences with canning clubs and with poultry projects.

Mrs. Margaret Reppard, president of the county 4-H leaders' associa-

tion, who was one of the first club members at the beginning of the extension program in Wetzel County, then told of project work in sewing, canning, and baking. The first county camp she attended was held in a schoolhouse.

In speaking of "4-H Club Work Today," Freadeane Clark mentioned most of the projects offered to club members in West Virginia. In order that parents and visitors might learn more about club work, Fredeane mentioned the various activities in which club members could participate, such as demonstrations, public speaking contest, health contest, farm and home safety, charting, style revue, attend county and State camps, belong to 4-H Conservation clubs, and attend County 4-H Club convention.

Joanne Reppard in speaking of "4-H Club Work Tomorrow" visualized the new adventures for 4-H Club members, the growth and progress that could be made in the club program, in the county 4-H camp, and in the entire extension program.

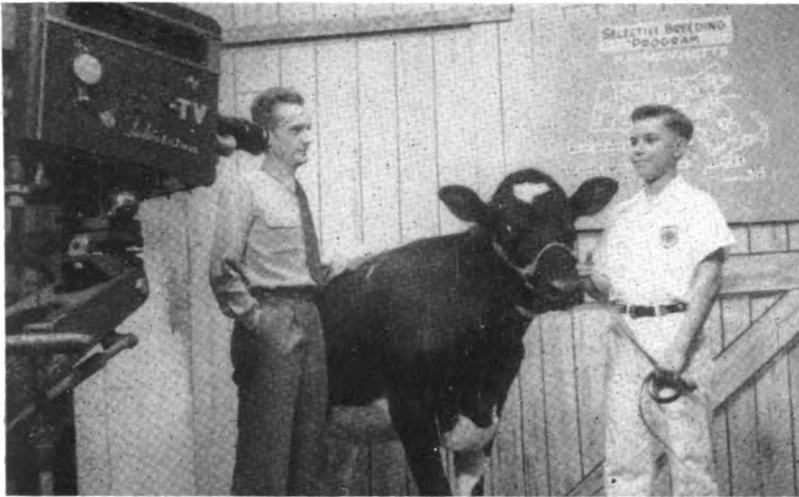
Following the program, a social hour was enjoyed with the older club members serving the 50-pound anniversary cake and ice cream to the visitors and campers.

Recognition for Kiwanis

"In behalf of the 4-H Clubs of the Nation," Anne E. Hill, Walden, N. Y., and John Guertze, Delmar, N. Y., presented International Kiwanis President Walter J. L. Ray of Detroit, Mich., with a floral four-leaf clover at the Kiwanis convention in New York City in June as a token of appreciation for the work of Kiwanis Clubs in furthering the 4-H program. Spokesman John Guertze mentioned the "greater understanding in rural-urban relations through the help given by Kiwanis.



Young campers take their own look at history with varying emotions.



Live animals are a sure-fire TV hit regardless of whether the viewers are on the farm or in the city.



Insect control and other backyard gardening activities are always popular.

So You Think Only the Farmers Are Listening

WILLIAM D. ALFORD, Extension Editor, Massachusetts

SOME COMMERCIAL radio and television stations in highly industrial, nonrural areas may be shortchanging their audiences by not providing enough agricultural and homemaking fare. Or so it would appear, judging from a recent radio-television survey in the Boston, Mass., area.

Several months ago we mailed a questionnaire survey to 2,000 persons in a 50-mile radius of Boston. All had requested material offered in our weekly radio and television programs. The main purpose of this survey was to find out: (1) how much of a dent television has made in our former daytime radio audience, and (2) to contrast present listening-viewing habits with preferred hours for informational-type programs such as those presented by the Extension Service.

We got at least partial answers to those two questions, besides some

other information we didn't even ask for. For instance, our assumption that the majority of this audience is composed of people who have little direct relationship with agriculture was backed up. This group, it seems, nevertheless enjoys "listening over the back fence" to a radio or television "gossip" session between a couple of agricultural specialists, provided the conversation doesn't get too "specialized."

We learned also that we have a strong regular following who like what they see and hear on our programs.

And a large percentage of the people in this industrial, metropolitan area said they want more down-to-earth radio and television programs dealing with food; care of lawns, flowers, and gardens; and other agricultural and homemaking topics.

The 2,000 questionnaires brought

a return of 52.4 percent. This phenomenally high return undoubtedly can be credited to the simplicity of the questionnaire, and to the accompanying letter, which asked them to "return a favor." In substance, the letter said: "We are happy to fill your request . . . they say one good turn deserves another . . . you can help us serve you even better by giving us some information on the enclosed card and returning it at your earliest convenience."

In evaluating 1,000 of the returns we kept in mind that: (1) the answers came from people already in the habit of watching or listening to our programs, (2) our audience is in a highly industrial area where agriculture is not the primary means of livelihood, and (3) at least three-fourths of the returns came from women listeners.

Briefly here is what we learned:

80 percent of the homes in this area have both radio and television sets. 58 percent of this group make use of both sets at some time during the hours from 6 a. m. to 6 p. m.

One-fourth of this group indicated little time for, or little interest in, daytime television. 13 percent watch television but never listen to radio in the daytime.

To us, this indicated two things. Television has taken a substantial portion of our former daytime radio audience, but both media (numberwise and percentagewise) continue

(Continued on page 229)

New Pattern Alteration Method

PAULA R. GLOVER
Home Demonstration Agent
Douglas County
Kansas



Trying on pattern shells for correct size.

OVER 650 Douglas County, Kans., homemakers are using a new and simplified method to find their correct figure type and pattern size. No more complicated measurements for them! They try on shells which are made in most pattern brands and sizes to find the size and figure type which fits them with the least alterations. There are 53 of the shells or blouses, made in misses' and half-size patterns from size 12 to size 52.

The project began early in the spring when Douglas County was scheduled for a lesson in pattern alteration. M. Christine Wiggins, Kansas clothing specialist, had always been concerned by the lack of carry-through on pattern alteration lessons. The women always managed to get their measurements taken and written down on paper, but somehow they didn't get the measurements transferred to the patterns and the alterations made. She discussed this situation with me and we decided that they needed a simple way to find the right figure type and size. From this conversation came the idea of making up each brand pattern size in a cotton fabric so it could be tried on just like a blouse. Each woman would try on the blouses until she found the one which fitted with the least alteration.

The next problem was: Who would make the blouses? We discussed the idea with the clothing leaders of the home demonstration units. They agreed to come for one

extra all-day meeting to cut out and sew the shells. The home agent and clothing specialist chose patterns which were closely fitted and contained little fashion fullness. Pastel shades of a sanforized percale which was inexpensive, yet would launder without shrinkage and be accurate, were chosen. Blouses were made on factory assembly-line procedure. Some women cut out the shells, some marked, sewed, or pressed, but everyone had one part in making the shells. The shells were made with round neckline, buttoned from neck to waist and with three-quarter length sleeves. Each blouse was labeled with size, brand, figure type, and pattern number. This information was typed on labels made of press-on mending tape. Center front, center back, and the bustline are stitched in black thread so they can be easily located and checked. All the blouses are arranged by sizes on a rack made from a broomstick with blocks on each end. The blocks fit over the front and back seat of a car so they can be easily transported.

These shells were used in the meetings of all units in the county during the 2 months the pattern alteration lesson was given. Each member had an opportunity to try on all the blouses necessary to find which size and figure type best fitted her. Clothing leaders check the complete fit of the blouse and make notes of any changes which need to be made for perfect fit.

Do these shells offer an answer to

finding the right figure type and pattern size in commercial patterns? Miss Wiggins, the clothing specialist, borrowed the pattern shells and used them in sewing classes in three counties. She reports that the women had fewer fitting problems, and the dresses fitted better than usual. I used the shells in teaching a beginning sewing class. Most of the women in this class had never sewn before and had no idea what pattern size they wore. They tried on the pattern shells and in less than an hour, the whole group had been fitted, and all needed alterations were noted. One clothing leader who had always purchased size 16 patterns and then altered them completely discovered that she wore a size 12 perfectly with no alterations at all. In October I took the shells to the pattern department of a local department store. They were available to all women who came in to buy patterns. Approximately 25 women went in to try on the shells. Only one of those women was connected with organized home demonstration units. I think the method is quite successful with women who have had no training in pattern alteration.

The experience of both the clothing specialist and me proves to us that these pattern shells will simplify pattern selection and alteration.

(Information on the cost of the shells and organizational details may be obtained by writing to Mrs. Paula Glover, Home Agent, P. O. Box 14, Lawrence, Kans.)

When a Marketing Problem Arises

CHARLES W. WILLIAMS, Extension Marketing Specialist,
North Carolina

THE OBJECTIVE of extension poultry and egg marketing work in North Carolina is to develop an educational program which will guide the growth and development of marketing facilities and which will determine and demonstrate the best methods and marketing practices in dressing, handling, and merchandising poultry and in grading, packing, and merchandising eggs.

In selecting our extension approach to problems involved in marketing poultry and eggs, we were faced with two alternatives. They were: (1) To work toward the development, growth, and improvement of marketing facilities, and (2) to work toward the solution of marketing problems that lie within the boundaries of individual farms. The real problems in poultry and egg marketing in North Carolina lie within the province of market facilities and market frameworks. We decided, therefore, that by pointing our program in this direction we could render a greater service for farmers and for society as a whole. We believe that the results desired from within the farm can be achieved with greater ease by first providing improvements in marketing facilities.

Getting Back to Causes

We use a problem-solving approach in an effort to improve marketing methods and the marketing structure for poultry and eggs in our State. This approach includes the isolation and description of problems that arise. When problems arise in a specific market area, we call together interested groups or persons to get their ideas as to the nature of the problem, the factors causing the problem, and the best possible solution to the problem.

Once we have isolated, described, and determined the cause of a marketing problem, we collect informa-

tion relative to the problem and develop alternative solutions for it. We then present these solutions to the interested groups or persons, who select the solution most adaptable to the situation. Finally, we assist on a demonstrational basis in the establishment of the solution chosen.

An example will help to illustrate the use of this approach to marketing problems. The lack of a facility to market locally produced eggs on the basis of size and quality led businessmen and farmers in the Winston-Salem trade area to investigate the possibility of establishing an egg-marketing facility in that area. This group turned to the Extension Service for information.

Enlisting Help of Other Groups

We conducted meetings in cooperation with representatives of the North Carolina Department of Agriculture and U. S. Department of Agriculture, businessmen, and agricultural leaders to discuss and analyze the situation. The opinion of these groups was that the problem was one of unorganized marketing and low prices. The objective of this inquiry, of course, was to determine whether there was a need for a facility in Winston-Salem to market locally produced eggs. To answer this question, we decided to conduct a survey of egg-marketing facilities in the Winston-Salem trade area, which included 18 counties. Data obtained from these facilities were combined with farm production and secondary data. These data indicated that prices received for eggs in the Winston-Salem area were, in fact, at a higher level than in other areas. These data also indicated that, because of the sparsity and scarcity of egg production and because of the relatively direct marketing methods employed by farmers, such a facility would not operate at a profit unless eggs were imported

from other areas. Low prices and marketing methods, therefore, were not problems. Instead the problem is one of low production.

On the basis of this information, agricultural and business leaders in Winston-Salem are encouraging additional commercial egg production. One organization has established an egg-buying station and plans to install a grading and storage facility as soon as volume of production makes such a move economical.

In some cases this approach requires relatively little time. For example, farmers in Wilson County were being encouraged to add a commercial laying flock to their farm operations. These farmers, however, were reluctant to do so because there is no organized market available through which they can sell their eggs. They consequently stated that there was no egg market available to them. The county agent then requested the assistance of extension marketing personnel in determining the extent of the market available in Wilson County for eggs.

Egg Users Queried

After discussing the problem with the county agent and other agricultural leaders, it was decided to conduct a survey of users of eggs in Wilson, such as cafes, hotels, restaurants, hospitals, and retail grocery stores. With full cooperation of the local chamber of commerce and business leaders, we prepared a short questionnaire and conducted the survey. We acquired information that indicated that Wilson County farmers have an excellent market for eggs, provided they can supply eggs of good quality at a uniform rate throughout the year. These eggs, of course, must be delivered directly to the hotels, cafes, restaurants, hospitals, or other institutions. Many businessmen indicated that they

(Continued on page 229)

"We Need More of This Sort of Thing"

B. H. TRIERWEILER, County Agent, and MAX M. WALL, Assistant County Agent,
Goshen County, Wyo.



In a wagon, the Iowa 4-H visitors went through the streets of Torrington to the 4-H Building at the Goshen County Fair Grounds.

"**WE** need more of this sort of thing" and "it's the best thing we've ever done in our 4-H program" were typical of the Goshen County comments on when Washington County, Iowa, 4-H members visited our county. Our visit to Washington County in the summer of 1952 was described by County Agent Robb in the October 1952 Review.

We started planning soon after we got home and all was in readiness when the two bus loads of Iowa 4-H'ers from Washington County approached Torrington about 6:30 p. m., July 19, and were escorted to the 4-H building on the Goshen Fair Grounds. There each became acquainted with the Wyoming family where he or she would be at home for a week.

In countywide events we tried to give the Iowans from the Corn Belt a taste of the traditional West. They were met and escorted through town by 7 masked riders. Western hats

were presented to them. The Goshen County 4-H'ers took their guests to Cheyenne Frontier Days. A caravan of 38 cars and 200 people made the trip to the rodeo escorted by Torrington's Wyoming highway patrolman.

A brochure on Goshen County gave them the facts on this. Space was provided for notes and pictures. Credit for the attractive cover goes to the girls in the office, Donna Smith and Ann Trierweiler. The cost was shared by a local business concern and a Lions Club. History was brought to life in a visit to old Fort Laramie.

The families entertaining the young Iowans gave them every opportunity to understand and take part in the activities on farms and ranches. Some had never seen a branding iron until they attended the event at a ranch north of Torrington.

The Rotary, Lions, and Kiwanis

Clubs invited several of the young folks to tell them about life on an Iowa farm and how it differed from Wyoming ranches. They rubbed shoulders and exchanged ideas with a cross section of people living in this section of the State: Ranchers, businessmen, professional people, members of the Farm Bureau, Farmers Union, and Grange, the chamber of commerce, the 4-H leaders' council, and community clubs, all of whom had some stake in the success of their visit.

Local clubs compared notes with them on such occasions as the Bear Creek Community Club tour, the hayrack rides and weiner roasts held by the Cheery Cree Creek and Gleaners Union 4-H Clubs for the young folks visiting their community as well as the big countywide events.

The climax in good fellowship was the farewell party when the Iowans furnished the entertainment, and the square dancing went on until 12:30, with 425 people taking part.

It was an undertaking which appealed to all, and I am sure contributed to a better understanding of fellow Americans.

Young Leaders Trained

One hundred and forty-four members of Young Men and Women's Clubs in Minnesota later became official leaders in other community or county organizations. This was learned in a survey of the results of the Extension Youth Program in 25 counties over a 5-year period. A total of 144 different young people had assumed 184 positions of responsibility. Of these, 79 related to extension activities, 41 in offices in general farm organizations, 34 to agricultural business association, 30 to community and health organizations.

Two Boys in the Panhandle

A. B. KENNERLY
Assistant Editor
Texas

NO ONE living in the northwest corner of Lamb County, Tex., thought 2 years ago that a young man from Holland coming into the community would weld together a community spirit.

Even County Agent Dave Eaton did not realize the possibilities of this byproduct coming into existence from the visit of a foreign student to the county. But the development was so pronounced that Eaton was eager to put the plan to a further test, and in 1953, four students from Holland were located with farmers in the county, two in the same community where the first had visited.

As in all of the Texas Panhandle, and particularly in this section, farm work days are long and strenuous. It takes much time for these university students to become accustomed to the heat and dust of plowing and cultivating, making hay, and irrigating. The work is important to them, but to the community it is not the work the boys do that has helped these people, but accomplishments of their off hours are meaningful.

When the Hollanders appear on the programs at civic clubs, churches, and other public gatherings, it gives the people a feeling that they are having a part in world affairs—they are not just a group of people inhabiting a small portion of the globe, but they now have a share in important events of the world.

Farmers with whom the boys have lived have been quick to take advantage of the unusual opportunity afforded them by the visit of these students during the summer. It is evident that they take pride in the new role in which events have cast them.

Harold Allison, farming about 600 acres of land with his brother, Oscar, was impressed with the observations of Jan Ohler who was living with the Allison and working on the farm. Ohler, like the others, was working for the summer on a farm as part of his course of study at the Wageningen Agricultural University in the Netherlands. "I have learned more from Ohler than he has learned from us, I believe," Harold Allison says. "Ohler has shown us several ways where we could save water in irrigation, and he has made us more concerned about excess irrigation water leaching out minerals from the soil."

A Mind Full of Questions

Jan Ohler has the mind of a true student, continually observing and asking questions. On the day of our visit, Dave Eaton stepped from the car and walked over to Ohler who was loading big bales of hay on a truck. Ohler stopped work, mopped sweat and dust from his face, and began firing questions at the county agent. "What makes cotton leaves turn yellow when there is excessive moisture in the soil?" was his greeting. "Why can't these soils be built up with organic matter so they won't have to be plowed after every shower to keep them from blowing?" was another question among many others.

A criticism of American agriculture common with all foreign students is the waste allowed on the average farm. "In our country every square inch of soil is put to use," Ohler explained. "We allow nothing to go to waste."

On the plus side, Ohler noted that American farmers traveled more, and got more fun out of life.

Ohler likes the farming side of the business better than feeding the 100

steers on the farm. "I like to watch things growing," he says. "I especially like to irrigate and am glad when it is time to run water on the crops."

Jan Cavalaars is also from the Wageningen Agricultural University in the Netherlands.

Cavalaar liked irrigation best of all farm work. His father owns and operates an 80-acre farm in the Netherlands and Jan brought considerable farming experience with him to his new environments in west Texas. But he found farming vastly different. At home he was accustomed to planting grain crops in 4-inch rows and cultivating between the rows. The 40-inch rows of grain sorghum appeared to him to be a tremendous waste of land. "I suppose it would present too great a water problem to plant the rows closer together," Jan surmised.

Cavalaar also questioned seriously the practice of stirring the soil after every shower, seeking to prevent blowing, but losing much valuable moisture in the process. He was seeking more information on the use of increased amounts of fertilizers. "I believe more fertilizers could be used at a profit on this soil," he ventured.

By the time this gets into print, the students will have returned home to continue their studies, but they carry with them new conceptions of large-scale mechanized farming and ranching which they may share with others of the world. Behind them, they leave a new appreciation for water and soil conservation with our farmers and ranchmen.

And for the Extension Service, they have unknowingly revealed a fascinating method of building community cooperation and developing through participation in events worldwide in scope.

A Dutch Ambassador of Their Very Own

BLANCHE COIT recently retired as home demonstration agent after 31 years of service. The folks in Bradford and Sullivan Counties, Pa., wanted to show their appreciation. They cast about for an idea, and then remembered how they had worked with her on help for displaced persons, welcoming war brides, seeds and supplies for German 4-H Clubs. They then decided that something along the line of international understanding would bring the most happiness and satisfaction to their home demonstration agent. They raised \$900 to bring a leader of farm women, Mrs. Mevrow Marie Waiboer Van Elteren, from Holland to the triennial conference of the Associated Country Women of the World meeting last August in Toronto, Canada.

When a project captures the imagination of the American people its success is assured. Mrs. James Pruyne, a member of the Bradford County Agricultural Extension Executive Committee said, "When a

person has done so much for so many people as Miss Coit has done, everyone welcomes the chance to show his appreciation."

After the Toronto meeting, Marie, as she was called from the first, came to Bradford County. Miss Coit was her hostess. Practically everyone talked with her, saw her on television, and heard her on the radio. In 3 weeks, she attended some 20 meetings—Grange, 4-H Club, county fairs, teas, and weddings. The folks of Bradford and Sullivan Counties felt that she was their very own ambassador from abroad.

Marie told them about how she went over to Germany after the war and what she saw. She told them about the disastrous flood in her home country. She described work on her 50-acre farm. She told of the Dutch farm women's groups and how they were studying English. After it was all over, Mrs. Anne Coveney, extension secretary in Bradford County, summed it up this way, "We feel so

fortunate to have had a person like Marie with us. Everything worked out just right. It was a wonderful experience for all of us."

"Treeville"

(Continued from page 211)

ious hold in wornout alluvial sand not more than a 40-minute drive from St. Paul or Minneapolis. They are forerunners of other thousands because Mr. Knox plans eventually to plant a total of 200,000 trees and to rename his farm "Treeville" in honor of the first event of its kind in the State.

County Agent Graham and dozens of others that spearheaded the organization and planning were doubtless thinking more of the trees than of the attending public when they "ordered" the weather. Though it rained, sleeted, and even snowed without letup people of all ages and varied interests braved the elements to witness the steady progress of men and machines in restoring wasted land to productive use.

Side by side on previously assigned one-half acre blocks the tractor-drawn tree planters coursed back and forth. Almost as if by magic, a ribbon of green-topped trees seemed to emerge from the earth behind each machine. Young and old alike showed astonishment that a forest could so quickly be born anew. There were other highlights, like the talks by State and national dignitaries, and crowning of a "queen," but these didn't overshadow the obvious sincere and reverent interest of the people in the fact that God and man could work together to bring back the splendor of trees.

Treeville will perhaps have its successors. But, it is doubtful that any will have more long-term impact than the event in Scott County. More than a score of counties have since obtained planting machines, and plans for other "baby treevilles" are taking shape.

Treeville is like a stone dropped into the millpond which sends ripples out into ever-widening circles. With more than 10,000 lakes in Minnesota it's going to be a long time before all those ripples strike shore.



At Pennsylvania State College, Marie (second from left) visits with Milton S. Eisenhower, president of the college; Blanche Coit, retired extension worker; and Lydia Tarrant, state home demonstration leader.



Ralph Wayne, extension dairyman, tells one group how cattle spread brucellosis to humans, at a Redwood County meeting.

MINNESOTA farmers today are solidly behind a program to wipe out bovine brucellosis. Yet 2 years ago, the sign-up of counties for blood testing cattle and eliminating reactors was at a standstill. In 12 years only 35 counties joined the program. Then in 1952 a full-fledged educational and sign-up campaign was started. In a year 45 out of the remaining 51 counties had signed up for the test. Behind this successful drive is the story of how Extension works with and coordinates the efforts of many groups.

Minnesota law provides that when 67 percent or more of the cattle owners sign a petition requesting the State Livestock Sanitary Board to conduct a blood test of all cattle in the county, the test is carried out as soon as possible. The law was passed in 1939, but in the next 12 years cattle were tested in only about a third of the Minnesota counties.

Cattle owners, the Minnesota State Livestock Sanitary Board, and others interested in disease control requested additional funds from the 1951 legislature to materially expand the area testing program. However, with only two counties on the waiting list, they had little bargaining power. No increase was made in the appropriation. If the program were to be expanded, the counties would have to ask for it through petitions.

Cattle owners would have to fully understand the area test program before signing up. A program was

Extension-led Campaign Spurs *Brucellosis* Control



Peter Hesse, Jordan farmer signs up his neighbor, George Jackelen, (left) for the brucellosis testing program.

agreed upon by Dr. Fred C. Driver of the Bureau of Animal Industry, USDA; Dr. Ralph L. West, secretary of the Minnesota State Livestock Sanitary Board, and Paul E. Miller, Director of the Extension Service.

Working with extension dairymen and the extension veterinarian, they set up a well-coordinated program. In December 1951, Drs. Driver and West started the ring test of milk and cream in counties which had not had an area blood test. This served as a quick inexpensive means of locating most of the infected dairy herds. The ring test helped create interest in the program and resulted in many cattle owners with positive ring tests having their herds blood tested even ahead of the official test.

The Extension Service, with Ex-

ension Dairyman Ralph Wayne in charge, was made responsible for all educational activities of the program.

An early step was to set up informational material working with the extension information staff. A packet of news releases was sent to all participating counties. Stories dealt with the details of the State program, vaccination, ring test, blood test; economic losses from brucellosis, and control measures. Suggested radio scripts for interviews between the extension agent and a doctor, veterinarian, health officer, dairyman or a person suffering from human brucellosis, were prepared.

Fifty thousand copies of a folder, "Wipe Out Brucellosis," were distributed. Subsequent news releases

and radio programs give details on progress of the campaign in different counties. County agents also developed their own news and radio releases.

This entire program got under way in January 1952. County agents made this an important part of their extension programs, using radio and press, and talking brucellosis at all their meetings.

In many counties the home agents took an active part and emphasized the health phase of brucellosis. 4-H Clubs discussed the program.

In most counties a county coordinated committee was active. Medical doctors, veterinarians, the county nurse, vocational agriculture instructors, livestock breeders, and others interested worked with extension agents or those committees and assisted at meetings and other campaign activities.

When this educational program had advanced to where requests for further action were manifest, the county agent called in five to eight leaders from each township for a countywide meeting. At this meeting Dr. George Keller of the State Livestock Sanitary Board reviewed the State area program and the tests used. Wayne then analyzed the program from a cattle owner's standpoint, emphasizing three factors: (1) economic loss by lowered production and calf losses, (2) danger to human health in the form of undulant fever, and (3) possible loss of markets.

Following this discussion, those present voted on whether they should circulate petitions for an area test. In only one of the counties where the vote was taken was this turned down. Several counties voted unanimously.

Each township then organized. Each man took a certain area of his township, calling on every cattle owner and inviting him to sign the petition. Everyone was called on and given an opportunity to vote on the program.

This procedure was used by Carver County Agent Dale Smith early in the campaign. It worked so well that it was used in other counties from then on. A closing date was set when all petitions were turned in to the county agent.

What was the result of the program? Eight hundred and fifty-five local meetings, attended by 51,479 people, were held by county agents. County agents sent out 700 local news releases and made 251 radio broadcasts. Five thousand and thirty-one farmers circulated petitions. In these 46 counties 63,710 or 73 percent of the cattle owners signed petitions.

In Scott County, Extension Agent Chester Graham had things so well organized that 82.7 percent of the cattle owners were signed up in 12 days' time.

In Mille Lacs County, under the leadership of County Agent Ralph Grant, 90.8 percent of the cattle owners signed petitions.

In Stearns County, where County Agent E. C. Lenzmeier directed activities, 350 petition carriers obtained 3,206 signatures.

By April 1, 1953, when the legislature was considering the 1953-55 appropriation, 45 new counties had been signed up leaving only 6 which had not filed petitions. The legislature was so impressed that the appropriation was materially increased so that at least 35 of these new counties will be tested for the first time during the next 2 years.

Why did the program succeed so well? There are several reasons:

1. It was well organized. One person was placed in charge, making it easier to coordinate and push the work along.

2. Educational procedure was well outlined with informational material worked out which could be used in all counties. Campaign-type activity makes it possible and feasible to spend more time in developing educational material.

3. County agents headed up the county activities in which various people and groups were a part.

4. Leaders of every interested group in the county were used in the educational campaign.

5. People were ready for action when they had the facts.

6. No action on petitions was permitted until the program was well understood.

7. Key people were sold enough on the program to donate their time and carry petitions.

8. The sign-up was well organiz-

ed. Everyone was visited and everyone handling petitions had a definite area and closing date.

9. Several counties were engaged in the same program which interested other counties to participate.

10. The program was kept hot; never allowed to cool until finished.

Unusual Club Projects

"There's more than one way of doing things," seems to be the motto of Tennessee 4-H Club members and Young Farmers and Homemakers in Tennessee. A variety of original or unusual projects are being carried on in many counties, according to Lonnie Safley, 4-H Club specialist.

Carter County 4-H reporters compete for prizes sponsored by their local newspaper in presenting information on club activities to the public. A cash prize is offered each month to the reporter who turns in the best report. The reporter receiving the highest score for the year gets a free trip to State 4-H Club Congress; second place winner receives a trip to the district 4-H Club Camp. Dyer County 4-H reporters are also participating in a contest to determine who does the best job of reporting for the year.

Club members and volunteer leaders in Giles, Decatur, McMinn, Davidson, and other counties have erected county line 4-H Club welcome signs on major routes into the counties.

The Range 4-H Club in Carter County has a tobacco bed project to finance members to the district camp this summer. These club members cleared an old fence row at school, planted a tobacco bed, and are selling the plants.

Young farmers and homemakers in Putnam County are cultivating an acre of tobacco in order to add funds to the club treasury.

All these projects provide ways club members can "learn by doing," help them do their jobs better, and in many cases are making it possible for them to carry out other projects, either individually or as a club, point out the county and home demonstration agents.

Follow-up on

Home Furnishings Conference

JESSIE E. HEATHMAN, Assistant Extension Editor, Illinois

THE FIRST national "in-service" training conference for home furnishings specialists held in Chicago, Ill., last spring is paying off. Information and "know-how" gained are being used to key State and county programs more closely to family needs and to the development of satisfying home life.

"The week was worth more than a semester at college," asserts one specialist. "The sessions were packed with down-to-earth information which we are now adapting to the job we have to do regardless of geographic location or the size of family pocketbooks."

Specialists from 41 States and Alaska headed home with confidence, having received the latest information on home-furnishings trends, fabrics, furniture, floor coverings, and wall and floor finishes. In addition, they had received a wealth of inspiration and information from

their association with industry, and they had learned much from each other.

The conference was planned by a national committee composed of members of the Federal Extension Service staff and a home furnishings specialist from each region. Mary Rokahr was chairman of the planning committee; Gertrude Humphreys, State Leader, West Virginia, represented the Organization and Policy Committee of the Land-Grant Colleges; Dorothy Iwig, home furnishings specialist, Illinois, worked part time with the Federal Extension Service to develop the program.

From the perspective of a few months, cooperation of the home furnishings industry was one of the outstanding phases of the conference. Executives contributed unstintingly of their time, energy, and their resources in order to give the specialists information on current

furnishings and on products still at drawing-board and test-tube stages.

One of the most exciting and stimulating sessions of the conference was the symposium on the relation of the house and its furnishings to the mental, physical, and emotional development of the family. Mr. and Mrs. Jack Crawford, farm couple of Swayzee, Ind., and parents of a teenage son and daughter, teamed with Chicago decorators Alma Heiner and Paul McAlister to handle the situation. Sociologist-Anthropologist B. H. Junker served as discussion leaders.

Professor Junker raised the question, "What makes the individual make choices in home furnishings?" He pointed out that in working with people, in determining the relation of the house and its furnishings to the development of the family, we need to know the differences among things about which people make choices or exercise their taste. It is our task to learn more about the cultural, social, and psychological meanings of dwelling interiors and furnishings arrangements.

Mr. and Mrs. Crawford's down-to-earth treatment of the topic gave them top billing for the session. Representing rural families across the country, they said: "We are all born with a sense of pride for wanting family members to be happy. That sense must be preserved. In our family we have operated on the theory that the purpose of the home is to provide a haven of comfort and beauty for our family and friends."

Research held a prominent spot on the week's program. Dr. Jules LaBarthe, Junior Mellon Institute, Pittsburgh, Pa., discussed decorative fabrics in terms of what Mr. and Mrs. Consumer can expect from them. He noted that the new synthesized fibers



Extension specialists visit Chicago's Furniture Mart.

(Continued on page 229)

Pilgrimage to United Nations

JEAN ANDERSON, Assistant Extension Editor, North Carolina

“YOUR program is in your hands,” reflected J. Earl Coke, Assistant Secretary of Agriculture, as he spoke to the 108 Tar Heel home demonstration club leaders in Washington, D. C.

“Wherever you find strong home demonstration programs like yours,” explained C. M. Ferguson, Administrator, U. S. Department of Agriculture Extension Service, you can be certain that the people had a hand in its planning.”

“You farm women are painting the picture of democracy for the world to see,” contended Mrs. Eleanor Roosevelt as she addressed the North Carolina home demonstration women.

Unrelated remarks? In some ways, perhaps. But throughout each is reflected the power of the people.

Each of these internationally known speakers emphasized over and over again the strength of the participating citizen. “Our world will be what we make it.” That was the keynote of the 6-day educational tour to Washington and the United Nations, and it’s the idea in sending the 108 home demonstration club leaders home full of enthusiasm to report—to share their experiences with nearly 70,000 fellow clubwomen and the business concerns across the State who sponsored them.

Each speaker, though discussing a different topic, illustrated forcibly the power of the people in small communities—the power of the people to build a strong agricultural program, the power of the people to raise their own standards of rural living, the power of the people to make the United Nations work, the power of the people to help build international freedom.

So many times, when you live in a small rural community, you feel that any efforts your organizations may put forth to build citizenship are cast into the shadows of insig-

nificance by matters of international concern.

The remarks of these leading citizens reaffirmed in the home demonstration clubwomen a belief in their citizenship, education, and international relations projects. At the United Nations, the clubwomen listened and learned. They discovered the strong common bond existing between them and other peoples of the world—an innate desire to build happy homes for their families. For the first time, many of them learned to understand purposes and objectives of the United Nations. They also began to feel that they could extend a hand to support it.

Several of the leaders remarked that they could hardly wait to get back home—to tell others of their experiences, and to arouse among those in their neighborhoods an interest in active citizenship participation. As one said, “We’ve just got to get folks thinking ‘United Nations’ back home. They just don’t realize that the UN is an organization of the people and by the people.”

Also speaking to the Tar Heel leaders at the United Nations was Mrs. Eleanor Roberts, economic and social council consultant for the associated Country Women of the World. As consultant for the ACWW, Mrs. Roberts is spokeswoman for more than 6 million farm women around the globe. The National Home Demonstration Council of the United States is an affiliate of the Country Women’s Council and the Associated Country Women of the World.

“The Economic and Social Council is your field,” Mrs. Roberts emphasized. “You must bring to this council your problems; you must take an active interest in its purpose,” she said.

Mrs. Roberts urged the home demonstration clubwomen in North Carolina to take a greater interest in foreign students studying in local col-

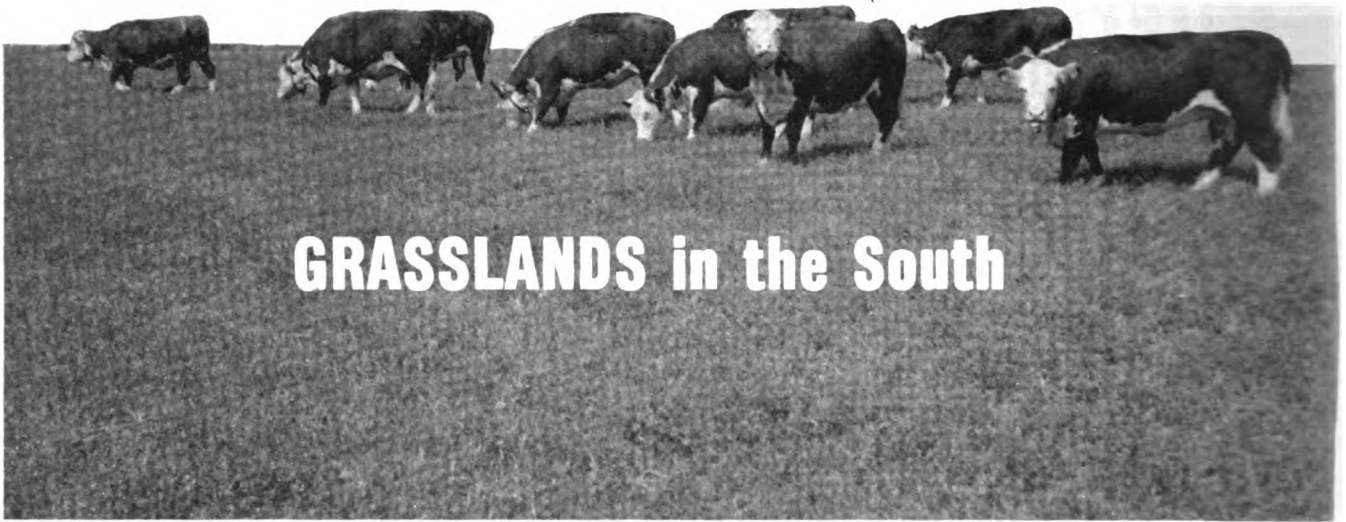


Ready for the next adventure as the bus unloads.

leges and universities. “Contact your local schools and invite these students into your homes,” she suggested. “Let them work and play with you and see for themselves the American way of life.”

As the three special chartered buses rolled southward, the home demonstration club leaders could be seen jotting down outlines and discussing the trip with one another. In addition to having their faith reassured in their own programs, perhaps one of the most valuable aspects of the trip was the fellowship of the women representing communities from Manteo at the eastern tip of the State to Murphy in the western part. As the women discussed their visits to the United Nations, they also exchanged ideas about their own local citizenship programs.

There’s an old saying that runs, “Two heads are better than one . . .” but think of the progress that can be made when these 108 women pool their ideas, purposes, and objectives, and begin formulating plans for an active statewide program of citizenship participation that will touch 70,000 home demonstration clubwomen, who in turn will be joining hands with 6½ million club sisters around the globe.



GRASSLANDS in the South

Summary of Report of Grasslands Committee, Southern Extension Directors, given by CLAY LYLE, State Extension Director, Mississippi, at the Department of Agriculture, Washington, D. C., September 10, 1953.

WEATHER conditions in the South for the past two summers and the severe break in livestock prices have been rather discouraging for grassland farmers and undoubtedly slowed the development of improved pastures in our region. However, the South generally recognizes the fact that it must balance its agriculture with more livestock, and therefore the present setback is only temporary. Reports from practically all Southern States indicate great interest and very satisfactory progress in grassland programs.

Controlled Acres to Pasture

Cotton acreage will almost certainly be controlled in 1954 and most of the land removed from cotton will go into improved pasture or forage crops because other major cash crops are also under controls.

The drought in 1952 and again this year emphasized the great importance of silage in any livestock program, not only for winter feeding but also for emergency summer use, and has resulted in a great increase in the number of silos. Trench silos have become increasingly popular, and many are being filled with the surplus grass and legumes

from spring pastures. Grass silage is now widely used.

There is more emphasis on improving permanent pastures, especially in beef cattle programs, although temporary grazing crops are highly regarded for dairy cattle and sometimes for other livestock.

A recent development of importance is the recently enacted law in Puerto Rico which provides for an expanded grasslands program. The sum of \$6,500,000 has been appropriated to develop 250,000 acres of improved grassland in 6 years. In addition, funds for agricultural conservation programs will be used for liming, fertilizing, and seeding large acreages. New varieties of grasses have been released, taxes have been removed from farm livestock and silos, and 4 new publications are being printed.

Six Million Acres in Georgia

Georgia has taken great strides in grasslands farming. In 1925 there were less than 900,000 acres in permanent pasture, winter pasture, kudzu, clovers, and other pasture crops. In 1952 there were more than 6 million acres in these crops. About 400,000 acres are put into permanent

pasture each year. Coastal Bermuda is now growing on 225,000 acres and combined with Dixie crimson clover gives almost year-round grazing. Suwanee Bermuda has been developed for the deep sandy areas of south Georgia. The use of limestone on permanent pastures has increased from 23,000 tons in 1940 to 200,000 in 1952. More than 40,000 soil samples have been analyzed during the past year.

Judging cards for pastures and range management have been developed in Oklahoma, and numerous contests have been popular. A range management specialist has also been added to the State extension staff.

Many Methods Used

Four grassland field days at branch experiment stations in North Carolina reached many Tarheel farmers. In addition "green pasture" flags were awarded to 10 counties having the highest percentage of farmers to qualify for farm awards; the outstanding grasslands county agent was chosen; Rowan lespedeza—a new nematode-resistant Korean type was released; and grazing and irrigation experiments were conducted.

Florida has issued about 14 publications on grassland subjects during the past 2 years. The experiment station has initiated 15 research projects dealing with grasslands since January 1, 1952. A superior strain of white sweetclover and 2

new varieties of oats have been released. Pasture contests are under way on both county and State levels.

Kentucky research and extension workers have cooperated in writing a comprehensive circular on Pastures in Kentucky in addition to the Green Pastures Report and a bulletin on Kentucky 31 Fescue. Numerous pasture schools have been successful this year and pasture test demonstrations are scheduled for this fall.

Year-round Pasture-Forage

A year-round pasture-forage program is featured in Arkansas. Area fertilizer and seedsmen's meetings have emphasized grassland farming. The agronomy department of the university is summarizing 5 years of pasture research at the livestock and forestry branch station. Another agronomist has been added to the staff.

In Texas a 9-point livestock and poultry program is in full swing in spite of the drought for the past 2 years. About 1,500 bags of Coastal Bermuda sprigs were distributed to more than 500 farmers the past year. About 150 acres of certified Texas Rescue 46 were planted last spring. Seed laws are being brought up to date. Fifty-one communities have entered the community pasture contest.

Pasture-Management Year

Mississippi has announced 1953 as Pasture Management Year. Pasture tours have been held in practically every county. Field days at the branch experiment stations have emphasized pasture and forage crops. Some counties have this year built 5 times as many silos as previously existed. Three new forage crop varieties have been released by the experiment station, and others will be ready at an early date. Research in pasture planting and fertilizing, seed harvesting and processing, and in pasture management is being expanded. About 50,000 copies of crop and fertilizer recommendations for 1953 were distributed.

Governor Battle of Virginia has appointed a 65-member pasture improvement committee, representing

all groups in the State having any interest whatever in pastures. A 450-acre farm and \$250,000 were donated to Virginia Polytechnic Institute for pasture and forage crop research. A pasture specialist has been employed. Several publications have been issued. County pasture committees are functioning all over the State. Pasture schools are being held at the pasture research station.

Joint forage and livestock schools were held in selected counties of Tennessee, and forage production

and dairy feeding schools were scheduled in other counties. Spring pasture tours were featured in more than half the counties of the State. Two regional pasture contests were held, one in east Tennessee covering 34 counties, the other in middle Tennessee including 39 counties. More than a hundred alfalfa fertilization demonstrations have been given.

These are but samples of the effective extension work being done and the progress being made throughout the South in the grassland program.

To Keep in Step with

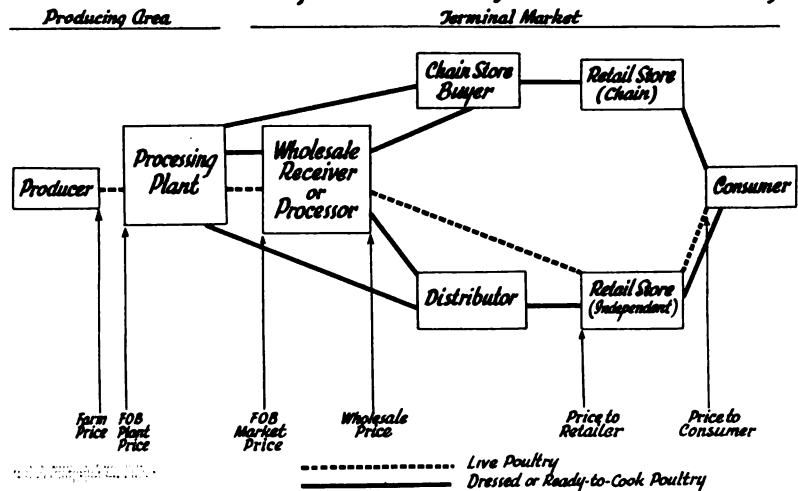
POULTRY MARKETING

THIS chart illustrates the marketing channels through which poultry moves from the producer to the consumer.

Many important changes have taken place in the poultry industry during recent years. These include rapid expansion of commercial broiler production; establishment of many new processing plants in producing areas; nationwide distribution from many of these plants; decreasing quantities of live poultry arriving at terminal markets; direct mar-

keting of processed poultry; quick freezing of processed poultry; and tendency to shift from dressed to ready-to-cook poultry. To keep in step with these changes in the marketing of poultry, the Market News Service of the Department is adjusted from time to time to provide new types of current market information. One of these adjustments has been increasing emphasis on price reporting in producing areas proper, supplementing price information already available at terminal markets.

POULTRY - Stages in Marketing and Price Reporting



The City Cousin

CATHERINE BRENT
Food Marketing Program,
Missouri

YOUR city extension cousin is telling the same story in a different way. It has to be different since the city family is different. Metropolitan St. Louis embraces 1½ million people, and to the majority the Extension Service is unknown. We, therefore, cannot sail in on the merits of our fellow workers, but must cut a brand new "niche" for Extension.

In cutting this "niche," perhaps the greatest aid is the same as in the county . . . good public relations! These public relations are the steps to opening channels for extension information. When there is an understanding of what is being done in the city and how Extension can enhance or fit into the educational program, the door begins to open.

And here is where the difference comes. It is necessary to lean heavily and depend on already established mass media. The visits must be made collectively in order to approach this family. A friendly regular visit by radio can make acquaintances with thousands. Home visits made by way of television will come nearest to doing what we all feel most hopeful . . . personal contacts. In St. Louis, over one TV station, at least 85,000 personal visits can be made in 15 minutes. Compare this with time and effort involved in trying to reach that many people through visits and meetings.

Newspapers rate at the top of the list as to where women go for homemaking ideas. It's in print to read, to file, to reread at their convenience. If once a week your story is told in a newspaper with a circulation of several hundred thousand, you have a chance of thousands reading it.

Extension workers in cities spend their time with groups most profitably when the groups are composed of leaders who in turn pass on the information to their clients, club

members, homemaking classes, radio, TV, and utility audience. These are established groups representing many varied interests, with food being the common denominator.

An effective food marketing program helps institutions and large food buyers as well as individual homemakers. In St. Louis, effort has been made to include this segment in the Extension Service. They receive weekly the Food Marketing Bulletin released from this office, giving availability of foods and helps in selecting, buying, storing, and preparing.

In addition, information has been given to these food buyers in the form of demonstrations. It is here that extension marketing specialists from the university are tremendously helpful. Four demonstrations were given recently to food buyers.

The St. Louis Stewards' & Caterers' Association comprising food buyers of restaurants, hospitals, schools, and various institutions were appreciative hostesses to Ted Joule, the extension poultry marketing specialist. A class of Sisters in charge of food buying for orphanages, schools, homes, and hospitals was given a series of demonstrations by marketing specialists on the subject of food buying. These included James Reynolds, meat specialist; and Ted Joule, poultry specialist from the University of Missouri, and I represented the St. Louis office of the food marketing program.

Food marketing is the story being told in St. Louis through these mass media. An effective story means: (1) The consumer and food buyer will benefit by recognizing quality, use, and availability of farm products, (2) The producer will benefit by the consumer being acquainted with and using his products, and (3) A greater understanding of marketing processes is established which is beneficial to the middle man.

LAST CALL TO BREAKFAST



Breakfast for their mothers, with all the flourishes, was a fitting climax to their first year of 4-H Club work for the eight members of the Clever Clover Club of Logan, Utah. The leadership of the club was shared by all of the mothers. Each served as part-time leader of the project "First Call to Breakfast."

Young Folks Study Farm Organizations

THE WAYNE COUNTY (Pa.) Senior Extension Club (older rural youth) has a membership of about 45 young people and has been meeting monthly as a group since 1945 under the sponsorship of the Wayne County Agricultural Extension Association.

Last year the group decided to make a study of how the various farm organizations and cooperatives in Wayne County affected and influenced the county's agriculture. First, they were surprised to learn how many different farm groups were working in the area for the betterment of rural living. The farm groups included the Wayne County Dairymen's League, Wayne County Wool Growers Association, Wayne County Artificial Breeding Cooperative, Wayne County Agricultural Extension Association, Wayne County Farmers Association (Farm Bureau) and the different services of the G. L. F., which included the Feed Store, Farm Store, Egg Marketing, and Gasoline Service. Representatives from the G. L. F. and Wayne County Farmers Association came to monthly meetings and spoke to the group as a part of the regular Senior Extension program.

Committees Report Back

Committees from the Senior Extension group were set up to attend one or more meetings of the various organizations or cooperatives. At a regular monthly meeting, the committees reported on what they had learned and observed from attending membership or directors' meetings of the organizations.

Many Members Participate

This meeting proved to be interesting and instructive, and gave about two-thirds of the club a chance to participate either in gathering the information or in presenting it to the group. After the committee reports were heard, a member of the college extension staff commented on them and gave some valuable and interesting information about farm organizations and cooperatives in Pennsylvania and the country as a whole.

Club as a group thought they had

Even though the Senior Extension covered quite a field of farm group activities, they finally decided they could have gone further and included the dairy herd-improvement associations and the various dairy breed associations in their study.

In addition to gaining knowledge and understanding of local organizations and the services they offer, the club was proud to receive a plaque from the American Institute of Cooperation, which was presented at the annual Wayne County Extension Association meeting in February.

Remember the Boys Corn Club

A HIGHLIGHT of the 50th anniversary observance of farm demonstration work in Lexington, Miss., was the unveiling of an historical marker to the first Federally-sponsored boys' agricultural club, a boys' corn club in 1907.

This early step in the development of 4-H Club work, which has helped many millions of American boys and girls and their families, was under the watchful eye of the late Dr. Seaman A. Knapp, pioneer worker of the United States Department of Agriculture.

Originator of the objectives and methods of the Holmes County, Miss., boys' corn club demonstrations was the late W. H. "Corn Club" Smith, then county superintendent of schools, later State superintendent of education, and finally president of Mississippi State College. Closely supervising the boys was the late W. B. Lundy, first county agent of Holmes County and one of the first in the Nation.

Following scientific methods, 120 boys produced yields as high as 120 bushels per acre. The majority of these boys exhibited corn at the fair in Lexington in the fall of 1907. Dr. Knapp attended this fair, and was so favorably impressed with the possibilities of work with boys that he appointed "Corn Club" Smith as an agent or "collaborator" of the USDA at a salary of \$1 a year to promote



W. R. Sullivan (left) county agent of Holmes County, Miss., discusses corn judging with D. C. Lundy, Lexington, Miss. businessman and farmer who in 1909 was the first boy from Mississippi to win a trip to Washington, D. C. for corn production. He was a member of the historic 1907 corn club in that county. His father, the late W. B. Lundy, was the first county agent of Holmes County and supervised the boys in the 1907 corn club.

boys' corn club work in Holmes County.

Vision of Dr. Knapp and leaders in Holmes County established such a successful pattern that similar boys' corn clubs were soon established in other counties of Mississippi and in several other Southern States. This started much of the movement toward diversification in the South, ending the old "one crop" cotton system.

In My Opinion...

Need More Exchange of Ideas

"It seems to me that the REVIEW could be used more as an exchange of ideas among extension workers. One worker's technique or idea could be profitable to another."

"The REVIEW is a medium of thought exchange with those who know Extension best. I was particularly impressed with Frank C. Byrnes' views of 'Meet the New Director'—just another case of keeping your eye on the ball and teaching by example."

"The experiences of other agents have helped me considerably in changing some of my methods. The magazine also serves as a guide to let me know how I stand among other agents."

"The articles written by other county agents are usually the ones that are of greatest interest to me. I wouldn't miss it, if it were stopped, but as long as it is published, I will read it."

Let's Have More on Methods

"The REVIEW has been a good source of information on organization, office procedure, and extension-teaching methods. I would like to see more articles of this type. A county agent is only as good as the organization and methods used."

"I would like to see more articles on extension procedure. I wish we could have an article on how to file the vast amount of information we have on hand. I am sure that some agent somewhere has a system that is better than mine for putting his hands on the particular bulletin he needs. Let's have more practical articles."

"I have always checked through the REVIEW whenever it came. Almost always there's at least one article that interests me enough to save for my permanent file. Often I read all the articles. Sometimes I disagree with the writers. Sometimes I think they are too optimistic."

"Could we maybe have something

What should be in this magazine? Readers in two States wrote down some of their ideas. Are they on the beam? If you wish to have a voice in this, check the ones you agree with or write your own in the margin and send to the editor.

more on 'method demonstrations' or 'result demonstrations?' Perhaps a series would jog us out of the idea that we are really teaching when we use the 'illustrated' lecture."

"I would like to see the REVIEW eliminate or greatly reduce the space devoted to personalities and concentrate on methods of getting the job done and the latest scientific developments."

"I would like articles concerning what the States are doing on the various projects over the Nation and new ideas on how to conduct demonstrations rather than articles saying 'Do a better job.' In other words more on how other States are getting the job done."

The Spirit and Philosophy

"To a new agent the REVIEW contains an invaluable supply of background material and contains enough current information to help me get the feeling and spirit of Extension work."

"I look forward to receiving it each month, because of its many inspirational articles and its good news material. Speaking for myself, the articles that appear in the REVIEW from agents over the Nation give me a 'target to shoot at.' Of course, one may never get all of these good ideas put into action, but they are worth trying."

"I like to read the articles by other agents on their work and their conception of their jobs. I find them inspirational."

"I use all of the suggestions that apply to my work, and call to the attention of agents in my district numerous outstanding comments. I realize it is difficult to prepare a publication of this nature that will be of direct interest to all recipients. However, each issue does carry several workable ideas for each of us."

"Having been in the Extension

Service a relatively short time, I find that I am rather long on ambition and short on the philosophy which makes a good extension worker. I feel that each publication definitely has something to offer in the form of philosophy that I do not receive elsewhere. I am personally conferring with men who have had years of extension experience."

Want More National and International Articles

"Frankly I do not care for the EXTENSION SERVICE REVIEW in its present form. I would rather see it discuss national and international problems as they relate to agriculture. A summary of happenings within the Department of Agriculture would be interesting. It seems to me that it is now a mass of unrelated activities over the country in which I personally am not interested."

"I believe some changes could be made to improve the REVIEW such as making it not only a magazine on *How Extension Works* but one which gives more recent information on *Research*.

"It needs more Texas news and more scoops on what the Department of Agriculture is doing and thinking—more tangible human-interest success stories—more inspiration to serve for a better rural life."

"To me, the REVIEW is interesting and carries worthwhile news. It keeps me informed, more or less, on a national basis. It has instructive articles along with inspirational ones. It gives references that we do not seem to get elsewhere. It makes us better acquainted with our national leaders and we understand their viewpoints on 4-H Club work and other extension activities."

"Why not have a regular column describing some outstanding agent's work—a sort of 'agent of the month' column."

Farmers Are Listening

(Continued from page 214)

to offer a much larger daytime audience than could possibly be reached through meetings.

9 a. m. to 3 p. m. showed up as the preferred daytime radio hours, with the period 12 to 1 p. m. holding a healthy lead. Early morning radio showed far weaker in the Boston area than it probably would if this survey were conducted in a more agricultural area.

One-fourth of the group with both types of sets failed to check "preferred" daytime hours for informational television. Of those who did indicate a preference, the answers were scattered between 9 and 10 a. m. and 1 and 4 p. m.

The fact that a large percentage did not show any real "preferred time period" for daytime informational television, and our own experience in this field, leads us to believe that daytime television viewing habits still are not as firmly established as daytime radio listening habits. And, we believe if the program is good enough, you can build a good TV following during most daytime hours, provided the program receives good supporting publicity through news releases, circular letters, envelope stuffers, and the like.

As far as our Boston radio audience is concerned, we get by far our greatest response to our weekly 12:30 noon hour home and garden program. Our early morning radio programs run a poor second in number of requests received, but due to the large potential audience we still get enough early morning requests to more than justify our efforts.

Despite the fact that the questionnaire did not ask for any specific program suggestions, 40 returned cards carried a total of 140 suggested topics. More than half of these fell under the general heading of our already most popular subject—backyard gardening activities.

We feel the results of this survey put us in a much better position to advise our county workers as to the best time of day for their local radio and television programs, and the most popular, yet helpful topics, to be covered in the Boston area and similar areas.

When A Marketing Problem Arises

(Continued from page 216)

would pay a premium of 10 cents a dozen for good locally produced eggs rather than purchase imported eggs that often are of inferior quality.

This information was presented to farmers in that county during the fall of 1953 so that they could make plans to adjust their 1954 farm operations.

County agents and the extension marketing specialists here in North Carolina have done similar work on many other problems in poultry and egg marketing in this State. We think that this program is paying big dividends for time and expenditures. Improvements in marketing facilities have been made; new facilities have been added.

Both county agents and the extension marketing specialist have been active in planning and putting into operation improvements which include: (1) An egg-grading station in Pender County; (2) an egg-buying and grading facility in Durham County, (3) an egg-marketing facility in Charlotte with buying stations in 12 nearby counties, (4) a turkey processing plant in Union County, and (5) a turkey processing plant in Hoke County.

Other aspects of the extension poultry marketing program have included holding a series of retail merchandising training courses which were conducted in cooperation with the Poultry Processors Association, the North Carolina Department of Agriculture, and the Poultry and Egg National Board. Outlook information is prepared and given extensive distribution by press, radio, and through outlook meetings which are conducted in practically all of North Carolina's 100 counties.

Home Furnishings Conference

(Continued from page 222)

have much to recommend them, and listed eight plus qualities that are common to most of them.

Dr. LaBarthe also stressed the importance of setting up a system of end-use requirements for household fabrics and wearing apparel based

on the ability of the fabric to fulfill the required needs. He urged that everyone—consumers, institutional buyers, distributors and producers—cooperate in developing these standards.

In my own special field, I remember that representatives from newspapers, magazines, and radio and television networks urged extension specialists to take the lead in utilizing the tools of communication. One of the speakers said: "Universities and colleges in every State have information in their research laboratories and in classrooms that we are eager to get. You are prepared to do a much better job than we can ever do.

"As extension folks, you are close to the people. You know their needs and their wants, and you know how to interpret them. Don't wait for us to come to you.

"Home furnishings is a field that can be adapted to mass communications tools, and yet very little is being done. Come to us with your ideas, or send them to us. We'll help you adapt them, even work them out for you. We need information and you have it at your finger tips. We are asking you to help us."

New England Home Demonstration Agents

Nearly 100 home demonstration agents from the six New England States met at Peru, Vt., for a 3-day conference, September 18. As members of the New England Home Demonstration Agents Association, the women discussed teaching methods in home demonstration club work, heard regional leaders, and viewed demonstrations.

Mrs. Jennie Smith, Chittenden County home demonstration agent and president of the New England association, presided. Mrs. Leona Thompson, Addison County home demonstration agent was in charge of the 3-day meeting.

Highlights of the meeting were an old-fashioned sugar party and demonstrations by each of the six States on a phase of its educational work with homemakers.

Have you
read...



Capsules of Information

KNOWLEDGE AND SKILL IN WORKING WITH OTHERS—Human Relations in the Organization, Supervision, and Operation of Extension Work. Farm Foundation, 600 S. Michigan Ave., Chicago 5, Ill. 93 pp.

● An intriguing little red book printed by the Farm Foundation and put in the hands of all home demonstration agents. Actually, the book is a series of talks given at the Workshop for State home demonstration leaders at Stillwater, Okla., last January. All these talks—by authorities in their fields—deal with human relations in the organization, supervision and operation of extension work.

Topics such as these are covered: Creating Conditions for Good Human Relations, Resistance to Change as a Force To Overcome in Building Good Human Relations, Understanding and Analyzing Adult Behavior, What Research Shows About Human Factors Involved in Organization of Staff and Personnel Management Procedures, Detecting Personality Strains in Early Stages, How to Help People Analyze Basic Needs.

Today, human beings and how they get along are about the most important considerations in all our living.

Why not take a look at the little red book and see if it can help you in your relations to all those who are about you?—*Mena Hogan, Field Agent, Southern States, USDA.*

PUBLIC AFFAIRS PAMPHLETS, Public Affairs Committee, Inc., 22 East 38th Street, New York 16, N. Y. 25 cents each (cheaper for 10 or more copies).

● Looking for some live ammunition for your leaders' discussion

groups? The Public Affairs pamphlets may be your solution for some topics of discussion.

For 17 years, the Public Affairs Committee, Inc., a nonprofit educational organization, has published pamphlets designed to give vital information in readable form without propaganda. Subjects are chosen carefully to meet the needs of the time. Each pamphlet is written by an eminent authority on the timely topic covered.

Pamphlets on such varied subjects as mental health, heart disease, alcoholism, the drug menace, marriage, children, life insurance, the press, communism, and collective bargaining have brought to millions the latest sociological and scientific information in easy-to-read style.

Senator Paul H. Douglas made a testimonial statement for the Congressional Record (May 3, 1951) paying tribute "to the significant contribution the committee has made to our democracy by its publication of 175 different pamphlets which have now run into a circulation of nearly 17 million copies."

Recent pamphlets include: Democracy Begins in the Home; Its Your Hospital and Your Life; Your Neighbor's Health is Your Business; TB The Killer Cornered; What Can We Do About the Drug Menace; Strengthening Our Foreign Policy; and The Cooperative Looks Ahead.

Write to the Public Affairs Committee for a complete list of their latest editions.—*Amy Cowing, Extension Service, USDA.*

AMERICAN STANDARD, L22, YOUR KEY TO BETTER TEXTILES. American Standards Association, Inc., 70 East 45th Street, New York 17, N. Y. Pamphlet. 13 pp., June, 1953, Price 10 cents.

● Are the people in your county coming to you with questions about textiles? This leaflet may give you some of the answers. It describes the results you may expect from clothing and household items that meet L22 requirements.

L22 is the name for the standards which were developed by the American Standards Association for rayon, acetate, and mixed fabrics. Any fabric which conforms to these standards will have satisfactory color fastness; will be satisfactory in any additional finish, such as crease resistance, extra stiffness, resistance to flame, and water repellancy; and will not shrink or stretch, or, if it does shrink, the percentage of shrinkage will be stated.

Practical labels will tell whether to hand-wash, machine-wash, or dry-clean the article. The best technological knowledge available has gone into the development of American Standard L22. The standard applies only to service and use and will not restrict style, color, or design.

Retailers will probably stock labeled goods only if their customers indicate a steady demand for this type of merchandise. Although the standards were sponsored by the National Retail Dry Goods Association (about 800 retailers), not all of the retailers in your county may know about them.—*Alice Linn, Extension Clothing Specialist, USDA.*

● HELEN G. CANOYER is the new dean of the New York State College of Home Economics at Cornell University. She was professor of marketing and economics at the University of Minnesota before assuming her duties on September 15. She succeeds DEAN ELIZABETH LEE VINCENT who retired after 26 years of college administration, 7 of which have been at Cornell. Miss Vincent will teach and write as a member of the staff of Pennsylvania College for Women at Pittsburgh.

An outstanding economist as well as administrator, Miss Canoyer has been a professor in marketing and economics at the University of Minnesota since 1941, and a member of the staff since 1928. She has also been a member of the graduate committee of the School of Business Administration there.

About People...



Home Demonstration Agents Honored

Fifty-nine outstanding home demonstration agents were honored for outstanding home and community service on October 30 at the annual meeting of the National Home Demonstration Agents' Association held in Buffalo, N. Y.

Each agent has served ten years or more in home economics extension work, was selected by a State recognition committee, and recommended by the State leader. These agents have helped rural families of their respective counties to see their problems and to find a way of solving them through a planned program of work.

In the eastern region, they are: Margaret Smith, Maryland; Molly M. Higgins, Massachusetts; Ruth G. Stimson, New Hampshire; Helen Gail Easter and Georgia Watkins,

New York; Esther R. Hart and Mrs. Margaret Haines, Pennsylvania; Virginia M. Parsons, West Virginia.

In the central region: Mrs. Elizabeth Burton and Marion Charlotte Simons, Illinois; Mrs. Gertrude J. Glasgow, Indiana; Mrs. Winter Wilson McKay, Iowa; Gertrude Hove and Helen Ruth Meyer, Kansas; Agnes M. Gregarek, Michigan; Mrs. Eleanor S. Fitzgerald, Minnesota; Mildred M. Timken and Winifred Lee Yancey, Missouri; Mrs. Helen Gayer, Nebraska; Lucile C. Brown, North Dakota; Harriett Green and Pauline Mills, Ohio; Mildred C. Olson, Wisconsin.

In the southern region: Mrs. Oenoe A. Cook and Fran Mallette, Alabama; Mrs. Mary C. Landrum and Esther Tennyson, Arkansas; Allie Lee Rush, Florida; Alice Gaty and Eunyce Howard, Louisiana; Mrs. Ruth Sigman Hawkins and Mary Elise Thoms, Mississippi; La Una

Brashears, Anne Vincent Priest, Eleanor Southerland and Flossie Whitley, North Carolina; Clara M. Backhaus and Nettie Sitz, Oklahoma; Mrs. Rosario Reboyras de Delgado, Puerto Rico; Frances Manry, Mrs. Ann D. Rozier, and Annie C. Newton, Georgia; Elizabeth Donnell and Kathryn G. Sebree, Kentucky; Ophelia Sue Barker, South Carolina; Martha Permenter and Myrtle Webb, Tennessee; Myrna Holman, Mrs. Geraldine Scott Lee, Mrs. Hattye Gertrude Owen, and Loris Jean Welhausen, Texas; Marion M. Lawrence and Mrs. Margaret Rawlinson Syoboda, Virginia.

In the western region: Clarice Cookingham, Colorado; Vivian Winston, Hawaii; Mrs. Dorothy N. Stephens, Idaho; Alfreda R. Forswall, Montana; Ruby Knudson, Washington; and Helen G. Miller, Wyoming.

• James L. Robinson, Federal Extension specialist in the field of farm credit, received the degree of Honorary American Farmer from the Future Farmers of America (FFA) at their jubilee convention in Kansas City, October 12 to 16. A former county agent in Jacksboro, Tenn., for 19 years, his chief interest has been helping youth in the matter of credit and cooperatives.

• John W. Mitchell is the first to hold the position of national leader for agricultural extension work with Negro farm families.

The new position puts Negro extension leadership in the Department in Washington and is a first step, says Extension Administrator C. M. Ferguson, in a long-range program of further developing and strengthening farm and home demonstration work with Negro farm families and 4-H youths.

Mr. Mitchell, who began work for the Extension Service 36 years ago as an emergency farm agent in two North Carolina counties assumed his new duties on September 15.



Mrs. Geraldine Scott Lee, Angleton, Texas, receives her recognition award from Administrator C. M. Ferguson.

UNITED STATES
GOVERNMENT PRINTING OFFICE

DIVISION OF PUBLIC DOCUMENTS

WASHINGTON 25, D. C.

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Extension Worker's Creed *in India*

- I believe in village life and that it can be rich and wholesome.
- I believe in village families founded on mutual affection and respect.
- I believe in village youth; in their longings for opportunity, and in the fulfillment of their right for trained minds, healthy bodies and clean hearts.
- I believe in village people, in their ability to solve their own problems, and in their power to develop their lives.
- I believe in my own work; in the opportunity it affords to be of service to others; and this because

*All men need self-respect
All men need friendship
All men need recognition
All men need opportunity*

and therefore in all my work,

*I shall seek at all times to be friendly
I shall seek at all times to be honest
I shall seek at all times to be sincere
I shall seek at all times to be humble.*

- I shall, with sincerity of purpose, work with village men, women, and children, for better family living, by helping them to make their fields and livestock more productive, their homes more comfortable and beautiful and their community more satisfying.

And because I believe in all these, and I shall to the best of my ability endeavor to fulfill them,

I AM A GAON SATHI

*Issued by the Extension Project, Allahabad Agricultural Institute,
Allahabad, U. P.*

