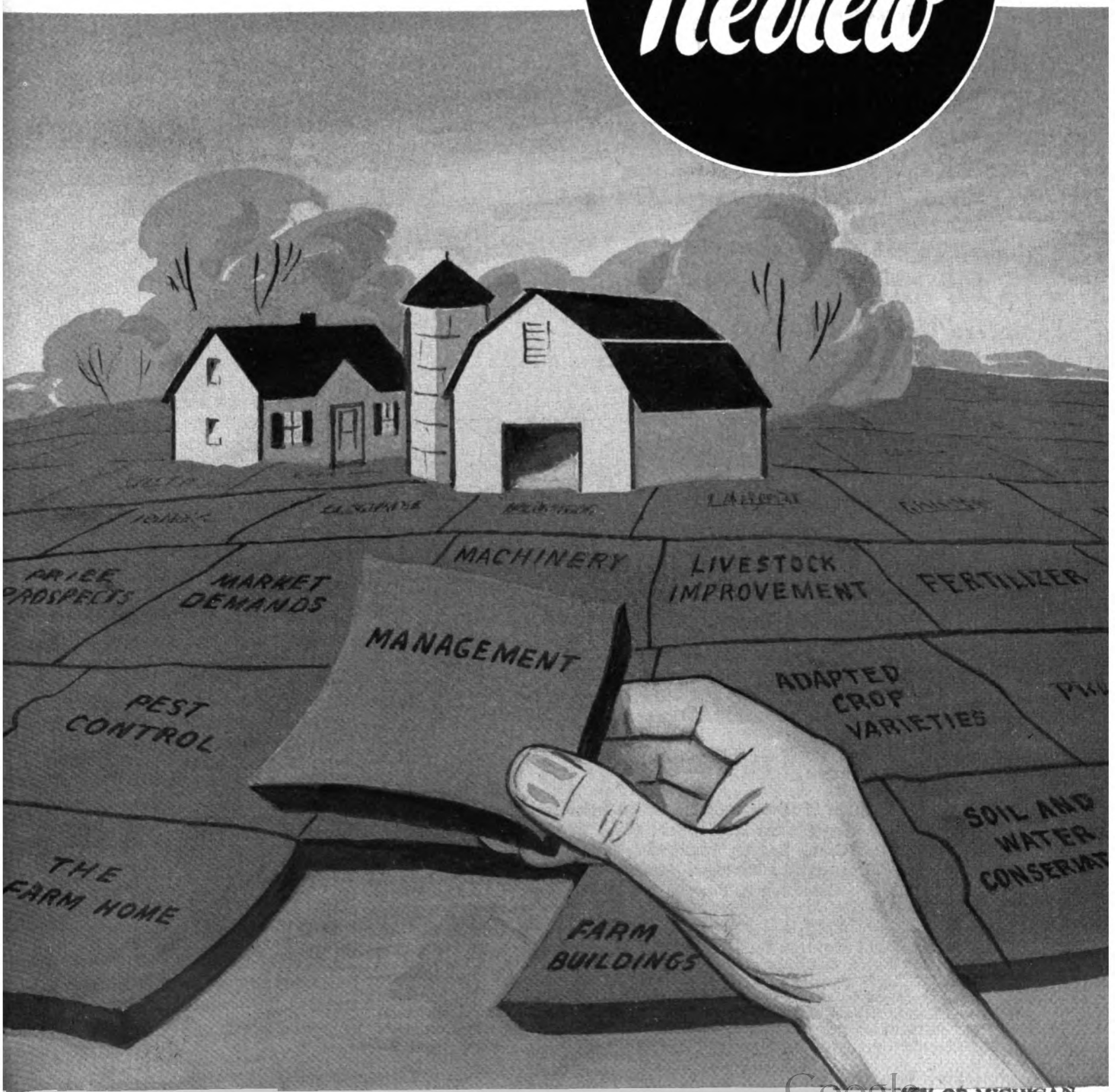
JANUARY 1954
New Year's Issue

EXTENSION SERVICE Review



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EXTENSION SERVICE Review

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Ear to the Ground

• A new year—1954—and what is the shape of things to come? One thing sure is that it will be based on what went on in 1953. The year just past featured changing policies, changing leaders, changing times. It was a time to take stock, to evaluate and to plan. What is coming out of it for 1954?

• This New Year's issue is an effort to highlight what seems to be on the horizon in the judgment of some extension leaders, and what some county extension agents think about it. As the picture becomes clearer, more will be carried on these pages to keep all extension workers up to date on Extension Service developments.

• A new year with its new challenges means more and better-trained agents. So February will feature training. Sam Cashman, Ohio county agricultural agent, tells how he managed to take a year off for an advanced degree and chose work that fitted his own county problems and interests. Nelle Thrash, Georgia home demonstration agent, tells what she got out of visiting other counties to study leadership training methods under the Grace Frysinger Fellowship.

• Mississippi has just completed a series of conferences on farm and home planning techniques, which will be reported. The latest on fellowships, scholarships, and regional summer schools available to extension workers will be included.

• If you don't know where to go, read what four persons, each of whom attended one of the regional summer schools last year, have to say about their experiences. Or if you can't find the time and funds for such courses, read about agents in Michigan and Vermont who got more training and stayed at home on the job.

CB

Secretary Benson

The Role of Extension

EZRA TAFT BENSON
Secretary of Agriculture

(Excerpts from a talk given at the National Association of County Agricultural Agents meeting in Philadelphia, Pa., October 12, 1953)

I AM informed that over 4½ million farm families are now working with the Cooperative Extension Service and the land-grant colleges in the task of putting the latest scientific research into practice on American farms. Extension now reaches about 85 percent of all the farm families in the Nation. I am proud of this record and I know you are too.

Yet we must realize that there is still much more to be done. We must reach the other 15 percent of farm families, and we must do an even better job for the 85 percent now being assisted.

Yours is the basic responsibility of bringing to the farm and the farm family the techniques and skills that make for greater efficiency, less waste, more fruitful employment of talents, the wise use of nature's resources, and the development of better living. Upon the way you do your job depends in large measure the ability of the American farmer to play his full role in the Nation's economy and the Nation's responsibilities.

There are a number of areas in which I hope Extension will be able to make a particularly useful contribution in the years ahead. Among these areas are (1) marketing and distribution, (2) farm and home planning, (3) housing and health, (4) greater assistance to those young men and women who are above 4-H group age but not yet fully established as farmers and homemakers, and (5) more effective Extension assistance to families on small and less productive farms. Progress in these areas is especially important in view of the long-range reponsibilities that seem likely to confront our agriculture.

No Overproduction

True, we have some excess stocks today and they are causing readjustment difficulties. But our excess stocks are largely the result of faulty programs and unwise policies. There is no general overproduction on the part of our agriculture.

On the contrary, the huge demands now being made upon American agriculture will become even larger in the years ahead. There are approximately 160 million Americans today; by 1975 there may be 200 million or more. All of these people will want to eat at least as well on the average as our people are eating today. Meantime, the total number of people engaged in agriculture has been declining.

Obviously, our agriculture will have to produce still more per acre, per animal, and per man-hour. We will need still greater efficiency in production and marketing to break the cost-price squeeze. We will need programs geared to more realistic production. Thus, the basic long-range needs of American agriculture are to produce more efficiently, to reduce costs, to improve quality, and to expand markets. The sound approach to meeting these needs is through research and education, and through conservation and soil building.

Extension workers, therefore, must help farmers not only to maintain, but to intensify, the use of research information and soil building techniques. The Nation is counting heavily on the contributions of all county extension workers. You are on the firing line. Your profession is working with local farm people and it is on the local level that the job must be done.

Public Confidence

The early county agent was often called a book farmer. People did not have confidence in him. Research had not given him the answers to many of the problems farmers faced. He had to develop his own teaching methods, beyond tradition-

(*Continued on page 11*)

A Vehicle of Evolution

C. M. FERGUSON
Administrator, Federal Extension Service

"By serving, as a vehicle of evolution and thereby making revolution unnecessary, the land-grant colleges and universities of this Nation have saved the people an immeasurable toll in lives, dollars, and suffering."

Dr. John Schoff Millis, President of Western Reserve University

"A VEHICLE of evolution" is needed today. Are we still performing this function? To do this job, Secretary Benson in his article in this issue says, "a strong, dynamic extension program" is needed.

Such a program is being welded from ideas and experiences of agricultural leaders and workers throughout the country. As it takes form, the characteristics as we see them are presented for your careful consideration. The highlights have been illustrated with a series of charts, a few of which are reproduced here.

The fundamental job of the Extension Service is to speed up the application of research.

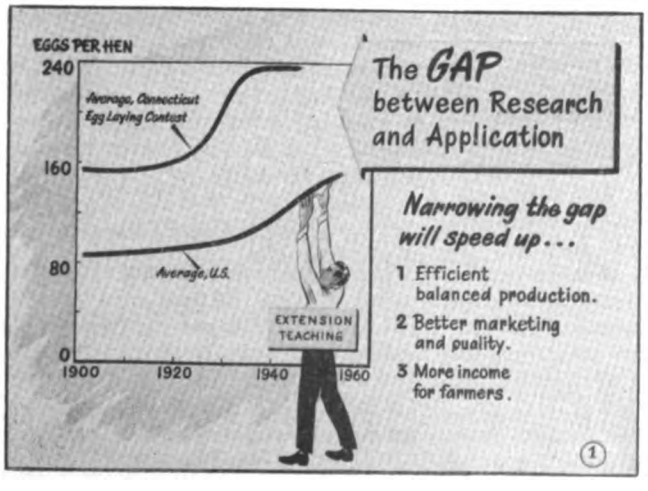
Chart No. 1 illustrates two points. In the first place, in the case of egg production (and this is a rather typical illustration) the average production per bird, even under conditions where the best which science has to offer is being put to work, has leveled off. Research, then, is concerned about what is necessary to turn this curve upward. In the second place, from the standpoint of Extension and an ex-poultry specialist, I am concerned at the 10 to 20-year lag which exists in getting egg-laying contest performance applied to average farms.

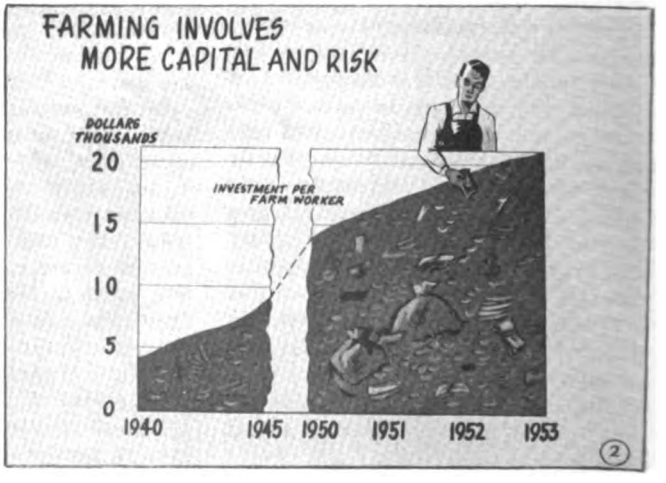
Chart No. 2 shows the increase in capital from less than $5,000 per worker in 1940 to over $20,000. This is one of the serious problems facing young farm couples today. In a great many industries the investment per worker is less than half of what it is on the average farm at the present time. The risk factor in farming is also greater. Twenty-five years ago 30 percent of the cost of a bushel of corn was cash cost. In 1952, 70 percent of the cost of producing that corn was cash.

Stated in another way, a New York study shows that in 1907 a farmer with no receipts at all could live 9.7 years by liquidating all of his capital through normal expenses. Forty years later it required 2½ years.

Farming today is a jig-saw puzzle combining many skills and much know-how as illustrated on the front cover. The pieces must fit together on each farm if it is to be a smooth-running economic enterprise. This is where the help is needed. This is the basis for our whole farm, farm unit, farm and home planning, balanced farming, or farm and home development approach, now working successfully in many States.

The farm family is in reality a board of directors, every meal on the





farm is a meeting of that board, and the Extension Service is an advisory body to it. An expanded county staff is needed to help these families think through, understand, and apply a complete farm and home management program. Such a program must consider the land, water, livestock, machinery, capital, labor, markets, and economic trends on the farm side, and the efficiency, good management, health, and comfort of the home and the family on the other.

This approach to extension work is not untried or unknown. We have good evidence that it works and that it pays. For example the 24 Vermont farms studied through cooperation of Dr. Black of Harvard University illustrate this point in chart 3. The two groups of farms were selected with approximately the same acreage, capital investment, and labor income in 1946. One group of farmers had access to extension work and other Government programs as they are carried on at the present time. They did reasonably well. With the dollar figures adjusted to the 1946 level these folks showed an increase in their labor income of 3 percent, although the actual dollar increase was 69 percent.

The other farmers, where they were getting individual training in farm business organization and management, obtained a labor income which was 80 percent higher on the 1946 dollar basis than in the beginning and 194 percent higher on an actual dollar basis.

The next point of emphasis is the concern of the farm family for more information about off-the-farm forces which affect their income, their living and their general welfare. This is the field that we have chosen to call public affairs. Farmers, in order to act intelligently, either individually on their own farms or collectively through their organizations, must better understand the economic and social impact of public affairs.

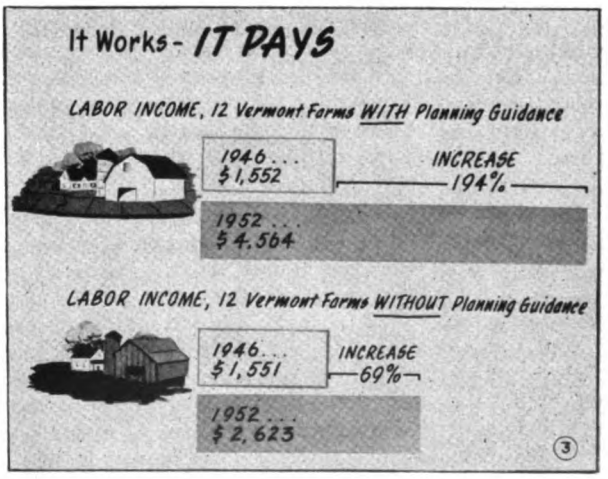
Marketing is one of these forces. Between 1935 and 1952 the increase in agricultural production per man-hour had increased 77 percent, whereas the increase in efficiency of domestic food handled per man-hour was only 20 percent, indicating an area where much could still be done to increase efficiency and cut costs of distribution.

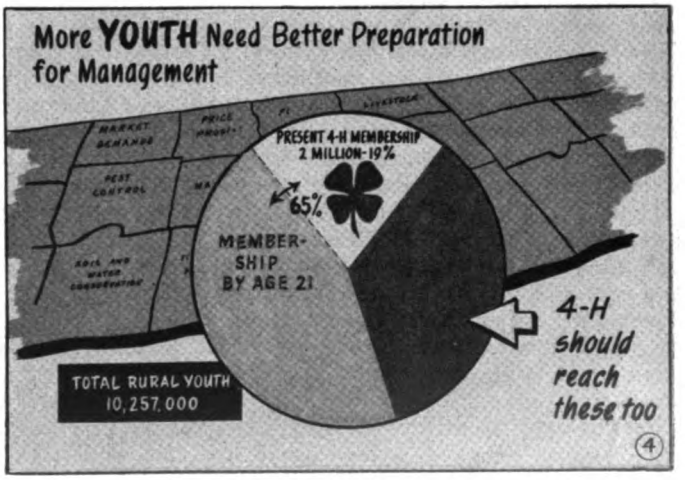
Chart No. 4 deals with the fact that extension work must give more emphasis to young people, starting with 4-H Club members, and recognizing that there are many special problems facing young folks as they begin farming under the economic conditions that exist at the present time. Our current enrollment in 4-H Clubs is slightly over 2 million, and this is only 19 percent of the potential. Though at some time, between the ages of 10 and 21 we do reach 65 percent, there still is a great challenge to keep young folks in the clubs longer and to reach the 35 percent that we are not now reaching.

In summary, the new look at Extension involves an expanding county advisory service geared to the whole farm approach. That means assistance in devising on-the-spot solutions not only with producers but with handlers, processors, wholesalers, retailers, and consumers, and it means assistance in the field of public affairs.

The work load per county agent today is 1,100 farms. The average audience per county worker is 5,600. This does not take into account the urban audience which so often asks for help.

This new approach is designed to overcome the inadequacies of mass methods—not replace them, to overcome current excessive reliance on the impersonal methods which tend to serve best those who are predisposed to change. It would be developed through a county advisory service adequate to reduce significantly the size of the audience per worker, to permit more individual teaching and give advice personally to small groups having similar problems. It would not overlook the impetus to be gained from group work but would envision the whole farm demonstration idea. It would mean that we must reorient to the team approach, bringing all the facts to bear on the problems of the whole farm and the family living on it.





THE AGENT...
A General Practitioner

"In modern agriculture there is a real place for what might be called the general practitioner who knows how to develop a cropping system suited to the capability of the particular farm, or to develop a livestock program suited to the market and balanced with the supply of feed and labor," said Secretary Benson at the recent meeting of the Association of Land-Grant Colleges and Universities.

The value of such contacts with the farmer and his family is unquestioned. But how is it done? What are the difficulties in the way? Six county extension agents discuss some phases of the problem in the following articles.

Jane C. Boyd.

Home Visit Is a Public Relations Tool

JANE C. BOYD
Home Demonstration Agent
Kent County, Md.

TODAY we hear much about human relations, personal relations, public relations, and what we can do to improve these in our homes, in our work, and in our communities. Of course, this type of relations by nature involves personal contacts. It seems to me that if we in Extension are going to do anything to promote the new trend in thinking, that is, developing better human relations or public relations, we might well work through the medium of farm and home visits.

No business, no service or enterprise can be effective unless there are satisfactory contacts with people involved. Good personal contacts are just as important to the success of an extension program as they are to a big industrial business.

Speaking to the American Home Economics Association in Kansas City in June, John William Harden of the Burlington Mills, Greensboro, N. C., said:

"I found early in my newspapering days that the individual around a daily newspaper with the most influence on the most people is not the editor with his weighty editorials, or the star reporter, with his big stories, or any of the executives. The individual in touch with the most people and influencing the most people for or against the newspaper is the little redheaded, tousled and sometimes untidy boy who delivers that paper on your streets and my street. If, on a rainy day he tosses the paper upon the porch where it is dry, or on a windy day puts it behind the screen door so it is not blown all around in the shrubbery, then, it is a pretty good newspaper and it doesn't matter what's in it. On the other hand, if you assemble the finest and most expensive staff in the world and put together the most magnificent edition of all times and if that newspaper ends up in a puddle of water in the front yard and becomes so sodden that it cannot be unfolded or read, it is a pretty poor newspaper. The boy's attitude and what he says when he comes around on Saturday morning to collect his 30 cents for weekly service are making more friends or more enemies for the newspaper than all the editorials that are inspired by all the brains that can be assembled in the editorial department."

It seems to me that we as county extension workers are pretty much like the newsboys. All the technical knowledge is of little value unless there are some pretty good newsboys putting the stuff behind the screen doors.

Our job is to teach home economics or agriculture. Sometimes it seems that the figures we can put down at the end of the year are what count. Well, if that's our job maybe we are doing it, but Extension to me, and I believe to some of you, is something more than how many bushels of corn were harvested or how many quarts of fruit were canned in 1953.

If it is more, then what can we do to promote this other aspect—good public relations so vital to a successful program? This is where I see farm and home visits playing an important part in a modern extension program. A satisfactory farm and home visit can give an opportunity to build an understanding of the extension program among the people with whom we are expected to work. From experience, we know that people like that which they understand and are prone to dislike that which they do not understand. There is an opportunity through farm and home visiting to be able to sit down with a family and discuss what Extension has to offer that family.

(*Continued on page 17*)

Fitting the Pieces Together

HARRY R. MITIGUY
County Agricultural Agent
Hillsboro County, N. H.

Harry R. Mitiguy.

MOST of us are agreed that it's no use to put good timbers in the old barn if it leans so badly that it may fall over. But in a sense that is what we often do when we tackle the problems of any farm family in a piecemeal fashion. All of us do this because of lack of time to do a more complete job. Nobody has to convince us that it is not the best way to work, for we all believe that. Any public institution has to serve *all* the people, and it just isn't possible to do a really adequate job with the present means at hand.

Here are the actual thumbnail sketches of the major problems that were brought to one county extension agent in 18 days recently. They honestly aren't exaggerated, inflated, or otherwise tampered with.

1. Pullorum gets into two local poultry flocks that have been clean for years. Both breeders will lose several thousand dollars, and every day that the flock stays infected will cost them real money. They want advice on how to clean up and how to keep the disease from spreading to other flocks in an area where poultry is a 6-million-dollar annual business.

2. Two top-quality young farmers picked out possible farms to buy, and each wanted to be sure that the farm had the soils, acreage, and all the other items needed to build it into a sound farm business.

3. A dairy barn was partly burned down one week, and the farmer wanted a building plan quick in order to get his cows housed before winter set in.

4. Another dairyman wanted plans for remodeling his barn—his legs bothered him, and he couldn't do the walking necessary to milk cows in three different stables.

5. Three farmers took soil tests on their whole farms. They wanted fertilizer recommendations on more than 50 samples. In fact, they would like some help on planning an overall roughage program.

6. An established dairyman wanted us to take a look at his farm business and see why he was not making ends meet better. (A rather long look showed that the production on more than half of the herd was below 275 lbs. butterfat. Since then he has sold 10 head for $700, and bought 6 better ones for $960.)

7. A newly elected president of a local farm organization had difficulty in conducting a meeting. He wanted help in organizing meetings and getting the work done without having to do too much speaking himself.

8. About 10 farmers asked, "What is the best feed to buy to supplement short hay and silage crops?"

9. Three new farmers just starting out asked for help in planning and developing their farm business.

These are fair samples of the opportunities that extension workers have every day in working with farm families. From the list above, it can be seen that group-teaching techniques just don't fill the bill. They certainly have their place in extension teaching, but it's equally certain that almost every one of the problems mentioned above can only be dealt with effectively by working with the individual involved. You should help him not only to answer his immediate problem, but also to tie his answers into a sound farm management program for the whole farm.

In fact, it is safe to say that mass teaching methods are effective only after the "teacher" has demonstrated his ability to really help farmers grapple with these individual problems. And that happens when the extension worker has several examples in each community that clearly demonstrate his ability to help the farmer think through his farm management problem.

Hence, it seems logical that the old demonstration tool can be just as effective in farm management approach to farm problems as it has been in teaching better agronomy or better feeding practices in the last 50 years. But, instead of one or two demonstrations being enough for a whole county, it appears fairly evident that there have to be enough demonstrations in each farming community so that every farmer can see a demonstration close to home among people he sees often and associates with on intimate terms. Without this close contact, the farm management demonstration reaches too few people to be really effective.

Farm management planning work, with a few key families in each community, will pay good dividends for the families involved and for the extension worker.

W. N. Cook.

Getting Results Usually Means a Farm or Home Visit

W. N. COOK, Agricultural Agent, and EDDIE HORN, Home Demonstration Agent
Muskogee County, Okla.

REQUESTS for information through the county extension agents' office are increasing month by month, and the year just ended has found more farmers, farm women, boys and girls, and others interested in agriculture making requests for information and assistance out on the farm and in the home.

Community and neighborhood meetings are planned and a host of volunteer leaders assist with programs and demonstrations in order to assist as many people as possible. These are excellent means of disseminating information, and creating interest. Ultimately, however, requests are made for personal assistance out on the farms during the year. We personally assisted 1,124 farmers, homemakers, and 4-H Club members out on the farm during the past year, while 1,841 personal visits were made to the agents' office for information, and 4,264 telephone calls were received for information on various farm and home problems. Follow through on office calls and telephone calls by visits to individual farms and homes would result in much more effective results. Yet, we were able to make less than 20 percent of the requests for assistance out on the farm and in the home.

The demand by individuals for assistance on the farm and in the home creates the problem of extension personnel of deciding where and how their time can best be spent.

Extension agents act as quarterbacks and assist farmers and homemakers in mapping plays which will result in desirable and profitable farm and home living. Once the plays or plans are under way, agents serve more or less as line backers and assist farmers and homemakers in filling up the hole made in the agriculture football line by drought, insects, overproduction, underproduction, low markets or high markets, and what have you. This is a big responsibility, but with the experiment stations and research mapping the plays extension agents are able to assist farmers and homemakers in setting up plans which will hit pay dirt.

Getting information to people and then getting it put into practice are two separate problems. A salesman will hold a demonstration to get his prospects, and then he sees them one by one.

Doctors teach hygiene to the masses, but when a man is sick he wants personal attention and needs the doctor to diagnose his ills and prescribe a remedy.

There is no mold for all farm needs. Each farm and home is an individual problem. Conditions such as size, scope, finances, drought, rain, floods, markets, insects, and various other things make the production of farm products hazardous. The outcome is always uncertain.

Committees and neighborhood organizations help spread the efforts of extension agents. Leaders and demonstrators of approved practices assist in getting the practices used on farms and in the homes. Mass meetings are held and demonstration farms are used to demonstrate various recommended practices. They are good and serve a purpose, but when meetings and field days are adjourned and the agents go their way, they are swarmed with calls and invitations to come out on the farm for assistance. Each farmer points out that his situation is a little different from the ones mentioned at the meeting, and that some personal advice will help him adjust his situation. The agents go out and find that the farmers are right, and that many phases of his program should have personal attention.

It has been the experience of the agents in Muskogee City that demonstrations and practices are much more effective among the people who live in the immediate vicinity, and by this, we mean adjoining farms. Those not using a practice must see it often in order for it to be accepted. One demonstration on sound cotton production practices will promote action from those nearby, but it has been observed that it has very little effect on the cotton growers in the opposite side of the county, although many from the opposite side may have attended and observed the results. It isn't enough to point out to them the dollar and cents which it will mean if used on their farm. They must be continually reminded of its value in their program—thus, the need for a greater number of demonstrations on farms and in homes.

As mentioned earlier, agents are able to make less than 20 percent of the requests for assistance on the farm and in the home. One farmer goes to the telephone to call the county agent, another farmer makes a bet with him that the agent isn't in. If he is in, someone needs him on the farm, and if he is out on the farm someone misses him with an office or telephone call. Agents go to district and State conferences or go for a day of inservice training, and right away a messenger appears with a note for such and such agent to please call his office. Some emergency has developed, such as grasshoppers, armyworms, livestock disease outbreaks, and the like.

Conditions of farming are complex, and more personal attention is needed out on the farms and in the homes if the desired practices in farming and home living are to reach the greatest possible number of people.

For Greater Influence, Need More Personnel

NEAL DRY, County Agricultural Agent
Caddo Parish, La.

Neal Dry.

SPEED is and always has been the order of the day. Transportation, communication, war, every area of life speeds up during each generation. This is called progress. Each generation thinks it lives in a swiftly moving era. One's everyday experiences certainly cover a broader and faster field today than 25 years ago.

What does this have to do with Extension? It means that we out in the parishes and counties have a new challenge almost daily as new farm and home equipment and methods are developed.

Those of us who are 10 years old, or older, in Extension have experienced the introduction of home freezers, organic insecticides, mechanical cotton pickers, flame cultivators, and many others.

Electricity on the farm, bottled gas and better distribution of natural gas have revolutionized the farm home and many of the chores on the farm.

Just as the farm and home environment has changed, so has the Extension Service. Since our program is determined by local advisory committees, based on local needs, we are able to make timely adjustments in our local programs.

Extension has changed too. In the early days of our organization, the agents had time to give a lot of individual counsel and personal and small group demonstrations and assistance. Today, with the speeded-up agricultural program and with so much useful information coming from the experiment stations, agents have been forced to depend more and more on mass media. Radio and TV programs, newspaper columns, circular letters and large meetings are all being used more and more in an effort to assist more people. Agents have become clever in the use of many of these devices. Personnel increases have not kept pace with the tremendous increase in the farm and urban needs, to say nothing of the ever-increasing requests from city dwellers for assistance with their problems.

"Organize" has had its influence on Extension. Cattlemen, dairymen, swine breeders, as well as breed associations and many others, draw tremendously upon the extension agent for assistance in program development and execution. Rural telephones have caused the agent to have many more calls to return each evening after a day's work in the field.

All these modern developments spell progress for American agriculture, but at the same time farmers and homemakers need more and more information dealing with these problems.

We, in the Extension Service, are by tradition always ready to tackle any problem regardless of its nature or scope. The education needs of the people have at least been partially met by relying heavily on mass media and the use of community leaders as much as possible to supplement the old-line, tried, and proven result demonstrations, community meetings and farm visits With 3,000 to 4,000 farm families in a county, one man and one woman agent, doing adult work primarily, find it very difficult to make as many farm and home visits as are needed for a most satisfactory program.

Right now one of the great needs of farm families in our area is overall farm and home planning assistance. The farm and home activities are so far flung in nature that our farm leaders feel that Extension can be of great value in this field. Frankly, there seems to be very little chance, however, of changing the mass media approach, which is by no means, the most satisfactory educational tool, unless there is a substantial increase in personnel on the county level. We do feel, however, that if adequate personnel is provided that we can increase the individual assistance that farm people are asking for through their local advisory committees. This type of assistance would in turn have a tremendous influence on American agriculture.

Limitations Worry Us As Need Is Intensified

ALICE GATY
Home Demonstration Agent
Evangeline Parish, La.

THE family today needs to make the best use of available information if it is to live within its income. How to get this information to the greatest number of people is the problem confronting extension workers throughout the country. The problem is not new, but the need is intensified by the prospect of smaller incomes available for family living. Certain costly farming operations may have to be continued to maintain improvements made in land, livestock, and equipment. Such decisions will necessitate very careful handling of the reduced amount of money left for living expenses.

Rural homes of today are geared to considerable cash expenditure. The electric bills must be met, Fuel must be bought. Equipment must be kept in working order. There is no use looking backward to burning wood for cooking and heating. Most Louisiana families equip their homes for gas because it is cheaper, and wood is almost unobtainable. Neither does the answer lie in giving up such advantages as refrigeration and freezing of foods, because, wisely used, these services contribute to economy and health through good diets with a minimum of wasted foods.

Turning backward will not improve circumstances. Neither will any solutions arise from standing still. Looking forward, extension agents see many ways in which people may be helped to meet unfavorable changes in family finances. Some of these remedial measures are standard equipment in extension teaching. These are: Thoughtful selection of farming operations followed by diligent application of economical practices to produce both the cash income and the goods to be consumed at home; and the many improved practices in clothing, feeding, and rearing families, that have made a contribution to better living in many homes. The scope of these teachings is wide because every phase of farming and family living has been touched in some manner.

Two limitations are the source of worry today: The limited number of families that have been influenced to make improvements, and the limited number of practices that have been presented to some of the families reached. A home agent may feel a sense of accomplishment at the end of the month as she reviews the records of the several hundred families she has given information to, until she recalls the several thousand families in the parish that might have been helped if she had had more arms, feet, and hours. The neighborly spirit which makes many people conscientiously pass helpful information on to others is largely responsible for the number of families influenced in some measure by extension teaching. This fine service rendered by leaders and demonstrators, plus the press and radio, makes the effect of Extension Service work felt over a far wider range than would otherwise be possible with the present ratio of number of agents to number of families in a parish. But, it is easy to see that where four extension agents, two women and two men, serve a parish with four thousand farm homes and another four thousand rural nonfarm homes, the percentage of rural homes receiving personal contact with the agents will be small. Personal contact sufficient to effect changes in practices may require several meetings between the agent and the homemaker or farmer.

Mathematical division of one person's time, however, makes it evident that in this manner an agent may reach a few hundred families effectively in a year, but not several thousand.

It All Depends on Our Audience

FRANZ I. TAYLOR
Agricultural Agent
Upshur County, W. Va.

Franz Taylor.

THERE is real satisfaction in helping people to help themselves. It is a fundamental principle in doing extension work. Many methods are needed in order to reach all the people. Some will read, some listen, some observe, and some will attend meetings.

In analyzing the effectiveness of methods used, we should ask ourselves this question, who is our audience? I find that low-income farmers don't attend meetings, don't read magazines and newspapers generally, and want educational information in a simple form. They are persuaded by friendliness through personal visits and listen to the radio fairly regularly. Result demonstrations are very effective with this group. Farmers in the high-income group are easier to reach. They read more, attend meetings, go on tours, and are ready to change methods. I have found that they are willing to cooperate more readily on result demonstrations. Yet, where the demonstration is placed on a low-income farm it is accepted by more farmers in the area.

The question of giving more personal service to farm people has its limitations. Maybe we should define personal service. Some would say that it means to cull the farmer's chickens every time they need to be culled and do the castrating and dehorning of his livestock everytime the agent calls. In my opinion, we have an educational program and should not allow ourselves to become "choreboys." We should teach by method demonstration how to do these tasks.

Since our primary goal is to help people to help themselves, I believe we should do more personal service in the way of result demonstrations, on-the-farm visits, and individual counseling with the farm family. For example, you can give farmers a lot of technical information through mass media such as news stories, radio, and meetings. Yet, the farmer still has to fit this information into the over-all farm management that will apply to his individual farm. Some will be able to do it, while others won't. The county agent is best qualified to do this job.

One Way To Do It

THE Pepin County Farm Management Club for young Wisconsin farmers has had the active participation of 500 young farmers in Pepin and surrounding counties in the past 9 years. The club sponsors a farm management school each year which has had the help of 24 different specialists on a variety of problems related to farm management. They have visited a branch experiment station, Tri-State Breeders Bull Stud at Westby, and had local farm management tours. They have become a promotion group for many county projects, such as Sign Up for Artificial Insemination of Dairy Cattle, Increased Alfalfa Acreage and Production Program, Grass Silage, Soil Conservation, Dairy Quality, The Fertilizer Program, and others.

They have 112 members on the list this year and have reached about 50 percent of the 18-30 age group in the county since the work was started.

Some of the changes in the county which can be credited in considerable part to this farm management group are: Increase in alfalfa acreage from ⅛ acre to 1½ acres per cow; 90 percent of the silos with grass silage in them; 65 percent of the farmers using artificial insemination of dairy cows; and more than 100 men in the county had fields yielding 100 bushels of corn to the acre as compared with an average yield of 35 bushels a few years ago.

WITH the help of a substantial grant of money from the W. K. Kellogg Foundation, Michigan State College is embarking on a new extension idea. It is a township extension program, as contrasted with the customary county programs. In each of five townships in the State farmers will be served by an experienced agricultural extension agent. His salary and expenses will be paid partly from Kellogg Foundation grant moneys and partly from funds provided by farmers of the townships in which the five projects are located. Kellogg Foundation has agreed to assist in financing the township program for a period of 5 years. In the fourth and fifth years, the townships will be expected to carry an increasing share of the financial burden. Continuation of the program within a township, beyond the fifth year, will depend on farmers' willingness to take over the financing.

The Role of Extension

(*Continued from page 3*)

al classroom patterns. He never dreamed of the communication and transportation devices and conveniences we have today. The task 50 years ago must have looked every bit as tough to those agents as your task does today. They saw the need for research and the application of research. They saw the ravages of the cotton boll weevil, and they knew it must be controlled. They were men of vision, great and practical vision. And they were men of missionary zeal.

Because these agents won the confidence of farmers and townspeople alike, their successors were given more and more jobs to do. During the past 20 years county agents have been called on to help new agencies get started and to run emergency programs. They participated in the corn and hog programs, the acreage allotments, and the drought emergency programs of the 1930's. They helped organize soil conservation districts, credit cooperatives, and other co-ops. They found the press, radio, and now they find television, making new demands upon their time.

Requests for service or participation kept growing, but the number of hours in the day and the number of days in the week remained constant. You had to spread yourselves thin. You were forced to abandon many intimate on-the-farm contacts and conferences. Small groups gave way to large meetings.

The mass teaching methods you have developed have added greatly to your ability to reach more people on many more problems, and to do it faster and cheaper. But I'm sure you have known all along that mass methods alone cannot do this new and difficult job. They are supporting methods. They cannot take the place of demonstrations; of on-the-farm visits; and of talking over problems with local groups and helping them get the facts and start into action. These are the methods upon which your kind of educational or cooperative extension work has been built and upon which it has succeeded. To the extent that we have laid aside these methods, I'm convinced we need to reorient our thinking.

I should like to see county agents get back to leading farm people to set up more demonstrations on how to solve today's problems. Maybe they will be balanced farming, total farm and home management, model farms, or some other kind of broad demonstrations. Maybe they will cover the community, a marketing area, or in some other manner show the answer to some of today's complicated problems—and do it as well as the cotton insect, hybrid corn, crop rotation, improved seed, and similar demonstrations of the past did their job.

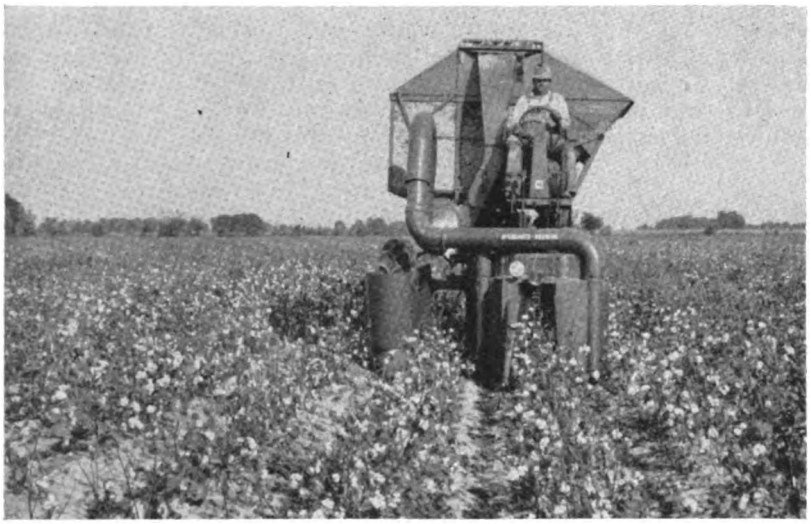
Like the early agents, let us seek challenges and opportunities as we face our complicated problems. True, many new Federal agencies have come into the picture in the past two decades. There has been some confusion and duplication of effort. But the role of Extension and of the county agents was never more vitally important than now.

IN MISSOURI, 1,114 farms in 107 counties started complete balanced farming plans in 1952. This type of work had to be limited because it takes more time and individual farm work by the extension agent. But scattered over the State are 23,000 farmers who have started balanced farming plans and these are serving as important complete farm demonstrations.

• Roger Morrison, extension specialist in dairy science, and Harold R. Capener, extension specialist in rural sociology, recently joined the Ohio Extension Service.

The Situation

in AGRICULTURE



Among the major trends of continuing significance is the dramatic increase in capital required to finance agriculture.

P. V. KEPNER,
Assistant Administrator
Federal Extension Service

PRESSING problems of the moment and our immediate surroundings tend to dominate the thinking of most of us at any given time. Occasionally the current significance of such problems dominates our thinking so that we fail to develop a clear perspective as to long-time trends of major significance. When this is true, we may fail to adjust our extension programs and services to developing needs.

Certainly during the past several months there has been acute concern over the effects of the cost-price squeeze on agriculture as an industry and on individual farm families. In large sections of the country over the past year, and in smaller regions for the past 2 or 3 years, drought of major proportions has created acute problems for farmers. Accumulating supplies of some agricultural commodities are creating major production-adjustment problems. These accumulations are in part a result of reduced foreign outlets for some of the commodities involved, a matter of major concern.

All these, and other significant problems facing agriculture, are important problems of the moment and the immediate future. They have long-time significance as well to agriculture and to extension workers serving agriculture. They offer a real challenge to all of us to help farmers with current operations and at the same time see the necessary adjustments to major long-time trends.

Among these major trends in agriculture of continuing significance would seem to me to be the fact that capital requirements to finance agriculture have increased dramatically over the past decade and will continue high. It is estimated that the average farm investment in land, buildings, machinery, livestock, and other production essentials is currently over $20,000 per farm worker. That is approximately four times as great as in 1940. Cash operating requirements have likewise increased

(*Continued on page 22*)

in the HOME

Increased emphasis on marketing is this poultry marketing project in Mis

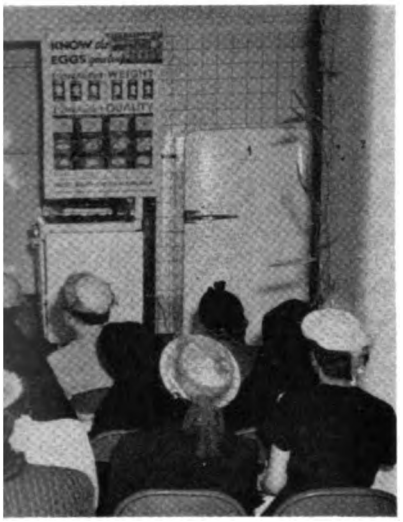
FRANCES SCUDDER,
Director, Division of
Home Economics Programs

THE BUSINESS of homemaking continues from year to year. But it is not just the same this year as last, nor will it be just the same during the coming year. The homemaker provides three meals a day for her family. But this family eats more meat, milk, eggs, fruit, green and yellow vegetables, and fewer potatoes and cereals, than it did in the late thirties. Factors in this development have been the nutrition and meal-planning programs during the years and more recently programs in food buying, freezing foods, and quick but effective meal preparation.

The cost-price squeeze, much discussed these days, makes the homemaker even more conscious of the need to make the dollar go a long way. With the resources available she must keep her family healthy and well; save her own time and energy by efficient management and proper choice of equipment; keep

Changes . . . .

with YOUTH



ng in new programs such as

Do we see ourselves as leaders of youth or bringing leadership facts and inspiration to leaders of youth?

the home comfortable and attractive; keep the family appropriately dressed; and guide the growth and development of the children. These have been, and will be, her responsibility. On these things she seeks information. training, and encouragement to meet her particular needs.

With approximately one-fifth of the women working for pay outside the home and others helping in many ways on the farm or in the community; and with the increased need for families to cooperate in developing the community, the problems of home management and community development have taken on added significance. Time and energy saving, account keeping, family financial planing, business agreements, and public problems have the interest of women. The time seems right for expanding programs in these fields.

While there have been great developments in the mechanics of homemaking through improved labor-saving equipment and improved methods for working in the home, there hasn't always been a corres-

(*Continued on page 22*)

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

RAIN, peace, or public policy may be uncertain in the decade ahead. But one thing is certain any way you look at it. There will be more children—and more children mean a bigger job ahead in 4-H Club work.

At least, and for sure, there is a bigger job ahead in 4-H Club work if our objective is to help boys and girls develop sound bodies, healthy personalities, skilled hands, and good citizenship attitudes. The lens of this "new look" camera focuses on people—their wants and needs—and situations. What else do we see at a quick glance through it?

First, we see population increases with more heads, hearts, hands, and health seeking movement.

But we may find these new people in unaccustomed places. Fewer of them will live on farms. A probable increase is seen in the small villages and an enormous increase in suburban or fringe areas around large cities.

And let's face the facts—many families have moved out into the open country beyond the big city limits in order to enjoy fresh air, neighbors, a lawn and shrubs, children, and pets. Perhaps consciously, but more often without knowing why, many of these new "outskirt communities" were attractive to young growing families because parents had seen or read or believed that with space and fresh air come opportunities for better family living. Perhaps one or both parents were reared in the country. Almost certainly, parents these days have read about the character-building values of 4-H Club work and in these new "fringe" areas, extension workers find an eagerness for it.

4-H Club work in the future will put no less emphasis on the development of a better understanding and appreciation of agriculture and home economics. However, the emphasis is shifting from the basic task of efficient production to include a greater appreciation of the off-the-farm forces affecting us: distribution,

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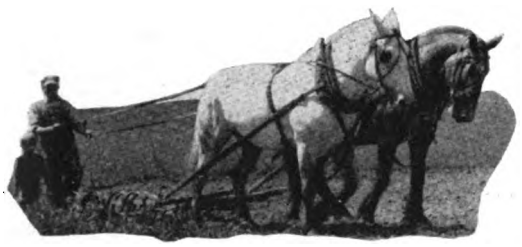


Pulling Together Does It

A statement on the need for more teamwork by L. C. Williams, Director of Extension in Kansas, is followed by examples of how cooperation works in meeting some of the problems facing extension education today.

TEAMWORK

EFFICIENCY in the production of farm commodities has grcatly increased in recent years. The farms of this Nation are now producing annually 140 percent more food and fiber than they did prior to World War I. Only approximately 15 percent of our population now lives on the farm and the other 85 percent living in our towns and cities is dependent on that relatively small group of agricultural producers for adequate food, clothing, and many other necessities of life.

The many problems which confront farm people from the standpoint of efficient production, distribution, marketing, and utilization of agricultural products cannot be solved on the individual farming unit alone. These are national, as well as local, problems and this fact should be clearly recognized by all concerned.

Farm families must be assured of adequate income and reasonable profits if they are to function effectively in our national economy. This assurance can only be provided through teamwork in a true spirit of cooperative endeavor in all areas of our national life. Profitable farming increases the security and the welfare of the people living in our villages, towns, and cities.

It is essential that the soil and water resources of our Nation be effectively utilized and conserved for future generations. Efficiency in the production of farm commodities must constantly be increased with consequent lowering of production costs. Farm homes must be modernized and constantly improved through full use of new construction methods and labor-saving devices. All of this can be done, and much more, if people on the farms and in the towns will further develop their ability to pull together as a team and not allow serious controversies to develop over minor differences of opinion.

Efficiency in marketing distribution and utilization of farm products is also essential. The food and fiber must not only be produced, but it must be effectively utilized by the ultimate consumer. This part of a complete agricultural program requires even greater teamwork than that which is concerned with abundant production.

Realizing the growing importance of complete agricultural programs the Federal Government and the States and territories have throughout the years placed in effect many legislative acts designed to assist producers and consumers to work together in many essential activities. Through this procedure a number of agencies have been created to assist in making the legislative acts effective. These agency programs are conducted by the people themselves, and they are for the benefit of all the people. That fact should be clearly recognized at all times by those conducting the various programs and by those who can benefit through participation in them.

Inasmuch as the people themselves, through established governmental procedures, have created and developed various State and Federal agricultural agencies to conduct definite phases of a complete program it is highly essential that these various agencies constantly work as a team—a team that pulls together, not apart. Only through this type of procedure can it be determined which activities are essential and those which are of lesser importance.

All agency programs must be firmly based on research findings and other factual information from all available sources and must be constantly adjusted in line with experience and changing needs and objectives.

Education is an essential part of all action programs. People can participate effectively only when they are kept constantly informed as to procedure and objectives. Extension Services at local, county, State, and national levels need now as never before to accept responsibility for educational leadership and for assisting all members of the team to coordinate their activities and to pull together in the best interest of the people whom we all serve. In unity, there is increasing strength.

Long Range Planning Takes Coordination

EARLY in 1950 the heads of the farm organizations and agricultural agencies joined together to form what is now known as the North Carolina Board of Farm Organizations and Agricultural Agencies. One of the first activities of the Board was the development of a comprehensive program for the State entitled "North Carolina Accepts the Challenge Through A United Agricultural Program." This was officially launched January 28, 1952, at a State meeting with all board members and their respective district representatives and other busi-

ness, professional, and agricultural leaders in attendance.

The State was divided into five areas to plan the State program. The extension program planning staff was asked to accept major responsibility for general guidance and assistance to develop and carry out comprehensive and effective county agricultural programs.

Six of the nine counties doing intensive longtime planning were in the Winston-Salem trade area. Considerable progress was made, particularly in the marketing and organization for community development. Three detailed marketing surveys have been completed. The first on grain production and storage included 38 counties; the second on poultry production and marketing facilities included 14 counties; and the third, on livestock production and marketing facilities included 16 counties.

Steps have been taken by the business people in Winston-Salem to help provide the facilities needed for marketing, storage, and processing grain. As a result, the interest of business people in the problems has increased greatly.

Three of these counties have developed community organizations to help sponsor and promote the action programs within their communities. As a result of these community organizations and community programs, two counties received awards as "County of the Year in Rural Programs" selected by a magazine editor and business people.

These are not just extension activities; they are a coordinated undertaking with all agencies working together in one overall program.

A Farm Management Tour That Clicked

"BEATING the Cost Squeeze" tour in Saginaw County, Mich., drew 1,000 persons and proved an Extension Service classic in organization and cooperation.

It started last winter when County Agent Loren Black and James Nielson, State farm management specialist, talked over the idea. Early in July the county agent called a meeting of 25 of the county's most influential cooperators, including the banker and a sugar beet company representative, as well as farmers. The group divided into committees to get the job done. Four farmers chose three farms which best illustrated adjustment in operation to "beat the cost squeeze." The noon program committee chose Dr. Arthur Mauch, agricultural economist, to speak on the subject; the traffic committee placed route signs to guide tour drivers; the nine-member publicity committee worked out an information program which clicked. Five thousand printed folders, giving information about the tour, were distributed. Four members of the local committee came to Michigan State College twice for a television appearance.

The visual aid materials for the talks at each farm were made at the college from information furnished by the farmers. Economists who interviewed the host farmers staged a rehearsal with the farmers the day before the tour so answers could be ready and the schedule maintained.

Committee Harnesses Clean Wheat Forces

THE Ohio Statewide Quality Wheat Committee was organized in 1951 representing 12 organizations interested in the subject. It meets two or three times each year to hear reports and plan for the future. The first year, a well-illustrated bulletin and a poster on contamination of wheat by grain weevils were prepared. The extension entomologist took the lead in preparation, and commercial agencies represented on the committee financed it. Two more posters followed in 1953.

During the year ending October 1, 1953, the committee put out 52 press releases, initiated 10 live radio broadcasts and 8 recordings used on 29 stations, prepared one leaflet on insect control, posters on both insect and rodent control, distributed 20,000 leaflets, sponsored 2 statewide meetings and 11 sectional and county meetings.

Excellent cooperation is being given by the milling industry and commercial agencies in supplying special equipment for improving sanitation.

Largely due to these educational activities, it is safe to say that 1½ million bushels of wheat were treated with protectant when stored on the farm this past season This represents more than one-fifth of the farm-stored wheat. Much of the untreated wheat was fumigated later in the fall.

Focusing on the Farm

PULLING together to bring scientific facts and technical skill to the problems of one demonstration farm is well illustrated in Lynden, Wash. The setting up of this experiment was described in the February 1953 *Review*. The report on the first year of the 5-year improvement plan proves the value of the plan. The State Grasslands Committee of the Pacific Northwest Plant Food Association, Washington State College, Extension Service, and Soil Conservation Service, as well as other interested agencies in the Department of Agriculture and local agencies are joining with Farmer Brad Benedict and his wife to figure out what should be done and then try the ideas out so that all can see.

"Truly amazing," says County Agent LaVern Freimann, "are the changes made in this farm since it was selected a year ago last February." And so say the hundreds of visitors who stop by to see what is brewing now and how the plan is working out. Increased production and lowered costs are evident. Net income increased $11.02 per crop acre over the year before, and this year should see twice as much pasture and more roughage, making it possible to milk at little extra cost.

The advice given for years by the Extension Service has come to life on the demonstration farm.

Modern Times Call for Modern Methods

J. M. ELEAZER, Information Specialist, South Carolina

I DATE back almost to horse-and-buggy days of Extension. Mine was a small early model touring car that cost $395 when I started in the fall of 1917 as emergency county agent during the wartime in Jasper County, S. C.

I arrived by train, for that was about the only way you could get there. I was lost in a fog for a week before the district agent could get down there and show me around a bit.

He introduced me to a few men to whom I could tie. I was a bit scared of the rest, for we were known as "book farmers" by most of them then. Farms there were few and far apart, and the only way you could get hold of a fellow was to go see him, if the road permitted. So it was individual work entirely then, including much personal service like pruning or spraying the home orchard or vaccinating hogs.

In less than a year I went to Saluda as county agent for 5 years. Farmers were much more numerous there, and we tried our first mass media, community meetings, on war work. This had the patriotic appeal, and consisted mainly of bond selling and food production. I remember the signature of every farmer was sought on a card saying he would plant for his farm needs. Most of these meetings were at night by lamplight, and faulty car lights caused me to spend a number of nights in mud holes I couldn't see the way out of.

While at Saluda a doctor, the local editor, and I formed the habit of meeting at the drug store each morning for a coke. The doctor also farmed. One morning he was asking me about planting velvet beans, a new crop we were promoting, and what caused smut on his grain. After answering him, he said why didn't I put some such current facts about local farming in the paper each week The editor jumped at it, said do it, and he'd publish it.

With some reluctance, this new venture was started back in 1920. It was such an aid to me in my work that a week has never been missed to this day. A time or two I was a little late with the copy, but the editor phoned me and held the press.

From Saluda I was transferred to Sumter County in 1923. The two papers there accepted the column and never missed.

Eventually we got one of the early radio stations there. They asked me to take a weekly program.

The weekly column had already proved to be my strong arm in reaching folks constantly and letting everyone know they had a county agent. The columns were always varied, and each reader in town or country usually found something that applied in some way to him.

Then radio grew, too. I never heard of a fellow having two right arms. But I just about had that in press and radio in doing the work of a county agent in an important agricultural county.

Along came Triple-A, with its epochal approach to agricultural problems. We had the man-killing task of administering not *One* but *Five* of the major crop control programs, when one was enough to run a man crazy. We then had to deal intimately with every farmer, affecting his very bread and butter. It was then that the two mass media I had embraced served me well. for in minutes I could explain things to all of our farmers that would take weary weeks of personal contacts and day and night meetings otherwise.

The Second World War came. My valued assistant had to go. They offered me my present job. I was reluctant to go, for two reasons. First, after having enjoyed county agent work for 25 years, I was reluctant to change. And, second, I feared the county job would be filled if I left and my assistant wouldn't have a chance at it when he got back. So I made the authorities a proposition. Let me do both, part-time as county agent and part-time as State information specialist. Men were scarce, and that arrangement was agreeable. It also gave me a chance to see if I could do the State work, and if I liked it. For, being in congenial work means everything.

So there in a busy and important agricultural county, I was virtually county agent by proxy for 3 years. No complaints went to the college for lack of service there. For every Monday at noon I was right there on my accustomed spot on the local radio. When they picked up their Thursday paper the column was at its accustomed spot, as it has been for years. And each Saturday I was down there on the main corner hobnobbing with the goodly folks who came in from the country. I was just as available to them as ever. And I was able to keep them posted on things in agriculture of interest to them, thanks to a well-established radio program and newspaper column.

I recite all of this for one purpose only, to show the power that lies in these things we call press and radio in doing extension work. I'm sure the worker who is not cultivating them as strong arms of his work is missing his best bets. You can work yourself to a frazzle on personal service and eternal night meetings and still not reach as many folks as one well-written column or one good

folksy radio appearance will. And, remember, time is so important to the average farmer and homemaker now. They can't be running to meetings on every change of the moon, and won't.

But when you enter all of their homes at once at the noon hour on the radio, you have something. That is, if you put the stuff on the ball. Then when you can face them again, every one of 'em practically, there at the same spot on Thursday, when they open their local paper, you have something of great value there, too. And when they come to town on Saturday, if you are rather conspicuously available down there on the main corner or in your office, they can get the feel of your hand and see how you are standing strain. And some of 'em will tell you to drive out the next day and get some watermelons, grapes or vegetables, too.

All of these media are wonderfully effective when properly used. And now comes another, television. Wow! That looks like a honey. For you can show 'em too, not just tell 'em. But I can't talk much about that. I'm just starting a half-hour weekly television show. And at this juncture I'm just a bit scared. Like I was in 1920 about that column; and in 1937 about that radio program.

There were horse-and-buggy days. But they are gone. There were also many horse-and-buggy ways, not all gone yet. The extension worker needs mightily to embrace the new. Otherwise, the details are sure to grind him down. I was in a big and important farming county the other day. The hustling young agent there said the details of that job would kill a fellow if he'd let 'em. He looked around there and saw the widows of two former county agents that the killing details had taken before their time. And he was determined not to be the third. So he was saving steps and a lot of wear and tear by a full use of mass media. Radio, newspaper columns, and now television, he excels in all. With them, he is doing perhaps the best job for his farmers that's ever been done there. Not that those before him didn't do a good job. They did, with the tools they had. But he is able to do better, by mastering and using the modern tools.

Home Visit

(*Continued from page 7*)

A satisfactory farm and home visit can also give an opportunity to observe the conditions exisiting in a particular home or farm situation. Dr. William Smith told the Maryland Home Economics Association that what we as home economists suffer from is "hardening of the categories." We are so engrossed in getting technical information across that we forget that the people with whom we work are individuals—that they have different standards, and that they live in many varied situations."

WHERE WE ARE . . .

Figuring It Out

NUMBERS ON THE INCREASE

Nearly 7 million families are influenced by Extension which is
¼ million more than in the last report
⅔ of the farm families
2½ million nonfarm families
adopted one or more improved practices for farming or homemaking as a result of cooperative extension work.

NONFARM FAMILIES FORMED . . .

24 percent of the 4,600,000 families changing agricultural practices
43 percent of the 3,500,000 families changing homemaking practices

HOW IT WAS DONE

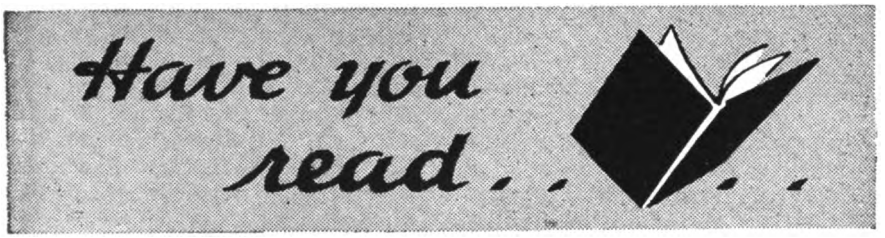
20 million personal contacts in farm visits, office and telephone calls
70 million attended extension meetings (about the same average as the last 4 years—30 million more than in 1943)
1,216,867 local leaders (nearly 43,000 more—57 percent women, 36 percent men, 7 percent older boys and girls)
publications, radio, news, visual aids and letters.

WORK LOAD OF AVERAGE AGENT

The nearly 4,900 county agricultural agents and assistants averaged 513 visits to 292 of the 1,100 farms per agent; held 145 meetings
released 105 educational news stories
22 radio programs
1,200 office calls and equal number of telephone calls.

HE SPENT HIS TIME THIS WAY

⅔ of the time was devoted to helping adults
⅓ to 4-H Club work
⅓ of their time was in the office
⅔ of their time was in the field
An average agent helped to train and worked with about 100 voluntary leaders who lead the agriculture, homemaking, and 4-H Clubs in their communities.
The workload of the 3,444 county home demonstration agents was very similar.



THE IMPORTANCE OF UNDERSTANDING PEOPLE

EUNICE HEYWOOD, Field Agent, Extension Service
GLENN C. DILDINE, National 4-H Club Foundation

WE, and our fellow humans, are our own most fascinating subjects for study. What is this "human nature" we take so much for granted? What blends the delicately masterful chemistry of our gene enzymes with the subtle pervasive coercion of our learned ways of bringing up children, so that our children grow up to become so nearly the kind of adults we are? Yet, sharing so much of ourselves, why are each of them so self-different, such unique variations on the universal human theme?

"Know thyself! Know each other!" Here we sense a genie with an "Open Sesame" to warm human give and take, to rich rewarding living with ourselves and our fellows. In our lifetime, we are awakening to the near-magic in the words, "The proper study of mankind is man."

But if we are at all sensitive, at all knowing, we have seen that here is no simple genie, to be casually beckoned according to our whims and drifting curiosity. This genie takes watchful rearing. He is to be built into our consciousness through painstaking, sympathetic study and analysis of our own ideas and feelings and actions, together with those of the children and adults with whom we live and work. We will burn his lamp over the explanatory discoveries of the whole breadth of sciences bearing on human growth and behavior. And sometime, in a blinding flash, we will discover his true nature, his permanent home. Like all spirits, his flesh is a myth born of our own inner hopes and fears, our wishes and our driving needs; but his expanding spirit and his power-freeing knowing are in and of our own selves, learnable human capacities greater than any magic we had wishfully tried to tame.

This brings us back to solid ground. We begin to realize that we can help ourselves and others build our genie into our own knowledge and attitudes, our own skill and understanding — through the proper study of man. We will find dozens of understandable, dependable reports of research, all very tangible moon mist to call out the now-familiar genie we are growing in ourselves. We will realize that studying these reports is only one ingredient; it must be deftly remolded by alchemy of direct observation and analysis of individual living people. We need to learn to relate our growing knowledge about *people in general,* to understanding and working with *unique individuals* who are striving to be effective in unique surroundings.

Our reading will help us build our own genie if we can learn to apply our general information toward solving our everyday questions of relations with our fellows. In this short page we hope only to tempt our innate hunger for knowing, to suggest a way to make this hunger work for our own growth. Here are two meaty dishes to whet a growing appetite.

ON BEING HUMAN. Montagu. Schumann. New York, 1950. 122 pp.

• Montagu asks several fundamental questions: What is man's true nature? Are humans by nature as fiercely, self-centeredly competitive as our Western tradition would have us believe? Is "an eye for an eye" the final and complete answers to living nature and therefore to human relations?

In seeking a fitting answer, he examines the research evidence supporting the other viewpoint, the viewpoint that all living things are driven to action by "the social appetite," the urge to cooperate. He finds evidence that this cooperative drive is by nature often stronger and more fundamental than the selfish urges. Embryology and physiology and animal sociology all support the naturalness and power of the need for mutual help, between cells within individuals, and between individuals in societies. This need must be adequately met and fully expressed if individual living things are to develop properly toward their total capacities. Even the processes of natural selection and survival of species in the grand panorama of emerging life proved to depend more on mutual aid and support than on antagonism and self-seeking at the expense of others.

Scientific evidence for the Christian faith upon which our democracy rests! Montagu documents his conclusions with a wealth of studies on living things. He then extends the thesis to human nature, showing that love and support are basic needs and drives in people too. Infants do not grow well and may even die without adequate mothering. With too little acceptance and warmth from their families, children grow up insecure, hesitant or aggressive, psychologically warped and socially ineffective. Unless an individual grows up in a group with sufficient mutual support and concern for each other he becomes mentally and emotionally disorganized. In terms of this evidence and this thesis, Montagu now explores some crucial aspects of modern living, raising some serious questions about the health of our society. He ends by discussing the need for a fourth "R" in education of humans, the "R" of human relations.

This book inevitably arouses strong, often mixed feelings, for it challenges some of our fondest ideas

bout people and how they should be brought up. Whatever our individual reactions may be, we will probably agree with the New York Times reviewer: "ON BEING HUMAN is an uncommonly challenging invitation to wake up and live."

EDUCATION FOR WHAT IS REAL. Kelley. Harpers, New York. 1947. 114 pp.

● The nature of perception and its relation to learning is the subject of Dr. Kelley's thought provoking book. It is a report on certain findings of the Hanover Institute and their importance to education.

As John Dewey points out in the Foreword, here for the first time is an "experimental demonstration of the principles which govern the development of perceiving, principles which are found, moreover, to operate more deeply in the growth of human beings in their distinctively human capacity than any which have previously been laid bare."

Dr. Kelley points out that as we gain deeper insight into the nature of perception certain facts stand out. "Our perceptions do not come simply from the objects around us, but from our past experience as functioning purposive organisms." Since no two persons have the same experiential background, we do not perceive alike; "we have no common world." Each individual acts on the basis of his perception and in accordance with his purpose in life.

While we may learn from others we learn only those things which fit into our experience and purpose. If perceptions are directives for action, then educational experiences must have real meaning for the individual in the light of his experience and purpose else no learning takes place. Thus planning becomes an essential part of the learning process since it involves the purposes of the learner. "Subject matter is the vehicle for learning, but the details of subject matter must be those for which the learner can find functional use in his concrete world."

We find in this book further encouragement that man may live peaceably with others in a social world even though his perceptions vary according to his particular background of experience.

LETTERS FROM READERS

IT WAS my privilege to attend the National Citizenship Conference as a representative of 4-H with four youth delegates. The theme was "What Price Freedom," and the conference was sponsored jointly by the United States Department of Justice and the National Education Association. It was attended by many different organizations, including Boy Scouts, Girl Scouts, Camp Fire Girls, Junior Red Cross, Citizenship Department of the American Legion, General Federation of Women's Clubs, the Cooperative Leagues of the U.S.A., and others.

We were impressed by the size and good organization of the conference. The major work was done in discussion group sessions. Here we met our first disappointment, because the groups were dominated by the school administrators so that the youth representatives and those working on citizenship programs outside the school had little to contribute or to get from the discussions. There were a fairly large number of youth in attendance, and if they could have had separate discussion groups, the conference would have been more profitable to us.

There were two inspiring sessions —one was the Court session when citizens from Great Britain, Germany, France, Canada, Italy, Greece, China, Poland, Austria, and the Philippines took the oath of allegiance and were granted United States citizenship. The second impressive program was the youth program when four national prize speaking contest winners gave their talks on the topics; "I Speak for Democracy" and "The Enduring Powers of the Constitution." They were the most inspiring talks given by youths that I have ever heard!

The findings or recommendations of our extension group were:

1. We favor participation in this annual citizenship conference but urge that the planning committee for the youth and the youth serving agencies to have discussion groups by themselves.

2. We believe Extension can and should do more than we are doing about Citizenship programs for both youths and adults.

(a) This should begin in the junior 4-H Clubs, continue among the senior members and be climaxed by "new voter ceremonies."

(b) Young adults can well discuss local government and become more active in the political life of their town, county, and State.

3. More attention and recognition can be given citizenship activities in the 4-H Club program at all age levels.

Incidentally there is a National Committee of our Extension 4-H Subcommittee that is planning to do something about these findings during the coming year. If anyone reading this statement has suggestions or ideas about programs in citizenship for 4-H Club members and young adults, we will be glad to hear from you.—*C. B. Wadleigh, State Club Leader, New Hampshire.*

A TRIBUTE to the significance of the demonstration method of education, first initiated by Dr. Seaman A. Knapp 50 years ago, came to me recently in the following letter from Dr. H. Rheinwald of Stuttgart, Germany:

"This idea of self-responsible cooperation by farmers and farmers' women has found the best reverberation here. Today for the whole country there is a committee for extension of leading farmers and farm women, the same applies to every Kreis (county) and every village. And these committees not only conveyed to the farmers and the farmers' women working there the impression that they themselves have the possibility to decide on their affairs, but these committees have also caused a different and more positive attitude towards Extension with all farmers and farm women."

—*James F. Keim, Agricultural Extension Specialist, Pennsylvania.*

Dieting is Fun

EVELYN BOGGS RAPP
Home Demonstration Agent, Kittitas County, Wash.

IF OVERWEIGHT is a problem in your county, organize a half-a-ton club. Of course, you could even call it a "Fat Ladies Club." We did it in Kittitas County, Wash.

Maybe the laughs we got out of that appellation got us off to a good start. It was good enough, anyway, to keep 22 women hard at the task of counting calories daily for 4 months, and meeting weekly in a group for 1 hour to compare notes.

Results were a quarter of a ton of weight lost in a quarter of a year, and continued dieting by all hands to date. Two of the members of the club started a group in their community. Another club has just started. The enrollment was so large the group had to be divided into two clubs. Still another is being organized in January.

I must admit that our Fat Ladies Club was no overnight development. Buildup began a whole year before the first official meeting.

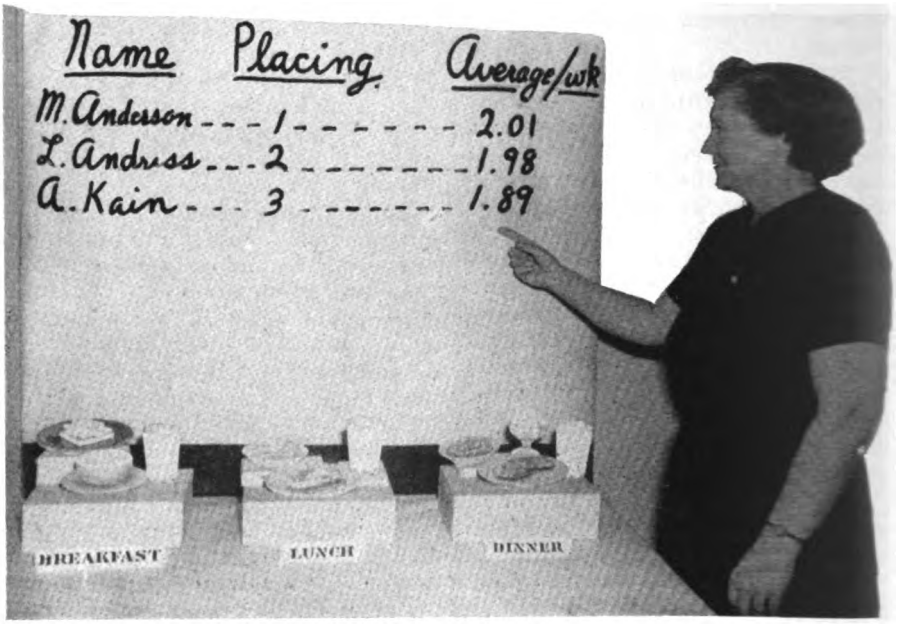
A film on diet got the ball rolling. The movie, "Weight Reduction Through Diet," was a program feature of a meeting of the county home economics council. The purpose in showing the film was to inform the women of new research in diets.

Throughout the intervening year, however, I tried to keep their interest alive. We had frequent news articles and radio talks on overweight as a health hazard and on new developments in diets.

My own interest in diets and reducing made this part fairly easy for me. An overweight, I mean fat lady, myself, I was just naturally interested in new research findings on painless ways to diet.

Clamor for a special diet club was pretty loud by the time we had our next yearly planning meeting. The "Special Diet Club" was the first item chosen for program suggestions. When the suggested list of study was circulated to clubs throughout the county, the response was again enthusiastic. Registration cards of women interested in attending the kick-off meeting were returned promptly.

That was especially encouraging since we had specified a few requirements for admission to the club. These included approval of the diet by their family doctor, time to attend a 1-hour weekly meeting for 18 weeks, and most important, admission of overweight and an expressed belief they could reduce and maintain normal weight.



Mrs. Fred Kain points to her rating. A leader in the original group, she has now started a class in her own community.

At the kickoff meeting were 25 women of various ages. The film, "Weight Reduction Through Diet" was shown again with the local dairy council representative present. Photographs were taken of the women, and their height and weight recorded. These figures were recorded on individual graphs. Project rules were laid down. These included obtaining medical approval and talking with the doctor about the amount of weight to be lost.

Incidentally, at that first meeting, an amusing incident gave us our first title. We'd carefully avoided the use of the word "fat" and used every synonym in the book. As our signed-up members drifted in self-consciously, eyeing each other's girth, a jovial voice boomed from the adjoining room, "Where do the fat ladies meet?"

That did it! One of our members had said it, and all of us were glad. From then on we called ourselves the "Fat Ladies Club." The name got around the county on a refreshing wave of laughter that spread interest in our success far and wide. The whole town began talking about the Fat Ladies Club. Then when we set our goal to lose, collectively, 1,000 pounds, my husband gave us the other name—the "Half-a-Ton Club." The good humor is a basic essential. And it's possible with such an easy diet to follow.

When news of the fun we were having got noised around, the waiting list grew for an additional Fat Ladies Club. A new club just organized is the result.

A blackboard was used where the average loss of weight for each woman was recorded and her name

placed in rotation. This was changed each week as the averages changed. Cards, too, were sent to the women about meetings, addressed "Dear F.L.C. (Fat Ladies Club) member." We kept a notebook containing up-to-date records on graph paper for each member, entries being made with each weigh-in. The pounds lost were added and newspaper articles and radio publicized the accomplishments of the group. The weekly weighing-in was usually a gala occasion with well-wishers applauding our success or deploring our failures.

The first two weeks we recorded regular daily diets and the rate of gain. Then we cut down our calories, using the Michigan State College scientific diet. It included a large amount of protein, moderate amount of fat, and little starch and carbohydrates.

Two ladies, eager to speed up their weight losses, decided to do without the half ounce of butter each meal. I tried it with them to learn the effects first hand. I found myself getting terribly hungry and overtired about an hour before each meal. The women admitted the same symptoms. So, this proved the reason for the butter in the diet—slowed down the digestive processes.

We also found that we stuck to our calorie count much closer if we added the calorie score of each meal. All of us developed the habit of keeping a small tablet or score pad at the dining table.

All of us found that our eating habits were changing with our waistlines. The yen for sweets and starches was disappearing after weeks on the controlled diet.

That changing taste, of course, is the real key to successful dieting. Another point in favor of the diet was that our diet fitted into the pattern of family eating, too. We didn't have to fix two meals, one only for us, and one for the family. So our fare was selected from the family meal on a calorie count.

Before long, we also found our club was influencing desserts served for refreshments at club meetings.

Then as the weight began to slip off, the trimmed curves brought compliments from husbands and neighbors, and requests blossomed for grooming helps and hints. So help along this line was given through programs at the regular meetings.

We covered a variety of related subjects during the months on diet. Among the first was a talk by the district health officer on "The Hazards of Overweight." Then followed good grooming, which included hand care, makeup, hair styling, and a talk on foundation garments.

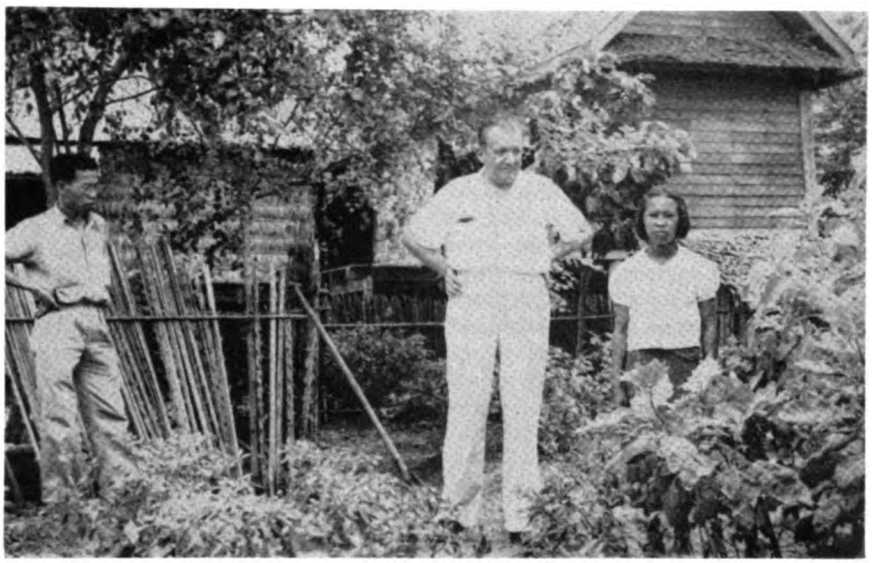
Some of the programs required demonstrations. And the "gal" at the top of the list in average weight lost per week got to be the subject for the hair styling, makeup, or other demonstrations.

Meetings were never a problem. And no one person ever missed the two consecutive meetings which would cancel their "meat cutter's union card." The members came early so they would have more time to swap experiences.

The final meeting after the 4-month period was a luncheon consisting of raw vegetables, cottage cheese, milk, and coffee. After the luncheon each woman was "mugged" for a rogue's aftershot.

The dieting continues, and meetings—but only on a monthly basis for this veteran crew.

Youth Clubs in Thailand



An extra large and extra fine vegetable garden is proudly displayed to Carl W. Leveau, agricultural officer by a 4-H Club girl. Eighty-six members of the Bang Pa Kong Club of which she is a member are growing vegetables such as Hawaiian sweet corn, golden bantam corn, eggplant, okra, string beans, and sunflowers.

FIVE YOUTH clubs on the 4-H model were ready with some achievements to show the agricultural officer, Carl W. Leveau, when he visited their projects last fall. Four clubs were organized last March with the Special Technical Economic Mission furnishing garden tools and fertilizer to get started. The Department of Agriculture furnished seed. Since that time, as members were considered ready, pullets, cockerels, pigs, and tilapia fingerlings were furnished by the Ministry of Agriculture.

"It is an amazing operation and to be highly commended," said the visiting agriculture officer who found everything neat with animals in a healthy state. In fact, he recommended that they be organized nationally. He planned to meet with the Directors-General of the Department of Agriculture and the Department of Livestock Development to consider the matter.

The Situation Changes in Agriculture

(*Continued from page 12*)

very significantly. With these high capital investments and cash operating costs, farmers are faced with much greater financial risks than formerly. Good farm business management, more careful financial and credit planning, more thoughtful and thorough farm and home planning are essential, and will continue to be essential, if farm businesses are to be maintained on a safe and productive basis.

Increased mechanization and greater reliance on mechanical power add to investment requirements and cash operating costs. They also create a need for more careful selection and utilization of such equipment, modify labor requirements, and in some instances call for major adjustments in farm plans to make ownership and use of such equipment practical.

Even though there is great need for additional research on numerous farm problems, science has been making rapid strides and has been revealing many new scientific practices which farmers need to interpret and apply to their farming operations. Such research information, with direct application, includes new data on fertilization of crops, improved varieties, insect and disease controls, more productive pasture management, improved strains of livestock (including hybrids), better breeding methods, and use of antibiotics in livestock feeding.

Paralleling these production and management problems, and many more that might be listed, is the need for more attention to the efficient marketing of the products from the farm. Much progress has been made in this area, but not proportionately with the increase in production efficiency which has taken place over the past decade.

Overriding the immediate problems of American farmers are numerous matters of public policy related to the welfare of agriculture in which farmers are directly concerned and with relation to which they should have objective factual information. For example, farmers need to participate effectively in shaping public policy with respect to such important matters as adjustment programs, price policies, foreign trade policies, and the like. Agriculture's welfare and the welfare of individual farm families are influenced by the nature of decisions made regarding such matters.

It is evident that the complexities of modern-day agriculture pose a challenge to all extension workers to keep alert to major trends of long-time significance and to adjust their programs and services accordingly.

The Situation Changes in the Home

(*Continued from page 12*)

ponding improvement in family living. Human relations have lagged behind material ones.

It is important to make available the results of research in the field of human development and relationships and to demonstrate how knowledge in this field can be used to strengthen the programs for improved family living. As the homemaker has gained more leisure, she has had the problem of employing this to the best advantage in her relationship with her family and in her community.

Increased emphasis on marketing is bringing new programs. Missouri, for example, carried on a poultry-marketing project with 350,000 consumers and more than 700 retailers—providing new information on the marketing, selection, and use of poultry products. Although the assistance we give in the field of food marketing is of particular help to both farm and nonfarm families, we need to give further attention to the expansion of consumer education in other fields.

Enrollment in home demonstration work in 1952 reached an alltime high of 1,432,763. Through such membership, county home demonstration agents were enabled to extend their teachings "intensively" into these nearly a million and a half homes. More important still was the leadership that each of these women demonstrated back in her own neighborhood in passing on the information she received. An outstanding achievement is the contribution which 550,000 trained local leaders have made in their clubs and in their communities.

Group leadership and group discussion leading to group decision is essential to the American way of life. The leader-training program serves not only to provide a means of carrying on educational work but it provides one of the soundest ways yet devised to help people learn to work together through the democratic processes. In our enthusiasm for group work and for the great possibilities of extending our teaching through the use of mass media we need also to reflect on the need which many families have for technical and personal counsel of a more specific nature when they undertake the processes of management and decision-making that underlie major changes for the farm or in the home.

The Situation Changes with Youth

(*Continued from page 13*)

marketing, and consumer preferences. The growing of a good calf or the making of a useful and becoming dress is still fundamental, but of even greater concern to extension workers is the boy at the end of the rope or the girl sitting at the sewing machine. And this will apply to the youngster on a half acre in the suburbs as well as the one at the head of the creek.

Secondly, the changing pattern of school administrative units has created a new need and an opportunity for Extension in farm areas. Much of the resistance to school consolidation came from sincere parents who regretted to see the school disappear as a social unit from their community. There were some values in that one-room school not measured in formal educational terms. As extension workers, are we alert to see than an up-and-coming community 4-H Club with local volunteer leadership, parent interest, and cooperation can step into the gap created when the school moves out?

We hasten to add that schools have through a long process of full con-

sideration and public support moved to consolidation, and rightly so. We must always remember our three basic social units for youth improvement are the family, the school, and the church.

Third, when we focus our "new look" lens on young people, we find that their growth and development is by stages. We begin to ask, should our 4-H program recognize these stages or levels of growth and personality development? Is it realistic to expect a 10-year-old and a "sophisticated 17" to enjoy the same menus served in our "4-H Club educational cafeteria?" Will they reenroll in 4-H Club work year after year for the same experiences?

Our average tenure of 4-H enrollments is currently between 2½ and 3 years—a very good record, comparatively, among national youth programs. At one time or another, we reach about two-thirds of the boys and girls in rural areas. But at this moment, our 2,016,000 enrollment accounts for only about 20 percent of the boys and girls available.

Better and more attractive programs, geared to the interest and development levels of the youth we serve, are the keystone to future progress and expansion.

Fourth, we need to examine our methods of organizing and conducting 4-H Club work. Do we see ourselves as leaders of youth? Or do we squarely approach the more significant job of bringing leadership, facts, and inspiration to the leaders of youth? Volunteer leaders and parents who live in the community and know the local needs and situations are the best leaders of 4-H Clubs. It is their program—not ours. We will do well to serve their needs for training with ideas, facts, literature, and inspiration. Especially, we must help the new leaders and "first-year parents." The local club must belong to them, not us.

And most difficult of all, we must yearn to receive our own personal satisfactions out of watching leaders and parents help youth to help themselves. It is difficult but rewarding for the true extension worker to stand aside and applaud as the volunteer leader or parent receives the warm appreciation of youth who are helped to see and enjoy the light.

Public Affairs Education Grows

A MAJOR area in which farm people are calling on extension agents for more help is the broad field of public affairs education.

The farmer is no longer self-sufficient either in production or in the conduct of his farm business affairs. All segments of our economy are closely related. A growing urban population looks to agriculture for food and fibre. Agriculture depends on a high level of national income and full employment to provide an effective outlet for farm products.

Well understood, soundly developed public policies can do much to promote good balance within agriculture, and contribute greatly to sound and mutually advantageous relationships between agriculture, business, labor, and Government at all levels.

For a number of years the Extension Service has been doing educational work to help farm people get the facts and understand public affairs issues affecting their welfare. Generally this kind of educational work includes careful statement of the problem over which the issue arises, listing the various courses of public action that might be taken, and exploration of the likely results of each possible course of action.

Many of the issues dealt with in this way in the earlier years were of a local nature, but required group action. In more recent years this kind of educational work has been undertaken increasingly with regard to national and international issues. Farm price support and production control policies, foreign trade and aid to foreign countries, taxation and public finance, proposals for stabilizing the general price level, and social security—just to name a few—have been receiving more attention in recent years.

In 1953 many State extension workers received requests from general farm organizations, and other groups for assistance in connection with discussions of timely policy issues, including those concerned with farm stability and improvement, production and marketing adjustments, conservation and improvement of farm resources, the capital needs of agriculture, foreign trade, and assistance to foreign countries. The State extension services were called upon, as a result of these requests, to prepare discussion outlines, assemble information, and make suggestions to the farm organizations in regard to planning and conducting the discussion meetings.

Other public policies, such as foreign trade and Government aid programs, taxation and public finance, stabilizing the national economy, social security, and old-age assistance likewise are of vital concern.

That farm people should take the initiative in developing programs and policies to meet their needs has always been a major extension concept. When people understand the penalties and advantages of alternative lines of action they will make choices which will be in the best interest of the Nation as a whole.

Because of this and growing demands from farm groups and individuals, extension work in public affairs education expanded in 1953 and bids to expand further in 1954.

• Azalea House, cooperative dormitory for women at Oregon State College, was dedicated October 18.

Representatives of Oregon's 15,000 extension unit members, who for 7 years have been raising money to finance the house, presented the handsome new building to college officials.

• Mary Harris, former home demonstration agent in Randolph County, N.C., is studying at Cornell University on a $2,000 Farm Foundation scholarship, doing graduate work in extension and teaching methods.

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To Do a Better Job . . .

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better understand human relations and to improve our techniques of working with folks.

take a new look at the farm family and become fully aware of the whole farm concept.

realize more fully what off-the-farm influences mean to our agriculture, and to strengthen our programs in marketing and public affairs.

Administrator, Federal Extension Service

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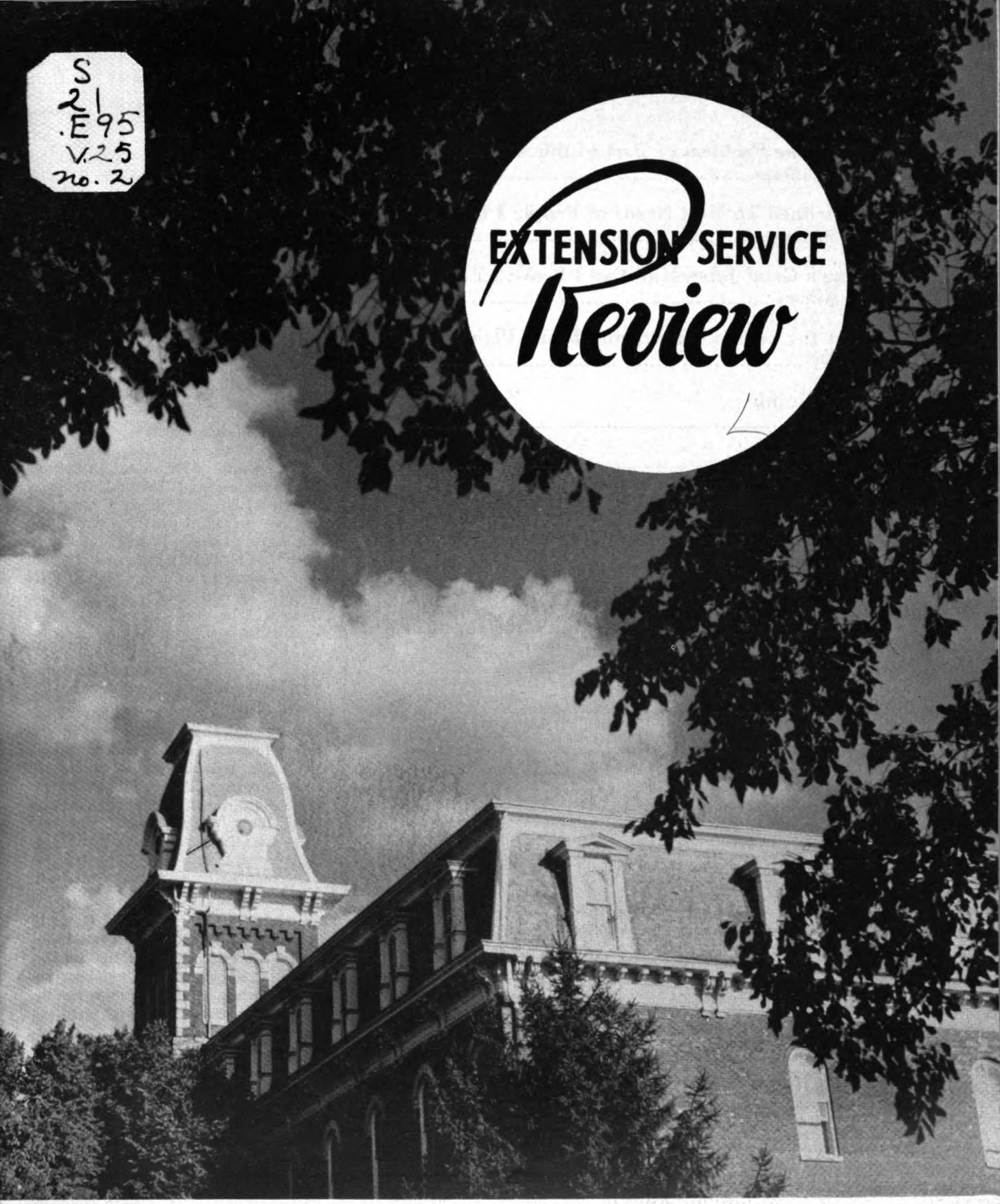

EXTENSION SERVICE Review

FEBRUARY 1954 . . . An Extension Training Issue

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EXTENSION SERVICE Review

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Ear to the Ground

• This issue was planned and developed by members of the Federal staff who teach in the regional summer schools under the chairmanship of Mary Louise Collings, Chief, Personnel Training Branch, Division of Extension Research and Training.

• It was planned to include many different kinds of training activities and a report from some of those who are taking the training. This issue is the result of willing and enthusiastic cooperation of a great many people in many places who hope you will find it useful and interesting. We will be interested to hear whether it is or not.

• The March issue is being developed in the same way under the chairmanship of Dr. J. L. Matthews, Chief, Educational Research Branch, of our staff. This gives a comprehensive survey of program planning. Articles by leaders in the States and examples by county extension agents whose work in program planning is widely known make it up. This issue will be used later in teaching courses in program planning, so you can get some of this same information free in easy-to-take capsules comfortably at home in your easy chair.

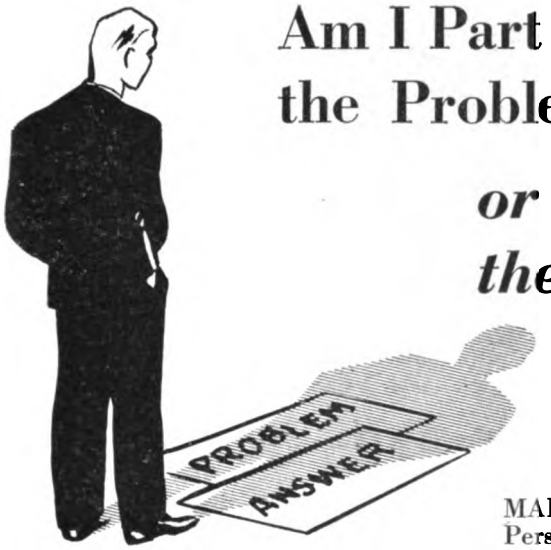
• With Home Demonstration Week coming up, the April issue is, as usual, featuring home demonstration work. It will include a series of county stories illustrating activities which are most prominent in the "new look" program and show results over the years which prove the fundamental value of the work to the community and the American way of life.

• Today's home in Brooks County, Tex., is in a much better position to safeguard the health of the family living in tomorrow's home because of the work of the county health committee.

• Help for young homemakers can be built on a firm foundation if the research of Dr. Christian H. Hillman of Ohio is taken into account, as reported in the "Home Life of 150 Young Families." These are but two of many such articles scheduled for April.

CBA

Am I Part of the Problem *or Part of the Answer?*



MARY L. COLLINGS, Chief
Personnel Training Section
Federal Extension Service

IN HIS BOOK "On Being Fit To Live With," Harry Emerson Fosdick, the eminent Baptist minister, puts this question to his readers. Everywhere today, he says, the word "problem" confronts us . . . We are all in the thick of the world's game, participants in its winning or its loss, with this question rising from each of us: Am I part of the problem or part of the answer? We have a traffic problem on our American highways. You drive an automobile. *Are you part of the problem or of the answer?* "So live," Dr. Fosdick concluded, "that if everybody acted on the same principle, it would be well with the world."

We would agree with that principle, I'm sure, but do we apply it?

Let's look at Extension's personnel training against the background of Dr. Fosdick's question to his readers. Let's view training from two vantage points: that of the individual extension worker and that of the Extension Service. The individual extension worker and the Service—each has goals for training.

Increasingly, urban areas are putting new demands on extension workers. Rural situations with which extension agents deal are changing. The problems of modern farming and homemaking, more and more, are complex and confusing. Change brings problems of personal adjustment and growth. Extension workers, once well equipped for their jobs, find new situations call for better training.

Many agents, facing the demands of modern Extension, have reset their goals and grown with the system. They are making earnest effort to equip themselves with adequate training to meet new demands. Extension administrators are sizing up needs and drafting goals for training. To those who are concerned with training goals, each person in the Service is a part of the problem or of the answer insofar as they help to attain these goals. Would you like to take your own measure of these goals to see, first, if you accept them as goals for yourself? And second, to see if, in your opinion, you are "moving your own life over," as Dr. Fosdick expresses it, to accept the responsibility to help attain these goals. Some individual goals were listed by a group of extension folks in a workshop at the University of Chicago against which you could check as a starter. The *first* question they asked was: "Can I be described as one who has an open mind?" As evidence they accepted willingness to try out new ideas and new ways of doing things.

The *second* question was: "Do I have broad interests?" Evidence on this question might be active participation in professional organizations, the kind of reading you do, news, professional journals, magazines and books—and the kind of activities, civic and cultural, which occupy your time.

"Am I well informed in fields of professional activity?" was another leading question. Individual goals are indicated by such things as taking advantage of extension studies and other pertinent research and, of course, using such findings as were applicable to county situations; participation in studies and initiation of extension studies in the county; calling attention to problems of county that call for research by experiment station staff; attendance and participation in training meetings, workshops, and refresher courses; graduate study; and taking advantage of community resources for professional improvement. These all seem significant to the extension group at the University of Chicago, indicating a well-informed person in his own profession.

The goals of the Extension Service have been listed by the land-grant college committees on extension personnel training. To see where you stand in regard to these goals ask yourself these questions:

Do I find and interest new people in Extension as a career?

Can I give college students practical field experience in extension work and orient new extension workers to the service in such a way as to make them happy, effective workers?

Do I stimulate interest among experienced fellow agents in handling new programs, perfecting teaching skills, organizing and working through leaders and evaluating their work objectively, and lastly, encouraging competent personnel to do graduate study as a means toward larger responsibilities, and enriching the cultural life of other extension workers?

If you can say "yes" to most of these questions, you have moved your life over to be part of the solution in the eyes of your fellow workers and also of extension administrators. Longfellow once wrote in his diary when he came home from church, "John Ware of Cambridge preached a good sermon," and then added these five unusual words: "I applied it to myself."

Training Planned To Meet Needs of People I Serve

Young married couples taking part in a farm and home school.

S. C. CASHMAN, County Agricultural Agent, Wyandot County, Ohio

TO MOVE a family of four, break away from your friends, bear the financial consequences, and make all of the other arrangements associated with leaving a job and a community is not easy to contemplate. But add to this the task of adjusting to life in a new community, to the daily grind of the classroom, and going to school again seems unthinkable. But we did it. And what's more, we were glad that we were able to muster the courage that it took to undertake it.

I had been a county agent in Ohio for about 7 years and was eligible for a semester's leave with pay. I wanted at some time to get a master's degree but dreaded the thought of disrupting our family life twice in a period of 5 years to realize this objective. Therefore, we prevailed upon the board of trustees of the Ohio State University to grant us a 9-month leave of absence.

On September 20, 1952, our family moved into one part of an interesting old farm house in the friendly little village of McLean, N. Y. Three days later I enrolled in the graduate school at Cornell University, just 14 miles away in the city of Ithaca.

My purpose was clear. I had been a county agent long enough to know my needs and some of the needs of the people in Wyandot County. First, I wanted to get a clearer concept of the educational process. How do people learn? What do they learn? How can the learning process be speeded up? Secondly, I wanted to make a study of the needs and interests of young farm families. Experience had taught me that here was a receptive group whose felt needs and interests surpassed those of any other segment of the population. The only thing we lacked was adequate knowledge of these needs and interests. Before going to Cornell, I had made an outline upon which to base a study of this group.

After a few conferences with some key people on the staff, it appeared that I could best fulfill my needs and interests in the department of extension education and rural sociology.

Early in the first semester our plans for the study were approved and a 13-page questionnaire developed. This was pretested, revised, and used to obtain the data for a scientifically selected sample of young married couples engaged in farming in Wyandot County. Eighty-six questionnaires were completed in carefully planned and executed group meetings held during the Christmas holidays. Eight others were obtained through personal visits. Wives and husbands completed identical schedules independent of one another.

During the second semester, the data were tabulated, compiled, analyzed, interpreted, and reported in a document known in academic circles as a thesis. This with my academic standing was sufficient to win the degree of master of science in June 1953.

It's a little early to evaluate this educational experience in terms of benefits to Extension. However, I am sure that it is helping me to meet the many challenges that arise in county work. It has given me greater confidence to deal with the human problems that determine the success or failure of many extension programs.

Benefits of the county study already are being felt. Results were reported to the Extension Advisory Committee in October. This group is a coordinating and policy making body of lay leaders. Two major conclusions were drawn from the facts presented to this group:

(1) The needs and interests of young farm couples exceed in importance those of any other segment of the population with the possible exception of the 4-H Club group, and (2) Extension is not reaching this group with an effective program.

On the strength of the committee's recommendation, plans are being developed to work with a second group of young couples. Extension has been working with one group of about 15 couples since 1948. The new group is to consist of couples married within the last four or five years.

Although I feel that my total educational experience has been worthwhile, the most useful and most practical part of it was the facts that came out of the study. They can be the basis for an effective program with young married couples and the incentive for changing our pattern of extension education in this county. Work with the family as a unit will grow and develop as extension workers grow and develop in knowledge and ability to meet the diverse needs of the family.

Arkansas campus where Miss Baker attended summer school.

Am I Doing a Good Job— *How Can I Prove It?*

Helen Baker applies evaluation principles found in a summer school course at the University of Arkansas in 1953 to the work in her own county.

HELEN BAKER, Home Demonstration Agent, Hawkins County, Tenn.

COUNTY extension workers are confronted with many problems—problems which involve people. Why are we interested in such? It is because people are our own concern. We want to help people help themselves. This is a tremendous task. How do we know that through our efforts we are accomplishing anything?

In carrying on work in our counties too many of us attempt to do too many things. We have not clearly defined, in our own minds, what it is we are trying to accomplish. How can we expect others to follow through on a project when we ourselves do not know where we are going? People cooperate only when there is something to be accomplished.

In making the 1953 program of work the people of our county felt that better health was a problem of primary concern. Doctors have said that weight is a good barometer to a person's health. Some people have a prejudice against the terms "nutrition" and "basic seven," and therefore are more concerned with the terms than with the true meaning. So it was decided to take up this problem of better health through weight control, rather than solely through a study of the "basic seven." When I was studying at the University of Arkansas extension summer school this past summer, I chose to work out an evaluation plan for this weight control project. I wanted to find out to what extent we had reached homemakers with information on weight control diets during 1953. This is how I went about it.

In October 1953 the home demonstration club members took their weights. Normal weights were indicated and the daily calorie intake determined. A list of food calories and a suggested daily diet were distributed; incidentally, this is a form of the "basic seven." There was a study of milk, including the use of milk and milk products in the diet.

We set down as our objective to make all home demonstration club members know why they needed to control weight, and how to control it through balanced diets. I listed the things I wanted to teach and the methods I would use.

Next I worked out the following ways of getting evidence on how near we were to our stated objective.

A questionnaire was used at training meetings for the leaders in each of the 17 home demonstration clubs at the beginning and at the end of the year or designated time in which the leaders will work on this problem. This questionnaire will give us evidence on the extent to which objectives of the weight control program have been reached.

Next a sample check might be made of all the 375 home demonstration club members. The same questionnaire filled out by the leaders may be used. It will be mailed to the club members and will be filled out at the beginning and at the end of the time designated for concentrating on weight control. Thus, each club member will fill out the same questionnaire twice, or two questionnaires—one at the beginning and one at the end of the time designated for work on weight control.

When we have collected all questionnaires, individual club and countywide tabulation sheets will be distributed to the club, so that each one can see how she stacks up with the overall picture, how much progress has been made, and in what ways. Summary of findings will be distributed and publicized throughout the county.

We shall then consider whether it is still a problem, whether the project should be repeated next year, or revised or approached from a different angle.

In 1954 there will be further studies of food until all the "basic seven" have been reviewed. The daily diet and weights will be checked from time to time to see if a better knowledge of food changes eating habits. This will furnish the picture and give the factual information for the 1955 plan of work.

As you see, we are still in the process of finding answers to the question, Am I doing a good job? The work I did at summer school in planning an evaluation has shown me that I need to be looking for evidence of progress in each project I teach.

Work at extension summer school courses is not superficial but very practical. Extension summer school courses afford an opportunity to meet and exchange ideas with people from all parts of the world. I hope the day will come when every extension person is given the opportunity of taking the evaluation course. Never have I had a course that has been more helpful.

Techniques

for Balanced Farm and Home Planning

How the Mississippi Staff Learned Them

J. V. PACE, Leader, Extension Economics, Mississippi

MISSISSIPPI Extension Service has completed a series of twelve 2-day workshops of intensive training of State and county extension agents in balanced farm and home planning—eight for the white workers and four for the Negro workers. Every extension worker from the director to the newest assistant county and home agent attended and participated in one of the workshops.

One might ask why so much time and special attention was given to training the extension agents in farm and home planning. In the first place, a great deal of attention has been given in the last two or three years to assisting farm families in looking at the farm and home as an operating unit, and planning for the farm as a whole. This was somewhat of a different approach to conducting an extension educational program from the more or less piecemeal approach of the past. It was soon found that few of the county and home agents had any previous training in farm and home planning from this broad whole farm approach. A few of the agents had taken a summer short course in balanced farm and home planning several years ago. But no real effort had been made to train the entire staff or any large number of county workers.

In the second place, it became apparent to the administrative and supervisory staff that if the Extension Service was to do a real effective job of assisting a large number of farm families in planning and carrying out balanced farm and home plans, extension workers would have to be better trained for their responsibilities in the field of farm and home planning. This was true despite the fact that farm and home planning has been carried on in an organized way for the past 4 years in some counties and in most of the counties for the past 2 years. The need and demand are so great that the program must be speeded up and more farm families reached if it is to be effective in raising the levels of farm family living generally. As a means of providing training to all extension workers, the series of 12 2-day intensive training workshops were held. All workshops were under the direct supervision of the extension economics and the home management departments. Attendance ranged from 30 to 60 workers at each workshop.

The first half day was devoted to general background discussions on

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Group of agents and specialists get some inside information from Extension Agronomist Ivan E. Miles on the farm and farm home tour which featured the workshops.

Teams of extension workers such as this one from Lowndes County spent half a day preparing a simple balanced farm and home plan for the farm and home visited on the tour.

One Golden Month

Nelle Thrash.

NELLE THRASH, who held the Grace Frysinger Fellowship in 1953

I HAD been a home demonstration agent in Greene County, Ga., for 11 years and before that an agent in Madison, Glascock, and Hancock Counties. Some new light was urgently needed, especially on leadership training which seemed a problem to me. So I applied for the Grace Frysinger Fellowship with a detailed plan of just what I wanted to do, and got the fellowship.

One golden month of opportunity was devoted to a study of leadership programs and how they work in the States of North Carolina, Kentucky, and Virginia. These three States were chosen because conditions were similar to those in my own State of Georgia. The object of my training venture was to determine the place of local leaders in the county extension program. The evidence I wanted to gather was carefully listed—an inventory of the leadership in the counties I visited, an analysis of who the leaders were and what they did, and background information on the counties. I wanted to get the facts on how the leaders were trained, what materials they used, what recognition was given them, and what influence they had.

My Questions Were Ready

The questions to be asked of the leaders and the agents were also put down on my plan of work, together with any other ways I could think of for getting the information I wanted. All of this advance work made my job much easier and my visits more productive.

There was much variation in the way the leaders were chosen, the training given them, and the services they performed. The attitude of the leaders was outstanding. They showed loyalty to their club, felt that they received more than they gave, worried because members did not carry out recommended practices, were keenly aware of their responsibilities, and seemed most anxious to give their best. They were careful in presenting their demonstration talks to be sure they were accurate, and seemed to realize that by serving they were growing.

Leadership can be either an asset or a liability, depending on the intelligence and the integrity of the leaders. As I traveled through the counties, talked to the people, and observed them in action, I realized that through careful planning and a strong organization, leadership can be an asset to our county extension program. The agent's main problem is to know how to lead and strengthen the women and girls.

The month's study and observation far exceeded any previous experiences that I had ever had. No college or university could have offered me such a varied program or given me such a wonderful insight into extension work in action. To see how other agents are doing the same things you have been trying to do for 19 years is wonderful, especially if you have a well-worked out plan to follow and have left your own problems at home. It was a rich experience. I shall always be indebted to the many who gave me such a wealth of information and hospitality, too. I feel that I must have visited the finest in the country; and yet I know that I would have felt the same way about another part of the country—that's what makes extension work so wonderful.

Some of the facts which were brought into focus for me are these: The home demonstration agent's day is too full. Is an overworked person good publicity for the extension program? Maybe some agents are not yet ready to turn certain responsibilities over to leaders. Agents need to continually evaluate their time and program in relation to selecting, training, and using leaders wisely. Using one leader too often slows down the development of new leaders. Remarkable headway has been made in getting families to accept leaders. But more needs to be done along this line. Getting leaders to accept responsibilities needs continuous evaluation and planning. I felt the need for a clearer conception of how to start leaders where they are. Further training is also needed on methods, organization, and more particularly on how to work with people effectively.

In my room is a valued treasure box, filled with a wealth of material —a folder from each county I visited. These are the ideas I will be injecting into our county program for years to come. Ninety-six colored slides—some from every county I visited—bring back to me the days and nights when I was on the Grace Frysinger Fellowship.

• Liberty, Ga., has a community improvement club, and in 1952 its program included a new community house and roadside park, all mail boxes painted and named, a neighborhood first-aid station established, a corn-yield contest for improving production among the farmers, church ground beautification, 25 homes remodeled, increased pasture production on all farms, and education meetings on poultry farming.

Georgia has more than 400 communities which have such organized programs, Tennessee 900, Mississippi 400, Arkansas 250, and Texas 300. Communities decide and conduct their own programs with the leadership and guidance of State and county extension agents.

Agents are brought up to date on coffee culture.

How Agents Are Trained

Puerto Rico Has a Comprehensive Plan as described by *Antonio Perez-Garcia*, Vice-Director of Extension, *Dolores Morales-Diaz*, General Supervisor for Home Demonstration Work, *Dr. Marcelino Murphy*, Field Studies and Training Specialist, Puerto Rico.

EVERYDAY experience demonstrates that our Extension Service is being challenged to develop new techniques and procedures to meet the needs of our rural population. So as to meet this challenge, our field workers are being required to provide themselves with the necessary skills through which to improve their operating procedures.

Their preservice training begins while they are still in college. Every year the departments of home economics of both the University of Puerto Rico and the Polytechnic Institute offer a course on extension methods during the first semester or in the summer session. The students attended the course 4 hours weekly. The course includes all methods used in conducting extension work, its history, philosophy, and organization. After taking this course, students are required to take a practice course during the second semester. They do this practice. with the best home agents located in counties near both colleges, under the supervision of the same trainers. They practice for 3 hours twice a week, with a value of thre credits. An average of 20 to 30 girls are enrolled yearly in this course.

The preservice training for agricultural agents is conducted at the College of Agriculture and Mechanic Arts of the University of Puerto Rico. A specialist in extension training is in charge of five different courses on extension work: extension history, philosophy and objectives; rural sociology; cooperative credit; principles of agricultural cooperation; and extension methods. The course in extension methods requires 36 hours laboratory period in the field with county agents, under the supervision of the college instructor. The course on cooperative credit and on principles of agricultural cooperation require field trips which provide practical observations and experience to the students. There is a summer practice course, offered with three credits, which requires a 6 weeks' summer practice with county agents.

The *induction* training of agents begins at the central extension office with five to seven days for general orientation. The agents are then taken to a district supervisor's office where they stay at least a week. During this visit with supervisors they get fully acquainted with the various reporting forms and procedures and their duties and responsibilities in the conduct of their extension job. It is during this short period that supervisors take good care in the counseling and encouragement of the new agents and in awakening in them the desire to do a worthy job in helping people to help themselves.

The newly appointed agents are then sent to an outstanding extension county or district, for three to four weeks to get practice in the conduct of the extension job by participating with the agents in the development of the various teaching activities. The duration of this training may vary depending on the degree of urgency with which the individual is needed in an extension county or district. Opportunity is given for specialists and other staff members to visit the trainees to help them with this practical phase of the training.

They are then placed in counties

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Agents learn to make an electric lamp as part of the Puerto Rican rural electrification program.

The Workshop on Human Relations Meant These Things to Me

Among the students at the Maryland Workshop on Human Relations in 1953 were Howard Stelle, 4-H Club Agent in Onondaga County, N. Y.; and Elizabeth C. Davis, Assistant State Club Agent, Wisconsin. Below is what they say about their experiences.

I BELIEVE that the study of human development is one of the most significant new trends in training of 4-H Club workers. To gain an insight into people—why they behave as they do—is basic to our working with people. It will improve us as individuals, will enable us to work more effectively with others—children, parents, and leaders—and will influence our development of leader-training methods. As extension workers gain a better understanding of people, *projects* will be better adjusted to their needs.

The workshop was directed toward a study of the causes of behavior, and an understanding of the six principal factors or areas causing behavior As was stated, "Human Relations is that job of dealing with that all important value, human potential." In light of this, one can better work with people when he acquires the attitude that behavior is caused, and conversely, there are reasons for behavior. For example, it leads a person to look upon adolescents as solving problems, not being a problem.

The workshop method of teaching is in itself a valuable experience. We actually participated in this demonstration of a more effective way of learning. This creates a learning situation that we must find ways of setting up in many of our extension groups.

The things we learned about the forces influencing behavior of people reassures us of the sound value of 4-H Club work. Through the usual 4-H Club group experience a great many of the developmental needs of young people are met.—*Howard Stelle.*

This course helped to reaffirm the importance of 4-H Clubs or similar organizations for youth. As we studied group behavior, we concluded that adults must learn to subordinate what they think are desirable goals, and learn to recognize what young people feel are important goals. They will have to learn that "peer" groups are natural, a normal process which helps the child achieve adulthood. If adults do have a part in these groups, their main function is probably to help young people develop the skills and knowledge that make them acceptable to age mates. Educators who do have a better understanding of this child society can make schools and 4-H Clubs more meaningful and vital.

The Extension Seminar on Developmental Needs of Youth helped extension workers to focus their attention on the needs and interests of children and young people in different stages of development, rather

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The human relations workshop included extension workers from many States and one from Turkey. The method used created a favorable climate for free interchange of ideas.

You Can Learn on the Job

Two ways of getting more training without leaving home.

MICHIGAN

A HANDFUL of county agricultural agents, doing a job from 300 to 500 miles away from their "home-base" land-grant college, brought about an on-the-job graduate school program that is reaping a harvest in Michigan.

In 2 years, 107 Michigan county extension agents have completed from one to 16 term hours of graduate study and remained "on-the-job."

Primarily as a result of this program initiated by the agents, 52 of the Michigan Cooperative Extension field staff are definitely working toward advanced degrees.

But, back to the origin of this unique program: At Michigan State College, as in many land-grant colleges, members of the resident staff have been permitted to carry up to a maximum of four credit hours of graduate study each term while employed full-time on the job. These extension agents in Michigan's Upper Peninsula reasoned that as staff members they, too, should be able to improve their professional competence on the job and earn graduate credit. In short, the college agreed to provide an instructor on the graduate faculty for a trial course at the Upper Peninsula Experiment Station if 20 or more qualified graduate students wanted the course and agreed to pay course fees of $20 each.

The Upper Peninsula County Agents' Association took the job of meeting these requirements.

This first pilot graduate course to be given by Michigan State off-campus for the extension agents met with such enthusiastic approval both by the agents and the instructor that this plan set the pattern for others to follow. To date, 26 similar courses carrying graduate credit have been given in 7 different locations in the State. From this beginning. a major program of professional training for extension agents has developed.

At each of the seven centers for off-campus courses in the State, the agents have agreed on sequence of courses they will take and that are acceptable to the graduate school for credit to be applied toward a master of science degree in agricultural extension.

Most of these 52 agents working for degrees plan to accumulate the equivalent of one term of work in residence on the job in these off-campus courses. Then they will take their sabbatical leave to complete the remaining degree requirements. This they can do at little financial sacrifice since each agent may request 6 months' leave with full pay after 6 years of service.

VERMONT

VERMONT county 4-H Club agents are busy people. In 1950 the Vermont agents voted unanimously to make a study of the use of their time. In cooperation with the Division of Field Studies and Training, U.S.D.A., a recording form was devised to make this possible. With the 13 agents in the State, a system was set up whereby each agent would record 2 weeks of time throughout the year. Thus a total of 26 different weeks of extension work were recorded.

When the final tabulations had been made and the results were presented and explained to the club agents, there appeared a necessity for further study. During the October 1951 conference the club agents decided to continue evaluation of the Vermont 4-H Program. This was to be done to determine the type of program which would most adequately serve the Vermont people.

Several agents volunteered to serve on the committee and others were asked to take part in the discussions and planning. Five club agents and the two State club leaders comprised the committee which spent almost 3 weeks of working time on the so-called "new look program." A great deal of time was spent in drawing significant conclusions from the figures tabulated in the time-use study. Using county and State programs of work, annual reports, and suggestions from those on the committee, the detailed report for the new program for the new look was prepared.

After much discussion the overall major objective for 4-H Club work was drawn up—to help boys and girls develop into capable, well-adjusted individuals who are responsible community members and leaders. This objective was based on the philosophy and primary assumption that extension work is responsible for the development of people as well as subject matter.

In addition to this major objective, recommendations were made for more emphasis on developing understanding of 4-H objectives among adults, community sponsorship of local 4-H Clubs, a leader training program, methods of reaching 10-year olds, 10-15 age group, and the 15-21 age group.

You're Wonderfully Good for Export!

GERALDINE G. FENN, Associate State 4-H Club Leader, Montana

Extension people who have been hosts to foreign students often ask what are these students doing back in their home countries with what they learned in our country. Miss Fenn is one who went to see for herself. Here she tells about her study leave period spent in travel to 12 countries of the Near East and Europe.

"YOU'RE wonderfully good for export!" That's the feeling I had about extension workers when I returned from visits to 12 countries during the summer of 1953.

During my visits and stays in 52 different homes, I experienced first-hand the impact of the surprise that Europeans have that there are people with university degrees who are not afraid to get their hands dirty helping people and who are happy to accept invitations to stay in farm homes in small communities.

These experiences made me appreciate more than ever the extension system where dedicated men and women live in counties and want to visit homes and farms to help people.

One former IFYE said, "If I could have one thing from America, I'd have for my farmer father the respect you people have for the farmer." This gave renewed emphasis to the belief that every man has something to contribute and that the formally educated man doesn't have all the answers.

I'm sure that most extension people take these things for granted. You say, "Why, of course, it's my job to go out to help people." "Why shouldn't I accept an invitation to stay overnight in a farm home?" "What's wrong with getting my hands dirty?" "Many people with whom I work know more than I do about certain things." "Practical experience is a good teacher too."

It's when you experience great surprise and appreciation over these things that you realize they cannot be taken for granted. Therefore, I thought many times, how few people in other countries have known our splendid teachers—either classroom or extension. Many do not dream there are Americans like you. And that's what led me to feel, "You're wonderfully good for export!"

You'll Get a Warm Welcome

It made me want to urge every extension worker to visit another country—and not on a conducted tour. Our International Farm Youth Exchange has contacts now in more than 40 countries. Families who've been hosts to our American IFYE's, and families there who have sent IFYE's to us (as well as other exchangees) would be delighted to see you. Often you'd find yourself "Exhibit A." You would be presented to friends and neighbors with an attitude of, "See, I told you there were folks over there like this."

Such visits would enable you to get into the small places and get insights and understanding not possible in the usual ways. Sometimes when people ask me where I visited I have a little fun saying, "Ramat Johanan, Wimmis, Herrenberg, Zoetermeer, Tystofte, Inverurie, Coachford, and other places." They don't know where I've been. But if I had said, "Tel Aviv, Lucerne, Stuttgart, Amsterdam, Copenhagen, Aberdeen, and Dublin" they would have known the country at once.

So, if you are contemplating a leave or some additional study why not take it in another country and visit some of our exchange friends? If it's your first trip outside the U.S.A., perhaps you'll want to choose an English-speaking country. (We shouldn't ever kid ourselves that because we speak the same language, we understand each other!) Don't plan too extensive a trip—particularly your first—there's so much to learn in each country. I was embarrassed this past summer because I had only a few days to a week in most places. Usually someone, with a glint in his eyes, would say, "Oh, so you've come to *do* our country in 4 days!" We have that reputation, you see.

You'll Get the Hang of It

Perhaps it will give you courage if I tell you that I was timid about going to all these places and making most of my travel arrangements as I went along. But I did it, and only missed a train once and failed to change trains another time—this in a period of 4 months with all the different language barriers met with. The first part of my trip was by boat and plane, but from Italy to Switzerland, Germany, Holland, Denmark, Scotland, Ireland, and England, I went by third-class train all the time and was never uncomfortable.

"You're wonderfully good for export!" How about shipping yourself off soon?

What Summer School Means to Me

Four of the extension workers who attended a regional summer school last year write of their experience.

I Went to Cornell

ALPHA COVAR, Home Demonstration Agent, Aiken County, S. C.

IN THE summer of 1953, I had the privilege of attending the Extension Service 3 weeks' summer school at Cornell University, Ithaca, N.Y., where combined study and recreation were offered. Here, 74 extension workers, representing 24 States and 4 foreign countries, were there for the sole purpose of professional improvement.

My associations and experiences gained not only broadened my view professionally, but gave me a keener insight as to my "neighbors' " problems and aspirations.

The varied courses offered, together with the well-equipped laboratories and materials, furnished a splendid background for developing one's own ideas. The knowledge obtained from this study has, and will aid the agent in presenting the extension program to her county people.

Growing in knowledge gives one wisdom, certainly an attribute needed by extension workers.

My experiences gained at Cornell enabled me to better understand my job, my fellow worker, and most of all, my farm families, whom it is my privilege to serve.

I am grateful for having had the opportunity of attending Cornell and my associations shall long be remembered. They will serve as an incentive to do a better job.

I Went to Colorado A. and M.

HOWARD DAIL, Information Specialist, California.

I WENT to Colorado A. and M. in company with 203 others from 37 States, 5 foreign countries, and Texas. And you could not have asked for a more friendly bunch of fellow travelers along any stretch of educational highway.

Even if there had been no classes, you could have benefited greatly by exchanging experiences and thoughts with fellow extension workers from other States. The classwork itself proved challenging but you felt that it formed but a part of the summer school; there being so much else to see and do.

For instance, there were tours which found long strings of cars traveling to the Wyoming Hereford Ranch one day, to beef cattle feed lots another time, to irrigated farms, and some of the college's field experiments. And on the even lighter side, one remembers 600 trout being fried over an open fire near the Cache la Poudre River; extensioners lined up for 50 yards waiting to have their plates filled at another picnic: parties, swimming, fishing, and just plain sight seeing.

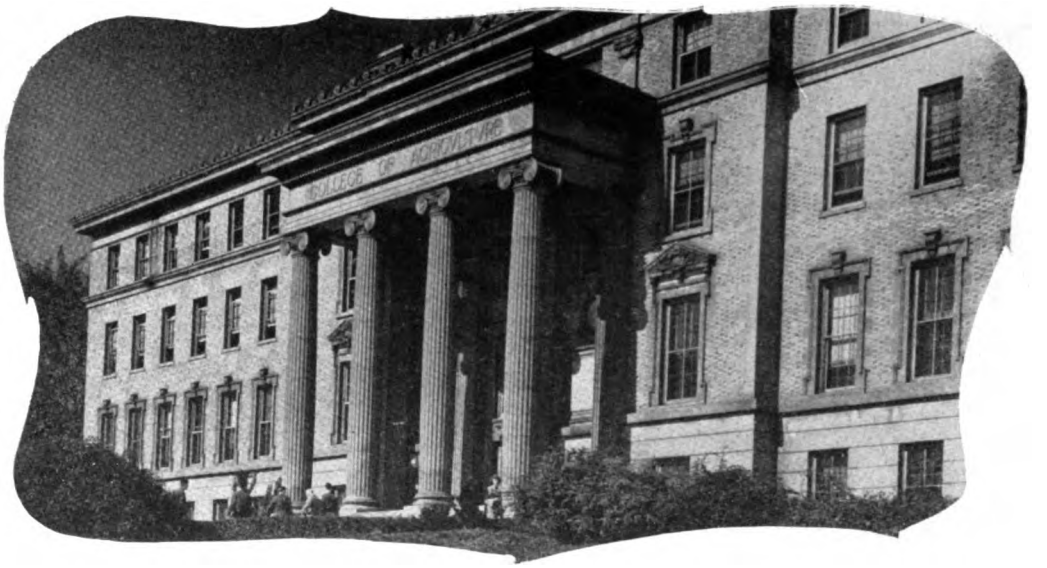
The instructors, fresh from the ranks of experience, had their feet solidly on the ground of actuality. They stimulated the thinking of their classes and gave members an opportunity to relate their class work to actual problems back home.

The three weeks seemed but a brief interval, and those attending left with this thought, "I'll be back again."

Alpha Covar.

Howard M. Dail.

Ralph Bud



I Went to Arkansas

RALPH BUCHANAN, County Agent, Meriwether County, Ga.

LAST MAY when notified that my application had been approved to attend the Southern Regional Extension School at the University of Arkansas I was told that it was a "chance of a lifetime" for professional improvement. Little did I realize the help it would be to me as a county extension worker.

The Extension faculty was composed of experts in their chosen fields. I feel that possibly these schools should be of longer duration so that the students could have courses under the entire group.

The greatest value to me was the close association with extension workers from other States. The lady or gentleman seated next to you might be a district agent or specialist, and you learned for the first time that they had one or two problems nearly as big as those of the county workers. Small group or committee assignments permitted each student to present his problem and receive help from someone who had previous experience in solving the same problem elsewhere. Agricultural missionaries from foreign countries gave firsthand accounts of problems peculiar to their areas.

All was not work. Officials had provided ample time for square dances, tours, rodeos, and functions, such as "Arkansas Night."

Mrs. Helen Drew Turner.

I Went to Wisconsin

MRS. HELEN DREW TURNER, Assistant State Leader Home Economics Extension, Illinois.

MY JOB has been more fun and more meaningful this fall because I went to summer school. Wisconsin was chosen because the course in supervision was being offered. There I found the opportunity to work and play with 150 other extensioners from 31 States, 2 territories, and 2 foreign countries. If there had been nothing else of value from the three weeks' experience the sharing of ideas, the realization that extension problems are much the same, the opportunity to weigh different methods of solving common problems, and the close feeling of fellowship would have made the time and money well spent.

In the course work (I took evaluation and supervision) there was the opportunity to do work in our own specific interests, and instructors were most generous of their time if special conferences were desired. Probably the "proof of the pudding" of the value of the course work is found in the fact that almost every day I find occasion to refer to my notes and materials collected.

I Went to Prarie View

MORRIS C. LITTLE, County Agent, Terrell County, Ga.

WONDERFUL opportunities for recreational activities as well as as for study are in store for those who attend the Regional Summer Training Programs held for Negro extension workers each year at Prairie View A. and M. College. Classes are usually held during the mornings, leaving afternoons and evenings free for recreation or study.

The participants in the extension school plan and carry out their own recreational program each summer. The well-rounded recreational activities of the college, are supplemented by week-end trips to Galveston, or a visit to the historic San Jacinto Battlegrounds.

The outing which most of the Extension workers look forward to each year is the 500-mile journey by chartered bus south of the border to the city of Monterrey in the Republic of Mexico..

A Good Method Idea Gets Around

From Wisconsin summer school to State agents' workshop and to county panel meeting.

At district conferences Idaho home demonstration agents get some pointers in buying men's suits.

IDAHO home demonstration agents received a three-way viewpoint in preparing for teaching men and women how to buy men's suits. By studying the bulletin "Buying Men's Suits" from a research bureau, the Bureau of Human Nutrition and Home Economics, and combining Extension's everyday experiences with those of a clothing retailer, the agents developed a better understanding of the problems and skills of suit buying.

Esther Nystrom, Idaho extension clothing specialist, who conducted the training meetings with the assistance of a men's wear retailer, reports, "We found that retailers face many of the same problems that their customers do in trying to learn how unfamiliar fabrics will perform. Close contact with retailers will be important to home demonstration agents in keeping abreast of new developments. The idea for this lesson originated from the methods developed at the extension summer school, University of Wisconsin."

Maryland adopted methods from the same extension summer school in a county experimental venture which has brought closer cooperation between consumers and local men's retailers in Frederick County. In the fall of 1953, the county clothing committee sponsored a consumer-retailer panel of five homemakers and six retailers. The committee planned the details of the meeting and selected some pertinent discussion questions. The chairman of the county clothing committee was asked to serve as panel coordinator.

A few weeks before the meeting, homemakers taking part on the panel were given a copy of the U. S. Department of Agriculture bulletin "Buying Men's Suits." They studied the bulletin carefully and came to the meeting well versed on the subject of men's suits.

Beatrice Fehr is particularly pleased with the followup of the meeting in her county. She says "In this county, project leaders take a report of these special interest meetings back to their clubs. As a result of this experimental project, meetings on buying men's suits will be a part of the 1954 homemaker's program."

A county consumer-retailer panel uncovered some facts about buying men's suits before an audience of 60 men and women in Frederick County, Md.

We Are Seven

The six 4-H Fellows and a Kansan on sabbatic leave report on taking advanced study in Washington, with Hal Allen of Nebraska acting as scribe.

SEVEN extension workers from seven States are sold on the idea of doing advanced study in the U. S. Department of Agriculture.

"Where else but here can you get to know the personalities that go with the 'names' you have heard for years? Where else can you learn the thinking that goes into the policy-making statements that are issued from the Department? Where else can you receive the expert guidance on research problems from people who have worked in the field all over the Nation?" are just a few of the questions they ask in substantiating their claim that the Department of Agriculture is the best place to take advanced training.

The seven are Eldora Keske of Wisconsin; Ruth Ann Seacord of New York; Betty Pingley of West Virginia; Lynn Pesson of Louisiana; Russell Smith of Vermont; Hal Allen of Nebraska, all National 4-H Fellowship students, and Mary Ruth Vanskike, a home extension agent supervisor from Kansas, now on sabbatical leave.

Under the fellowship and leave programs, they are spending 10 months in the Department of Agriculture, under the supervision of the personnel training branch, division of extension research and training of the Federal Extension Service.

In the Department, they are given opportunities to confer with individuals and groups representing various agencies within the Department. For example, the students spent much time in conference with representatives of the Agricultural Marketing Service while material for the 1953 Agricultural Outlook Conference was being prepared. Here, the students were given an opportunity to see the "whys" and "hows" of a policy-forming group in action.

In addition, the students are given opportunities to visit with people outside of the Department. such as staff members of the Senate Agricultural Committee.

For those interested in specific agricultural and home economics subjects, the United States Agricultural Research Center is located nearby at Beltsville. Md. Here, close observation of research in every field can be made.

Perhaps one of the greatest advantages of doing advanced study in Washington, according to the students, is the guidance received in carrying out special research projects. Experienced staff members who are acquainted with the various phases of extension work being carried on throughout the country are available to help set up the projects, and to offer guidance in carrying them out.

The national shrines, the famous statues, the world-known churches, and the historical places of interest offer more to be seen in the sightseeing field than can be accomplished in a year's time.

Seeing the Government in action is another advantage, the students say. Capitol Hill, with its legislative bodies, gives the students an opportunity to follow a bill through Congress as easily as they follow their hometown football team. Supreme Court decisions also attract the interest of the students, as do the actions of the other branches of the Federal Government.

The students enjoy a feeling of "fellowship" among themselves. Representing seven States as they do, many different ideas and experiences are exchanged daily.

Harold Allen.

Betty Pingley.

Lynn Pesson.

Eldora Keske.

Russell W. Smith.

Mary Ruth Vanskike.

Ruth Ann Seacord.

Plans the District Meeting

J. M. MACKEY, Assistant State 4-H Club Leader, Wisconsin

WHEN extension agents work with volunteer leaders they believe that the leaders must be constantly on the alert for ways of self-improvement. One of the methods most commonly used is the leader-training meetings. If the leaders are not in attendance, agents feel that the volunteer leaders are getting behind in the subject matter and ways of doing things.

What then about the agents themselves? How do they keep up with what's new? One of the best answers to this important question seems to be district meetings of agents throughout the year, at which time specialists bring the latest developments in their respective fields. Agents also have the opportunity to share with each other ideas that have proved successful, and the district leaders have an opportunity to keep agents up to date on policies and procedures in carrying out the extension program.

The Plan Really Works

While serving as assistant county agent in Milwaukee County, Wis., I had the privilege of serving on a district program planning committee. Now that I have joined the State staff as assistant State 4-H Club leader, again there is a chance for me to work on similar committees.

In the extension districts in Wisconsin where this method of program development has been used, it is my observation that it has really worked and the extension agents are most enthusiastic about it.

We all realize that to do a real job in the county and to keep up to date, agents are faced with the constant job of self-improvement.

How then can a series of meetings be planned which will meet the real needs of agents? No one is in a better position than the extension agent to know what he wants. If given an opportunity, the agents in a district will be able to list the areas in which they feel the training should be given.

Representation Is Needed

A committee of extension workers in each district, consulting with their extension supervisors, can operate effectively in setting up the year's program of training meetings. To allow for equal emphasis of all projects and areas of interest, the committee should consist of one or two representatives from the home agent, the agricultural agent, and 4-H Club agent groups. These people will be in a position to bring with them the benefits of their own personal thinking as well as the thinking of the group which they represent.

It's No Small Job

Planning and developing a workable program, which will be of general interest to all agents and yet allow time for subjects of special interest to be covered, is no small job. It will take considerable time and careful thought on the part of the committee. It will also mean the sorting of requests, giving priority to those most desired and those of immediate importance. Others suggested may be placed in a reference file to be used by future committees.

The program itself might be planned in such a manner so as to present areas of information important to all agents in the opening phase of the program. Subjects of general interest might be those in the field of economic outlook, farm and home management, administrative policies, selecting and training volunteer leaders, office policy and procedures, improved methods of carrying out extension practices, public relations, planning the county program of work, and the use of reports.

Time should be allowed for general discussion before dividing the group as a whole into special interest groups. In these special interest groups project training and questions relating specifically to the 4-H Club, homemaking, or agricultural fields would be the logical topics of discussion and training.

The district conference also provides an excellent time for bringing to the county staffs the thinking of the extension administration, and also is a perfect setting in which to gather the recommendations of the county workers to be referred to the administration.

Gives Close Working Relationships

District supervisors have the job of meeting with specialists and State staff personnel to plan and arrange for material to be presented at the district conference. It would be up to them to represent the best interests of the county workers, trying to meet their needs, and at the same time work to fit the program of district conferences into the time schedule of the specialists. Supervisors also have the job of presenting materials not covered by specialist help.

When we have achieved this close working relationship on the part of county workers, administrators, and specialists of the extension staff then we can truly say we have found the real meaning of the words "Cooperative Extension Service." We have followed through with one of its basic philosophies, namely that of helping the people to clarify their problems and needs and then direct the efforts of the Extension Service toward helping them solve their problems.

Fellowships and Scholarships— *Here They Are*

Farm Foundation Fellowships

This foundation offers eight fellowships for a period of 9 months at $2,000 each. This fellowship aid is available to State extension workers upon recommendation of State directors of extension. Priority is given to extension workers who are in, or will be in, the administrative field. Applications are made through State directors of extension to Frank Peck, Director, Farm Foundation, 600 South Michigan Avenue, Chicago 5, Illinois, and the fellowships apply in any one of the following universities: California, Chicago, Cornell, Illinois, Minnesota, Wisconsin.

The Fund for Adult Education Study Grants

The Fund for Adult Education offers awards for academic study, supervised field experience, or combinations of the two for the improvement and advancement of persons concerned with the liberal or general education of adults.

The individual study program is to increase knowledge, improve skills, and develop general competence, all of which is to be related to the grantee's functioning in the area of liberal adult education. Each applicant proposes the program he desires and indicates whether he desires to work toward a degree.

No specific sums are designated but the successful applicant is offered an award appropriate to his or her particular situation. Therefore a budget, containing all the main items of expense and income during the proposed period of study or experience, should be given in the application.

The deadline date for applications will be indicated in the announcement of the program for 1954-55. Copies of the announcement will be available early in March. All inquiries, requests for application blanks, and other communications should be addressed to The Fund for Adult Education, National Committee on Study Grants, 141 West Jackson Boulevard, Chicago 4, Ill.

The Grace Frysinger Fellowship

The National Association of Home Demonstration Agents has set up a fellowship named for Miss Grace E. Frysinger.

The fellowship is a fund of $500 to cover expenses of a home demonstration agent for a month or 6 weeks of visiting other States to observe the work there for professional improvement. Each State may nominate one candidate, and the selection of the agent to receive the fellowship will be made by a committee appointed by the National Home Demonstration Agents' Association.

Applications of home demonstration agents are handled by the State home demonstration leader, who receives forms and information from the National Fellowship Committee of the association.

Harvard University

Fellowships from the Graduate School of Public Administration and from other sources are available to agricultural and home economics extension workers for study in the agricultural extension training program at Harvard. This program is designed to equip extension personnel to assume supervisory and administrative responsibilities, and also to train extension specialists in the economics of agriculture and farm family living and in the other social sciences related thereto.

Applicants must be recommended by the State extension director (or by the Administrator, Federal Extension Service, for Federal workers) to Dr. John D. Black, Graduate School of Public Administration, 205 Littauer Center, Harvard University, Cambridge 38, Mass.

Charles H. Hood Dairy Foundation

This foundation is interested in the advancement of dairy farming in New England. For this purpose a limited number of fellowships in support of graduate study will be awarded. Fellowships are available to graduates of New England colleges whose background, education, and experience indicate that further study will enable them to contribute to improved dairy farming. Study may be undertaken in any recognized university and must be related to the production or distribution of fluid milk. The amount of each fellowship is determined on the basis of the recipient's needs and will not exceed $2,500—nearly all awards have been under $2,000.

Applications will be received until March 15. Interviews will be conducted with New England applicants during March and April. Information and application forms are available from Eastman F. Heywood, Executive Secretary, Charles H. Hood Dairy Foundation, 500 Rutherford Avenue, Boston 29, Mass.

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Oscar Johnston Cotton Foundation

This fellowship program is designed for those persons who are expected to assume State leadership in extension administration and program development. The foundation will look with particular favor on proposed courses of study designed to enlarge the candidate's competency in dealing with the broad as well as the specific problems of Cotton Belt agriculture.

Fellowships are of 1 year's duration. They are available to men State and county agricultural extension workers in the major cotton States. Each fellowship carries a stipend of $2,500 for the year.

Preference will be given to candidates who have had 5 or more years' experience in extension work and who are between 30 and 40 years of age. Candidates may attend any institution approved by the foundation. Those already approved are North Carolina State College, Cornell University, University of Chicago, and Harvard University.

Applications are made through the State extension director to the Production and Marketing Division, National Cotton Council of America, Post Office Box 18, Memphis, Tenn. Directors should write to that address for application blanks.

Fellowships in Food Technology, M. I. T.

Fellowships in food technology are available at Massachusetts Institute of Technology. Among the fellowships (yearly stipend $2,500) for graduate study in this department are several sponsored by firms and foundations related to the food industries. Other fellowships in food technology have stipends varying from $1,500 to $2,500, not including tuition.

A number of third-, half-, and full-time research assistantships are open. Advanced study may be carried on concurrently.

Tuition scholarships in amounts up to $900 are available. In general these are limited to applicants whose scholarship has been outstanding during one year of residence at the institute.

All applicants must meet the requirements for admission to the M. I. T. Graduate School. Recipients of fellowships are selected by the Graduate Committee on Policy. Application forms may be obtained by writing directly to the Director of Admissions, Massachusetts Institute of Technology. Cambridge 39. Inquiries regarding assistantships, scholarships, and fellowships should accompany the request for these forms.

The National Committee on Boys and Girls Club Work cooperating with the U. S. D. A. Extension Service

Six fellowships of $1,500 each for 9 months of study in the United States Department of Agriculture under the guidance of the Extension Service are available for young extension workers. The National Committee on Boys and Girls Club Work, 59 East Van Buren Street, Chicago 5, Illinois, arranges for the funds. Fellows may study at a local institution of higher learning or may organize an out-of-school program of study.

Three fellowships are awarded to young men, three to young women from nominations by State 4-H Club leaders through State directors of extension to the Personnel Training Branch, Division of Extension Research and Training, Federal Extension Service, United States Department of Agriculture, Washington 25, D. C. Applications must be received by May 1. Application blanks may be obtained from the State director of extension.

Soroptimist Fellowship at George Washington University

This fellowship of $750 was established in 1948 by the South Atlantic Region of the American Federation of Soroptimist Clubs. It is available to a woman who holds a baccalaureate degree and who wishes to undertake graduate work to prepare herself for professional service. Selection of the candidate will be based upon the personal and academic qualifications of the applicant. Indicate that you are already in the public service. Application should be addressed to the Registrar, George Washington University, Washington 6, D. C.

Teachers College, Columbia University

Extension workers are eligible for most of the types of fellowships and scholarships available at Teachers College, Columbia University. All of these are awarded on a competitive basis regardless of the fields of education represented. Application for an ensuing academic year must be received by December 31.

A graduate program designed for cooperative extension personnel is available at Teachers College. Programs may be arranged leading to the degree master of arts, doctor of education, or doctor of philosophy.

Information may be obtained from Dr. Edmund deS. Brunner, 525 West 120th Street, New York 27, New York.

Sarah Bradley Tyson Memorial Fellowship

For a number of years the Woman's National Farm and Garden Association has offered annually the Sarah Bradley Tyson Memorial Fellowship of $500 for advanced study in agriculture, horticulture, and the related professions. The term "related professions" is interpreted broadly to include home economics.

Applications are made to Mrs. Walter G. Fenton, Chairman, Education Committee, Moravian Drive, Route 5, Box 125, Mount Clemens, Mich., or to Miss Gertrude Warren, National President, Hotel 2400, 16th Street NW., Washington 9, D. C.

Cornell University Assistantships

Most departments in the College of Agriculture and Home Economics at Cornell University have assistantships for which extension workers may apply. The type of work and stipend vary. Inquiries should be made to department heads as early as possible.

Three assistantships are available in the Department of Extension Teaching and Information, two in the press section and one in the speech section. They provide ex-

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The National Association of County Agricultural Agents Looks at PROFESSIONAL IMPROVEMENT

PROFESSIONAL improvement of county agents throughout the United States is becoming more important each year. Professional improvement is a slow process, but like a democracy, it should have the thinking and effort of all concerned, that of the county agent out on the plains, or down in the hills, along with that of extension administrators and other land-grant college officials. The State county agents' associations, the land-grant colleges, farm organizations, and private businesses realize the value of a skilled, trained person working in the capacity of a county extension worker, and are cooperating to improve his training. The vice-chairman of the NACAA Professional Improvement Committee, John Brockett, has reported the association's viewpoint very well. He says:

"We regard county agent work as a profession, and professional improvement is mandatory to keep us abreast of changes in educational techniques, to attract men to our field, and to maintain our leadership standing in the eyes of the public. The quality of extension work is directly related to the interest agents take in their jobs and the training they obtain before and during the periods of county work."

To implement our efforts, the NACAA has a professional improvement committee of 15 members. A sincere effort was made by the members of the committee to contact each State organization relative to professional improvement work undertaken by State associations in that State. Each member of the committee was assigned three or four States to contact, and the chairman wishes to compliment the efforts and excellent work done by the members of the committee. Throughout the year continued contacts by correspondence have been maintained with State organizations and members of the committee.

This is the second year that this type of committee work has been attempted; that is, assigning definite responsibilities to each member of the committee. Members of our professional improvement committee are convinced of these two things:

1. In those States where the county agent is a member of the faculty and has the same privileges as a faculty member, the status of the professional improvement program for county agents is moving along well. In States where the county agent has not been recognized on the same status as a faculty member and the local college administration does not recognize the importance of professional improvement for the county agent, the status of professional improvement in that State isn't moving along well.
2. The road toward professional improvement for the county agent can seldom be the same road as that of a resident instructor or professor. A county agent with a family, living remote from the college campus, cannot easily avail himself of resident instruction. More consideration should be given to ways and means for some type of professional improvement for the county agent other than actual resident instruction on the campus of a land-grant college. Some ways would be a special study or project within the county agent's own county, or travel, — that is, visiting other institutions, industries, and county agents.

WHY DON'T THEY...

EXTENSION summer schools have a long and successful history behind them. Each year the school planners try to tailor the school offerings to meet current needs for training. Often a poll is taken to find ideas extension students and instructors would like to see the schools try. Recent informal inquiries brought these ideas.

- There are 300,000 young men and women participating in extension work for young men and women. Why don't they have a course at the regional summer schools to help extension agents learn how to work with these young people?
- Every 3 or so years why don't they have regional summer school courses for new agents only? Personally I believe that summer school courses are of more value to extension agents who have been on the job from 1 to 10 years than to the more experienced ones. For the latter I would suggest travel to see work of other agents and tours to market centers.
- During the summer we have camp, county fairs, State fairs, and school fairs. I haven't even considered summer school. Why don't they have an extension 3-week school in the winter, preferably in the South?
- Why don't they always have a schedule of courses in the regional summer sessions that is well balanced for new students and repeaters; for new agents and experienced agents?
- Why don't they encourage, more strongly, that students take only two courses in summer schools so that they can spend more time in informal discussions with other students and in library work?

Fellowships and Scholarships

(Continued from page 42)

cellent experience for extension workers. All three require 20 hours of work a week. The stipend is approximately $1,650 plus exemption from payment of tuition. The assistantships are usually awarded on a 12-month basis.

Work in the press section consists mainly of writing in the field of agriculture — popularizing research material, interviewing staff members and others, and writing timely news material. Applicants with an agricultural background and some writing experience are preferred. For further information, write to W. B. Ward, Professor and Head of the Department of Extension Teaching and Information, Cornell University.

The work in the speech section involves individual conferences with students, helping them organize speech ideas and giving them constructive criticism in speech presentation. Applicants should have an agricultural background and speech training. Extension experience is valuable. Applications should be addressed to Professor G. E. Peabody, Extension Teaching and Information, Cornell University.

Farm Foundation Scholarships in Public Agricultural Policy

The foundation is offering 100 scholarships, 25 to each extension region, for county extension agents attending the regional summer school courses in public agricultural policy.

The foundation will pay two thirds of the expenses of the agents selected by the directors, not exceeding $100 to any one agent. Both agricultural and home agents are eligible.

Applications for scholarships are made through the State director of extension to Frank Peck, Director, Farm Foundation, 600 South Michigan Avenue, Chicago 5, Ill.

Farm Foundation—Scholarships for Supervisors

The Farm Foundation offers 15 scholarships to extension supervisors on the following basis:

The Farm Foundation will pay one-half of the expenses or $100, whichever is smaller, toward the expenses of one supervisor per State up to 15 States at the regional summer school in which the supervisory course is given.

The scholarship is open to men or women supervisors who take the course in extension supervision and who satisfactorily complete the work in the course.

Applications should be made by May 1 through the State directors of extension to the director of the regional extension summer school at the institution where the extension supervision course is given.

Horace A. Moses Foundation, Inc.

The Horace A. Moses Foundation, Inc., West Springfield, Mass., is providing 102 scholarships of $100 each, two scholarships in each of the States and the territories to qualified professional staff members of the Cooperative Extension Service. Applicants are nominated by their respective State extension directors to a joint scholarship committee from the Cooperative Extension Service and the Foundation.

Preference will be given to a man and a woman county extension worker from each State if all other considerations are equal. The applicant shall not have previously received one of these scholarships and must be devoting one-third time or more to work with rural youth.

The scholarships are to be used for attendance at one of the approved short-term (3 weeks or longer) schools for extension workers. The applicant is to enroll in the 4-H or youth course plus others of his choice.

Applications are made through the State director of extension to the head of the Personnel Training Branch, Division of Extension Research and Training, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C., by April 1.

National 4-H Club Foundation and Sears-Roebuck Foundation

In 1954, for the third year, fifty scholarships will be made available to extension workers for training in human development education as the result of a grant from the Sears-Roebuck Foundation to the National 4-H Club Foundation. The 6-week training program will again be held at the University of Maryland Institute for Child Study during its summer workshop, June 21-July 30, 1954.

The scholarships will be available to one man or woman extension worker from each State or Territory and will be granted only to persons who devote one-third or more time to work with or for youth. Applicant shall not have received one of these scholarships before. Size of scholarships will range from $175 to $225.

Application blanks may be obtained from the State extension director. Approved applications are to be sent by the State director to the Personnel Training Branch, Federal Extension Service, by April 1.

Sears-Roebuck Foundation Scholarships for County Club Agents

Eight $100 scholarships will be awarded by the Sears-Roebuck Foundation through the National Association of County Club Agents, two scholarships to each extension region, for attendance at a 3-week extension summer school or for other advanced study.

Men or women county club agents, associates, or assistants are eligible. Candidates may be previous Moses scholarship recipients. Preference will be given to those never having received a scholarship.

Candidates must agree to enroll in the 4-H or youth course if they have never had such a course. Recipients of this scholarship must be members of the National Association of County Club Agents.

Application forms are being distributed to all NACCA members: State Club leaders concerned will also receive an announcement and a copy of the application form.

Applicants should forward completed form to State Club leader by April 20. State Club leaders will select not more than two applicants and forward applications to chairman, Professional Improvement Committee, NACCA, by May 1. Checks will be sent direct to recipients by Sears-Roebuck Foundation.

1954

Regional Summer School Offerings

COURSES AND INSTRUCTORS

Colorado, June 28-July 16

Evaluation, Gladys Gallup
Principles in development of youth programs, John Mount
Principles and techniques in extension education, K. F. Warner
Principles in development of agricultural policy, T. R. Timm
Psychology for extension workers, Paul J. Kruse
Individual farm and home development, Albert R. Hagan
Administration and supervision in Extension. Fred Jans
Techniques in television, Joe Tonkin
Rural recreation, Stewart Case

Cornell, July 12-30

Extension evaluation, E. O. Moe
Extension work with 4-H Clubs and young adults, R. C. Clark
Leadership and group work, W. W. Reeder
Extension information and communication, W. B. Ward
Teaching in extension education, J. P. Leagans
Marketing for extension workers, L. A. Bevan

Arkansas, June 28-July 16

4-H Club organization and procedures, George Foster
Use of groups in Extension, Raymond Payne
Use of information media, Frank Jeter
Development of extension programs, J. W. Fanning
Psychology for extension workers, C. H. Cross
Public policies for agriculture, L. J. Norton

Wisconsin, June 7-25

Evaluation of extension work, E. O. Moe
4-H Club organization and procedure, T. T. Martin
Extension communications, M. E. White
Development of extension programs, J. L. Matthews
Public relations programs for Extension, William Nunn
Extension methods in public affairs, J. B. Kohlmeyer
Rural sociology for extension workers, Robert Clark
Philosophy of extension work, W. W. Clark

Prairie View, June 7-25

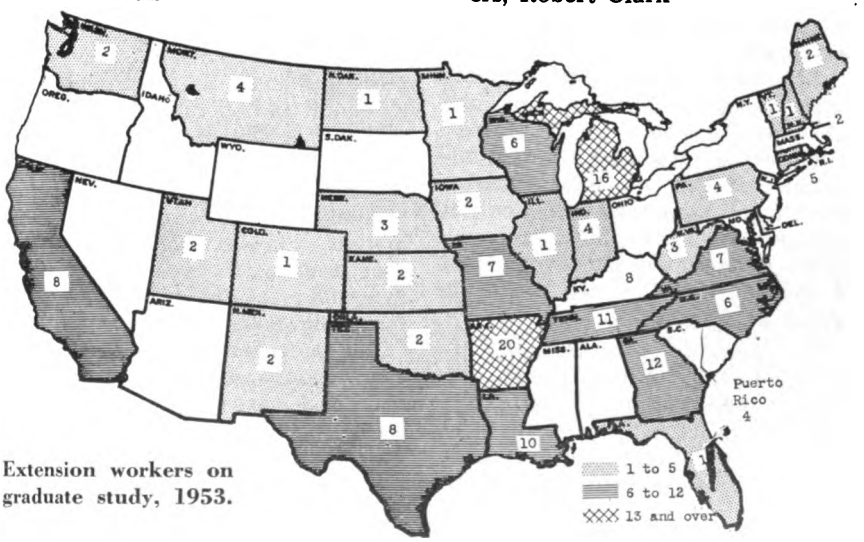
4-H Club organization and procedure, Ben Cook
News, radio, and visual aids, Sherman Briscoe
Development of extension programs, W. N. Williamson
Rural sociology, W. R. Harrison
Rural health problems, Thomas E. Roberson

Special Study Course in Group Work

The National Training Laboratory in Group Development will hold its usual 3-week summer laboratory session at Gould Academy, Bethel, Maine. These dates will be from June 20 through July 10.

The purpose of the training program is to help educational leaders to understand the existence and nature of the dynamic forces operating in the small group and to help them gain skill in operating more effectively in such a group. The training program is organized so, that each trainee group of 15 to 20 persons are enabled to use their own experience as a laboratory example of group development.

The NTLGD is sponsored by the Division of Adult Education Service of the NEA and by the Research Center for Group Dynamics of the University of Michigan, with the cooperation of faculty members from eight other universities. For further information, write to the National Training Laboratory in Group Development, 1201 Sixteenth Street NW., Washington 6, D. C.



Extension workers on graduate study, 1953.

How Agents Are Trained

(Continued from page 32)

as assistant agents where they continue training under the direct supervision of the local agents and their supervisors. When vacancies occur, they are promoted to the position of field agents or associate agents.

In keeping up with the principle that continuous training is the surest route to maintain the personnel in full knowledge of modern techniques and methods for the conduct of a job, an *inservice* training program for field workers is developed every year, with the participation of specialists, supervisors, and others as trainers in different lines of activities. In our State Extension Service the inservice training program is the product of the deliberation of a committee on extension training and professional improvement in whose charge is the preparation of the program in consultation with agents, supervisors, specialists, and others.

The inservice training program includes human relations, extension methods, 4-H Club work, consumer education, use of fungicides and insecticides, pasture improvement, artificial insemination, education in cooperatives, and the grading and packing of tomatoes and pigeon peas.

A training on means and methods for better office management was also offered to county office clerks under the leadership of the administrative assistant and head of clerical personnel.

Another phase of our inservice training is that which concerns the training of some of our personnel in outside land-grant institutions. Every year a number of field workers, specialists, and supervisors are sent to regional summer schools in the mainland to attend short summer courses in different lines of activities. Every year we are represented in the group dynamics laboratory at Bethel. During the last 2 years some agents and supervisors have been sent to Arkansas, Wisconsin, and Maryland, under Moses, Farm Foundation, and Sears Roebuck Foundation scholarships for training on extension methods, program development, supervision, and human relations. Workshops and special training meetings and activities held on the mainland are regularly attended by Puerto Rican workers. Our 10 district supervisors and two general supervisors attended the last workshop on supervision held at Baton Rouge, La., during April 1953. Workshops on home demonstration work and training activities on special lines of interest have been regularly attended.

Two or three members of our staff go to some land-grant institutions on the mainland every year to pursue graduate studies in their lines of work, under our longtime inservice training program for extension people.

All our technical personnel have to be college graduates with a B.S. in agriculture or home economics as a minimum requirement. Nineteen of our staff people have master's degrees and two specialists have their doctor's degrees.

Workshop on Human Relations

(Continued from page 33)

than looking at problems as seen in the present 4-H Club program. It led to the question, what are the developmental tasks of youth at the different stages; and how can the 4-H Clubs and young men and women extension programs aid in the accomplishment of these tasks? Further study of needs brought out again that the goals of young people, rather than those of adults and professional workers, are the key to successful programs. It also became very apparent that chronological age is not an accurate guide for deciding when young people are capable and interested in doing certain things. It helped to further prove the importance of a more complete understanding of human development, if extension work is to shift more completely to helping in the development of the individual rather than the "doing of things."

The laboratory offered an opportunity to study individual behavior through observation of 4-H Club members in actual club situations. It helped one to feel that acceptance of a person does not necessarily mean acceptance of behavior. However, it does mean trying to understand what caused that behavior without judging the person.

The laboratory period offered a chance to experiment or practice using the "scientific approach" to answer the "why" of certain behavior patterns, through the use of anecdotal records for studying child behavior.

Contacts with others were among the stimulating phases of the workshop. The attitudes and methods of staff members clearly showed a practicable and workable use of the "democratic" methods in a class. This illustrated the importance of creating a favorable climate or group atmosphere for free interchange of ideas and the stimulation of individual thinking.

The 6 weeks' experience showed that we all need more experience and knowledge of giving lay leaders help in understanding others.—*Elizabeth C. Davis.*

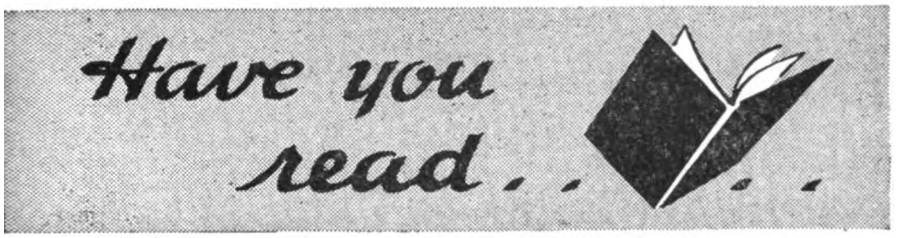
Techniques for Balanced Farm and Home Planning

(Continued from page 30)

the importance of farm and home planning, Extension's opportunity and responsibility in this field, farm and family living outlook, and the purpose of the workshop. The first afternoon was spent on a nearby farm that had previously been selected for use in the workshop. Detailed land use, crop and livestock production, income and expenses, food production and conservation, and other farm and home management data of the farm and home were made available. A tour of the farm was made, and every phase of its layout and operation was studied. The farmer and his wife were questioned about their plans.

The second morning was devoted to analyzing the data and the information obtained from the on-the-spot study of the farm the day before, and preparing a simple balanced farm and home plan for the farm.

The last afternoon was spent with each county group presenting its plan and answering questions and criticisms by the other groups. Some very interesting and lively discussions took place in these sessions.



Books That Help Me

Wisconsin Agents Tell Why

GALLUP polls show that few people in this country read books. College graduates read about six books a year. About 1 adult in 5 interviewed in a 1949 poll were reading books (mostly fiction). Four out of 10 Americans interviewed in a 1950 Gallup poll said they read mystery stories more or less reguarly.

Readership studies made by advertisers and educators show that most adults read a newspaper every day; about four out of five read magazines, but comparatively few people read books.

Extension studies show that county extension workers read few books outside of "duty" reading. They read more newspapers and magazines.

An extension editor who has recently written a best seller, writes, "I almost never read a book. Such reading as I'm able to get in during the busy days is mostly current stuff and some book condensations."

Here are two books recommended by Wisconsin home demonstration agents who apparently found time to read a book. In their own words they tell us why they like the book and how it helps them on their job.

THELMA BAIERL
Sauk County
home agent, chooses

THE COMPLETE HOME ENCYCLOPEDIA. Dorothy Pace, Caxton House Publishers, New York. 1947. 385 pp. illustrated. Miss Baierl writes:

"The Complete Home Encyclopedia is an excellent reference book for every home demonstration agent as well as for every American housewife. This is a basic book filled with information on how to care for the home, how to improve its appearance, and how to do both at a minimum of cost.

"The author writes, 'Don't be dismayed at the thought of being your own decorator, repairman, or upholsterer just because you have never hammered a nail or repaired a leaking faucet or explored the interior of a love seat. Any person in good health, of normal intelligence and possessed of the ability to follow instructions can learn to do them.' Photographs and line drawings are used generously throughout the book for ease in understanding and following the instructions.

"Whatever the problem: household equipment. house plants, quilt making, draperies, refinishing furniture or floors, painting or wallpapering, stain removal, or getting rid of insects or rodents, The Complete Home Encyclopedia will supply you with a fund of information."

MAMIE TILLEMA
Green County
home agent chooses

GUIDE TO EASIER LIVING. Mary and Russel Wright. Simon and Schuster, New York. 1951. 200 pp. illustrated in color and black and white. Miss Tillema writes:

"Furnishings which require 60 to 80 hours a week of a homemaker's time are challenged by authors Mary and Russel Wright in their new book, Guide to Easier Living.

"'Our way of life has changed,' say the authors, 'but our homes are still a reflection of the age of servants.' The kitchen, they concede, has been scrutinized and includes labor-saving devices and time-saving planning. The rest of the home has been furnished without regard to the needs of the house and children, without regard to the problem of maintenance. Sounds like Extension's policy of 'family planning,' doesn't it? They suggest that manufacturers and chemists concentrate for a bit on the living phase of the home on such things as on clothes storage, recreation habits, floor coverings.

"This book is not a set of rules, but a tour through the house, room by room. All of the suggestions will not fit every home. Homes should be analyzed according to the family's living habits. A 'room to relax in' is planned in this book with suggested variations. Comfortable furniture, in contrast to overstuffed ornate furnishings, is illustrated, featuring ease of maintenance, easily moved pieces for vacuuming, with the minimum of dust-catching carvings.

"A great deal of emphasis is on good light. They recommend built-in lighting. They consider portable lamps a hazard: 'Their wires snarl furniture and trip the feet, their reflector globes are moth cemeteries and spider havens, their bases are soon scuffed; their shades soil, tear, and are always tilted by someone who really needs light.'

"Constructive suggestions are made throughout the book to remedy many of the ills of our living quarters. We may not find all of these ideas feasible, unless we are in the process of building our own homes, but we will find much that agrees with good home management practice."

• Leo R. Arnold, a distinguished agent who received a superior service award from the U. S. Department of Agriculture for his work in soil conservation in 1950, died only 8 days after his retirement. He was well known for his work in bringing shifting, sandy lands along Lake Michigan back into production of crops and forest.

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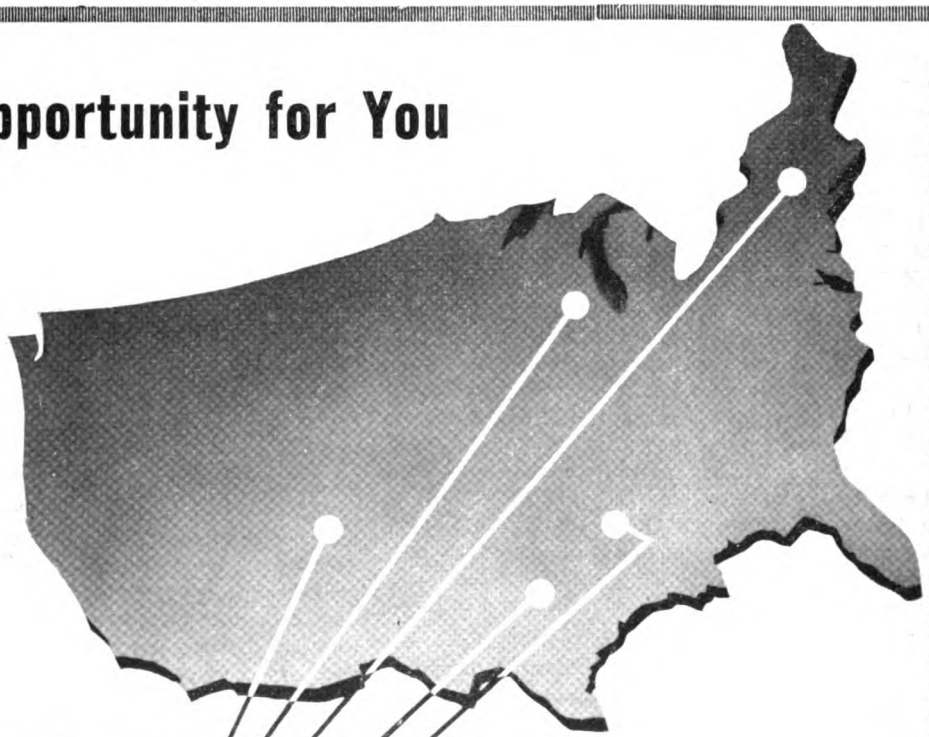

Colorado A. & M.	195
Wisconsin	149
Cornell	74
Prairie View, Tex.	82
Arkansas	122

Summer schools for extension workers are located in each region as shown on the map above with enrollment figures indicated. Some prefer to see another part of the country as they train for greater service. Others find it more practical to stay near home. Representatives from nearly every State are found at summer schools. The number who attended from your State last summer is shown in the table at the right. The list of courses and instructors to be offered this coming summer is on page 45.

Alabama	14
Arizona	0
Arkansas	38
California	10
Colorado	21
Connecticut	7
Delaware	1
Florida	8
Georgia	15
Idaho	8
Illinois	18
Indiana	27
Iowa	16
Kansas	19
Kentucky	8
Louisiana	3
Maine	4
Maryland	14
Massachusetts	17
Michigan	15
Minnesota	14
Mississippi	11
Missouri	10
Montana	12
Nebraska	6
Nevada	2
New Hampshire	1
New Jersey	13
New Mexico	1
New York	10
North Carolina	2
North Dakota	1
Ohio	1
Oklahoma	1
Oregon	1
Pennsylvania	1
Rhode Island	1
South Carolina	1
South Dakota	1
Tennessee	1
Texas	1
Utah	1
Vermont	1
Virginia	1
Washington	1
West Virginia	1
Wisconsin	1
Wyoming	1
Alaska	1
Hawaii	1
Puerto Rico	1

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EXTENSION SERVICE Review

MARCH 1954

Program-Planning Views . . . *page 51*

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EXTENSION SERVICE Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

VOL. 25 MARCH 1954 NO. 3

Prepared in Division of Information Programs
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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.

Ear to the Ground

• Much of the material in this issue has been planned by a committee under the leadership of Dr. J. L. Matthews, of the Federal Extension Service. It is designed to develop some ideas about the theory of program planning illustrated with a few examples of programs and procedures in a few counties. The committee says it is not designed to encompass the whole of program planning or to be a pattern for the reader to follow, but they hope that you will find some useful ideas here.

• This issue aroused much interest in the Federal office, and Administrator Ferguson was moved to jot down some of his impressions. "A program," he wrote "(1) relates to needs, wants, and desires of people and helps them to evaluate their situation, (2) ties into research findings, (3) involves committees, agents, specialists, and supervisors, (4) furnishes an educational experience, (5) saves time for extension workers, (6) centers on vital objectives, and (7) encourages good public relations."

• Home Demonstration Week special issue comes to you in April with many new, significant, and interesting ideas. For instance, you can read about a regional effort to encourage more milk consumption; enjoy a Michigan radio program which takes you to the heart of many homes to hear what the family has accomplished in home demonstration work; study a successful example of farm and home planning, and marvel at how a dream of a house in South Carolina is making Negro families want to improve their homes.

• Looking further ahead, some exciting ideas are being developed for the June 4-H Club issue. A July number, featuring the county agents' offices is also in the wind. If you have some special device or method which has proved useful in office management, please write it up briefly and send it in.

CBA

Program Planning Views

J. L. MATTHEWS, Chief
Educational Research Branch
Federal Extension Service

What do we believe? Can we agree on these ten points which highlight the thinking of extension leaders who have gone before us?

Objectives on which there is common agreement form the basis for good program planning.

WHAT we do in Extension and how we do it in a large measure stems from what we believe. Our extension beliefs are the guiding principles on which we operate. They influence the objectives we seek to attain in the extension program. They are the basis for the way we work with people. And they influence the methods we use in trying to bring about educational changes.

A consistent set of values is a useful tool to help answer questions like: "Is this the way to plan the program?" "What kind of program planning organization do I need?" and "Am I doing what I should be doing?"

Over the years leaders have expressed their beliefs about extension work. Highlights of their thinking are summarized in the following 10 "beliefs." On some there may be general agreement, but on others the views may differ widely. Compare your beliefs with those that follow.

1. The aim of extension work is to help people reach their highest capabilities.

This belief raises the question, "What people?" In a rural county the answer is *all* people. If we are responsible for working with all people, then the program should be designed to meet the needs of commercial as well as subsistance farm families and part-time as well as full-time farmers. To accomplish this purpose the program planning process must in some way involve the various kinds of people and do so in a way that allows local people to take part in planning and carrying out the program.

2. Programs should be planned by the local people and the county staff working together.

Again the question comes up, "What people?" In practical operation the county staff works with representative groups of local people because all of the people cannot take active part in every phase of program planning. The question is, "How many people?" as well as what particular people should take part. This belief influences the structure of the planning organization, its size, and the method of selecting its members. It emphasizes that programs are based on the decisions of the local people and that programs can only be planned at the local level.

3. Planning programs is an effective way for groups of people to learn to work together.

If helping the people means helping them to work together for what they want, then we should hold this belief. It tells us that we should involve many people in the program planning groups to develop their ability to work together. Also, if we wish to help *all* of the people it can best be done by involving as many people as possible.

4. Planning programs is a good way for people to learn to solve their own problems.

Basically good program planning is a problem-solving process in which methods of scientific analysis are applied to the present situation of the local people to enable them to plan a course of action that will lead to new and better situations. Experience in program planning in a group provides the members with much of the same information and develops some of the same kinds of skills that are needed in farm and home planning.

5. Helping plan a program stimulates people to take part in other extension activities.

Working in a group has the effect of stimulating the individual members to make personal decisions and to follow the decisions with action. Therefore members of groups that make decisions about the extension program are more likely to take part in carrying out the program than persons who have no part in making the decisions. It is recognized that decisions made by local planning groups have much greater force than those of local individuals or outside groups or individuals.

(Continued on page 63)

Where Are We Going?

MRS. JEWEL FESSENDEN
Foods and Nutrition Specialist,
North Carolina

WHAT ARE Extension's objectives? In trying to answer this question, I rambled back through half a century of history reading what the extension pioneers had to say. I talked with fellow extension workers and with 4-H Club members. I listened to what some farm men and women had said, and finally, I recalled some thrilling personal experiences in my own extension career.

The Smith-Lever Act of 1914—our first authority for being—reads, "To aid in diffusing information and to encourage application of same." A definition of "diffuse" added this: "to pour out and cause to spread."

Is that Extension's job? To pour out information and cause it to spread? And then to encourage use of that information by farmers and homemakers?

An extension director said, "Extension's job is to teach farm people to produce a sufficient quantity of high-quality food and fiber which can be sold at a price satisfactory to producer and consumer, and to improve the general welfare of people engaged in this production."

Another director's thinking ran along this line, "Taking research to farm people so they can produce more and have more income is important, but unless it gives them poise, confidence, dignity, and security of living, a higher income is not important."

A State home demonstration leader felt this way, "Start with people where they are and help them to reach a satisfactory way of life as well as to earn a better living."

A home demonstration agent: "I feel that my job is to help provide a situation in which the people in my county can work together to find out what they need and want and how to get these things for themselves."

A veteran county agent smiled as he said, "Extension's biggest job is to make people want what they need for a good life and then help them find a way to get it."

A farm woman expressed her answer this way, "I never felt that country people could or should have all the fine conveniences and pretty homes that city people have until I joined the home demonstration club. Then I realized that I wanted and could have better things for my family. But our agents also showed us how to get them."

I asked a bright sparkling 4-H Club girl, "Why have you stayed in the 4-H Club 7 years?" Her reply was very earnest, "Well, you see, at the first meeting I attended, a demonstration was given on better methods in electricity. We have electricity in our home, but used it only for lights. I got the idea that we ought to use it to make our home more beautiful and convenient. We started with that, and now we've done many more things, and so have our friends and neighbors."

A farmer: A few years ago, I sat on a truck bed in a cornfield and interviewed a farmer: I asked him what he thought of as the most important job extension agents were doing in his county. He stood up and pointed across a fence. "Lady, see the green hillside? Five years ago it was gullies. We had a meeting at the schoolhouse. Only 8 or 10 men were at the meeting. There was a picture show. Part of the picture showed a farm that looked like mine did 5 years ago, and one that looked like the green hillside does now. Gave me an idea and made me want to do the same things. The county agent showed me how. Now my boy's coming home to take over the farm. We also have a nice home—fixed it up with the extra money we made. Three of my neighbors are saving their land, too."

A pioneer home demonstration leader: "More comfortable, convenient, and beautiful homes in which there will be a better environment to rear a family. These conditions are desirable for town and country."

Dr. Knapp stated that as conditions were improved, men would also be uplifted, with broader minds and spirits, straighter bodies, and be better and happier citizens.

As I recalled these statements and interviews, I had a feeling that extension objectives are real and alive. In attempting to state them, I do not find it easy. Reminds me of trying to help one elderly extension worker write down her objectives. She said, "Well, why all this worry about trying to decide how to say what you're going to do? You're just going to do all you can to help the people anyway." But is that enough for a big, complex organization like ours?

Aims of Our Program

In short the extension program aims to help farm people apply the findings of research to farming and homemaking in a way that gives sufficient food and fiber of high quality for all people; and gives farm people sufficient income for a good life—income that will be used in a way that results in improved health, beauty, comfort, dignity, happiness, and security in family life.

Extension should help all groups of people develop mutual understanding of common problems and

forces that have an impact on society. Most social institutions and agencies serve all segments of society. Urban and rural groups must join forces to attain the standards and ideals of all people. In such programs extension leadership has a responsibility to urban as well as to rural people.

Develop Leadership

Extension's objectives include helping people to develop the organizations and leadership that will enable them to find their own needs and bring all their resources to bear on the solution of problems common to the group. Organizations can help people to understand the many and complex forces operating in modern-day society. Families need their assistance, as individual effort can no longer solve many family problems. Experience in organizations brings about enlarged vision of family and community relations and of social and civic responsibilities.

Raise Aspirations

Extension raises the level of aspiration of people. On the one hand, we want people to decide what their own needs and interests are and what they will strive for. On the other hand, we want them to become more enlightened and responsible in their choice of interests.

Help Solve Needs

Objectives of Extension include helping farm people to find a way of realizing needs and solving problems. After a desire is created, can't we help them to attain their wants and needs? For instance, one may want a washing machine, but better planning of finances may be necessary to have actual ownership.

We as extension workers may help by providing information, giving encouragement, training leaders, finding and interpreting facts, developing an organization, or assisting with financial arrangements.

Keep Objectives in Mind

It seems important that extension workers keep objectives in mind in every demonstration given, in every letter or news article written, in every talk made, and, in fact, every method used.

Objectives need to be specific. What are our action goals? Let us take for example the improvement of health. A group of county extension workers may have as one objective the improvement of the health of people in the county. Well and good, but what does improvement of health mean? It may mean many things in many areas according to local situations. Many factors may enter into this improvement, such as better sanitation, diets, housing, medical care, recreation, or rest. The overall objective then must be broken down in the light of needs as seen by the people after facts have been studied. The specific needs must be determined and the reason for the lack established.

Are Objectives Good?

To decide whether the objectives will fill the need let us ask ourselves:

1. Is the goal worthy of attainment? Is it the answer to a need?
2. Was the goal determined by the people themselves? Is it understood by them? Is it alined with a felt need—desired by the people?
3. Was the decision made through a careful thought-process and experience of a group of farmers and their wives?
4. Is the objective clearly and specifically stated in terms of action necessary for fulfillment?
5. Is the goal possible of attainment or will futility result?
6. Will the project be so directed that it will provide for development of people involved so that there may be permanent changes in thinking, feeling, and habits of living?
7. Is it possible of evaluation in terms of meeting needs of people, so that they may be changed to meet new needs and experiences?

What happens to the person will depend in part on how the project may be developed and directed. The county agents and a few leaders may do most of the work of organization and directing, and the people may be dependent on them. I like the illustration our director uses of teaching his grandson to tie his own shoelaces. He points out that if one continued to tie shoelaces for a tiny tot, the task would have to be done for him always, but if a few minutes were used each morning in teaching a youngster to do the job himself, he would soon learn to do the task. A simple illustration, perhaps, but a vital lesson is involved.

Finally, extension workers need to be careful not to become peddlers of facts on some immediate problems rather than to be real teachers. High standards of ability are required of those who expect to enrich the lives of others. Continuous study and self-improvement are the eternal challenges of every extension worker. The rewards are great in satisfaction resulting from helping others in attaining full and enriched lives.

"Blood, sweat, and tears" will be forgotten in the achievement that comes from helping to build a finer civilization.

Qualifying for Greater Service

Information Texas style was the plan for the annual conference at Texas A. and M. College.

"The committee of staff members headed by John Hutchison, Texas horticulturist, organized and planned the conference to provide plenty of time to consider problems of special interests to the extension agents," Director G. G. Gibson says.

The 743 extension workers, 645 of them from counties, worked 8 hours a day in subject matter and communications sections, and attended special occasions in the evening. Each person had a definite slot to fit into for the 5-day working conference, for besides the agriculture and home economics sections, an additional group of nearly 100 persons met for four sections of communications in radio and television, public speaking, news and visual aids.

The four communications sections were in session simultaneously with about 25 agents in each group. One-hour classes were conducted the first day, and 4½-hour classes the second day.

Farm and Home Development—

Our New Approach

A group of farm and home development families at one of their training schools.

MARY ELLEN MURRAY
Home Demonstration Agent

AUBREY M. WARREN
County Agricultural Agent

FOUR YEARS ago the Christian County, Ky., Extension Advisory Committee met and approved a new approach to teaching known as farm and home development. For thirty some years, homemakers had been meeting in groups, working on various phases of homemaking. The men had been equally busy with farm programs. But this was the first time in the history of Christian County that the two joined forces in an overall planning program.

Any farm family willing to study its problems and plan is eligible to enroll. The enrollment of families in a new program presented problems. Various groups already organized in the county acquainted the people with the farm and home development program. Since the first year the families involved have enrolled other families. Letters, news stories, and radio programs support the work, but what is needed to sell the family on the program is often a personal visit by the county or home agent. This visit is a good approach to a family that has never participated in any way in an extension program in the county. In the 4 years, 122 families have participated in the first phase.

The program has two phases. The first consists of three 1-day training schools that are a condensed course in agriculture and home economics, with special emphasis on longtime farm and home planning. They are held from 10 in the morning to 3 o'clock in the afternoon, with an hour off for lunch. The material for the three lessons is presented by the local agents with occasional help of a specialist. As many visual aids as possible are used in the presentation, such as local slides, a flannelgraph on farmstead layout, kitchen models, food models, string demonstration in teaching stepsaving, farm maps, and farm charts and films.

On the afternoon of the third meeting, a visit is made to a farm and home that are already participating in the program. It is here that the families begin to see the real values of the program. Families who would like to continue in the planning phase are asked to sign up for the second series of lessons. There are six lessons in this series. Twelve to fourteen families are all we think we can work with to good advantage, giving them individual help at the planning meetings. These lessons include making colored farm-land use maps; drawing floor plans to scale; using "cutouts" to study convenience of furniture arrangement; and working out annual and longtime lime and fertilizer program for the farm, based on soil tests. They include planning the family annual food-production program, cropping systems and livestock production, home-and-farm-buildings improvement, and studying machinery and labor needs. A budget is worked out for the farm and home.

A specialist helps to hold 1-day housing clinic for families who need extra help with remodeling. They are urged to keep records for their own benefit, but are not required to turn any of these in to the agents. This series of meetings is concluded by a visit to the farm of one family in the group, who present their own plan. Each family keeps a workbook and turns in a copy of its farm-and-home plan containing lists of improvements they plan to make. This is a guide for the agents in followup work. Sixty-five families in the county have developed longtime farm-and-home plans and are now serving as demonstrators in their community for improved farm and home practices.

The county extension advisory committee and the agents realized, from the beginning, that the time the agents could devote to the program would be limited. There are four agents in the county—a county agent and his assistant and a home agent and her assistant. The assistant agents spend most of their time on

4-H Club work. Five groups now participating in the program are located in all communities of the county, represent various types of farming, and require more and more time.

On advice of Ivan C. Graddy, State director of the farm and home development program, the agents decided to organize a farm and home development association as soon as the first group of families had completed the second phase. The families were interested in such an organization. A president, vice president, and secretary-treasurer were elected. They decided to meet quarterly for progress-report meetings. Each year a new group of families has joined the association.

At first, most of the meetings were at homes, but the size of the groups became too large. The first quarterly meeting of the year is usually held at the Farm Bureau Assembly Hall. Agricultural outlook for the year is given and the families make their annual plans. The agents check with the families at this time to see if they have problems that will require special technical assistance.

The second quarterly meeting is usually in early April. The third meeting consists of a tour of a farm and home of a family in the program. The farm-and-home plan is explained by the family and accomplishments are shown. The families ride over the farm on wagons drawn by pick-up truck or tractors. They use a farm map to show the land-use and fence arrangement, and charts to show the crop and livestock program before and after planning. Before-and-after-planning house-charts are also shown.

The fourth meeting is usually at night in the Farm Bureau Assembly Hall. The families bring their program plans and check accomplishments for that year. The agents show slides of farm-and-home-development activities. The families like to see these pictures. Attendance is good, making the job of effective followup much easier for the agents. Each family brings a covered dish and all eat together. The daytime quarterly meetings, like the training schools, usually last from 10 a.m. until 3 p.m.

Specialists help by giving families individual assistance on some technical jobs, such as installing water in the house, remodeling the house or the farm buildings, and even on fence arrangement, where this is a difficult problem.

Farm - and - home - development farms and homes have been the site of special demonstrations; and many "successful-farmer" field meetings sponsored by the Extension Service, in cooperation with the local banks, have been conducted on these farms.

The influence of this program has spread beyond the families who make the farm and home plans, because the farms and the homes are good demonstrations in the various communities. Although various meetings have been held on the farms, it was only last summer that a meeting for the general public was held to show just how the farm and home development program really operated. An "open-house" meeting was conducted on the Joe Armistead farm. The Armisteads own a 100-acre farm that has 70 acres of cropland. Mr. Armistead came out of the Navy following World War II and purchased this farm which had been rented for many years and was in very bad condition. He and his wife, a city girl, enrolled in the program the first year it was offered. Since that time, a grade-A dairy with 20 cows has been established, pastures developed, and the tobacco barn and the home remodeled. Some land has been cleared, the soil tested in all the fields, and lime and fertilizer applied according to the needs shown by the soil test. A good land-use program is being followed, and the family is doing a good job of home-food production. Mrs. Armistead says the program helped her to understand the farm problems, and Mr. Armistead says it has helped him appreciate problems in the home. They borrowed money to buy a farm, and have made rapid improvements on it.

The Hopkinsville Chamber of Commerce and Retail Merchants Association helped publicize the "open-house" all-day meeting. More than 350 people attended. In the morning program, a tour of the farm and home was made, and the plan explained by the family. They pointed out that this was a plan in action and that much still remained to be done. Posters at different places explained that something was to be

(Continued on page 57)

One of the 65 families completing the course works on farm and home plans.

Part of the crowd having lunch at the open-house meeting. Local milk companies served free milk and a Chamber of Commerce, soft drinks.

To Coordinate and To Integrate Programs

J. W. FANNING, Economist
Georgia

County extension agents help the farm family plan their program.

THE FARM family is the most influential and effective force for the coordination and integration of any and all programs affecting the welfare of rural people. All programs and activities come to a focus in the program of the farm family.

The Agricultural Extension Service is engaged in the business of helping people to help themselves to a more satisfying and abundant life. We are reminded constantly that our field is education, and that education is the production of changes in human behavior. Fundamentally, we measure progress in terms of changes in attitudes, gains in knowledge, and the acquiring of new skills. In other words, in the growth and development of people.

The Extension Service has always asked of the people with whom it works, "What needs changing in order for you to have a better living?" We believe in working with people where they are and on the problems with which they are confronted. It is here that the extension program comes to a focus and all of its various interests blend for maximum effectiveness.

Extension, therefore, has no "cut-and-dried" farm and home program. But we think that every group of farm people, be it family, community, or county, should have its own farm program. We have always believed that any program developed by representative farm leaders with careful consideration given to experience and reliable facts is sound. Furthermore, the Extension Service has always found it practical and sound to take this program as the basis for its activities.

Extension does not have a "hand-me-down program" but it does have a "hand-me-up program" from the people. A point never to be forgotten and always to be appreciated is that the "hand-me-up program" starts a process of thought, growth, and development in people that is one of the most powerful of all forces for improvement.

This program is also one of the most powerful of all forces for coordination and integration. The word "integration" implies a smooth and efficient operation of a combination of activities or services in the solution of a problem. Certainly there is no more important problem than that of raising the level of living of farm people. It is tremendously important that every help and type of assistance which Extension has to offer be blended together as one effective force in building better farms, homes, and people.

There can be no coordination and integration where there is no basic agreement on what needs to be done. This is of primary importance and implies a program. Neither can there be coordination and integration without a knowledge of how these needs will be met. This implies a plan of work and must be built upon the first step.

After all, coordination and integration grow from good understanding. Since program development serves as the basis, all procedures in planning must provide for thorough and sympathetic understanding all along the line. The following steps and procedures help to bring about coordination and integration in extension programs.

1. The Weekly County Extension Conference

The weekly county extension conference is a means by which all extension workers within a county can better plan together and carry out a sound and well-integrated extension program. The county extension plan of work provides a basis for discussion at each weekly conference. There is but one farm and home program in a county. There is but one extension program in a county. Systematic discussions by all extension workers on this program and plan provide for coordination and integration.

2. Information

No program is any better than the information upon which it is built. The accumulation, analysis, and study of facts affecting farm people by the county extension workers as a group are steps toward better coordination and integration. This leads to a better understanding of basic problems and needs.

3. Professional Workers' Meetings

Periodic conference of all the professional agricultural workers within a county provide for better coordination and integration. For after all, the objectives of the entire group come to a focus on the farm and

their understandings of basic problems and needs should be clear. Their services to farm people will thereby be better coordinated.

4. Community Planning Meetings

Real coordination and integration begin at that point where county extension workers sit down with leaders in their respective communities to discuss problems, needs, objectives, and goals. People get down to "brass-tacks" talk back out in their communities. It takes time, but what can be more worthwhile in building for the future than meeting with community leaders in their respective communities on program building at least once each year?

5. County Planning Meeting

Here is where the county farm and home program is put together. If this meeting is democratically conducted and wide participation is secured through the use of subcommittees, the basis for coordination and integration on the county level is laid. This helps all leaders to reach that point where they see together. They can then act together with less friction and more coordination.

6. Writeup and Distribution of the County Agricultural Program

Coordination and integration grow and develop as things are done together. The writing up of a county program is a step along this line. Then, too, this program, when circulated among the people and given the proper emphasis and dignity, is a recognizable means for judging the effectiveness of all activities.

7. The County Extension Plan of Work

The county extension plan of work is a written plan of methods to be used and services to be rendered by county extension workers in helping people to carry out the recommendations included in the county agricultural program. Under one cover is the extension program. Every extension worker should participate in building this plan of work. It should be followed systematically all year. This makes for coordination and integration.

8. Farm and Home Planning

All programs focus in the program of the farm family. It is here that all services come to a head and all recommendations must be blended together into a plan for action. Helping families to plan their farm and home program is a responsibility of the total Extension Service. No better way can be found for coordination and integration than through helping individual families build sound and balanced farm and home programs.

9. Programs of Subject Matter Specialists

Coordination and integration are built into all phases of the extension program as specialists base their plans upon county extension plans of work, which in turn are based upon democratically formulated community and county agricultural programs. As District agents and specialists plan together with the county extension plans of work as the base, the total extension program becomes stronger and better integrated.

Coordination and integration are automatically achieved as farm people and extension workers sincerely, unselfishly, and diligently plan and work together for better farms, better homes, and better people.

Farm and Home Development

(Continued from page 55)

done later at that place. In the afternoon, talks were given by Ida Hagman, associate director of the farm and home development program; Emily Bennett of the Central Dairy Council; and the principal speaker was Dean Frank J. Welch, College of Agriculture and Home Economics, University of Kentucky. The program concluded with an irrigation demonstration.

We notice a great change in the attitude of the families after they participate in this program. They do not hesitate to ask for information. Many of them are developing into good extension leaders. This change of attitude among the families is one of the most important accomplishments of the farm and home development program.

This program is a new approach for extension work, because the whole family is involved in planning. It is a farm-and-home plan that puts together all of the parts. It includes the use of improved practices in each individual part of the plan that is not particularly new. It is an improved method of doing extension work, because it provides a complete plan, developed by the families themselves with the help of the extension agents. The program has reached directly or indirectly, about 1,200 of the 2,600 farm families in the county. Our goal is to reach all of the families. The program is limited only by a lack of personnel to get the job done. A similar program is now operating in nearly half of Kentucky's counties.

Four-County Council

Agricultural workers in four of the Texas Panhandle counties meet regularly. Once a month for the past 3 years at dinner meetings, the workers have visited together and talked about their work. For the past 2 years they have promoted and conducted a 2-day workshop for the farm and ranch families as well as industrial workers at the Pan-Tech Farms, east of Amarillo.

The group includes county extension agents, vocational teachers, Soil Conservation Service and Production and Marketing Administration personnel in Hansford, Hutchinson, Carson, and Armstrong Counties. The Borger Chamber of Commerce initiated the plan, suggesting that "folks in the highly industrial county of Hutchinson needed to know more about agriculture."

Calling the workshop, "Southwest Soil Management Demonstration and Plowing Contests," the agricultural council and cooperating exhibitors included in the agenda these events for 1953: stubble mulch contest, tractor-driving contest, grass-identification contest, land-judging contest, landscape - improvement workshop, and shrub-identification contest, and a meeting of the Flying Farmers Association.—*Doris Leggitt, District Agent, Texas.*

MAE BAIRD, Home Demonstration Leader, Wyoming

THE WYOMING home economics extension staff in 1952 decided to appraise the leader-training situation, and to use the results in setting up a plan for leader-training improvement. The staff believed that the situation should be studied for several years, each year reevaluating the results, redetermining objectives, replanning for improvement, reobserving leader-training meetings, and finally reevaluating and again replanning for improvements. That staff decision meant maintaining a continuous cycle until leader-training work met the standards set by the staff.

We know that evaluation provides a sound basis for public relations within groups contacted by Extension; it points out strengths and weaknesses of the present program and gives the base for future program improvements; it assures extension workers that the program is making continuous progress; it strongly motivates clear definition of educational objectives and plans for learning experiences; it stimulates better teaching, and strongly influences learning. Evaluation results give a sound basis for supervision.

When planning the study to be made the home economics staff decided on the observation method:

(1) State home economics subject-matter specialists would observe leader-training meetings given by home demonstration agents.

(2) Home demonstration agents would observe six meetings given by leaders to their local home demonstration clubs.

Methods used for the specialist-home demonstration agent observations were:

(1) Detailed observation sheets drawn up by the specialist following the meeting.

(2) Agent-specialist office conferences held after the training meetings, when strength and weaknesses were discussed and recorded. During the conference, plans were made for improvement of future training meetings held by agents or specialists.

Methods used for home demonstration agents' observations of training meetings given by leaders to local clubs were:

(1) After each meeting observed, the home demonstration agent wrote a detailed record of subject-matter methods and procedures on a pre-prepared observation sheet.

(2) After making six observations the home demonstration agent prepared a statement of the strengths and weaknesses of the leader meetings. In final interpretation each home demonstration agent pointed out improvements which were indicated by the six observations.

From observation of 79 leader meetings on 16 different project lessons, the strengths and weaknesses of the meetings were tabulated and analyzed as a basis for improvement of home economics leader training work in 1953.

The *strengths* most frequently observed were: (1) Interest of the leader in giving the meeting; (2) ability of the leader in adapting materials to the local situation; and (3) ability to stimulate discussion on individual problems related to the subject matter.

The *weaknesses* most frequently observed were: (1) lack of ability to teach; observations made by specialists at home demonstration agent meetings had shown that, (a) materials were too scientific; (b) too much material was given at training meetings; (c) leader outlines were neither clear nor specific; (d) too little help was given at training meetings on how to teach; (2) lack of ability to hold interest of club members; (3) lack of understanding of principles and their broad application to related problems in the home; and (4) lack of confidence.

In making plans for 1953 the home economics subject-matter specialist, the home demonstration agents, and the State leader concluded that improvement of leader-training meetings depends on State and county staffs attaining: (1) Knowledge of how people learn and (2) ability to apply the principles of learning in teaching home-economics materials to local leaders.

Applying Principles of Learning

Plans made gave both the State and county staffs the opportunity to attain the above objectives. Again in 1953 the specialists observed agent meetings, and agents observed six leaders give meetings to local clubs. Agents and specialists followed the same procedure in analyzing results.

Improvements observed by specialists at leader meetings given by agents were: (1) Leader outlines were simpler and clearer; (2) smaller blocks of subject matter were taught; (3) learning experiences were better

planned—more leaders participated at meetings; (4) more emphasis on methods of returning the meetings; and (5) more emphasis on "broadening interests" of women.

The principal strengths and weaknesses observed by agents at local leader meetings were:

Strengths: (1) good member participation; (2) adaptation of material to local situation; (3) enthusiasm of leader.

Weaknesses: (1) failure of leader to prepare between leader meeting and club meeting; (2) lack of confidence; (3) poor use of illustrative materials; (4) inadequate club meeting procedures.

Because leader training largely failed to reflect the 1953 objectives the State and county staffs decided to retain the 1953 objectives. However, two objectives were added: (1) knowledge of improved methods of leadership selection: (2) knowledge of leadership functions. They planned to obtain experiences needed to attain the objectives.

Home demonstration agents, in turn, will provide opportunities for local clubwomen to attain the same objectives, through improved experiences in methods of teaching. For example, they will assist home economics leaders to make their own teaching materials at training meetings in 2 counties; hold meetings in local clubs on leadership selection and functions in 2 counties; have training meetings for officers in 6 counties; and for local leaders on "I am a local leader" in 2 counties.

Home demonstration agents in 1954 will again observe six leader meetings. The same process of reevaluation, resetting of objectives, replanning of methods and procedures, execution of the new plans, and finally reevaluation, will be continued.

Paralleling the observations already discussed, agents and home economics subject-matter specialists have started evaluating the degree to which the educational objectives are being attained by the women participating in the program. Only a start has been made. However, the small beginning already has given some evidence. It serves as a sound basis for yearly improvement in program development.

Community Organizes Recreation Program

EVERTON, a community of about 300 persons, located 18 miles from Harrison, Ark,. has organized recreation for its young people. Until last year there was little play equipment in the area, and since some people did not have cars, it was impossible for everyone to go to Harrison for recreation.

The Everton Home Demonstration Club recognized the need for a recreation program and last year decided to buy some equipment, Anna Hunter, home demonstration agent reports.

The school board gave the club permission to use a section of the school playground to put up floodlights and make a croquet court. Large poles for the floodlights and labor to put them up were donated. An electrician in the community did the wiring free. Last year various club members kept the grass cut by using a sling blade. This year one of the men in the community kept it mowed with a machine.

Monday and Thursday nights of each week are set aside as play nights. Home demonstration club members take turns supervising play, and two club members stay each night.

When all equipment is in use a club member organizes the group of extra young people to play active games such as flying Dutchman. They rotate the groups and everyone is kept busy until time to go home.

Little lights have been placed around the whole play area and the school board pays the light bill. They save money in the long run because before the program was started the board had to replace from 30 to 40 smashed window panes each year. Since the program started only one has had to be replaced and this had been broken by accident.

Idaho County Agent Honored

Joe Thometz, center, receives the Lederle plaque for distinguished service from Gov. Len Jordan at Idaho ceremony. Dr. Robert Price, left, Lederle scientist, gave the address. Seventy-five leaders of Idaho agriculture attended. Thometz has been with Idaho Extension 32 years, since 1929 as county agent at Lewiston.

What We Want in MARKETING EDUCATION

REPRESENTATIVES of all groups who handle livestock and meat products in Oregon pooled what they think is needed in marketing educational work at an all-industry conference on January 6 and 7. Associate Director Ballard feels that there is a challenge in the conference reports for all of us.

The Oregon Extension Service took 6 months, working with all groups who handle livestock and meat products, in planning the conference. Requests for the conference grew out of an earlier agricultural and rural life conference, which asked for more information on marketing with the counsel of the entire industry behind it.

The conference and the preparation for it were divided into six sections—producers, auction and terminal market agencies, packers and wholesalers, retailers, labor, and consumers.

Representatives of each group worked throughout the summer on plans for the fall series of meetings, some to be held in widely separated parts of the State. At these meetings interested persons led discussions of the problems of their particular phase of livestock and meat marketing. By the first of October a fairly uniform schedule of meetings was drawn up for the final weeks of preparation.

These meetings brought out many facts which were later discussed at the Corvallis conference in January. The following are some of the problems and needs indicated by each group:

Livestock Producers

Lack "know-how" to grade and place values on livestock on their own ranch or farm.

Multiplicity of terms used in reporting prices by grades and classes and their inability to make satisfactory comparisons between prices paid at various markets.

Means for assembling and disseminating information on ranch sales of cattle.

More facts regarding shrinkage of feeder and slaughter cattle as a basis for comparing prices being paid in various markets and buyer bids where weighing conditions are specified.

Special counsel and guidance in evaluating freight-rate changes authorized by the Public Utilities Commission. Objected to grade term "commercial" on retail beef cuts.

Auction and Terminal Market Agencies

Lack of producer understanding of how a market functions.

Failure of producers to sort cattle in country sales into like lots to get a true price.

Need for uniform health, brand inspection, and transportation requirements between counties and between States.

Need for educational meetings on grades and values of livestock.

Packers and Wholesalers

Too much fat pork on market.

Loss of lard market.

Increasing competition for leather and tallow from synthetic sole leather and detergents.

False advertising of beef.

Loss due to bruises, disease, and parasites too high.

Need for more consumer education on beef grades.

Need for standardization of lard to expand consumer acceptance and use.

Need for better producer understanding of slaughter cattle grades and yields with some expansion of cattle sales on a grade and yield basis.

Need for an Oregon meat inspection law.

Labor

Need for an adequate State meat inspection law.

Need for more study of modern marketing methods.

Retailers

Need for more specialization and efficiency in retail stores to reduce labor costs and the price spread between producers and consumers.

Need for a consumer education program, supported by the entire industry, to be conducted continuously to help the consumer keep informed on current market changes, changes in meat quality, the available supply of certain cuts of meat, and value of meat. Consumers need also to be taught how to utilize the lower-priced cuts of meat.

Consumers

In order to determine what problems were facing urban consumers, a survey was made in seven major cities in Oregon. Over 1,200 women participated in this survey.

The results showed:

Lack of adequate inspection, grading, and sanitation regulations.

Inability to judge quality of meat.

Lack of knowledge of how to prepare less expensive cuts and grades.

Lack of knowledge of nutritive value.

Inability to identify cuts of meat according to location in the carcass.

Lack of understanding of marketing costs.

Lack of information on seasonal price variation.

Difficult to find lean bacon.

Lack of lamb on some markets.

Not enough variety in sizes of packaged meats.

• The third Tri-State extension conference for young men and women attracted 300 young people from the Tri-State area—New York, New Jersey, and Pennsylvania, and a few delegates from Ohio, Connecticut, Massachusetts, and Maryland. Visitors from Greece, Germany, Australia, and Korea also attended.

Theme for this year's conference was American Youth Looks Ahead.

Insect Control *Booms Seed Program*

ALTHOUGH hardly noticeable as an alfalfa seed growing area 8 years ago, Imperial County, Calif., now rates as one of the top producing counties in the United States. Behind that change has been the guiding hand of the county Agricultural Extension Service office and the university college of agriculture.

Although farmers in that county for many years had grown alfalfa for hay, usually some 160,000 to 200,000 acres, they had very little success in seed production. This meant that growers spent as much as a quarter of a million dollars each year to obtain seed from other areas. It also meant that they did not benefit from the extra profits usually available from seed production over hay production.

Harmful insects formed the big barrier to seed production. They damaged the buds, flowers, and developing seed. Such insects as lygus bugs, stink bugs, red spiders, alfalfa caterpillars, armyworms, crickets, and others had a merry time in alfalfa fields of that hot dry valley.

The growers and George Winright, county extension director, considered the whole situation of alfalfa and other seed crops, including results research had brought forth. Then the farm adviser began working with growers by marking off 50-foot square plots in the edges of their alfalfa fields. In these he applied various insecticides, often with hand equipment. The results proved encouraging.

Growers made larger areas available for testing, and they cooperated fully in applying insecticides with power equipment, and in keeping records of results. Insecticides used in the tests included such organics as DDT, toxaphene, chlordane, benzene hexachloride, and others. Growers were warned about the possibility of killing bees brought into the fields to insure pollination, and so various timings of bee-killing sprays and application methods were tried to determine those least injurious to the bees.

The farm advisers of the county and growers soon found that irrigation also affected seed production greatly. The common practice in many seed-producing areas had been to irrigate and then wait until the plants began to wilt before applying another irrigation. Test plots soon showed that frequent irrigations were a boon to seed production, with the water being withheld only when the pods were plump with seed.

Meanwhile the acreage of alfalfa grown for seed in Imperial County zoomed until in 1950 the amount of seed coming from the harvesters totaled 12 million pounds. This production meant a gross return of $2,400,000 to the growers, and added to their income an additional $880,000, as compared to what their returns would have been from hay that year.

Teamwork between the experiment stations, farm advisers, and growers pointed the way to improved alfalfa crops.

Such mighty production put the county at the top in the United States by 1950, and was more than in any single State other than California. This, compared to the 60,000 pounds of 5 years before, refuted the belief that education is a slow process.

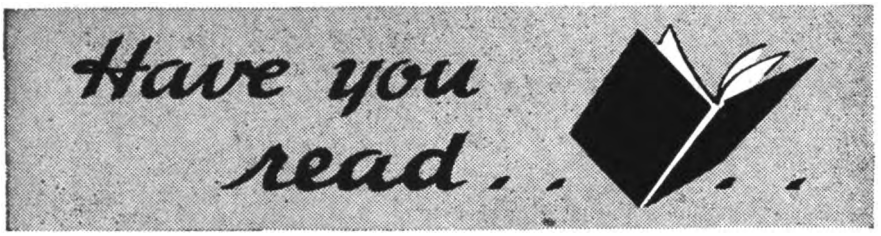
An incidental but important development tried first in Imperial County was the preharvest spraying and defoliation of alfalfa to improve harvesting conditions. Work with dinitro sprays, oils, and combinations of these two, showed their value. Many counties and States later wrote to Imperial County asking about the tests and results.

Alfalfa field in Imperial County, Calif., where seed production has become "big business," with a strong assist from the Agricultural Extension Service office there. A. S. Deal, farm adviser, uses a sweep net to check the insect population of a field.

Farm Group Studies International Relations

The rural approach to international understanding and good will was the general topic of a workshop conference of the Massachusetts Farm Bureau, the Massachusetts Grange, vocational agricultural supervisors and teachers, the American Friends Service Committee and the Massachusetts Extension Service.

Lay leaders from these various groups came to the workshop meeting in order to develop a program on what rural people may do on understanding and good will.



RURAL SOCIAL SYSTEMS AND ADULT EDUCATION. C. P. Loomis, et al. The Michigan State College Press, 1953.

• This comprehensive review of the opportunities for adult learning available to rural people was sponsored by the Association of Land-Grant Colleges and Universities and the Fund for Adult Education established by the Ford Foundation.

While slanted somewhat in terms of the three areas of special interest to the Fund for Adult Education, namely, (1) international understanding for world peace, (2) understanding and strengthening of the economic order, and (3) the understanding of democracy, its functions and structure, the committee report is in the nature of a documentary symposium. Each of the separate chapters is authorized by well-qualified individuals working under the general guidance of the planning committee. Each describes the nature and functions of the opportunities for individual learning provided by a particular agency.

In addition to the formally organized programs of the public schools, cooperative extension, university extension, libraries, and other public agencies, an attempt is made to appraise the contribution of the general farm organizations (Grange, Farm Bureau, and Farmers Union), churches, professional and civic groups, and mass communication media (newspapers, magazines, radio, and television). The general introductory chapter providing background and the summary chapter devoted to recommendations do much to tie together what might otherwise be considered monographs bound together for convenience. The painstaking effort of the committee provides a useful reference tool for those interested in the welfare of rural people and the Nation.—*Meredith C. Wilson, Director, Division of Extension Research and Training, Federal Extension Service.*

E. A. STOKDYK—ARCHITECT OF COOPERATION. By Joseph G. Knapp. American Institute of Cooperation. Washington, D. C., 1953, 229 pages.

• Any extension worker who is interested in farmer cooperatives will be well repaid for time spent in reading this book. Every extension specialist who has responsibilities for work with these associations will be better grounded in cooperation by knowing about the developments with which this leader was associated.

E. A. Stokdyk began his public career with eight years as an extention specialist during 1921-28. Successively, he was a 4-H leader in Wisconsin, and plant pathologist and marketing economist in Kansas. Developing definite programs to improve specific situations seems to have been ingrained in him through this extension experience. His later research work on California marketing problems customarily carried through to "what to do about it."

Perhaps the highlight of this characteristic was on the crop-surplus problem on which he recommended and helped get enacted into law the California Prorate Act. This became effective when approved by two-thirds of the growers producing two-thirds of the crop. It was a forerunner of the marketing agreements that became an important part of the national agricultural program. When he was made president of the Berkeley Bank for Cooperatives in 1933, that institution quickly became a pioneer in developing constructive plans of lending to farmer coopertives. Sound financial structures were made a clear objective for associations obtaining credit from this bank. Usually the revolving fund plan was one of the cornerstones on which continued producer ownership and control was built.

These are just three phases of the life of Dr. Stokdyk that are recounted in some detail by his friend, Joe Knapp. Other angles of this many-sided man are brought out in chapters featuring *Student, Professor, Administrator, Educator,* Financial *Statesman,* Cooperative *Spokesman.* Much of the story is told in quotations from letters written the author by friends of Stokdyk who had worked with him in these various fields. In fact *friendship* stands out all the way through the narrative for the author wrote the book in spare hours, holidays, and leave time. The proceeds go for a Stokdyk fellowship fund administered by the American Institute of Cooperation.—*James L. Robinson, Extension Economist. Federal Extension Service.*

UNDEREMPLOYMENT IN AMERICAN AGRICULTURE—An Agriculture Committee Report—Planning Pamphlet No. 77. By Arthur Moore. National Planning Association. January 1952. 93 pp.

• The purpose of this pamphlet is "to examine the barriers which have kept some 2 million farmers from becoming fully productive." This is done very well.

Attention is focused on the underemployment in American agriculture, especially as it exists in the cotton South, southern Applachian-Ozarks, cutover land of the northern great lakes district, and in southern Illinois, Indiana, and Ohio.

Scattered throughout are pertinent comments by such persons as John D. Black, Donald R. Murphy, and Murray R. Benedict.

This is a thought-provoking pamphlet—one that should stir extension workers who are concerned with the quality of the program being conducted in different areas of underemployment. It presents a challenge to the Agricultural Extension Services "to assume a bold leadership in promoting such developments as will aid these families."—*C. Herman Welch Jr., Agriculturist. Extension Service, USDA.*

Program Planning Views *(Continued from page 51)*

6. Planning programs with people is an important part of the extension teaching job.

Sound teaching plans are made with the learner. People do not understand and have little interest in programs they had no part in creating. We know that farm families resist making a change until they see the sense of it. Therefore, planning programs with the people is an effective way to bring them to see that the recommended changes make sense.

7. The people should decide what is to be included in programs that affect them.

We have confidence in the good judgment of the people. We believe sincerely that the people are capable of managing their own affairs. We feel that if they have the facts and the opportunity to make decisions based on the facts their decisions in the long run will be right. If we believe this, then Extension's responsibility is to give them the facts they need and provide the opportunity to work together in arriving at decisions about programs. Facts are drawn from both research and local resources. Decisions then are the basis of plans and action in extension programs.

8. The best place to obtain information about needs and interests is from the people themselves.

An inventory of the needs and interests is a good starting place in planning the program. It tells us "where the people are" in relation to the objectives of Extension and the objectives of the county program. It tells us where to start in extension teaching activities. Starting with the needs and interests as they see them, we can present background information and help define problems to develop their full awareness of their basic needs.

9. An integrated program based on needs and interests of the people is the best kind.

An integrated program allows the county staff to work cooperatively toward a few basic objectives related to several or all phases of rural living. The cumulative effort of the agricultural, home economics, and youth workers each devoting part of his energy to appropriate phases of an objective can accomplish more than can independent effort. One program makes it easier to deal with broad social problems that affect both adults and youth.

10. The most effective way to work with people is through existing groups.

Starting where people are is to work through existing groups. Some very effective extension work is done with community groups. Neighborhoods have long been the focus of demonstrations and small group meetings. In recent years the family approach to farm and home planning has been used in ways that differ as to detail from State to State. These three groups are universal and have the advantage of being natural rural social organizations available for working with the local people.

"So what!" you say, "We have about the same ideas about our work." Then, if we all believe the same, why do we not all work more alike? Do we act on what we say we believe? Someone said, "What you do speaks so loudly that I cannot hear what you say."

Safety Ideas

Mailbox turnouts — half-moon drive-offs that enable the mail carrier to leave the highway, thus eliminating the traffic hazards caused by stopping on the road, are popular in Florida, with 50 installed, 80 applications approved, and 5 surveys pending.

Turnouts are constructed only on State highways in rural areas where traffic is heavy. They are placed at quarter-mile intervals, thus, they also afford a safe place for school buses to pick up and unload passengers and provide emergency stops where drivers can fix flats, make repairs, or catch a few minutes' sleep.

These were sponsored by Pilot Clubs, who appeared before the budget commission of the State road department so that funds could be budgeted to construct the turnouts. The State Highway Commission approved the project, and the clubs obtained the consent of rural residents. This project brought the Fourth District of Pilot International the Carol Lane "Group" award for highway safety.

The "Economy Run" sponsored by the junior leadership was one of the most successful undertakings of the past year, according to Richard W. Hill, associate extension agent in Guernsey County, Ohio.

With the goal of directing the attention of teen-age drivers toward efficient driving and away from fast driving, a committee of junior leaders planned the event. A course was laid out with the help of the State patrol who also helped in briefing the contestants. A time limit of 2½ hours was set for driving the course.

Sixteen young people from the ages of 16 to 18, with a driver's license and parents' consent, entered the contest. Trophies were awarded to the one with the lowest gas consumption and the runner-up. The County Automobile Dealers' Association furnished the awards. The Auxiliary State Highway Patrol furnished men to ride with each contestant as observers of driving errors in traffic rules. Parents of the contestants testified that their sons' driving improved markedly after they had taken part in the "economy run."

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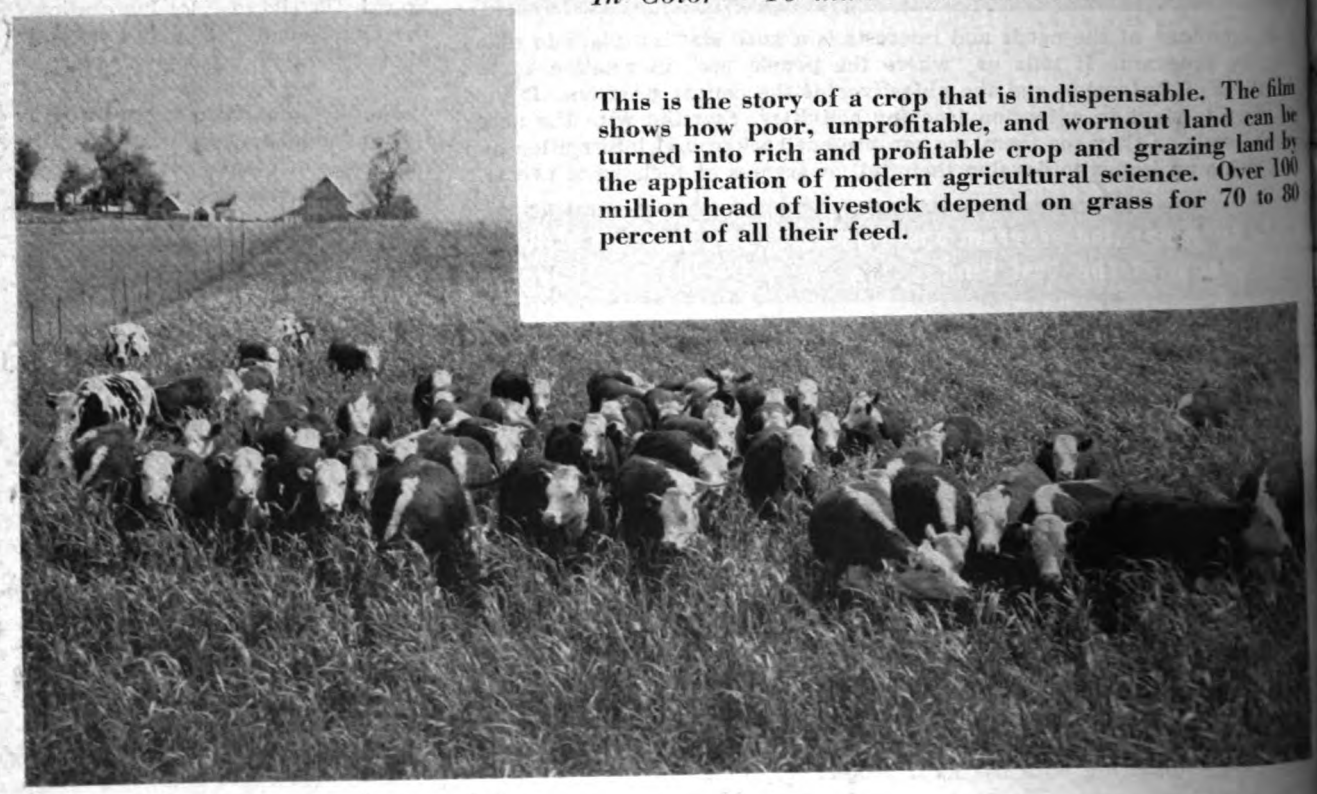

This is the story of a crop that is indispensable. The film shows how poor, unprofitable, and wornout land can be turned into rich and profitable crop and grazing land by the application of modern agricultural science. Over 100 million head of livestock depend on grass for 70 to 80 percent of all their feed.

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APRIL 1954

Extension Service Review

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EXTENSION SERVICE Review

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Ear to the Ground

• When getting ready for this Home Demonstration Week issue we met several times with the committee of home demonstration members of the Federal staff. This issue is the result of our combined efforts. We present the stories with the hope that you will consider them forward-looking and significant—that you will find in them some useful idea or method. May these records of noteworthy achievement give you a real lift, as they did us.

• The preliminary summary of reports from the White House Conference on Highway Safety, held February 17-19, has been released. The women's group felt that local community-wide safety groups must be the basis for attacking the problem of highway safety. They recommended publicity programs geared to the community level and personalized to appeal to women who may not belong to participating organizations.

• The agriculture group felt that rural groups should be included in all traffic safety programs and that these activities should be made an essential part of the general farm safety program. They said that an effective safety program in rural areas must look for leadership to the organized rural people of America who are well equipped to focus public opinion on this vital problem. The final report of the conference will be published later.

• The National Land-Judging Contest is being held April 29-30, in Oklahoma City. With the increasing popularity of this means of teaching soil conservation and soil appreciation, there will be great interest in this event, which we hope will be reported in a later issue.

• An ingenious forestry exhibit is described by J. B. Sharp, associate extension forester in Tennessee, in the May REVIEW. It makes use of the popular interest in quizzes and the educational principle of participation. More requests have been received for this exhibit than can possibly be filled in 1954, but the overflow is being scheduled for 1955.

The Next Chapter

Home Demonstration Week

May 2 to 8, 1954

HOME DEMONSTRATION WEEK is a brief pause in an expanding home demonstration program. Extension work is education—education is growth—growing takes time. Each year new achievements are recorded. But longer periods measure real growth.

The next chapter wil carry forward the same plot with many of the same characters, but the situations will be different and other viewpoints will be introduced.

Back in 1913 the Secretary of Agriculture, anticipating the passage of the Smith-Lever Act which created the Extension Service, wrote to the wives of crop reporters asking what the United States Department of Agriculture could do for them. North, East, South, and West—2,241 of them replied. They said the drudgery of housework, loneliness, and isolation of farm life, and lack of social and educational advantages were the real problems in their lives.

Forty Years Later

Forty years later, and undoubtedly hastened by these "early cries from the wilderness," home demonstration week observances show that much progress has been made. The articles which make up this issue, compared with the letters written to the Secretary of Agriculture in 1913, show some of the changes which have come about.

Then a farm woman of California made a plea for "more organization, for education, and recreation." Now 40 years later, there are more than 62,000 organized home demonstration groups with nearly a million and a half members, who are not only meeting this need but going far beyond it. How Columbiana County, Ohio, women are using their home demonstration club program to meet the need for citizenship education, described in this issue, is but one example.

Dreams Come True

A Florida homemaker asked the Secretary in 1913, "Isn't there a way to teach farmers how to build homes that are good in design as well as cheap and that are not like every other house in the country?" The last statistical report shows more than 750,000 families were helped to have just such homes. One way of getting the ball rolling is illustrated among South Carolina Negro families who live for a time in a house with all of the things they dreamed of. Try on a Dream for Size is the name of the article.

"Inspire her," said the husband of an Illinois farm housewife in 1913, and inspired she has been as Michigan homemakers and their families are eager to testify on the radio program called appropriately enough "Behind the Doorbell."

No Home Demonstration Week should pass without some tribute to the 3½ million women whose achievements feature the record of the past year. The leading characters were those who gave of their time and ability to take training and pass it on to neighbors and friends. We salute them and the home demonstration agents who helped them; in fact, all extension workers who have made possible the improved rural homes of today.

The application of the scientific facts and technological improvements which have released homemakers from drudgery and brought the farm out of isolation have complicated life, creating new situations and new problems. Different skills and more knowledge are necessary to the successful use of machines. Fast transportation and increased market competition have limited the self-sufficiency of the farm family. Training the children and management of the household are dependent on conditions and people far removed. Bringing the world closer together through improved communication and transportation has intensified problems in human relations.

Attuned to Modern Living

The next chapter in home demonstration work will, no doubt, be developed with thousands of variations in thousands of different communities and counties as it has in the past. It will be flexible enough to meet the rapid changes of modern life. It will take more into account the problems of health and safety, family relationships, education, organization, citizenship, leadership, and the many other aspects of modern living with its speed, mechanization, and need for cooperative action.

HEALTH at the Crossroads

County Committee Improves Health Facilities

THE HEALTH COMMITTEE of the Brooks County, Tex., Home Demonstration Council has shown that people who become concerned can improve the health conditions in their county. During the war this county had the services of only three physicians—one elderly and another in poor health. These men had no trained nurses to help them, and the nearest hospitals were 37 miles away. There was no county health organization, and as the women studied their problem, they found the south Texas area had a high rate of tuberculosis, and an alarming death rate of babies due to dysentery and other diseases.

Mrs. O. J. Horsman, a member of Flowella Home Demonstration Club, is a retired, registered nurse with years of valuable experience, so this is really her story. She has served in Kansas, her home State as a county nurse, a public school nurse, and also as head of a hospital nursing staff. With her technical and organizing experience, Mrs. Horsman helped set up the health committee of the Brooks County Home Demonstration Council which soon started work.

A study of the prevalent diseases in the county, and high oilfield and highway accident rate showed a great need for a local hospital. Plans for cooperative hospitals were studied and brought before county groups. At a countywide meeting in 1945, a committee brought pertinent facts before the group, and a temporary hospital board was set up. A committee including Pearl Taylor, county home demonstration agent, was sent to Amherst to visit and observe the community cooperative hospital. The reports from this committee sparked the beginning of a hospital fund drive.

To assist in this fund drive, the Brooks County Home Demonstration Council started a commuity tradition in the annual Halloween carnival. Their first objective was to give youngsters wholesome entertainment on Halloween, then to foster goodwill and community spirit, and last to raise money for the hospital fund. This Halloween festival has continued through the years, and it now furnishes funds for the hospital auxiliary and participating organizations. A community stock hospital was organized in 1948 and has operated to the present time. In January 1954 a Brooks County Hospital, with some 30 beds was opened. This is modern in every respect.

In the summer of 1946 the Brooks County Health Committee started another first. That was a preschool clinic, which, in the 7 years it has been operating, has immunized more than 700 children for diphtheria with a record of only one immunized child having the disease.

The Brooks County independent school board offered to underwrite the costs of the clinic if the women would continue its operation because of the community relationships developed. All organizations are requested to send workers to the clinic.

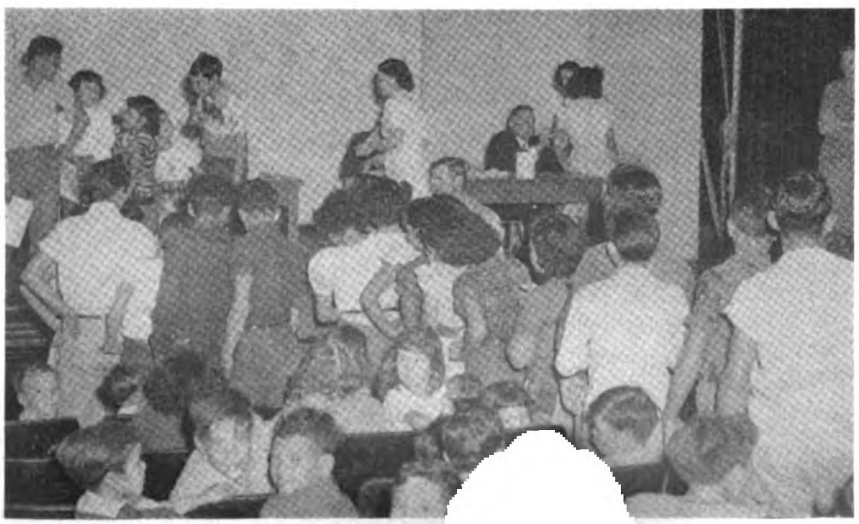
The health committee sponsored home-nursing classes offered by the American Red Cross in 1947. More than 100 women and girls received certificates in home nursing.

The health committee led the Brooks County home demonstration club women in joining with other women's organizations in the State in the study of mental institutions in our State. This focused attention on the conditions in our institutions which brought about a long-range program for improvements.

Two retired local nurses were sent to Corpus Christi for special training in teaching home-nursing classes. These women taught 5 classes each and have been active coworkers with Mrs. Horsman on the health committee.

For 3 years the health committee applied for the tuberculosis X-ray clinic from the Texas State Health Department. Finally, in January 1949 success crowned their efforts, and 2,551 were X-rayed, some 57 percent of the population of that age group. That year they found 108 tuberculosis cases. Representatives of the State department said it was the most outstanding clinic in the State, and that Mrs. Horsman had the best organized clinic outside of Austin. It has now become an annual affair, and many advanced cases have been found.

Emergency vaccination of Encino school children when small pox was reported in south end of county—Mrs. Charles Ward, R.N. in charge.



More Milk for More People

for More Buoyant Health

A Successful Regional Project

FRANK H. JETER, Extension Editor
North Carolina

Rita Dubois demonstrates many ways of using milk and milk products.

A REGIONAL consumer information project in the 13 Southern States is encouraging more people to use more milk. It was launched in 1951 with the Wisconsin and Federal Extension Services cooperating. After it got under way North Carolina became the cooperating State with the Federal office. It is made possible through the Agricultural Marketing Act of 1946 and directed by Rita Dubois.

The use of milk and dairy products throughout much of the South is below that required for good health. The amount of fluid milk used per person in the area is about three-fifths of the standard indicated for good health. Likewise the use of cheese, butter, and dry milk solids is low when compared with consumption in some other areas. While all citizens of the United States use about 700 pounds of milk per person, southern people use 400 to 450 pounds per person.

Teen-age girls, women, low income families, and Negroes use less milk and dairy products than is needed for buoyant health. Therefore, Miss Dubois has set out to increase the use of milk and dairy products among these four groups. She is faced with a real task.

No one could be more aware of the importance of milk and dairy products to good health than Rita Dubois. She is a trained nutritionist with experience as an extension specialist. She knows that milk and dairy products are topnotch sources of calcium and protein for growth and vigorous living. Her program, therefore, is directly aimed toward those people who could use this information to advantage.

"In getting this project underway," Miss Dubois says, "I first visited each of the Southern States to acquaint them with the project. Since then, agricultural leaders in all of these States have been kind enough to invite me to special meetings on the subject or have used our materials. I have conducted classes and demonstrations at annual extension conferences, at inservice training conferences, and at special training meetings."

The Extension nutritionist in Arkansas asked Miss Dubois to help in developing further programs on milk and dairy products as a food consumption study showed low calcium diets. Classes were arranged for the home demonstration agents, both white and Negro, at their inservice training conferences. Many of the agents later held leader training meetings in their counties and these leaders, in turn, gave further demonstrations at their local club meetings.

The next year, Miss Dubois returned to Arkansas to follow up with intensive work in two counties in the delta section. This was in a section where few farmers kept cows and where incomes were low—an ideal section in which to stimulate interest in nonfat dry milk. Many of the people there are now using it regularly.

A different type of training was held for home demonstration agents in Tennessee. Here, all-day meetings were scheduled in five extension districts. Half of each day was spent on the preparation of dishes, using the various kinds of milk on the market, with a discussion of comparative food value and cost. The remaining half of the day was spent discussing how this information might be used. Illustrative materials such as flannelboard, charts, filmstrips, and exhibits were shown and the ways they might be used to good advantage in teaching the use of milk.

Miss Dubois has given demonstrations at farm and home weeks and at 4-H Club weeks. In some of the States, she has had requests to help with special milk programs in certain counties. For example, in Florence County, S. C., special studies revealed that milk was the food most often neglected, so a 2-year program was developed in an effort to teach everyone there the importance of milk. All of the educational agencies took part, with the home demonstration agent taking a leading role. At their request, Miss Dubois visited

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Home Life of 150 Young Farm Families

Some Research Facts To Guide Extension Workers

CHRISTINE H. HILLMAN, Department of Home Economics, Agricultural Experiment Station, Ohio

IN RECENT years Extension Service personnel and others interested in agricultural action programs have expressed increasing concern for the problems of the rural American home and family living, and the quality of successful living to be found in homes. The awareness of problems has stimulated research in all areas of family relationships as well as specific regard for the family.

A review of the published research indicates, however, that to date, little information has been made available concerning the problems and adjustments, the needs, and the interests of young married farm families, especially those in the age range of 18 to 30 years. This gap in knowledge becomes significant when so many persons, particularly those professionally involved in bettering rural life, state that more reliable information about this age and marital group is a necessity if programs and educational materials of greater interest and benefit are to be further developed, and if the problems of young farm families are to be more effectively considered in the future.

The study, herein referred to, purposed to do two things, namely. (1) to determine the relationship between some of the personal and economic problems encountered by young rural families during the first 5-years of marriage, and those factors which appear to be conducive to success, and (2) to analyze and present data obtained as a guide in developing programs for rural youth, both married and unmarried.

Information was obtained from 150 young farm couples residing in four central Ohio counties. To qualify for the study each couple had to be (1) under 30 years of age, (2) married no less than 12 months nor more than 5 years, (3) reside on and obtain the major part of their incomes from the farm, and (4) have one of the following relationships to the farm: owner-operator, tenant-operator, father-son arrangement, or hired manager.

All contacts with the participating families were made by one investigator. Information was obtained by personal interview and recorded on originally designed schedule forms which were, for the purpose of the study, divided into seven broad areas of information. These areas were: (1) general characteristics and background information relative to the families, (2) characteristics of the farm business, (3) physical environment of the home, (4) home management factors, (5) personal factors, (6) economic factors, and (7) family relationships.

Insofar as an adequate treatment of data would call for a discussion going far beyond the limited space permitted, it is necessary to confine this report to the more general findings of the study. A complete analysis of all data will be made available through the Ohio Station at a later date.

Factors indicated by the majority of families as problems influencing the happiness and unity of their homes were as follows:

(1) *Difficulty in getting a start on the farm coupled with worry over indebtedness.* Approximately 62 percent were heavily in debt for such items as farm machinery, livestock and feed, household furnishings, and automobile. The majority feared that a drop in prices for farm products or one bad crop year would make it impossible for the family to continue farming.

(2) *Dissatisfaction with present farming and living arrangements.* Dissatisfaction expressed over farming arrangements was frequently associated with the wife's dissatisfaction with (a) living arrangements, and (b) the physical condition of the house in which the family lived. Sixteen percent of the families shared a home with someone else, usually the husband's parents; 26 percent lived in a second house on the farm. Many problems in personal and family relationships were expressed by families in these two categories.

(3) *Lack of knowledge concerning the management of farm income.* This was a very real problem to many families who prior to marriage had little experience in extending irregular cash income over a period of months, or knowledge of how to make the greatest use of real income by home production and preservation of food. This was indicated as a problem, particularly by those homemakers who had little or no farm experience before marriage. It is significant that 39 percent of the wives had nonfarm backgrounds.

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Mrs. Marian B. Paul (left) admires the modernized kitchen which Mrs. Jeff Simmons (right) built.

This is the dream house which is changing the face of the South Carolina countryside and two of the vacationers taking it easy on the lawn. When a house is planned and built for efficiency and comfort, the work doesn't take long.

Try on a Dream for Size

SHERMAN BRISCOE, Information Specialist, USDA

THE 18-MONTH-OLD demonstration house in South Carolina, where small groups of rural colored women live for brief periods, learn modern homemaking methods, and whet their appetites for better homes of their own, is speeding up rural home improvement of that State.

Up to January of this year, the model home had served as a weekly vacation cottage for a total of 153 rural Negro homemakers from all over the State. They went there during their slack farming season (November-May) and lived like a family for a week in groups of four or five. Each group was accompanied by one of the State's 30 colored home agents.

Weeks in advance, each home agent and her group of four or five made complete vacation plans, including the week's menu and the homegrown food items each was to bring.

During the stay in the demonstration house, each homemaker performs a different chore every day—cooking, cleaning, washing, ironing, and gardening. This gives each of them a chance to learn all phases of modern homemaking. But learning isn't left to chance. The county home agent gives a series of demonstrations in operating an electric range, planning balanced meals, cleaning an electric refrigerator, making a bed, operating a washing machine, and other housekeeping tasks.

The women pitch in with enthusiasm, each trying to outdo the other. After dinner, and the chores and demonstrations are all over, they sit around the fireplace reading newspapers and magazines, discussing home, community, and even world problems, or listening to the radio, or to recordings of good music.

"For some of these ladies, it is their first opportunity to live in a modern home," says Mrs. Marian B. Paul, State supervisor of Negro home demonstration work and founder of the demonstration house. "And they love every moment of it," she adds.

Highlights of the vacation period are a luncheon in midweek for their homefolks who come in cars and buses to visit with them, and a party on the final evening for the folks of the Kingstree community where the model house is situated. These two occasions give the women an opportunity to show off what they have learned.

Fun at bath time is what impressed 5-year old Joe, and his mother most. They set their heart on a bathroom of their own, and got it.

The visitors learn, too. Even this one-shot treatment is all some of the visiting homemakers need to get

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Behind the Doorbell

. . . with Michigan Families

A Radio Program That Helps To Evaluate Home Demonstration Work

Mary Collopy rings the door bell and takes the listener inside to hear a thrilling story of family accomplishment.

"IT WAS quite by accident that we heard your first radio program, Behind the Doorbell, and now we fellows at the factory arrange our lunch hour so we can follow this every Thursday." This was what one of the foremen in an auto factory at Flint, Mich., told Mary Collopy of WKAR, Michigan State College, when she met him and his wife at a home demonstration achievement night. "With all respect for your daily Homemakers Hour this new program will do more for strengthening family life than you may realize . . . We like to know the problems real families meet in our State and how they work them out."

Two main objectives Mary had in mind when she started this new feature in July 1953: Let the families tell their own story. This will be the subtle show window of home demonstration work. This off-the-cuff, unrehearsed visit should refute the contention that family life is decadent.

How Does It Work

"Talent" is suggested by county extension workers or through casual meetings when Mary attends county-wide events. Some ideas come in a letter from a listener of the daily program, Homemakers Hour. More recently families are nominating their neighbors. Individuals are asking for the privilege of participating. All persons are cleared through the county extension office before any commitments are made.

Format presupposes that Mary is actually in the home visiting with a typical Michigan family when the WKAR announcer says: "Mary Collopy travels all over Michigan. She is convinced that the best stories are the ones she hears as she stops in to visit homemakers . . . Step right up now, RING the DOORBELL (sound effects, recorded). Mary then opens the door (sound effects) and greets the thousands of persons outside the door. Quickly she welcomes them and resumes her visit with the family or the homemaker.

Most of these Doorbell programs are produced in WKAR studio on Michigan State College campus. This was planned to save travel time and expense and to insure excellent quality of tape recordings. But, after 2 months, it was clear that families enjoyed the honor and adventure of participation on the campus. Long, cold trips seemed no problem. Many came in with their county home demonstration agent. Arrival at the studio is rarely ever more than 30 minutes before the doorbell rings. Often it is only 15 minutes. Quickly the "talent" must be made to feel like old friends; Mary must learn of their family, their homes and philosophy, and together they decide upon The Story—remodeling a kitchen (what can we say that folks will get without seeing?) the furniture I have refinished; how we cut our grocery bill and ate better; how we manage our farm life on partnership basis with relatives; hobbies that bring us income, or how homemaking changed after polio hit me.

Mary must get a quickie feel of the home—what she will see as she approaches it—chickens, evergreen trees, view of the woods or lake, cow barns, or pet lambs or dog. If the story is of a certain room she must have a mental picture. They agree on questions of finances.

Then—there goes the Doorbell! They are on the air without notes. The chat is apt to give you the aroma of cinnamon rolls coming out of the oven; you will get a peek at the baby sleeping in the next room.

Not once in 6 months of this show has any husband, wife, or child forgotten to play the game—to maintain the illusion that we are in their own garden, orchard, kitchen, den, or living room. If dad is not home he is mentioned and tied in with this story of family life in Michigan.

Fourteen minutes are over and what has been accomplished? Some specific goal of a family has been aired and the solution discussed informally.

For the Cardiac Homemaker

MRS. RUTH C. KETTUNEN
Instructor, Department of Home Management
Michigan State College

A COURSE in work simplification for Michigan homemakers with heart disease enrolled 600 women in the first 2 years it was offered (1951 and 1952) when the program was on a half-time basis. In 1953, with a full-time instructor, 658 women in 24 counties took the course.

This work was made possible when the Michigan Heart Association offered a grant of money to the Michigan State College to help cardiac homemakers. With this impetus a series of four classes in work simplification for housework was developed as part of the county home demonstration program. Sometimes the agent requested the series because she knew there was need for them in her county. In other instances, local doctors or others interested asked for the classes. Careful groundwork was laid in the county to insure adequate class enrollment.

The Michigan Heart Association helped the home demonstration agent by obtaining the approval and support of county or local medical and health groups and helped with local publicity.

The only requirement for enrollment was that women with heart disease get the signature of their doctor on the application form. The class members were not all heart cases, although cardiac patients were given preference. Up to the maximum class limit of 25, public health nurses, student nurses, local home demonstration leaders, and women with various other physical handicaps were accepted.

Class instruction applies the principles of work simplification to as many homemaking situations as possible. There are four 2-hour classes in the series with a relaxation break after the first hour.

Posture and body mechanics and work simplification in the kitchen. while cleaning, and in the laundry were included.

As a check on the effectiveness of this program, each class member received a questionnaire at least 2 months after she attended the classes. The 50 percent response showed a very high degree of change in homemaking practices.

One woman wrote, "Learning the right habits has left me less fatigued at the end of the day." Another said, "It is unfortunate that one needs to be a cardiac to be privileged to attend as the classes have been of immeasurable help to me;" and another, "I am writing to tell you what a big help the heart class was to me. I could not believe anything could help anyone so much. I had arrived at the point where I was completely discouraged. I want to thank you all for now being able to look up instead of down."

Interest is also growing among workers who are not handicapped. Women's organizations, radio, newspapers, and periodicals seem eager to take a "cue" from industry and want to know more about time and motion studies applied to homemaking.

More Milk for More People

(Continued from page 69)

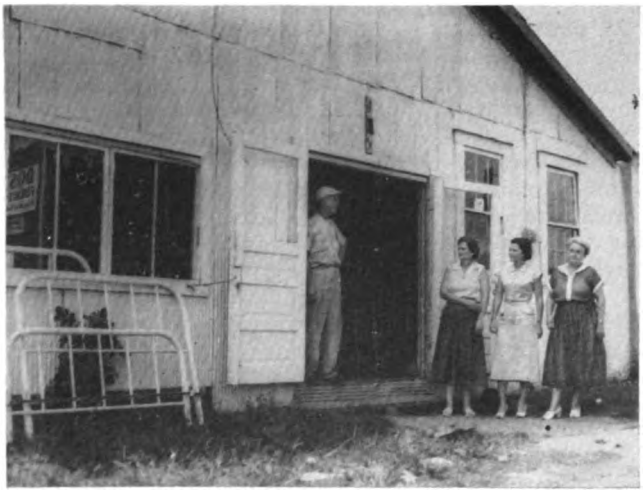
Florence County several times to help the local people develop the program and to conduct meetings. Talks were given to different groups, including the county council of farm women, PTA, federation of women's clubs, district nurses association, and school lunch operators. Many of the home economists in the county, including home economics teachers, the home economists with a power company, and the county school lunch supervisor attended these meetings.

Miss Dubois has developed leaflets, suggested demonstrations, radio and television scripts, news articles, posters, and a portable exhibit. These are available to nutrition and consumer education specialists and home demonstration agents in the Southern States. One leaflet prepared for home agents was sent not only to the Southern States, but also to agents in about 30 additional States at the request of their nutrition specialists. A leaflet for distribution to consumers, How to Choose and Use Nonfat Dry Milk, was prepared by Miss Dubois and Gale Ueland, Federal extension economist. It proved so popular that the supply of 100,000 copies was quickly exhausted. A reprint was ordered, and copies are again available.

The American Dairy Association and the American Drymilk Institute invited Miss Dubois to advise with them in the development of a film strip, Cooking with Nonfat Dry Milk Solids. Copies of this film were provided for the nutrition specialists in each Southern State to lend to home agents.

Television is being used to emphasize this work. Miss Dubois has appeared on several programs and has developed program ideas for use by extension workers for their own programs. In North Carolina, as a part of the June dairy month activities, Miss Dubois appeared on programs with the dairy production, dairy manufacturing, and dairy marketing specialists. One such program was entitled, Milk As You Like It. Charts and pictures were used to show the care that is taken in processing milk, also the different types of fresh milk on the market, what pasteurization and homogenization are and what grade "A" means. They discussed times when milk is especially good, as when the homemaker is in the midst of her housework, for children when they come in from school or play, for secretaries in midmorning and midafternoon, for whole family at meal time, and after any hard physical exercise.

Miss Dubois feels that the project can make a real contribution toward reducing the surplus and improving health by "getting more milk consumed by more people."



Elsie Laffitte, former Gadsden County home demonstration agent (right) points out the streamlines of the new canning center to Mrs. Marjorie Gregory, agent, (center) and Mrs. R. E. Duncan (left) canning center supervisor in the picture at the right. Then compare it with the old canning center in the picture at the left.

A Home Demonstration Center . . .

the New and the Old

THE GADSDEN COUNTY Home Demonstration Center in Quincy, Fla., is an up-to-date, scientifically equipped plant, serving urban as well as rural women.

As Gadsden County home demonstration agent, Elise Laffitte was the driving force for 28 years in directing the diversified program of homemaking skills. She retired October 1 after realizing her dream of a modern Gadsden County Home Demonstration Center.

Concentrated interest in Florida home demonstration work runs in the Laffitte family. Pearl Laffitte, sister of the Gadsden County worker, also retired October 1 as Duval County home demonstration agent after 31 years' service. Born in Lloyd, near the Florida capital, where their father owned a general merchandise store, the sisters grew up close to the problems of rural Florida homemakers.

The Gadsden County agent was inspired in her work for a new center after a visit to her sister and the center in Duval County. She was particularly impressed by the output of home demonstration canning, and when she returned to Quincy her enthusiasm spread.

During World War II, Gadsden County home demonstration workers canned everything "cannable." During the summer season of peak crop years, they frequently canned more than 1,000 tins a day, paying 2 cents per tin and 3 cents per glass jar service charge.

Such record work was accomplished in a small, obsolete building with little in the way of modern equipment. Gadsden County men took pride in the canning ability of the women and were soon backing them in the drive for a new center. The five county commissioners, representing Chattahoochee, Havana, Quincy, and Greensboro, worked hard on the project. The city manager, whose wife, Mrs. Harbert Gregory, is county home demonstration agent, drew the floor plans for the new center. The city of Quincy contributed complete modern equipment to the new center, including a 6-foot deep freeze, giant pressure cookers, electric stove, a series of small gas ranges, and many fine cabinets and tables at an estimated cost of $5,000.

Preparing and packaging meats, vegetables, and fruits for deep freeze, as well as some steps in canning, are done on the oversize tables primarily designed for dressmaking, another of the center's major projects.

The new center has become so popular that former Gadsden residents return for visits primarily to use its facilities. Foods canned in Quincy find their way to Ohio, Oklahoma, and California.

Grown and canned in Gadsden County, Fla., U.S.A., foods are continuously shipped overseas. During recent years requests from Gadsden County boys in Korea have included cornbread, sausage, fried chicken, "chittlin's," sweetpotatoes and fruit cake—all such items have been canned and shipped.

A New City

Gives Home Demonstration Club a Chance To Build a Site for Good Homes

MANY STORIES have been written about home demonstration work in well-established communities. This story concerns the development of a new community and the part home demonstration work has contributed to this community.

Dell City is located in the northern part of Hudspeth County, Tex., and is an irrigated farming community in the sixth year of production. Cotton is the chief crop grown and alfalfa is second in production. The year after it had been proved that the valley could be developed into a farming area there were perhaps a dozen farms operating, with the families living in trailers and temporary shacks.

It was this group of homemakers who organized the home demonstration club with 8 members—the first organization in the community and the only one that has remained stable to the present time. The primary interest of this group was community development. They knew that homes would have to wait until farms could be established. The men were so busy clearing brush, leveling land, and putting in wells that they had little time to devote to community activities. It was up to the women to take the lead. The courage of this small group of home demonstration clubwomen and their foresight of future community needs, is largely responsible for the success of projects established in the community. The home demonstration agent, at that time Margaret Lattimore, gave this group training in organization, leadership, and committee work. This training received through home demonstration work has been carried into PTA, Dell City Community Organization, and other groups.

The Dell City Home Demonstration Club has done much toward building a school for the community.

During these first years the home demonstration club raised money and bought library books, playground equipment, and other school equipment. The club realized that in order to attract the type of families who would want to stay, the community needed a good school system. During the first 4 years, the home demonstration club, through community carnivals, chili suppers and pie suppers, raised about $1,500 for school purposes.

The community now has a modern school with facilities for high school homemaking and agriculture, school cafeteria, and gymnasium. Through the efforts of the home demonstration clubs, trees have been set around the school grounds.

Through work of the home demonstration agent and the home demonstration club, Dell City has been active in the community improvement program. They have won two awards of $100 each to be applied to a community center building. The home demonstration club now has about $1,000 in their treasury for this building, and has enlisted the support of the men's organizations to get the building started.

By the third year of farming in Dell City, many new families had moved in. These families were for the most part young people. Information gained through the home demonstration club helped in planning and furnishing their homes.

Club work has also helped them with food and clothing problems. Twelve leaders in the club received training in clothing construction last year, and clothing will be carried in 1954. These leaders have passed on information to about 35 other club members.

Dell City has grown much in the last 4 years. There are about 120 families in the community now. The home demonstration club has some 40 members.

Homes in the new city spring up like mushrooms, but not faster than planned through home demonstration work.

The State Home Demonstration Council has done much to strengthen the arm of rural women working to meet their own problems with more knowledge and more cooperation. Their activities are many and varied, as the following few examples testify.

Home D

Committee Workshops

THE SECOND committee workshop for the 15-year-old Kansas Home Demonstration Council strengthened the conviction of Georgiana H. Smurthwaite, State home demonstration leader, that lay leaders are valuable partners in planning programs and policies. Suggestions made by the workshop for activities to be carried out in addition to their extension programs varied from the sending of home economics textbooks to Pakistan to rural women's contribution to the Sunflower State's centennial celebration.

Plan for Action Developed

Committees represented by the 65 women at the 3-day workshop were Associated Country Women of the World, publicity and public relations, standard of excellence for home demonstration units, civil defense, education and scholarship, health and safety, international relations, extension program of work, and the Kansas Centennial Celebration.

The plans of action developed by the committees were then submitted to the State Home Demonstration Council at the annual business meeting for discussion and approval during Farm and Home Week in early February.

Guiding the Program

One effective method of guiding the program of home demonstration groups has been the standard of excellence, developed by a council committee. The standard contains a series of suggestions to be used by the unit members in planning a worthwhile and balanced program. When the standard has been fulfilled, the group is given a seal to be placed on the "Declaration of Faith" written by Grace Frysinger.

A report of the accepted plan of each committee is mailed to each county extension office and to the chairmen of all county home economics advisory committees.

As the plans are discussed in each local home demonstration group, the members feel that they are a part of the State extension program and develop a unity of purpose and thinking, reports Miss Smurthwaite. She feels that when leaders take part in program and policy planning there is a better public understanding of extension work and its basic purposes.

Sponsoring Home Economics Education

The women attending the first homemakers' week at Pennsylvania State University in 1953 marked the occasion by establishing three $100 scholarships for girls who wish to study home economics. Contributions to this fund will be taken during countywide homemakers' meetings held this spring. When the 1954 Homemakers Week rolls around, the women hope there will be 4 or 5 scholarships for rural girls. Preference is given former 4-H members or those who plan to make home economics extension a profession.

The First 5 Years

The Vermont Home Demonstration organization observed their fifth birthday at the last meeting and used the occasion to check on their progress, according to Marjorie Luce, home demonstration leader. A ten-point program was adopted at the very beginning and comes up each year for consideration and selection of the particular item to be emphasized that year.

Health has been a major goal in each county. Sponsorship of school lunches, health fairs, preschool clinics, and dental projects for school children have been generally adopted. At least 10 counties have developed a plan to promote physical checkup for the women. Self-testing for diabetes has been a major project in several counties.

Citizenship is now being given special attention. Several counties worked very hard on "get-out-the-vote" campaigns, and many observed United Nations Day. They studied town government and took an active part in town meetings. Community service was reported by all groups: some in citizenship, some in recreation, many in welfare and improving community facilities.

In home and community beautification, petunia, or home flower garden contests, mailbox improvement, and development of picnic areas predominated.

Vermont Women Sing

The State chorus has had remarkable growth. It has appeared at State council meetings 3 times and at the last meeting 120 voices sang together. Seventy or eighty of these sang at the National Home Demonstration Council meeting in Boston on the New England night program. Nine counties have developed county choruses which meet frequently and sing at many county events.

ɒnstration Councils

A Kansas State Council committee planning for participation in the world-wide organization of rural women; the Country Women of the World, at the second annual committee workshop.

One of the five bookwagons of the Vermont State Library Commission is supplied by the State Home Demonstration Council. Each woman gives a dime each year. Ten percent of each county's contribution goes each year to their regional library to supply books which are in particular demand. So much surplus has accumulated that last year it was voted to change the name to Bookwagon and Scholarship Fund. Two of these $200 scholarships for the study of home economics have already been given.

Homemaker's Creed

The Florida State Home Demonstration Council recently encouraged each member to write a creed for homemakers. Among the large number entered, that of Mrs. George Alliason, Orange County, was judged the best. It was chosen as the new "Homemaker's Creed for Florida Home Demonstration Club Members." This is the creed:

Let me be:
Honest with myself,
Orderly in my home,
Mindful of my shortcomings,
Earnest in my faith,
Mentally alert to new ideas,
Active in my community,
Kind to my fellowman,
Eager to learn,
Reliant to my work,
Then I will have earned the honor of being a homemaker.

Challenges Ahead

The greatest challenge ahead for home demonstration agents is the opportunity for service to people. Our aim as extension workers is to help people to help themselves, to start where they are, with what they have.

In meeting the challenges that lie ahead, we must find ways to broaden our education programs to get away from mere skills—except as we relate them to broad programs of which they are a part. Programs must come from the people themselves. We must help to develop good and useful citizens. To do this, one of our important jobs is the development and training of leaders. The growth of the extension program depends on good leadership. We must recognize that our opportunity for leadership and development among youth is just as important as among adults. Youth will carry forward our culture and will further develop the ideals and standards of democracy in American life.—*Message for Home Demonstration Week from Mrs. Eugenia P. Van Landingham, president, Home Demonstration Agents Association.*

Kentucky Agent Gleans Ideas in Virginia

The first Grace Frysinger travel award to study home demonstration methods in other States went to a Kentucky Agent, Mrs. Louise Craig. Her report (February 1952 REVIEW) sounded so good that the Kentucky Home Demonstration Agents Association set up a similar award for the State which went to MABEL KIRKLAND of Washington County in 1953. This is a summary of her report to the State Home Demonstration Agents Association meeting in February 1954.

HOUSING and program planning were my chief interests. I wanted to study and see how agents in other places were handling them. Home demonstration work was started in my county in 1947, and has grown fast because the women are ready and willing to work. But more and more I felt the need for information and help on housing and program planning.

On receiving the exciting news that I had actually won the award, I began to work out plans with Myrtle Weldon, our State home demonstration leader. Where should I go? What should I do? We wanted to select a State with a good housing program, and one that did their program planning in the fall when I could best be out of the county. Virginia seemed to offer the best possibilities, and Maude E. Wallace, assistant director there, agreed to help work out an itinerary for me.

Two subjects in 2 weeks sounded ambitious, but Miss Wallace had a schedule planned which made the most of the time. Lucy Blake, district agent, started me out on program planning in Roanoke and Appomattox Counties. The program chairman of the county first discussed the program. Then a post-planning meeting with the agents was scheduled. The county planning with the women was similar to that in Kentucky, but the post-planning involving the agents and the county and State leaders, is altogether different.

The study of kitchen arrangement was done in Louisa County with Helen D. Alverson, home management specialist. She had some good points in getting the women to begin thinking about their own kitchens. One point was to consider what were the possibilities of using another room for the kitchen. The women drew the outline of their kitchens on the board and explained changes to the group.

Most of the second week was spent on housing. Mary Settles, housing specialist, took me to three or four counties for visits to homes that needed improvement and in one county they had two leader training schools on housing. Virginia Polytechnic Institute furnishes these specialists with 50 to 60 plans. This was all very good because different people have different ways of doing things and different localities require things different.

Ruth Jameson, home furnishings specialist, held one special interest group meeting on making bedspreads. Kentucky seldom has training schools for special interest groups.

This fellowship not only offered a means of study but for rest and relaxation which an agent seldom gets in her own county. Miss Wallace had also planned that in traveling to different counties, I might see the places of interest in the State of Virginia. As this fellowship was taken the last week in September and the first of October, the trees and landscape were beautiful which added pleasure to this trip. I drove from Kentucky to Virginia and had a good chance to see the countryside. Many thanks go to Miss Wallace and her staff for a very profitable fellowship in the State of Virginia.

A Big Anniversary

When Valley County, Mont., held an observance of the 50th Anniversary of demonstration work late last fall, 30 of the women present had been in home demonstration clubs for 25 years or longer. In addition, three of the four home demonstration agents who have served Valley County since extension work was started were present to take part in the event.

Part of the program was a pageant presented by members of the group with the assistance of 4-H Club members and Valley County men. The pageant, Learning by Doing, was written by two Montana extension workers, Hazel A. Thompson, Rosebud County home demonstration agent, and Harriette Cushman, State poultry specialist.

Profits From Farm and Home Planning

A young couple use farm and home planning to improve their home and crops. HARRY R. JOHNSON, Minnesota Extension Information Specialist, gives us this story.

Mrs. Lukken shows some of the modern ideas the old house has picked up.

A YOUNG Minnesota farm couple are taking full advantage of a farm and home planning program.

The young couple are Mr. and Mrs. Roy Lukken, who rent a 360-acre farm from Emerson Ward of Waseca, Minn., in rich south-central Minnesota. The Lukkens. now in their early thirties, grew up on farms around Mankato.

Roy came out of the Army in 1946 with a little over $500 saved. In 1947 they went on Emerson Ward's farm. Now, a look around the well-kept farm and a glance into his new pole-type machine shed show the once small Lukken kitty has grown.

And you could readily see why if you spent a few hours with the Lukkens. They have almost a working laboratory of approved farm and homemaking practices. Mrs. Lukken's kitchen is designed with her time in mind. She has a modern electric dishwasher, automatic laundry, large upright deep freeze, and electric stove.

In addition to making her household chores easier, these devices permit Mrs. Lukken to help Roy with field work at corn, bean, and grain harvest.

They also have a modern bathroom, planned along with other farm home improvements by university extension specialists. In the living room is a new TV set. Although the house is an old-style one, many modern improvements make it more pleasant to live in.

Out around the farm you will find other evidence of farm planning. The Lukkens joined the Waseca County farm and home planning group in 1951, after 4 years of average farm yields.

With the evaluation and counsel of their group, including Agricultural Agent Cletus Murphy, they decided that a high fertility program in corn and soybeans was the best way to get their farming into high gear.

Most of the farm now is in a 7-year rotation — corn, first year; corn or beans, second; grain with green manure, third; corn, fourth; corn or beans, fifth; grain with alfalfa, sixth; and alfalfa, seventh year.

Roy is following the plan of getting top corn production on a large acreage. In 1953, his yields from a high fertility program that cost about $32 an acre ran from 102 to 137 bushels per acre.

This year his most profitable fertilizer treatment was side-dressing 150 pounds of nitrogen per acre. This gave a yield of 119 bushels. The land had been in legumes in 1951 and in grain last year—that of course, helped. His 1953 fertilizer program just about paid for itself. But it didn't go over the top as soils specialists thought it would. Unusual weather conditions account for the somewhat less than the 150 bushels per acre they had set the stage for.

For efficient harvesting and storing Roy has bought a 14-foot self-propelled combine, two tractors, a large grain truck, a corn picker-sheller—so new that the implement dealer didn't know his company even made the "critter"—and a grain-drying unit for drying shelled corn before it is stored in the new concrete based steel silo.

Drawing upon the trained foresters at the University of Minnesota, Roy planted a 700-foot shelterbelt of trees on the north edge of the farm. Minnesota winters are famed for cold and snowdrifts.

Lukkens' future plans include feeder cattle and hogs. His new steel silo will come in handy. Now he uses it to store dried shelled corn.

One of the unique points about the Lukken-Ward enterprise is that Emerson Ward, owner of the farm, has consistently favored Lukken's plans for the farm and given his close and helpful cooperation in the program.

They operate on a crop-share plan. Ward supplies the land and buildings, shares half the seed and fertilizer costs, gets half the crop. Lukken gives his know-how, time, machinery and power, and gets half the harvest.

An Extension Exhibit
Economy Cuts of Beef

F. H. ERNST, Specialist in Visual Aids, California

AN EXHIBIT to popularize the use of economy cuts of beef was set up by the California Extension Service at the Grand National Livestock Show in San Francisco. This exhibit proved surprisingly popular. The exhibit was prompted by the statewide program to increase the consumption of economy cuts of beef. California Extension Service participated in this campaign with the beef industry committee.

As part of such efforts, the Extension Service prepared an exhibit to show a live steer with the less-asked-for wholesale cuts marked off with tape, a 6-foot refrigerated display case to show these wholesale cuts of meat, and one cooked meat dish displayed under a glass case. The wholesale cuts of meats were provided by a leading San Francisco meat packing concern. The meat was changed in the display case every second day; in other words, five changes for the 10 days' duration of the show. The meat cuts in the case were identified by a card both as to name and the possible uses were also indicated. For example: the plate can be used for stews, for boiling or short ribs, or braising. Similar signs were used for the brisket, the flank, the neck, and other cuts. This part of the display proved very helpful and interesting, and probably was the central attraction of the exhibit.

The glass display case to show to advantage the cooked dish of meat is not commercially available and it was found necessary to get this made by a glass company. A case, 9 inches high 34 inches wide, and 36 inches long, of plate glass was made. This case was placed upon an attractive dining room table. The case served to house, not only the dish of prepared meat, but also two attractive place settings and an ornamental fruit dish.

The prepared meat dish was changed each day which proved adequate to keep it in an attractive condition. The use of colorful dishes helped to give this eye appeal.

The four meat dishes which were prepared and shown were labeled. Stew in 15 minutes, Flank Can Be Broiled, In Place of Steak (pan-broiled ground meat), and 40-Minute Pot Roast by Pressure Pan. The exhibit was dressed up with an attractive screen, a large house plant and three placards on easels which called attention to the general purpose of the display. A chart showing a beef carcass with the wholesale cuts of meat marked out was shown on the back wall.

A leaflet entitled, "Use Economy Cuts of Beef," by Hilda Faust, extension nutritionist, was prepared for distribution during the show. There were 4,200 copies given out, and, incidentally, not a single copy was found wasted on the walkways of the show grounds during the entire 10-day period.

Stopped Nearly 13,000 People

The exhibit was attended during the principal hours of visiting, these hours being from 5:30 to 8:30 p.m. on Monday through Friday, and from 10 a.m. to 8:30 p.m. on the two Saturdays and Sundays. Former Home Adviser of Napa County, Mrs. Peggy Winlow, was employed to attend the booth during each of these 10 days. Mary Jane Pellegrino, principal laboratory technician for the nutrition project, State extension office, also attended the booth at peak visiting hours. A count was kept with a hand counter of those who really stopped to look at the exhibit, and this count showed a total of 12,884, a surprising total indeed. The California Cattlemen's Association and the Western States Meat Packers Association cooperated by paying for the employment of Mrs. Winlow.

The exhibit met a popular response from the viewing public; in fact, not a single adverse criticism was received, and many said that this sort of information was needed by the present-day housewife. These comments came from meat packers, butchers, cattlemen, and visitors from the city of San Francisco where the Cow Palace is located. Perhaps the experience with this display points up an opportunity to do more work in nutrition with city people.

Mrs. Peggy Winlow, former home demonstration agent in Napa County, attended the booth with the help of Mary Jane Pellegrino of the State Extension office during peak hours.

City Women

Get Some Facts on Farming

JAY HENSLEY, Assistant Extension Editor, Iowa

ON A BLEAK, blustery fall day. a group of Iowa farm homemakers enrolled in the Poweshiek County extension program tried out a dynamic experient on a tenant farm 8½ miles east of Grinnell. It was an experiment in better rural-urban relationships, and highly successful.

Purpose of the day was to give town folks a firsthand picture of the average farm-home business and some understanding of what makes for the price spread on farm products between producer and consumer. Each farm homemaker invited a town homemaker without a rural background as her guest for the day's activities.

Ninety-four women crowded a drafty barn on the Claire Hutchison farm that morning, sat on blanketed bales of hay, listened intently to County Extension Director Stan Stover's thorough briefing on tenant farming.

"Whenever there was a church social," Stover reminisced, "my mother got stuck for a couple of chickens and two dozen eggs—because all she had to do was 'go out and pick 'em up.'" He went on to give a picture of the family-farm setup, financial situation, and just what kind of work and planning lie behind the good food and good living on an average tenant farm.

He explained different types of business arrangement between tenant and landlord, told financial picture, and management and labor problems. When he said that average cash income is $3,320, part of which must be reinvested in farm, one town homemaker exclaimed, "Why, you can make more in town!"

Next came a tour of the farmyard. Machinery and equipment were price-tagged at both assessed and replacement value to give women an idea of investment involved.

The afternoon program was held at the Congregational Church building in Grinnell after a hearty dinner. Mary Bodwell, home economics extension supervisor from Iowa State College, gave a talk on "What's in Your Market Basket." Town homemakers learned about the procedures and problems involved in getting food from farmer to consumer; were given tips on food buymanship.

After the talk came a question-answering panel made up of Stover, Hutchison, Miss Bodwell and James McNally, grocer. Typical questions were: What should be the price of fresh produce bought directly from the farm? How much should a family of four spend for food in a week? What is farmer's time worth an hour? Why are eggs so much higher at store than we pay for them at farm? What happens if market is loaded and produce is ready to sell? Is it a good idea to buy a quarter or half of beef for home freezer or locker? Why is pork so high now?

They Saw a Different Picture

Town homemakers ended the afternoon with a much different picture and infinitely better understanding of life and work on an average tenant farm. Farm homemakers felt the day's venture highly worthwhile in helping to establish good rural-urban relationships.

The city women met in a barn and sat on bales of hay to hear about the farm family business.

A tour of the farm yard gave the city women a chance to study the variety of price-tagged equipment.

Adventures in Hawaiian Cuisine

COMBINE more than 50 women of widely differing racial and cultural backgrounds in a club leadership group and the result is a melting pot of memorable island dishes.

Hawaii's cooking is as much a delightful potpourri as is the population. There is no monotony in island cooking because of the wonderful variety of flavors which come out of the wide differences in national tastes reflected in the cuisine of the various groups.

Around a group of these women the South Oahu County Extension Service planned a month's food project. Leaders from 24 clubs attended, and the women became the demonstrators.

Dishes that were favorites among the various racial and cultural group backgrounds represented were decided on. As each differing racial group explained their dish others watched and learned and awaited "tasting time" at noon. Hawaiian, Korean, Chinese, Japanese, Filipino, and Caucasian foods were featured and the luncheon became a truly cosmopolitan taste treat.

A glorified meat stew with meat balls and vegetables in delicious sauce topped with whipped potatoes (boiled in the stew first for flavor) highlighted the Caucasian influence.

The Filipino dish was delicious roast chicken Litchon (with herbs). Favorite Japanese recipes were long rice namasu, bara sushi, and kanten (jello). The Chinese group demonstrated their wonderful shrimp roll, and the Hawaiian feature was the typical Luau chicken in coconut milk.

The first course of the "sample" lunch was a favorite Portuguese soup made by Mrs. Lillian Guerreiro and Mrs. Grace Castor of the Halawa Club.

The final display of the international dishes was held in the dining room and each dish was labeled. At lunch the food was tasted and discussed. Mimeographed recipes were distributed.

Foods project leaders were delighted with the effect given a pineapple centerpiece cut in basket shape and lighted with burning sugar cubes dipped in lemon extract, demonstrated at the international cookery display. Mrs. Verna L. Dodd, (center—white dress) extension specialist in foods and nutrition, planned the demonstration with Vivian Winston, home demonstration agent.

Preparation of variety meats with the theme of a leader training meeting in the big island of Hawaii. Special attention was given to ways in which the demonstrator can get her information across.

A Practical Home Demonstration Activity

EQ-53 as a moth proofing material passed its first year's use in the home with flying colors. The ease of application and the positive protection to the woolens were two of the contributors to its success. Extension workers apparently stimulated a great deal of public interest in EQ-53 as the first edition of 70,000 copies of Home and Garden Bulletin No. 24, Clothes Moths and Carpet Beetles—How to Control Them, was exhausted within 6 weeks, and another printing of 50,000 copies had to be made.

EQ-53 has not readily been available to all householders, even though some 80 brands were put on the market last spring. Probably, the material has reached most retail shelves by this season.

Protection of woolens against the enormous losses caused by fabric pests affords one way to celebrate the 100th anniversary of professional entomology this year.

All products labeled as EQ-53 are standards which simplifies their use. Simply add one tablespoonful of the solution to the wash or rinse water for each pound of woolens. Soap does not interfere with the process.

Plans are being made to prepare a TV packet on EQ-53. There will also be a suggested procedure for a home demonstration. These materials will be available through the Extension Service.

A list of the manufacturers is available from the editor of the REVIEW in case your local merchants do not know of a source of supply.

Living Together . . .

What It Means to the Women of Columbiana County, Ohio

MORE voters at the polls and growing interest in all public affairs from combining local school districts to UNESCO is the result of the work of home demonstration groups in Columbiana County, Ohio, according to Home Demonstration Agent Ruth Pendry.

"Know Your County" is now the watchword of the county council public affairs committee. The Welfare Department comes up for scrutiny first. The study will be based on facts collected by the local league of women voters. Answers to an extensive list of questions, discussion, and interviews by league members on every branch of county government will soon be available in mimeograph then in printed form. The events which led to this report; and in fact to the organization of the League of Women Voters who made the survey, were set in motion by the home demonstration public affairs committee.

Women Survey Needs

The idea took root back in 1950 after a survey of interests and needs of women in home demonstration clubs showed a demand for help with the problems of getting along together. "Living together as a community" was first discussed under the leadership of Lucile Pepoon, specialist in family living. She helped the leaders prepare a questionnaire for county officials to use as a guide in talking to local groups on Local Government and How It Functions. Eighteen township meetings were held that first year, two of which were held at night for men, women, and children. County officials took part in all the meetings, answered questions, and welcomed the opportunity to explain county business. Discussion on race and nationality relations followed the review of a good book on the subject and was of vital interest to all.

"Living together as nations" was considered in four meetings, each covering an area of four or five townships. A panel of local members led the discussion, with J. P. Schmidt, State extension rural sociologist, as moderator.

With a successful year of activity behind them and interest high, a standing committee on public affairs was appointed at the June home council meeting in 1951. All members of the committee met with Mr. Schmidt in July and made a list of 16 items on which they would work. The list included such things as: Information on the 1952 vote for an Ohio Constitutional Convention; a school for township trustees and clerks of local government problems; and organization of a County League of Women Voters, information meeting on UNESCO, and other UN activities; support of such current programs as sanitation and brucellosis control; bringing a homemaker from a foreign land to visit homes in the county, and deputize county homemakers going abroad to represent Columbiana County homemakers.

The following year, 1952, under the heading, We and Our Neighbors, the women studied more about UNESCO. Mutual Security, Point 4, and international trade, not aid. The public affairs chairman and the home demonstration agent investigated and reported on the League of Women Voters and the county voted to sponsor a county league with the understanding it would be a good way to study government and learn to be better citizens. It would also be an opportunity for rural and town women to work together. The first study, Know Your County, was launched.

The public affairs committee chose township government and how to be an informed voter as the citizenship project in home demonstration clubs that year. Forty-eight leaders were trained for the meeting to be held before election day. The meeting was planned in the form of a quiz with three women on each side (those without glasses versus those with hats). A question was directed to one side, then if unanswered, to the audience, and last to two township officials, who had the discussion questions in advance. Twenty-four meetings were held with an attendance of 560. Leaders took the idea to PTA, Grange, Farm Bureau, and church groups, as well as to home demonstration groups.

Before the local meetings, a letter went from the home agent to all township trustees and clerks asking cooperation and assuring them they were not being put on the spot. Another letter explaining their plans and signed by the home council president and publicity chairman went to newspaper editors.,

The home council meeting in 1953 featured the county superintendent of schools so that the women could learn more about the issues coming up in combining districts and went on record as favoring the county health levy coming up in November.

Columbiana County women feel that they have learned much and are looking to their public affairs committee for more leadership in this important field in 1954.

• WILLIAM J. WONDERS, county agricultural agent, Rio Grande County, Colo., must have had real satisfaction in a letter from the county board of county commissioners which read in part: "The tax re-appraisal of our lands has been a constructive and beneficial work for all of the residents of our county, as well as a task of tremendous magnitude, and the majority of the credit for its succesful completion has been due to your interest and unselfish service in contributing your energies and approximately 160 hours of your time out of an already overloaded schedule."

Women Help County CONTROL *Rats*

JULIA JERNAGAN
Home Demonstration Agent
Nassau County Fla.

"RATS are eating us out of house and home. I wish we could do something about them." This casual remark by Mrs. J. L. Irvin, wife of a poultry farmer, at a planning meeting of the newly organized Callahan Home Demonstration Club, in January 1950, was the beginning of the 4-year-old rat eradication program, sponsored by the home demonstration clubs of Nassau County. This program has been far reaching and most beneficial to rural and urban people of the county.

An investigation revealed that rats were a great menace to the poultrymen in the county, destroying baby chicks as well as grown fowl, eating eggs, and wasting large amounts of feed. Professional exterminators were being employed by many farmers, but their work was unsatisfactory in that it got only a small percentage of the rats and killed family pets. Farmers, homemakers, and business people were all plagued with rats.

V. L. Johnson, assistant district agent, Fish and Wildlife Service, who had recently come to the State to work with the Agricultural Extension Service on rat eradiction, was consulted to determine what could be done to remedy the situation. He suggested a new bait, called compound 42. It was agreed by the Callahan and Hilliard home demonstration clubs to put on a campaign over their part of the county, with Mr. Johnson's assistance.

Result demonstrations were conducted on 4 farms to prove that the chosen bait would give satisfactory results without killing livestock and pets. The reports on these demonstrations were published in the local paper. When Mr. Campbell reported that the rats were eating the paper containers along with the bait, people began to show a little interest. Then when reports came in that the rats had consumed 100 pounds of bait, along with some feed in the period of a week, and that rats were dying by the hundreds, real interest began to develop. At the end of two weeks hardly a rat could be found on Mr. Campbell's farm.

The campaign was officially underway with many organizations cooperating. The home demonstration clubs had planned well. The town officials of Callahan and Hilliard provided free bait to all people living within their towns; Raymond Wolf, county sanitarian showed films to schools and civic organizations; teachers conducted poster contests in the schools; and 4-H Club and Boy Scout members distributed handbills and helped clean up ditches and vacant lots during clean-up week.

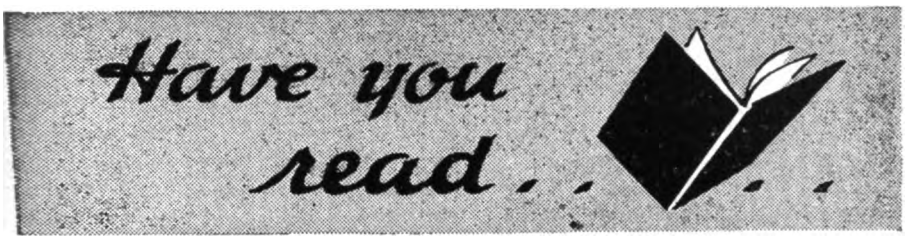
The home demonstration club members publicized the campaign widely through the local paper, telephone calls, home visits and talks to civic clubs. Mr. Johnson, assisted in packaging and distributing the bait for 3 consecutive days from stations that were set up for the purpose. Permanent distribution stations were established at 2 stores in each locality and at the home demonstration agent's office in Hilliard. Bait was sold at cost to people living outside of the city limits.

The results of the campaign were satisfactory to all cooperators. Two hundred farmers, merchants, and homemakers used 800 pounds of bait in lots of ½ to 120 pounds. with all reporting satisfactory results. The clean-up drive cleared both towns of rubbish which had previously provided harborage for rats. It also made towns cleaner and better looking. One mound of tin cans and rubbish, the dumping for 3 adjoining houses netted 5 truckloads. A few weeks after the drive, garbage collection service for a small monthly fee was arranged for by the authorities of both towns.

New cooperators were added to the list throughout the year. Records at the end of the year show that more than 300 families had used 1,500 pounds of prepared rat bait with satisfactory results and desired that the work be continued. The work was continued in 1951, 1952, and 1953, under the auspices of the county council of home demonstration clubs, with four clubs participating, and was extended to include the whole county. Early spring campaigns were staged as before with other organizations cooperating, and with the city councils sponsoring the cleanup drives in each community.

During 1951, 500 cooperators used 1,500 pounds of Warfarin (the name given to compound 42) prepared bait. In 1952, 550 cooperators needed only 900 pounds.

This program is an unusual one for home demonstration clubs to sponsor, but the results have been most encouraging and satisfying. It has shown the people a way that rats can be controlled, saving thousands of dollars each year. The typhus infestation in the county was cut from 40 percent to no infestation, according to tests that were made by the State Board of Health before and after eradication. The program brought about united effort on the part of organizations for community improvement. It united the efforts of the home demonstration clubs and led to the organization of a county council and helped to develop leadership among the members of the home demonstration clubs. Since home demonstration work was new in the county, this program brought the work to the attention of the public.



Books That Help Me

Louisiana Home Agents Tell Why

MATTIE MAE ENGLISH

Caddo Parish home agent, says the following two books have helped her on her job and gives her reasons why:

COMPLETE STORIES OF THE GREAT OPERAS, Milton Cross. Doubleday & Co., New York.

Every home demonstration agent needs something outside of her work. This must be entirely different from what she does every day. It must be something that will truly recreate her.

The Caddo Parish Home Demonstration Council sponsors a choral club composed of women from all over Caddo Parish. Somehow the home agent felt that the women were not making progress in the love of greater music, so she began the study of opera. Ten minutes were given at rehearsals to talk about the wonderful operas put on over the radio each Saturday afternoon throughout the opera season. Too, Shreveport was beginning to have opera. Artists from the New York Metropolitan Opera Company were brought in to take the leading roles, while the choruses were composed of home talent. Some of the Caddo Parish Home Demonstration Council Choral Club members took part in these choruses; yet others would make fun of the operas.

The agent, knowing there was not a full understanding of this great music, was determined to make *herself* appreciate every opera more. She also wanted her parish chorus to appreciate this wonderful music. So she began to read—not only to read but to study opera, go to the opera and listen to opera over the radio. This has been one of the most enjoyable outside hobbies that any home demonstration agent could ever have. The study has led to a subscription to Opera News, which gives in detail the lives of the artists and much information concerning the composers of the fine operas given each Saturday afternoon. The agent is even singing the little phrases and themes that run through these operas.

THE RETURN TO RELIGION. Henry C. Link. MacMillan Co., New York.

As a child, I always went to Sunday School and church in a little country church where many people were very set in their religious beliefs. I was brought up in a home where there was no cooking on Sunday and no games in which children "hollered" and played. However, my own dear mother had all the crowd around her feet and there she gave us beautiful Bible stories in the most dramatic way that any child could ever hear.

After starting my career in teaching young people. I found many who attended college upset over what they had been taught. Their lives as well as mine needed solid ground on which to stand. Some of the 4-H Club boys and girls who went away to college came back with questionable ideas that some instructors had put into their minds.

So seeing this book on one of the bookstand shelves, I bought it and went home to read. It fascinated me because of the practical psychology therein. It helped so much to get down to the real meaning of having a great power in which to believe. From this book I have been able to give better advice to college young people who return upset. I am more aware every day that my childhood religious influences have molded my moral habits more than anything else. "The Return to Religion" has made me more staunch in my belief in a Divine Being and a divine moral order.

This book is now being passed to a member of each home demonstration club. She, in turn, will give a review to her club.

MARY VERNON

Natchitoches Parish home agent, tells how the following three books have helped her on her job:

MODERN DRESSMAKING MADE EASY. Mary Brooks Picken. Funk & Wagnalls, New York.

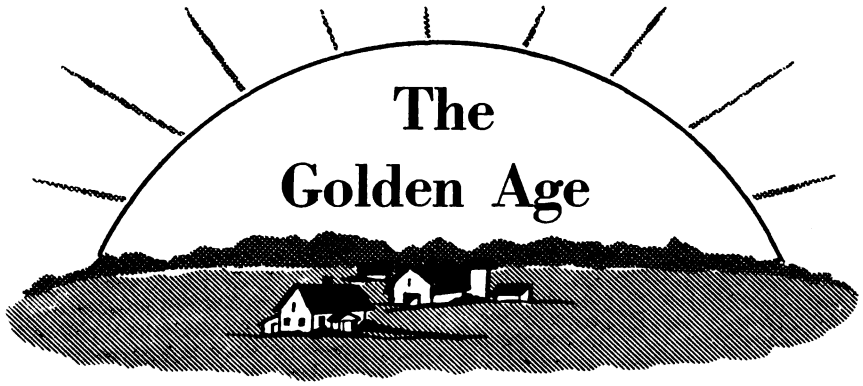
This is one of the best illustrated books on clothing I have used. I have used it in preparing illustrative materials and demonstrations on clothing. The methods outlined are simple and comprehensive. The author is most practical in her approach to many problems given in the book.

THE GREATEST BOOK EVER WRITTEN. Fulton Oursler. Doubleday & Co. New York.

No matter how well informed on the subject matter of a particular field, there comes a time, and often, when one needs a spiritual boost. Reading this book has given me a lot more courage and has been a method by which I have relaxed. One can go just so long on her own power and sooner or later has to depend on a stronger force than an earthly one. I think most extension workers have relied on this and other books of this nature to carry them over some difficult times.

ORIGIN AND GROWTH OF EXTENSION WORK IN LOUISIANA — 1860-1948. Frederick W. Williamson. Louisiana State University and A. & M. College

In my opinion, every extension worker should read the chapter, "A Man With a Mission." This chapter certainly helps to remind us of the responsibility which is ours in reaching people and diffusing information. It clearly defines the Smith-Lever Act, which I think we should read regularly.



ELLA M. MEYER
District
Home Demonstration Agent,
Kansas

NOW IS the golden age of opportunity in extension work. The work of extension agents is far different now than it was 50 years ago when Seaman A. Knapp first used a result demonstration as a method of teaching. The typical county agent of years ago could not do the extension job today. The satisfactions to the individual worker may not be so different but the opportunities for greater service have multiplied many times since then.

C. M. Ferguson, Administrator, Federal Extension Service, said to members of the National Association of County Agricultural Agents, "Today the opportunities of lifelong service depend entirely on your ability to do the job. You have a ready audience with which to work. In fact your audience has outgrown the hours in the day and the days in the week. One of the major challenges we face is the challenge of how to teach this audience. We have to find ways of reaching more people, more effectively."

That is why we in Kansas are so interested in our coordinated program, Balanced Farming and Family Living.

"Helping people to help themselves" aptly expresses Extension's approach to public service. In order to help people help themselves a well-planned coordinated program in the county is essential. A sound program requires major selection by the people served. It is a service that affirms the ability of people to take their own voluntary actions when they are provided with the essential knowledge upon which to base action. This same idea is reaffirmed in the report of the Subcommittee on Public Relations of the Extension Committee on Organization and Policy of the Association of Land-Grant Colleges and Universities, which stated:

"The family is the most important unit in organized society. The interests of each member of the family are intimately interwoven into family aims and activities. Problems of farming, maintaining a home, and rearing children are common problems of the family. That is why the family approach in extension teaching is so important. The family approach insures a program that coordinates closely the specialized farm, home, and youth activities of the county agricultural agent, the home demonstration agent, and the 4-H Club agents."

How then can we, as extension workers, help families to help themselves attain a better living? What are the interests of family members that affect living?

Wise use of income in my opinion, should head the list of information that should be made available to families, urban as well as rural. This includes consumer information on all items that the family buys, whether it be housing, recreation, or security.

The objective I have just presented necessitates another equally important phase of the program, that may be expressed as "To have the cooperation of the entire family in the determination and achievement of family goals." This, for extension workers, means giving assistance to families with information and training in the field of human relations.

Family goals certainly, whether expressed or subconsciously felt by the family, include the desire for optimum health for all members of the family. To maintain health is another objective that extension agents can assist families to attain. The maintenance of good health, physical and mental, requires an understanding of good health practices and the application of reliable information.

Closely related to the objective of the maintenance of health is an adequate diet for all members of the family. Optimum nutrition is assured families when good eating habits are the rule for all the family members at home or away from home. Careful selection of foods, use of the best methods of food storage, food preparation, and serving that saves food values are essential for good nutrition.

For better family living there needs to be an objective for clothing the family. Helping families to help themselves attain their goal will require information and training on consumer buying of clothing, construction of garments in the home, textiles, their use and care, care and repair of clothing, and health aspects of clothing.

To have a convenient, attractive, and well-kept home suited to the needs of the family is another objective.

The wise use of family resources includes first, the production of food for family needs; and second, the preservation and preparation of food in the home. The result is measured not only in good financial returns but more important still is the satisfaction and well-being shared by the entire family.

Another objective of the family that extension workers should recognize is to assume citizenship responsibilities as a family, and as individuals.

There is still one more objective to include in a program designed for better family living. It has to do with the promotion, development, and acceptance of a high moral code. For extension workers it carries the responsibility of helping families understand how the forces of religion and philosophy shape the thinking and feelings of peoples. The family objective might well be "to appreciate the aspiration and ideas of individuals for soul-satisfying experiences."

Young Farm Families

(Continued from page 70)

This figure tends to substantiate the findings of previous studies which have indicated that an ever-increasing number of rural youth are selecting their mates from nonfarm areas.

(4) *Wife's lack of knowledge concerning problems in management of the home.* The wives showed less tendency toward preparation in areas which would have equipped them with knowledge of homemaking techniques than did the husbands in areas of preparation for a farm career. Twenty-one percent of all women in the study indicated that lack of knowledge in certain home-management practices and techniques was a factor affecting the happiness of their homes.

(5) *Wife's loneliness on the farm, or dislike of farm life.* A dislike for farm life and a desire to move to urban areas was expressed by 23 percent of the wives. Loneliness was a factor also, since many families had moved into strange neighborhoods in order to find farms for rent. The wives were frequently unable to take an active part in community organizations or make new friends due to heavy home responsibilities and young children. A desire for greater participation in community affairs was indicated. The majority, however, wished to participate in young mother's clubs or in groups for young married couples only. The need for recreational activities coupled with neighborhood study groups was suggested strongly by a majority of families in the study.

(6) *Lack of knowledge in marital adjustments, disagreements over discipline of children, religious affiliations and parental relationships.* The need for assistance with these problems was frequently noted and should be of special interest to those concerned with the formulation of programs designed to meet the interests of young rural families.

With reference to the more general implications of this study for extension personnel, it is important to note the following:

(1) Young farm families appear to have problems and interests peculiarly their own. Evidence would indicate, however, that specific kinds of organizational activities are needed to more adequately meet their problems, interests, and needs.

(2) It would appear that recreational activities combined with the study group approach would be an effective means of getting greater participation in programs planned for such groups.

(3) Programs for young couples should be planned by the couples. They will direct program content in channels which will more nearly satisfy their needs and meet their specific problems. It will also make them more independent, give them a feeling of being *in* a group and not merely *of* a group composed of older, and more experienced families with fewer or no problems similar to their own. This factor appears to be an important one in discouraging present participation in some organized community activities.

(4) Effort to use methods other than meetings is strongly suggested as a means of giving help to young families. These would be a greater use of the county extension newsletter, newspapers, radio, and especially television.

(5) Program planning should not emphasize the fields to be covered so much as the emphasis within the fields. It is significant that the majority of the couples expressed great interest in the very practical side of housekeeping, homemaking, child care, family life, and farming.

Try on a Dream

(Continued from page 71)

them started on the right track. As for the men, it's a "softening-up" process. "It makes it so much easier to explain what I mean by a new stove, or kitchen cabinets, or running water inside the house," one lady said to me the day I visited the model home a few months ago.

The $8,000 demonstration house was built mainly with funds given by the General Education Board and additional contributions from the homemakers' councils throughout the State. The councils also equipped the home and are maintaining it.

Much as the stay in the model cottage means to the women, they are always anxious to get back home and begin making the improvements they have learned to dream about.

Take Mrs. Jeff Simmons who lives on the outskirts of Georgetown. She and four other ladies from the county spent Thanksgiving week of 1952 in the demonstration house with their home agent, Mrs. Rosa Gadson. After two days, Mrs. Simmons was sold on the kitchen and bathroom, and upon her return she got her husband to agree to the improvements.

Mrs. Joe Bryant of the Sampit community was one of the other four Georgetown County homemakers who were in the group with Mrs. Simmons. The thing that impressed her most was the bathroom with hot and cold running water. "Every night when I'd bathe in the demonstration house," says Mrs. Bryant, "I'd think about the old tin tub at home and the well out in the yard. Carrying and heating water for baths for me and my husband and our children was just about an all-night job."

When Mrs. Bryant got back home after her stay in the model cottage, she concentrated on acquiring a bathroom, and she got it by saving an extra dollar here and there, and by doing some of the work herself. Later on, she also modernized her kitchen.

The change which is taking place in Georgetown County is duplicated in most of the other 30 counties where Negro home demonstration work is conducted. Credit for the transformation is given to the demonstration house.

Mrs. Paul says reports from her agents show that complete bathrooms have been added to more than 30 homes, and kitchens modernized in more than 50. She estimates that a fourth of the 21,000 Negro farm owners in South Carolina will have bathrooms and modern kitchens within 5 years. Ten years ago, only 89 Negro farm homes in the State had a bathroom.

The progress is being made bit by bit. It's an electric pump for one home, a face bowl or a bathtub for another, a new range for a third, floor covering or kitchen cabinets for a fourth, and paint on the walls for a fifth. Add these bits together year by year, in home after home, and one sees an ever-widening circle of rural home improvement.

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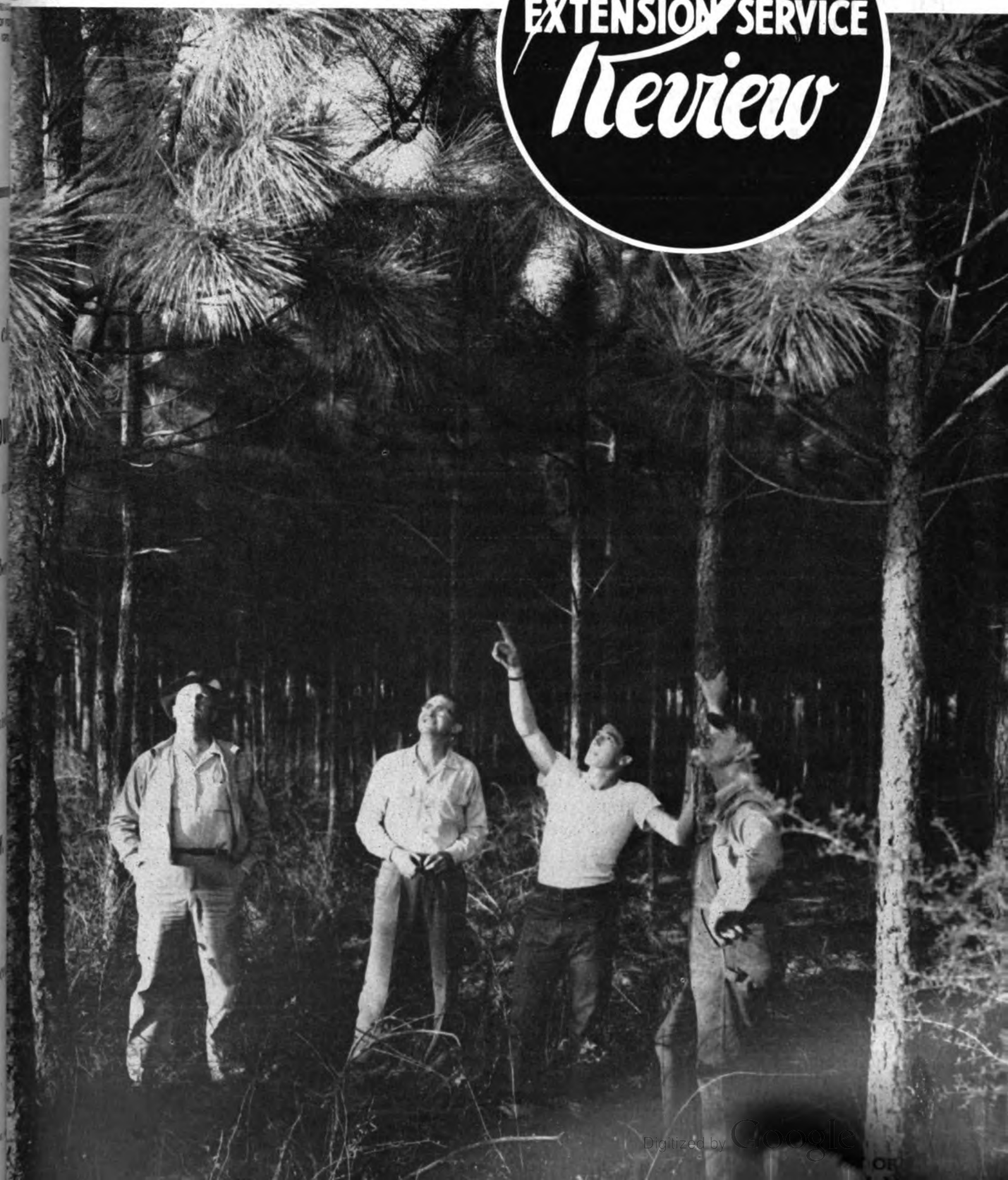

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EXTENSION SERVICE *Review*

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Ear to the Ground

- National 4-H Club Camp is just around the corner, June 16 to 23, bringing with it the June 4-H Club issue of the Review geared to extension work with youth. This issue looks at the 4-H Club program as the 4-H and YMW leaders will be looking at it and also discussing it at National Camp.
- The theme of the camp this year, Your Government, 4-H, and You, will be emphasized in a citizenship program which culminates in a ceremony for the new voters attending camp.
- In the next issue, background on 4-H citizenship activities will be available to both those extension workers participating in National Camp and those planning and working on citizenship activities throughout the country. Among these features are a report of the national Program Development Committee on Citizenship by Chairman Wadleigh of New Hampshire, and stories and pictures of different kinds of State 4-H citizenship project in Tennessee, Puerto Rico, and New Jersey. The use of the discussion method in teaching citizenship will be set forth by J. P. Schmidt, who will be practicing what he preaches at camp.
- The development of a national program through project committees is explained by Burton Hutton of Oregon, chairman of the Extension Subcommittee on 4-H Club Work. The work of some of the committees meeting during National 4-H Club Camp will be featured in reports on conservation by Chairman W. R. Tascher; and on spiritual emphasis by Chairman Ima Crisman of South Dakota.
- Other articles of timely interest will be planning for 4-H activities, by Cecil Eyestone of Kansas; a discussion of contests and the relation to 4-H aims, by Philip Bloom of Washington; and the place of youth in extension farm and home planning, by Bob Clark of Wisconsin.
- Feature stories on 4-H Clubs among the Indian youth, the regional camp for Negro boys and girls, and the recommendation of the urban committee of the National Association of County 4-H Club Agents will interest all extension workers.

Put PT in TV

Good Television Needs the Personal Touch

H. C. BROWN Associate County Agent
Jefferson County, Ky.

Sonny and Sammy Norton's new 4-H strawberry patch with the geese they use to weed the patch. The picture was taken on the way to town in the morning and used on the noon TV show.

AGRICULTURAL TV offers Extension the first real opportunity of taking the many activities and operations of the farm, the farm home, and family to thousands of both rural and urban people. Radio is a helpful extension tool for spreading the gospel of improved methods in agriculture and home economics, but at its best, can only paint an imaginary picture. Television pictures the real thing. By radio, the person at home wonders who the speaker is and how he looks. By TV, he sees "What's Cookin'" and who is stirring the pot.

Television provides an opportunity for extension work to really extend itself. Farm visits, call them the low or power gear, remain the backbone of a good extension program, but only 5 or 10 per day are the limit. Community farm meetings are a shift to second gear. By working day and night, irrespective of standard "sun time," or so-called "daylight saving time," an agent may be able to conduct two community meetings and contact about a hundred people. With countywide commodity or subject-matter meetings we shift into high gear, but time again is the limiting factor. Most of us seldom tackle more than two such meetings in one day, and very often that is one too many. We are right back to contacting possibly 100 folks per day.

Through television, an extension worker can shift into "overdrive" and reach thousands. They cannot be counted, but surveys show the number is thousands more than by old-line methods. Proven methods cannot be cast off, but new, unlimited possibilities of educational TV should challenge the imagination of all thinking extension personnel.

PT—personal touch—must be applied to TV. A good television program on a well-balanced family garden might be planned, but the same show on planning Farmer Jones' garden with his participating, for his family of five, becomes personal. If Farmer Jones can do a better job of planning, so can every other gardener.

By using facts and figures of local people, the viewer is given confidence to do an even better job than the one seen. No one wants to be just average in his accomplishments. Average is not a goal, for it includes failures and successes. The public must be inspired to aim high, to be above average.

Planning a good TV show is not a difficult problem if the extension worker adds PT—personal touch. People he uses must be made to feel at home. Show them around the studio, have them meet the director and camermen. Dispel the idea of speechmaking or acting. Guests should know they will be asked only those questions they can answer from actual experience and observation.

"Scrap the script" is a good slogan. Plan the show systematically, but flexibly. Each participant should know, in general, what part of the program he is to handle in his own natural way, not from script. This helps make it personal and prevents many mistakes.

One good statement from a farmer on how he does a job is more interesting than a 5-minute paper read by him on how he does the same job. It's the PT when he informally explains the job done. The story is his, and he has pride in telling it.

The extension worker must "keep in the act." He watches the time without being a clock watcher, asks the questions, picks up if anything lags, and sees that the subject is covered. But no time flies so fast as TV time if you know your story and are interested in telling it. Fifteen, 20, even 30 minutes for a show can evaporate faster than a

(Continued on page 102)

Better Farming—Better Living

Traveling Exhibits Bring College to People

FOR the fourth year, South Dakotans continued to express their approval of the traveling winter exhibits, bringing to them the latest in agriculture, homemaking, and related sciences from their State College.

In spite of the most severe and sustained subzero weather for the first 2½ weeks, a total of 18,204 attended the 25 showings in all parts of the State, with an average attendance of 728. With the temperature showing 15 below zero and weather stormy, 649 people attended the showing at Highmore, and with the thermometer at 30 below 373 came to McIntosh.

Attendance alone was not the main factor, however, in measuring the real success of the showings. The genuine interest of the people attending, indicated by their asking and discussing many problems that would help them with their farming and living activities in 1954, was the best evidence of a good showing.

The exhibit this year was planned, organized, financed, staffed, and put on cooperatively by the Experiment Station, Extension Service, and the Resident Teaching division of South Dakota State College.

In addition to the genuine appreciation of the people in bringing State College to them, the exhibit was an outstanding example of how the personnel of all the departments of the college can work together on a project. "Everyone concerned got to know each other a lot better and learned to appreciate what the others were doing and how they operate as a segment of State College," commented W. E. Dittmer, district extension supervisor.

The schedule as set up required that those taking part be out of the office not more than 4 or 5 days in a week and not more than 2 weeks altogether. This relieved the strain which is often a part of such a venture.

The traveling show was started in 1950 with Farming in the 50's, followed by Family Living in 1951, and Fortified Farming in 1952. All were reported in the REVIEW. Davison and Roberts Counties have had the show all 4 years with a larger attendance each year—606 in 1950 and 1,007 in 1954.

There were 11 booths this year, representing all departments of the college, and with some one in attendance from each department. Four movie films were shown each day the exhibit was open. They were: Losing to Win, Grass, the Big Story, Kill 'Em With Gas, and State College Story. Additional information and hundreds of bulletins were requested at showing.

Popular with the women was an effective new moth control method.

Soil and seed testing, fertility trials, and new crop varieties were featured.

Do You Know TREES?

An Exhibit To Teach Identification

J. B. SHARP, Associate Extension Forester, Tennessee

THE task of building fair exhibits is a traditional part of extension work. From older extension workers we have often been told "exhibits must be simple." By being simple, they do not mean crude or plain, but rather making the meaning clear and unmistakable.

Perhaps a useful criterion for judging an exhibit is whether it draws people closer for study. Unless the eye catches something unusual or impressive there is a tendency to pass by most displays. Fair visitors enjoy the opportunity to test their strength, eyesight, hearing, or knowledge.

Testing knowledge of tree identification was the purpose of an exhibit built as a teaching device based on this principle and first used at the Tennessee Valley Fair in Knoxville in September 1953.

We have all noticed the trait of human nature which encourages fair visitors to press a button; to start certain parts of an exhibit in motion; to turn panels; to look at something under magnification; to look through a peephole to see a small display.

The tree identification exhibit capitalized these human traits. The central theme was the identification of certain trees by pressing the switch believed to correspond with a species. If the correct switch were pressed, a bell concealed underneath the display would ring; if the guess were wrong a red light would flash in the upper left-hand corner of the keyboard. Instructions for "playing the game" are printed under the plexiglas at the top of the keyboard.

The complete exhibit pictured on this page includes units of 25 native trees. Each unit was composed of the fruit, leaf, bark, and cross section of one species. These units were randomly spaced and clearly numbered. The same 25 native trees were listed alphabetically on the left side of the keyboard and following each name were 25 numbered switches, only one of which was wired to ring the bell. If any one of the remaining 24 switches were pressed the red light would flash indicating that "we missed our guess on that one."

The exhibit shows the keyboard with 25 native trees listed at the left.

The keyboard is wired so that the 25 bell-ringing switches are of random arrangement. This prevents the spectator from assuming the switches are rigged in some special order. However, the first 5 trees listed on the left side of the keyboard are also numbered 1 through 5. An occasional participant consequently may identify correctly the first five, only to be puzzled that he cannot continue in like manner.

The 25 names are printed with black India ink on tracing cloth which is held in place by the plexiglas cover attached with wood screws. Thus, it is easy to change the listing of trees on the keyboard.

For that matter, 25 objects in some field of agriculture other than forestry might well be used—plant materials in the field of agronomy or horticulture would lend themselves to identification. By using this keyboard the identification of different fabrics, including some of the new synthetic ones, has been proposed by home economists.

You are probably concerned about the cost of this exhibit, the difficulties encountered in its construction, and the ease with which it can be moved from place to place. H. A. Arnold, agricultural engineer, Tennesee Experiment Station, gave me considerable help with the mechanical phases.

You may rightly ask the question, "Why were so many switches necessary?" The need for keeping the "game" simple was the reason. A first thought was that fewer switches would be necessary by the arrange-

(Continued on page 102)

Extension Comes to Turkish Village

HARRY G. GOULD, who was on leave from the Nebraska Extension Service until recently as Extension Adviser with the Agricultural Commission to Turkey.

THE REAL MEASURE of extension work is not the size of budget, the number of people employed, the number of automobiles available, miles traveled, meetings held, or even people contacted. The effectiveness of extension effort is measured by the participation of people in planning programs and in changes of attitudes and practices which in time are reflected in increased volume of production and improved standards of living.

Just how are village people reacting to their extension agents in Turkey? What has been the influence on production practices? Do village people feel the extension worker has con- in previous years? If so, do they feel they are living better now than tributed anything toward this improvement?

All of these questions were uppermost in our minds as Najjar and I started out to visit an average Turkish village in Ankara Province. Najjar is a Lebanese man who is employed by the Food and Agriculture Organization of the United Nations to act as a liaison between Near East countries to promote interchange of information and materials which may be of value in different countries. He had come to Turkey to observe how Extension is operating and to pick up new ideas. We first picked up Osman Bey, agricultural technician or county agent of Etismesut Ilce and then drove to one of the larger villages where we picked up Elvan, the village agricultural technician or assistant co-agent. Elvan has 18 villages assigned to him.

I recognized that each of these agents had been in a training course in extension philosophy and methods given over a year ago. This was the first time I had seen either of them since this course and my interest was quickened.

Elvan first wanted to show us some of his pasture and meadow demonstrations. To get to this area, we had to park our car and go with him in a "4-wheel drive" jeep pickup. Village roads in the springtime are spongy and impassable for most motorized vehicles. He showed us a vast expanse of level river bottom land—some 25,000 donums—which belonged to three villages as common grazing land for their livestock (a donum is about six-tenths of an acre). Three hundred donums had been plowed last year and 100 donums sown to alfalfa as a demonstration of raising winter feed for livestock. The village agent had obtained the seed from the government. The alfalfa had been divided among the villages and they were enthusiastic about alfalfa as a supplement to straw which previously had been their only winter feed for livestock. More of this bottom land would be sown to alfalfa this spring, but extensive irrigation from the Ankara River is needed and would require more skill in water control and application. The farmers planned with their agent to have an irrigation demonstration as soon as funds could be secured to finance the project.

Change Credited to Agents

So far we had talked with only the extension agents. What did the farmers think of all of this? We asked the agents to take us to the nearby village of Eryaman where the muhtur or head man of the village, Sadulla Tumor, welcomed us to his home, and soon many village farmers were gathered to discuss their program with us. We asked them if this county agent was doing any good in their community. Their reaction was quick and positive. This agent was their friend who had really helped them become prosperous. Not only did they have more money, but they were living better. They had learned to raise vegetables to improve their diet. They had set out an orchard to produce their own fruit. More feed for their livestock made them produce better. A dipping vat was being constructed for the control of parasites on their animals—this was learned from a demonstration in another village. Their crops were being improved through new seed obtained through the agent from Government farms. A fertilizer demonstration had shown them that they could afford to use commercial fertilizer. Woodlots along the river would soon produce their fuel and save the manure for use as fertilizer. The farmers said they were learning many new things, and their extension agent was the center of this changing world for them.

Sadullah Bey was chairman of the village extension committee. This committee worked with Elvan to plan their extension program. They are interested in many new things. There are two privately owned tractors in the village, and their owners do certain work for others. They have attended tractor operators' schools to learn how to make the best use of tractors and equipment. Village farmers have visited the experiment station near Ankara and are interested in better poultry, bee keeping, and livestock improvement. Elvan's immediate program in his 18 villages is to demonstrate tree planting and pruning; growing vegetables, including kavun (sweet melons) for home use and sale in Ankara; better livestock feeding practices, especially through use of alfalfa; and the possibilities of silage. Irrigation development is possible. Both the county agent and the farmers are interested in the possibilities.

World's-Eye View of Extension Methods

An international course in extension methods at Wageningen University, Holland, July 12 to August 7, offers interesting possibilities. H. J. Carew of the New York Extension Service tried it last year, and this is the way he describes it.

THE SUMMER SCHOOL taken at the end of sabbatical leave in Europe was an outstanding success, not only from the point of view of the subject matter which was presented, but also the experiences shared with the 105 participants from 31 different nations.

Lectures were given in English and transmitted to the audience through earphones. Interpreters in the rear of the huge auditorium translated simultaneously to Yugoslavian, French, and German groups through other lines. Participants were housed with Dutch families scattered through the town and took their meals at the University Student Club.

Experienced extension specialists from the Netherlands and other countries lectured on a wide range of topics.

The first week was devoted primarily to a study of general extension topics, such as mass methods, audio-visual aids, rural youth, and individual methods. Then extension work in relation to a number of fields like marketing, plant breeding, farmer co-ops, and horticulture, was discussed the second week. In the last 2 weeks, the participants were taken on 2 long overnight bus tours to all but 2 of the 11 Dutch provinces.

The daily routine was well planned. After a 20-to-30-minute lecture, six permanent discussion groups based on language and national state of agricultural development were formed. Each discussion group elected a daily chairman and reporter who presented the discussion results to the speaker for summary later in the day.

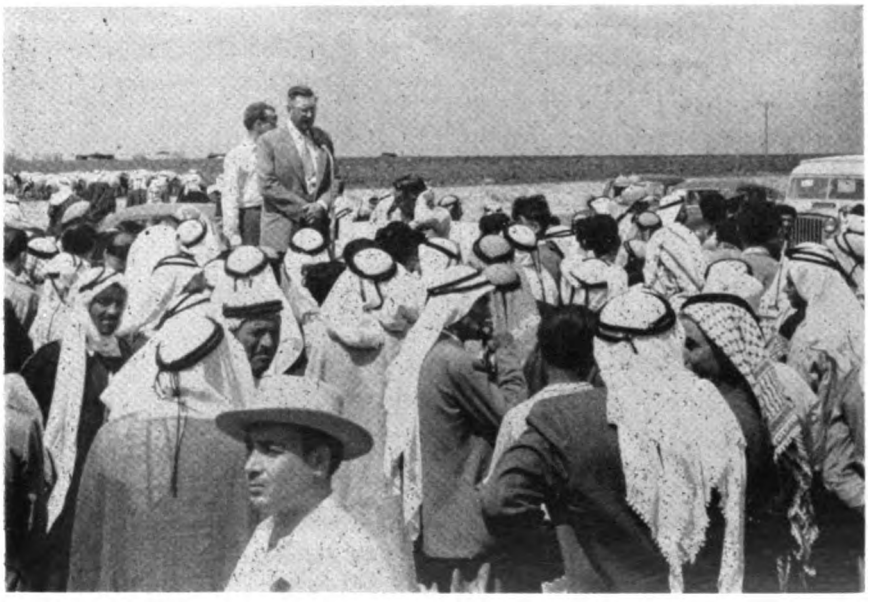
The subject of Extension's aims or objectives aroused considerable interest. Opinions naturally varied between countries. The majority, however, felt that agricultural extension services in their respective countries should be primarily concerned with the technical aspects of improving farmers' incomes although simultaneously cooperating with those agencies in the country who are working toward high social, cultural, and religious levels.

The social affairs at the student club allowed the participants to become better acquainted.

This training course on methods of agricultural extension was of immense value. It served as a huge roundtable across which numerous ideas were exchanged for the improvement of peoples all over the world. By presenting the broad picture, it focused attention on the world-wide scope of Extension and thereby assisted many of the participants to develop a clearer idea of their job at home and their relation to the rest of the world.

Farm Tour—Jordan Style

Eugene W. Whitman, extension agronomist of the University of Idaho, mans the mike to explain American farm machinery to citizens of Jordan. Whitman is a leader of the agricultural mission at Amman, capital of the kingdom. He has just completed the first-year of a 2-year leave from his Idaho job to bring knowledge of modern agricultural methods to the ancient country, whose history and many of its farming practices date back to Biblical times. The man on the platform with Whitman is an interpreter. One of the striking differences between Jordan and American audiences is the headdress.



• *Publications Are a Boost*

DOROTHY A. HOLLAND, Extension Publications Editor, Texas

THE PRINTED word is still a powerful instrument in getting timely information to farm people, say Harris County, Texas, extension agents who distribute more than 50,000 Extension and USDA publications a year.

When the new Harris County courthouse was completed about 8 months ago, these agents moved into an impressive suite of offices and equipped one room solely for the display of farm and home publications. Most requests for publications come to the Harris County extension office through telephone calls and mail. Frequent callers, however, visit the bulletin room and make selections.

The youngest member of the "mass information family" is television, and this "youngster" has brought about a marked increase in publication requests. Dan Clinton, the agricultural agent who has a weekly television program in Houston, declares, "We couldn't begin to supply the demand for publications if we plugged each one on our TV program. Unless our State agricultural college and the Department of Agriculture can see their way to give us about 10 times the present supply, we must soft-pedal our announcement of publications on television."

The weekly home demonstration TV program, which increased the home demonstration bulletin distribution 50 to 60 percent in the different phases of home demonstration work, had to have a supplemental bulletin.

To take care of the constant inflow of requests for information, these agents make sure that their shelves are well stocked with as many bulletins on varied subjects as possible. "The most frequent objection we meet concerning publications is that we simply don't have them on some subjects," states H. P. Smith, one of the four assistant agricultural agents. "Printed material from private agricultural industries and the helpful information contained in farm magazines have helped to fill in the gap in government and State bulletins," he adds.

With the assistance of Mrs. Lupe Dominguez, office secretary, complete files are kept on the title and number of publications received in the Harris County office. Another file reveals the name of individuals having requested information on certain phases of agriculture and home economics, the name of the publication sent to them, the date, and the number of copies. This file aids county office personnel in avoiding duplication in bulletin distribution and it keeps the agents informed on interests of key demonstrators. Another file is complete according to subject matter. Dairying, for instance, is a main division and contains news clippings, publications, research data, correspondence and mimeographed information. A

"fingertip" file, located near each agent's desk is in the planning stages. This type of file will be a timesaver when questions are fired over the telephone calling for seldom-used information.

"Publications are our right-hand helpers," avows Thomas Moore, still another assistant. "We just wish we could get more of them."

• *Radio Service Features Open-End Tape Recordings*

G. G. GIBSON, State Extension Director, Texas.

ONE of our county agents was sick for 2-days when he had already used the emergency recordings for his daily radio program. A month earlier this might have caused him considerable difficulty but this time it did not. He obtained four 6-minute tape recordings from the extension recording library, placed them together with some tie-in re-

F. T. Dines, wheat marketing specialist, tells future audiences about wheat problems via tape recording.

MASS MEDIA

nples of efficient and effective ications, radio and television

marks, and had two programs without leaving his bed.

Our farm radio editor, R. B. Hickerson, began the initial steps for a tape recording library more than a year ago. These first efforts were built around a service for about 20 radio farm directors. After the first of the year we began service on a full scale, sending lists of available subjects to every county agent as well as the radio farm directors. By the end of the first month, the number of recordings which began with 32 swelled to a total of 74. We shall keep increasing the available supply until there are about 300 recordings in the library.

It was well that we began our service with radio farm directors. They were helpful to us in the mechanics of recording the information. They were also helpful in judging the type of material that was needed for this particular outlet. The year that we worked with this group helped us to get ready for the bigger program we were undertaking.

This first year included work with a selected list of county agricultural agents who had daily programs. They were asked to make requests for tapes on subjects especially interesting to their listeners. Although we were able to furnish them with no more than half their requests, it gave us added experience that has helped in establishing a full service.

Subject-matter specialists were encouraged to anticipate needs of broadcasters well ahead of time in order that recordings would be available at the right time. We learned from county agents how they wanted recordings so designed that they could give all necessary introductions with the subject-matter specialist's voice appearing as a part of the program. This gives a more personal touch to a recorded program.

Nearly all of our open-end recordings are less than 4 minutes with the most usual being from 2 to 3 minutes. These boiled-down recordings allow time for the local agent to bring in local conditions that have an influence on the subject, since our specialists often give subjects a statewide treatment. A second advantage of the short tape is that emphasis can be given to those practices that are important now. Future practices are left for another time.

Our subject-matter specialists were requested to send in subjects which they thought could be developed for use in the tape service and this request brought in more than 300

(Continued on page 103)

• *Public Sees Extension Through TV*

BILL McDOUGALL, Radio TV Farm Director, Station KRCP, Houston, Texas

TUESDAY is Harris County home demonstration club day on television. Since KPRC-TV went on the air with a daily schedule of agricultural programs in 1951, Mrs. Frances McCulloch, home demonstration agent, and leaders from 38 clubs have presented method demonstrations at the noon spot on the schedule.

Frances McCulloch (center) and Assistant Home Demonstration Agent Patsy Crowe join Farm Director Bill McDougall in a clothing demonstration.

With her characteristic "let's do it now" determination, Mrs. McCulloch approached the no small task of organizing a comprehensive and effective series of presentations which reach approximately 300,000 in the viewing area.

She has directed more than 115 programs, and planned with leaders to present 26 programs. Each club is responsible for one program as part of their expansion work, and Mrs. McCulloch says, "They actually fuss over who appears."

How much time to prepare and do a program? About 6 hours, Mrs. McCulloch says. This means planning, making illustrative equipment or materials, practicing, and timing. The schedule is made a month in advance, according to the type of demonstration the clubs select to present.

Mrs. McCulloch's enthusaism has stimulated county extension agents from other counties without TV stations, to be frequent guests on the program. This has accomplished an essential good relationship with the TV audience in the 50 to 70 mile viewing area.

4-H Tomatoes Fill the Bill

LESTER O. AKERS, District 4-H Club Agent
and CLYDE R. CUNNINGHAM, Extension Horticulturist, Missouri

DID YOU ever search for a 4-H project which did not cost too much, yet which would arouse enthusiasm and serve as a basis for teaching members, parents, and project leaders the fundamentals of production and marketing? Tomatoes filled the bill for seven counties in southeastern Missouri where cotton, corn, and soybeans are the major crops and farmers are mostly sharecroppers and tenants.

Tomatoes were selected by the leaders themselves because it didn't cost much, because consumption was low there; and because fresh vegetable retailers in the area saw possibilities in the program.

Designed especially for colored 4-H Club members, the four colored home agents in these counties helped leaders with organization. Three leader training demonstrations were held during the first year, 1951. The first leader-training session taught the principles of transplanting; the second was devoted to problems of pruning and staking, tying and spraying of the tomato plants; and the third session took up the question of harvesting and marketing.

Sixty-seven members were enrolled in 16 clubs. Each received all the materials and equipment to follow recommendations of the college in growing and marketing 50 tomato plants from Sears-Roebuck Foundation. The average cost of all materials was $4.73 per member, and the average return per member was $8.97, making a net return for the time and labor of $4.24. One boy sold 385 pounds of tomatoes and used 100 pounds at home. Achievement Day saw tomato marketing demonstrations of top quality. Each boy who was successful in his venture paid back $2 to the foundation.

The Sears-Roebuck Foundation gave another $500 to finance the project a second year. The boys who enrolled for the second time agreed to pay back the full amount of the cost of material and equipment to produce their crops.

1952 was a poor growing year with a very severe drought. In spite of this, the average gross return per member in New Madrid County was $11.

Last year, the third year of the project, 164 members participated, with 60 growing tomatoes for the first time.

During the 3 years, 4-H enrollment in vegetables increased 63 percent. Retail vegetable dealers cooperated because they were interested in receiving the high quality, well-packaged product delivered to them. The 10-pound flat cardboard carton was used. No tomatoes remained in the stores more than 24 hours.

Extension personnel put less time in on it each year as the experienced leaders began to take over in 1952 and 1953. Leader-training results show that time spent in creating interest—setting the stage for the project before moving into action—pays good dividends. The same pattern will be followed in other projects during the current 4-H Club year.

Young growers, with a year of experience, are planting half an acre where facilities are available to care for it. Ten or fifteen acres of tomatoes will provide sufficient volume to ship to a wholesale market to further broaden the experience of the leaders and the members.

4-H Club members learn the marketing stage of the tomato in terms of the degree of color and ripeness for best quality from Clyde R. Cunningham, extension horticulturist.

Attractive display inspected by Assistant County Agent Ronald Tucker (left); William Smith, project leader (center); Ella Stackhouse, home demonstration agent (right).

A competent fire-control team consists of three generations of Smiths. Shown (left to right) are Arnold and his father, Olson Smith.

Arnold Smith rides his tree planter while his father Olson Smith, drives the tractor. Arnold has planted nearly 500,000 pine seedlings in 7 years of 4-H Club Forestry work.

400-Acre Forest Planted by 4-H

TOMMY WILKERSON, Assistant Editor, and RALPH R. ROBERTSON, Associate Extension Forester, Mississippi

MAKING trees pay their way, and at the same time provide for the future, is the goal set by Arnold Smith, a 17-year-old 4-H Club member of Perkinston, Stone County, Miss.

About 7 years ago Arnold began setting pine trees on land that had been denuded by timber companies that had stripped the land of not only merchantable timber, but also destroyed seedlings and left no source of seed for reproduction.

To date, he has set out more than 400,000 pine seedlings on land belonging to him and his family. In addition, he has planted some 55,000 seedlings for neighbors.

Land on the Smith farm that was formerly a wasteland of broom sedge and scrubby hardwoods is now becoming green again with young pine seedlings, all the way from just a few months old to 8 years.

Standing on a hilltop and looking over the vast expanses of young pines, which are well protected from fire and the ravages of grazing livestock, one can easily picture the land in a few more years when the now small pines are reaching for the sky.

Arnold not only has planted a lot of seedlings, but by using the proper care in planting and protecting them while young, his survival rate is about 90 percent.

He protects his young pines from damage by roaming livestock. "The 'piney woods rooter,' a type of hog that we have in this area, is next to fire as an enemy of long-leaf pine," Arnold said. "While this is an open range country, we have our woodlands fenced to keep out these marauding hogs."

Arnold carries out a sound woodland improvement program along with his tree planting. He is rapidly getting rid of undesirable species of hardwoods growing in his pine stand. To do this he girdles the hardwoods and uses poisons.

Planting and taking care of pine trees on his own three 40-acre tracts is a lot of work for any 17-year-old boy, and Arnold is no exception. He soon saw the need for a little cash income from all of his labor.

"Turpentining my older trees seemed like a good method of making some money right now from my pines," he recalled. "I started this with my brother, Buford, and my grandfather. My share of the money we got in 3 years turpentining amounted to $950."

With this $950 and additional money he made through sale of cull trees, posts, and pulpwood, and a watermelon project, Arnold bought another 60-acre farm with a house on it. He plans to develop this new farm and to improve the house that is on it.

All of Arnold's land is not devoted to tree production. He believes in putting each acre to use for which it is best suited. All of his steeper slopes and highly erosible lands are in trees. His lower lying lands are planted to cotton, corn, watermelons, and pastures.

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The View Is So Different

LEIGH CREE, Assistant Extension Editor, and
JAMES F. KEIM, Extension Specialist, Pennsylvania

"THAT'S REAL EDUCATION—getting out into the rural communities. You don't appreciate the depth of the American character or learn to know the people until you do."

"I got that impression, too. It's a much better way to find out about American people than to spend all your time on the university campus."

Five young women from other countries, students at the Pennsylvania State University, were trading experiences after spending time between semesters in rural Pennsylvania as guests of home demonstration agents.

This visit to the counties was a feature of Pennsylvania's program to help students from overseas learn about the Extension Service and the people with whom it works. The project was a direct outgrowth of an international get-acquainted breakfast held during the recent annual extension conference.

Some 20 students from 15 countries joined more than 80 extension workers and resident faculty members, including University President Milton S. Eisenhower.

Kindled by the enthusiasm of these young women for a ground-floor view of Extension and with the cooperation of their adviser, Jean D. Amberson of the College of Home Economics, the project took form.

Before starting on their visits, the students had a special half-day seminar at the university on the home economics 4-H Club program.

All travel arrangements were carefully worked out in advance. The young women paid for their own transportation. But in the counties, their expenses were borne by the county extension associations. The students had, or took out, short-time travel insurance.

Each carried with her detailed instructions on her trip, including the telephone number of her hostess. Though the women spoke good English, this was to help them in case they became confused on directions. Each reached her destination without incident.

The students were included in all activities listed on the extension workers' daily programs. "I didn't think it would be like that," Evangelina Nobleza, a home economics graduate student from the Philippines, remarked. "I thought the folks would come to see the county worker about their problems. Instead we just flew around and helped folks on the spot. I don't believe extension workers know what is meant by an 8-hour day. We just kept going until long after dark." Miss Nobleza was guest of Elizabeth Jensen of Bradford County.

Irene Athanassiadou of Greece was enthusiastic about her view of farm and home planning. She visited Josephine DeRaymond, Sullivan County. To her, folks who seemed to need Miss DeRaymond's help the most were the most appreciative. The same comment was made by the other students.

Malee Atibaedya of Thailand stayed in Snyder County 2 extra days. "Well," she said, "Catherine Holland (extension worker) and I got along just fine. I had so much to see that I couldn't come back any sooner."

Faika Ibrahim of Egypt toured Extension with Evelyn Heiser in Juniata County. She was impressed with the labor-saving devices in the modern farm homes, especially the kitchen. She also saw older homes with few modern facilities.

Yuhuan Wu of Formosa proudly told about cooking a four-course Chinese dinner for her hostess Janet Fuhrmeister, home demonstration agent of Perry County, and two other guests. Miss Wu, enthusiastic over what she had learned from her extension experience, particularly liked the program-planning meeting of the county extension executive committee.

These students expressed a hope for added experience of this sort. They talked with many local leaders and are anxious to see leader training meetings and 4-H Club work in action.

Talking over their visit to American homes with James F. Keim are (seated left to right) Yuhuan Wu, Malee Atibaedya, Evangelina Nobleza, Irene Athanassiadou and Faika Ibrahim. Standing are James F. Keim, coauthor, and Zaida Ribera of Puerto Rico who was unable to make a visit.

THE JOB—*As I See It*

JEANETTE R. GOLDTHORPE,
Chelan County Home Demonstration, Agent, Washington

Jeanette Goldthorpe

OUR JOB, as I see it, is a challenge. Our job is to be good retailers, to sell to the public the goods we get from the wholesalers—the United States Department of Agriculture, Washington State College, and the research staff — ideas, suggestions, and aids for a more satisfying life.

And we aren't working in one of those "specialty shoppes" like Browne's Smart Shop for Women, or the Toggery. The county extension office is more like a small town general store—the kind that tries to handle all the items to help out the family members—young and old. There are some cash and carry customers, but we have to take most of the goods on the delivery truck. We don't handle magic formulas or patent medicines, but we have ideas to fit into every market basket—just so we get them in the right basket.

We have shelves and files of information. On my side of the store there are plans for attractive, convenient homes, efficient kitchens and storage, lighting recipes, reducing diets, refinishing furniture information, tailoring techniques, ways to save time and energy in homemaking tasks, money management ideas, and ways to meet changes in the economic situation.

Across the aisle is the chairman. He's the general boss, but you see him selling, too—research in agriculture, horticulture, livestock, poultry, and soil conservation. If we are busy with other customers, he even tries to help out in our department just as we do when he's not available.

The shelves are stocked with goods, information, and ideas on all sorts of subjects. We feature the new goods—latest research—along with the material that has had value for years. But, if we are going to sell, we must see that the people know what we have to offer and we must get it into circulation. In various ways we must make contacts with them. We have to "advertise" in newspapers, by radio, through letters, telephone, personal visits, and group meetings. In some places we even use TV. We must make special announcements of seasonal items and advance sales. And of course we must be at all the fairs. Some of our younger demonstrators really sell our goods through 4-H demonstrations and exhibits there.

We can't keep the homemaker from going to that "gyp joint" next door; for instance the place where they sell that foolish reducing diet where you eat only bananas for 2 weeks. It *is* our job, though, to try to help her see the difference in values of the information she gets there and what we have to offer in our store so she can intelligently choose.

But we have problems. One is getting the homemakers to try our goods. Some homemakers, with time on their hands, come around just to "set" and visit as in small-town general stores. They take our time but not our merchandise. Some are like the general store customer who after she had bought her staples—coffee, sugar, and flour, was asked if she wanted some nice lettuce. She said, "No thanks, we're not having company this weekend." These people think our goods are for company — the other fellow — not ordinary folks. Some are busy people like we are. We have to try to catch them on the run.

Some women want to keep us over in the craft department too long; then other customers don't get waited on. Some homemakers visit our homes and see us using something we got at our own store so they start coming in. Some hear about our goods from satisfied customers.

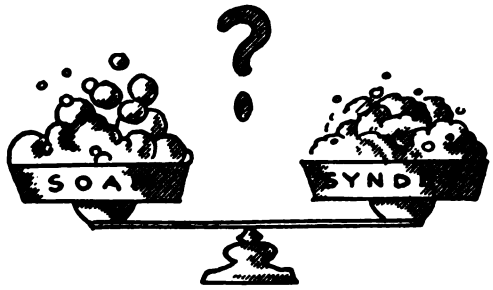
Many young homemakers are harassed by a multitude of duties—setting up a home, caring for small children and helping them to grow. They don't feel that they have time to stop long enough to sample our wares and find out about the new things. They patronize the little neighborhood store. We even have some shoplifters. They grab our goods and make a quick getaway; then find they can't use it without exerting some energy in changing habits, so they throw it away. Some people even find those "fringe" items, like landscaping, a drawing card, and then they get interested in our more valuable merchandise. We can drum up *some* trade by advertising "specials" and giving demonstrations, like using the latest laundry research or how to make a cotton dress. Then we can concentrate our selling efforts and reach more people.

The surprising thing is that so few of the people in our community seem to realize that they are the stockholders in this enterprise. They are the taxpayers. They *own* the store, so they should be interested in its successful operation.

Another of our problems is keeping up with the latest research, knowing what's going on, hearing about the new items. We welcome the wholesale representatives—the specialists when they come around with seasonal goods. We retailers are interested in the newest items — the new lines of value to us and our

(Continued on page 103)

Mass Media Versus Meetings on New Laundry Methods

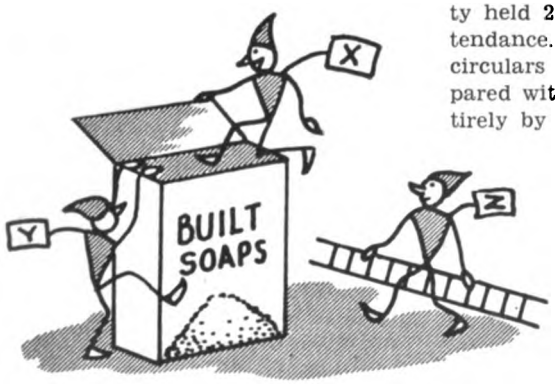


THE TWO HOME demonstration agents in Hampshire County, Mass., wanted to make the new information on laundry products available in their county, but somehow they simply couldn't work it into their established schedules. So they decided to cover this subject, not with the usual meetings and leader training, but entirely through mass media.

First, a circular letter was sent to 1,200 homemakers which brought in 495 requests for the bulletin. Requests came from 205 others who had received a return card in a letter on some other subject from the county extension office. Two small exhibits, 6 newspaper articles, and 6 radio talks called attention to the subject and the bulletin.

On checking on the results of this experiment, the agents felt that mass media certainly had saved time and reached more people than meetings do, but gave no opportunity to ask questions. They thought a combination of mass media and meetings might be worth trying.

These results can be compared with those obtained in another Massachusetts County in 1952 where 17 community meetings on new laundry products brought out 243 women. In another county, 21 meetings, radio stations, and local leaders distributed 401 circulars. A third county held 21 meetings with 208 in attendance. In these 3 counties, 852 circulars were distributed as compared with 733 when distributed entirely by mass media.



Illustrations from Some "Horse Sense" About New Laundry Products, Special Circular No. 224 Massachusetts Extension Service

Put PT in TV

(Continued from page 91)

basket of country ham sandwiches at a Sunday school picnic.

All the charts and diagrams in the world cannot substitute for the use of actual materials. Nothing replaces being able to get the hands into the good earth, prepare the seedbed, work in the fertilizer, lay off the rows, plant and cover the seed, or transplant seedlings. As you get the feel of the thing there's a stronger urge from the viewer to follow suggestions—because it looks so easy.

PT—personal touch—is not only for the show itself. It's PT for the extension worker. He must get a kick out of being put on the spot and for arriving at an opinion without additional research. He cannot let himself be thrown off the track when mechanical difficulties occur or demonstrations go haywire. Mistakes must be used to bring out a point. Mistakes are usually made by folks who do things.

After 3 years' experience with agricultural TV, it is my opinion that all agents are not geared for television. To do it well, one can't be the worrying type (this is easier to say than to live up to).

Yes, you've guessed it! Quite a job corralling the materials and devising the gadgets needed for a good TV show, but it's worth it. I will admit a pickup truck is often needed, next to which I prize highest a camera that takes and develops pictures instantaneously so that pictures of actual farm happenings may be shown while they are still hot. Some of my best pictures have been made on the way to town in the morning and used on the noon show.

Do You Know Trees?

(Continued from page 93)

ment of two groups of switches on the same keyboard. One correct switch from each group would have to be pressed for the bell to ring and verify a correct answer. This idea was abandoned, however, in favor of the more simple pattern that would lend itself to a simple, short statement of instructions. It was realized that the fair visitor, especially if he is tired, does not want to take time to solve difficult puzzles. For this reason, it was believed that the fundamental idea should be presented in such a way that it could be grasped without much effort.

During the 1953 fair season the exhibit, as it was constructed, proved simple to interpret as evidenced from the almost continuous participation of fair visitors "guessing their trees." In moving from one fair to another, the entire exhibit packs up for travel

in a relatively small space. The keyboard table can be easily carried in the back seat of an automobile since the four legs are detachable. In the case of tree identification, the materials for each unit are carried in baskets in the trunk of the same automobile with plenty of remaining space. It is likely that with subject matter other than forestry the same ease of transportation would prevail.

The cost of the materials to build this keyboard table if bought at retail prices would amount to approximately $60. However, more than half of the materials were either donated or bought at wholesale prices. It is likely that the cost of labor will be considerably higher, as was true in this case. A combination carpenter-electrician is best equipped to do the job. A bill of materials and construction procedure can be made available to extension workers desiring to build such an exhibit.

Texas Uses Mass Media

(Continued from page 97)

topics. In addition to this, county extension agents and radio farm directors are encouraged to write to the subject-matter specialists when they wish special recordings. These are helpful to us since they provide additional recordings for the library if they are of general interest.

We were surprised when we received requests about Christmas time for recordings of Christmas music. This was taken care of by choirs in the Texas A. & M. College system, and future plans are to have both Easter and Christmas music available for these occasions.

Each box containing a tape has complete information on the recordings attached to the box, and as many as five recordings are placed on one tape.

Lists are mailed to radio farm directors and to all county and home agents, 123 of whom have regular radio programs. They check the tape recordings desired, send in the marked list with a tape and a new list is returned when the tape is prepared and sent back.

It is an odd coincidence that our shortest tape recording is one minute thirty-three seconds and the subject is "When you Introduce a Speaker." Our extension organization specialist was practicing what she was saying.

400-Acre Forest Planted by 4-H

(Continued from page 99)

Arnold's father, Olson, and his grandfather, C. R. Smith, who lives on an adjoining farm, are both firm believers in the future of forestry for that area of south Mississippi. They, with County Agent Otho Rowell of Wiggins, and Assistant County Agent Alton Barber of Bay St. Louis, are largely responsible for Arnold's success. By working together, they have helped him put his forestry holdings on a firm businesslike basis.

The Smiths—father, son, backed by his enthusiastic mother, and grandfather—make a real forestry team.

These three keep fire-fighting equipment on hand at all times and comprise a volunteer woods fire control unit. They are ready on an instant's notice to help a neighbor put out a woods fire and to stop its ravages in their own woods.

C. R. Smith, Arnold's grandfather, was in 1953, chosen the most outstanding man in south Mississippi in forestry conservation work. For this he received a gold watch.

Arnold formerly grew his own pine seedlings but found this too time-and-labor-consuming to be profitable on the limited scale under which he had to work. He now obtains his seedlings from the State Forest Service.

To plant his seedlings, he uses a mechanical planter that he, with the help of his father, grandfather, and Johnny Guthrie, forester for the Illinois Central Railroad, designed and built locally.

Arnold builds fire lanes to help keep fires out of his woods. He keeps these freshly plowed to prevent the accumulation of dead leaves and grasses that would destroy the usefulness of the firelanes.

The Job—As I See It

(Continued from page 101)

customers. We want them to help us out with ideas for selling their goods—some readymade displays we can set up to attract the public. We like statewide publicity if it attracts people to inquire and sample the products.

One of our most important problems is how to get volunteer salesmen to help sell so we don't have to spend all of our time, day and night, holidays, and vacations tending the store. We research salesmen, like the other merchants in our town, need time to get out to public functions, to take part in civic affairs, to rub elbows with the other townspeople. We have to entice these volunteeer salesmen not with money and salaries, but with those less tangible rewards of increased self-confidence in their own judgments and skills, the jobs of real leadership, the satisfactions of a job well done, and the recognition we can give them in the press and among their neighbors.

In summary, we have to find out what the people want us to stock in our store and make it available. We have to know what's on the shelves, ourselves, keep the stock up to date and create a market. We have to use our own merchandise so people will see that it is practical. We should be able to tell people where they can get the items we don't stock, such as those handled by the health department. We may start helping people with their problems of improving skills, but we should go on to helping them make progress in using research and judgment to solve their other problems. And, while we help those now managing farms and homes to apply research to their problems, we must also help those of the next generation with training in subject material and developing leadership.

It's all very simple. All we have to do is to get the stockholders to use the merchandise from their own stores—and that's still a challenge. (Based on a talk given at the Washington State annual extension conference.)

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

"It Goes Against My Grain!"

This may be a common plaint because *storage will be tough*

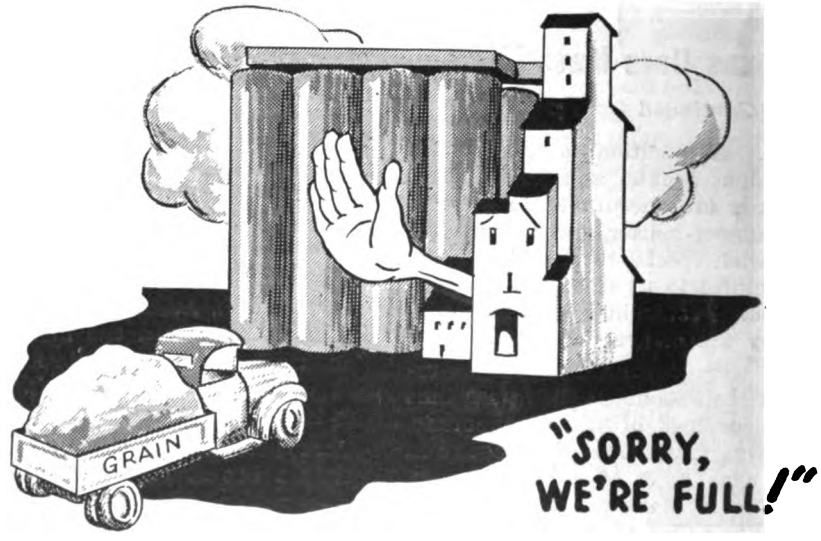
Big crops of wheat and corn are in prospect

There's more in storage than ever before

Commercial elevators with big carryovers have limited capacity

At least half a billion bushels of grain is eligible for reseal

Storage is needed to take advantage of price support—to hold for highest prices



The Farmer wants to know:

- **Can grain be stored safely on the farm?**
- **Will it pay to build storage?**
- **What kind of storage to build?**
- **Where to get help with plans and finances?**

HAVE THE FACTS FOR HIM *or grain will become his migraine—a real headache.*

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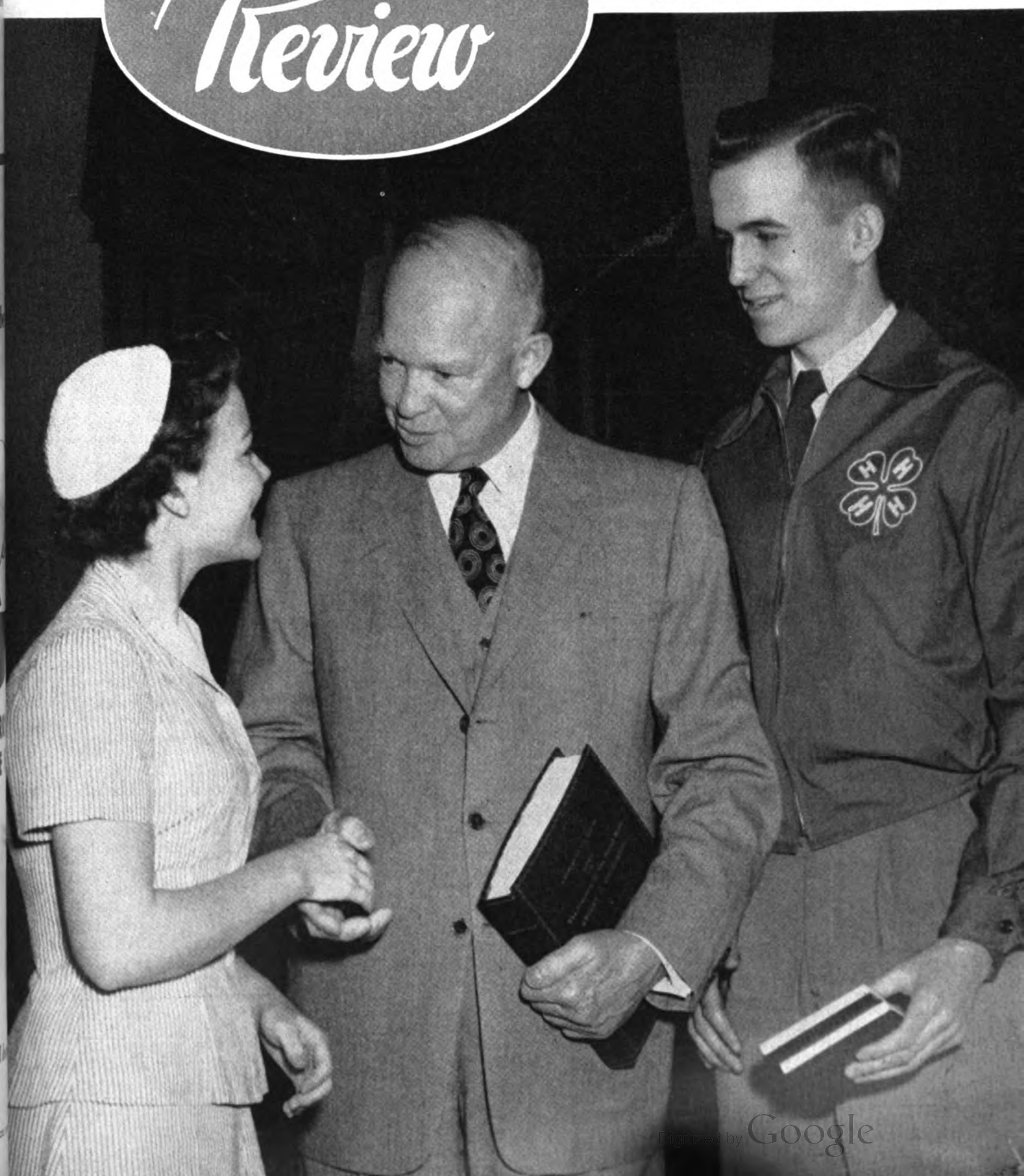
EXTENSION SERVICE Review

JUNE 1954

President Eisenhower greets 4-H members



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EXTENSION SERVICE Review

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Ear to the Ground

- The National 4-H Camp in session, June 16 to 23, was the inspiration for this issue. Here you will find information on the questions and topics being discussed by extension workers at camp.
- The theme, Your Government 4-H, and You, is brought out in many of the articles. The background articles on the work of the project committees will, we hope, be useful to the committees meeting at camp as well as to all those interested in 4-H Club work.
- The National Camp Committee of the Federal staff has taken an active part in planning this issue with the hope that it will bring all extension workers closer to this major event in the 4-H program. We wish you could all be in Washington to take part.
- Next month's will be a predominantly county number. The theme is the county extension office. Among the authors are 10 county agricultural agents, 3 home demonstration agents, 2 office secretaries, 2 State agents, and 2 State directors.
- The July REVIEW contains pictures of convenient bulletin racks, from a simple model which can be made in a short time to a more elaborate rack holding some 700 or 800 different titles. There will be some good ideas on easy ways to keep records; how to plan the office layout; good methods for increasing efficiency; how to conduct an office conference; and many other practical everyday suggestions for making the office function more effectively.
- Director H. C. Sanders of Louisiana writes of the important place of the county extension office in the Extension Service's public relations. He has given considerable thought to this matter as a member of the committee on extension public relations appointed by the Committee on Extension Organization and Policy of the Association of Land-Grant Colleges and Universities.
- The public relations of the county office are also discussed by County Agent G. J. Kunau of Minnesota and Lucien D. Paquette of Vermont, among others.

Launching a Discussion of Citizenship Problems

J. P. SCHMIDT,
Extension Specialist,
Rural Sociology, Ohio

J. P. Schmidt listens in on a discussion of "4-H in War and Peace" at the National 4-H Club Congress.

National 4-H Club Camp delegates for years back still remember the way J. P. got some challenging ideas out for discussion. This is a sample of how he does it.

WATCH a bunch of cattle licking at a block of salt or nosing into a feed rack. A critter with the most weight or sharp horns comes along. He takes over the best spot. He "horns in" because he has the power.

Government has power, too. A citizen under the law does not throw his weight around as he pleases when it comes to pushing around weaker citizens—not if his government has the power to run things.

The police power of government takes the bullies in hand. Punishment by fines or imprisonment curbs individual offenders. The extreme power to put to death is a monopoly of the political power of government. Once the family, church, or tribe may have claimed this power.

Government has a number of powers: To punish, to tax, to raise armies, to regulate foreign trade, and others. One might more accurately say that the State has these several powers. The government then refers to the administration or party in control.

Man is really smart, isn't he—to invent this government power to replace jungle power in which "every man's hand is against his neighbor?" The law is more than a match for sheer brute strength, cunning, trickery, and animal instinct. But the "animal" is ever present in or beneath our human nature. In the history of man, as man, it is not a very distant look back to slavery, feudalism, and barbarism.

Hold everything! Right this moment in history governments accuse others of slavery. Within our own Nation evil intent is charged by one citizen against another. Loss of all our precious privileges of citizenship guaranteed by the power of our Government, some declare, is just around the corner because we citizens are not intelligent enough or well-enough informed to run our Government "right."

What must a citizen do, not only to guard against evil forces, but also to make good government better? Where there is so much smoke, there is likely to be some fire, even if it is only a smudge pot. How does one get the facts? How does a nation, State, county, city, town or township make sure of having capable and honest men in office and a just government?

Well, we have a big advantage over the dumb animals. We can talk things over. Another incalculable benefit is our written history of past successes and failures. What's more to the point, a single citizen or a voluntary factfinding committee can "go into the office" and check the records of present operations.

O. K., you are saying. Following this spiel about government, you will advise us to discuss citizenship problems in 4-H Clubs. How do we do it? What do we discuss? Who will help? When, where, and what kinds of program should be planned?

Right! Two million 4-H Club members have power, too. It makes sense to use discussion as the way to better citizenship. Develop civilized power through practice of orderly discussion to offset the brute power of ignorance.

Supply a few ideas. Use huddles to get recommendations on things like what part to take in I Am an American Citizen Day. But that is far off—the third Sunday in May. Constitution Day is September 17. That sounds a bit academic for a 10- or 12-year old member.

(Continued on page 124)

Tennessee's Annual 4-H Club Congress

Highlight of Citizenship Training

LONNIE SAFLEY, 4-H Club Specialist, and ROSSLYN WILSON, Assistant Editor, Tennessee

4-H Speaker of the House observes Speaker in the State Legislature.

(Left to right) the Governor, the Speaker of the Senate, and the Speaker of the House.

Director J. H. McLeod presents copies of the Constitution to new voters.

CITIZENSHIP training is part and parcel of 4-H Club work. The boy or girl who acquires confidence and skill through project achievement—regardless of what the project is—makes a better citizen of his or her community, county, and State.

Specific projects in Tennessee carry this training a step further. Responsibility for community affairs and for service to others, training in leadership, and awareness of citizenship responsibilities are a definite part of projects such as junior leadership, recreation and rural arts, safety, 4-H achievement, best record, community relations, public speaking, and competition for trips to Camp Miniwanca and National 4-H Club Camp. Tennessee has also a citizenship project which emphasizes knowledge of Government and other citizenship activities.

Perhaps the most outstanding 4-H event in Tennessee devoted primarily to citizenship training is State 4-H Club Congress, an annual affair since 1948. Outstanding 4-H Club members and their leaders are brought together in Nashville, the State Capital, for 3 days.

The congress is organized on the same lines as our State and Federal legislative bodies. Each county sends as delegates to the congress two "senators," one boy and one girl, who must be at least 14 years of age. Each county, is also allowed one boy or girl "representative" at least 13 years of age for every 500 members enrolled in that county. This adds up to about 500 delegates, who represent some 133,000 boys and girls enrolled in 4-H work in Tennessee. One volunteer leader from each county is also included in the delegation.

Citizenship training opportunities at the congress include election of a 4-H governor, speaker of the senate, and speaker of the house. The delegates nominate their candidates, make campaign speeches, and in general have a lot of fun with their elections as they "learn by doing" the processes of democracy. The 4-H members pretty well "run the show" at their congress.

Each delegate is required to write an essay on How 4-H Club Work Develops Good Citizenship, or How 4-H Club Work Develops Leadership. District and State prizes are awarded for these essays, and some fine thinking goes into their preparation.

While at congress, the delegates go on a tour of the State Capitol. If the legislature is in session, they see their State lawmakers in action. Some of the 4-H sessions are actually held in the legislative halls; in these sessions the delegates learn and carry out in their own proceedings the processes of enacting laws.

The delegates also make a tour of Nashville, visiting historical shrines such as the Hermitage, home of President Andrew Jackson; and other places which play an important part in the heritage and economy in Tennessee.

New Voters Pledged

One of the highlights of the Congress is the impressive citizenship ceremony, at which 4-H members who reach voting age during the year are given a solemn sense of their responsibilities as voting citizens and presented with a copy of the Constitution of the United States. The pledge to the flag and the 4-H pledge are both an important part of this ceremony. This year, members of the State 4-H council told of the significance of the pledges to them personally, and led all the delegates in repeating the two pledges.

Featured speaker at the citizenship ceremony was Tennessee's Governor Frank G. Clement, who reviewed the background of 4-H work and impressed the youngsters with its relationship to the development of good citizenship.

Know YOUR STATE

Prelude to Citizenship

CITIZENSHIP means many things to many people—from running for Congress to merely paying income tax and staying out of trouble. It takes on still another meaning for a 4-H Club member when it includes finding out about interesting, historical places to visit on a Saturday afternoon.

That's what New Jersey's "Know Your State" activity is doing for hundreds of Garden State club members. At least, that's part of it. There are some real lessons in civics in this activity, too. But when history, legislative procedures, travel, and folklore are intermingled, the result is far more interesting than one of these items could be by itself.

"Know Your State" is not a project, but a 4-H activity to be worked into a club's program when and where convenient. However, when the activity was started in February of last year, 178 volunteer leaders were trained to guide their clubs toward a better appreciation of the State.

Clubs in many counties have had some lively sessions following the planned programs outlined by Phyllis Page Bradshaw, extension specialist in human relations.

The nine-meeting program starts with "New Jersey Journey," a 30-minute film. This is followed by a quiz and a discussion of the answers, with each club member checking his own quiz sheet. And when it comes to such questions as "What tribe of Indians lived in New Jersey?" and "Who were the signers of the U.S. Constitution from New Jersey?" Well, club members, leaders, and agents decided that "Know Your State" was going to be a highly enlightening activity!

Other meetings are based on the quiz, and at subsequent sessions regional representatives of the State government, such as the district forester or park superintendent, as well as officials of local historical associations, are asked to speak. The plan also calls for tours of nearby places of historical interest.

Club agents praise the cooperation they receive from outsiders in promoting this project. To supplement the members' and leaders' handbooks prepared by Miss Bradshaw, copies of a well-illustrated 44-page booklet called Know Your State were provided by the New Jersey State Department of Economic Development. Reprints of a magazine story about New Jersey published several years ago were also provided.

How do county 4-H Club agents feel about this extra activity? All agree that few club members know as much about the historical background, industrial importance, and scenic beauties of little old New Jersey as they should. All who have watched club members learn more about the wonders of the Garden State are enthusiastic about encouraging more meetings of this kind.

Learning About Government

Puerto Rican 4-H delegates at State Camp, Rio Piedras, 1951, learn firsthand about the law-making process at the State Capitol.

Why Train for CITIZENSHIP?

A progress report of the 4-H Citizenship Committee created in January 1952, given by C. B. WADLEIGH, State 4-H Club Leader, New Hampshire, chairman, 4-H Citizenship Subcommittee.

THE FOUNDATION and structure of our democratic society are challenged today as never before and may weaken dangerously unless the understanding and loyalty of our United States citizens are increased or strengthened. The public schools and various foundations are working on the problem. All youth organizations, the American Legion, and other adults' organizations have a youth citizenship program. 4-H Club work is helping to correct the situation and danger.

We do not have separate projects or programs in most States which are given the name "Citizenship," and the term is little used in 4-H literature, news releases, or publicity. Consequently the public does not recognize adequately the amount of citizenship training done among 4-H members.

The first action of the 4-H citizenship committee was to determine the scope of its objectives and to establish some guiding principles. It was agreed that the first need was a survey of the States to obtain a list of the numerous citizenship activities already conducted in the Nation by and for 4-H members.

Function of the Committee

The first principle adopted was that the committee accepts as its function "to obtain information and to submit suggestions to the States rather than to create standardized citizenship programs."

The second function was to help the States implement a more effective citizenship program. To do this, we agreed that there was a need for the employment of one or more individuals who could take the major responsibility for the further development and perfection of a national 4-H citizenship-service program, including conducting a survey, preparation of a kit of background materials, and resources, also conduct staff and leader training schools.

It was agreed that the 4-H Citizenship Committee should function as the policy and guidance committee to this person, employed as the project leader. The funds for this person and program were to be obtained by the National 4-H Club Foundation.

In June 1953, the committee chairman conducted a survey of the States to determine what was already being done. The material received from the States and their replies indicated what was recognized by your committee from the beginning; namely, most State club leaders consider much of the normal 4-H program as citizenship training.

The survey showed that many different kinds of 4-H citizenship activities are being conducted in various States.

Representation on Committee

In January 1954, the 4-H Citizenship Committee was reactivated with the addition of some new members, so the present committee is composed of persons (1) from all four sections of our Nation; (2) from all levels of extension administration — county, State, and Federal; (3) with the addition of consultants from the National 4-H Club Foundation, the National Committee on Boys and Girls Club Work, and Columbia University Teachers College. Our committee met in Washington on March 30 and 31, 1954.

We reviewed our assignment or purpose and previous action or accomplishments of the committee. The latest revision of A Proposal for the Development of a Citizenship Program, including the 4-H Clubs of the United States was reviewed, discussed, and revised. This is the proposal that is being used by Harold Sponberg of the National 4-H Club Foundation to obtain the necessary funds for a demonstration-pilot program.

Among the new developments were the review and approval of the plan to increase the impact or effect of the new citizen induction program at the National 4-H Club Camp. This has been distributed to the States and will be observed by radio and television in all States during this year's National Club Camp.

Another action of the committee was to discuss the possible wording for a statement which would summarize the expressions from the different States concerning their present 4-H citizenship activities. This statement will be presented to and discussed by the leaders at National Club Camp.

Citizenship Activities Listed

A start was made on the listing of the most common activities of the 4-H member which contribute to citizenship development. This list has since been completed and is available for distribution under the title, "Things a 4-H Member Can Do To Be a Better Citizen"—in the home, club, community, county, State, Nation, and world. We hope this will be useful to 4-H members and leaders in connection with the 4-H citizenship awards program. Another need in this connection is, in some way, to give citizenship recognition to many 4-H members for their activities at various levels—(a) local club, (b) county, (c) State, and (d) Nation.

We expect other contributions from the committee will include a list of special citizenship activities for the local 4-H Club, and citizenship programs for counties and States in 1955. When the latter are prepared we hope to have special flash statements to help the local leader and county extension agent.

4-H Develops a National Program

BURTON S. HUTTON, State 4-H Club Leader, Oregon

"THE RAPID GROWTH of 4-H Club Work . . . its significance in education . . ." That statement sounds current enough. It was good when made. It is good today. It is part of a statement approved by the executive committee of the Land-Grant College Association 24 years ago upon recommendation of the Extension Service directors on the committee on organization and policy at that time.

Possibly the significant changes that might be made in this observation on the part of the land-grant college association executive committee, is that growth of 4-H Club work has been more rapid, and that the significance of 4-H in education has become more widespread and fully recognized.

It was 17 years ago that the Extension Committee on Organization and Policy asked a group of State 4-H Club leaders to present recommendations for the 4-H program. This committee formed the initial extension subcommittee on 4-H Club work which was made official and given full stature in the meeting of the organization and policy committee, July 1939. At this meeting the 4-H subcommittee was charged with the responsibility to:

"Promote the future welfare of 4-H Club work, to coordinate the national program, to facilitate the professional improvement of 4-H Club leaders, to study the trends and tendencies of 4-H Club work."

It has been said that boys and girls are like newly poured cement: "They take the shape of that which surrounds them." Educationally speaking the challenge has expanded for the 4-H Club program in serving the boys and girls of this country today. The interests of these young folk are broadened. Our educational leaders tell us the boys and girls of today are more advanced at their respective ages than was the case 24 or 17 years ago. No doubt, our State leaders and directors in the 1930's had this in mind when they put into operation the Extension Subcommittee on 4-H Club Work.

The basic organization was established through which an expanded program could serve a more versatile boy and girl and more of them. In 1953 the functioning of the Extension Subcommittee on 4-H Club Work was reexamined in the light of present and possible future requirements of 4-H Club work. Acting under the authority of the Extension Committee on Organization and Policy, the extension 4-H committee is now established to receive or propose items on 4-H policy, program development, and other matters related to 4-H Club work needing consideration and action. The committee is composed of 6 State 4-H Club leaders, 3 extension directors, 2 members of the Federal 4-H Club office.

One of the approaches to the study of the 4-H Club program is through the committees named by the 4-H subcommittee. Since 1953 these special groups are known as "4-H development committees." There have been several of these committees. A few have been discontinued, others combined. Some new ones have been named to perform a special function held to be important in the development of recommended procedures in the area of 4-H Club work.

Now there are 17 such committees. They are named to serve specifically a certain segment of the 4-H educational program. There will be further combinations in the future and certain new assignments. The objective of the extension 4-H committee is to create an appropriate unit of development committees,

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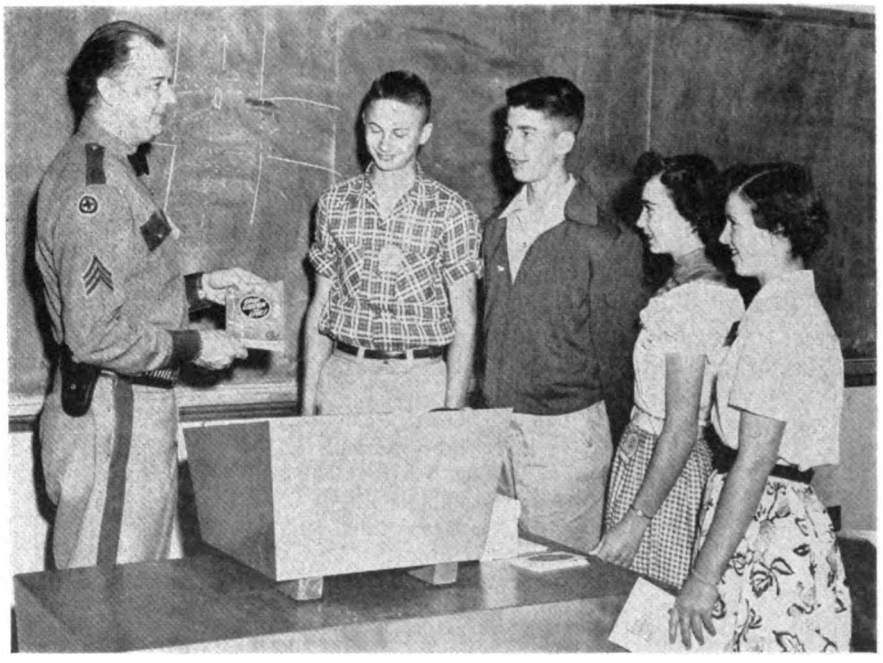
Good Citizens Stay Alive



Sergeant Ed Baker of the Washington State Patrol directs highway safety training for 4-H members under the intriguing title "Let's Stay Alive."

Spiritual Emphasis in 4-H

There are four basic problems in development of spiritual emphasis in 4-H Clubs as seen by a national committee appointed last year to study this phase of club work. Meeting this month at National 4-H Club Camp, committee members will consider the basic tenets as set forth here by the chairman, IMA R. CRISMAN, 4-H Club leader in South Dakota.

THE THING within us which "generates dreams and ideas and which sets up values" in life is generally referred to as the spiritual part of us. As 4-H Club leaders, we encourage the development of the spiritual in 4-H Club members, knowing that this is the thing that deepens and sweetens the quality of their lives and makes them good homemakers, good neighbors, and good citizens, so wrote Dr. C. B. Smith in the book, Life Worth While. With this in mind, let us take the attitude that we are not trying to spiritualize 4-H Club work but are trying to emphasize the spiritual already basic and present in the program.

The 4-H Club member, as he develops more efficient ways of doing things and assumes more responsibility in the home and community, is also developing a way of life which is the "hub" for his wheel of life.

Many questions from 4-H Club leaders to the 4-H Club committee on this phase and its relation to their church prompted that committee to organize a group to develop or explore the possibilities of spiritual emphasis in 4-H Club work.

Last year at National Club Camp a group of 4-H State club leaders and church leaders met and talked about spiritual emphasis in 4-H Club work.

A review of the different things being done in the 4-H Club program which give spiritual emphasis was made. This included:

1. The objectives of the 4-H Club program, working with growing things; the pledge and motto have spiritual significance; and the contact with local leaders and advisers who have religious convictions.
2. The annual observance of Rural Life Sunday.
3. The use of ceremonials, vespers, flag, candlelighting, and other inspirational events in the 4-H program.
4. The God, Home, and Country award initiated by the Lutheran Church.

As we recognize the fundamental values of 4-H to the boy and girl we must not forget the influence of the churches, homes, and schools in their development.

Many questions were raised that the committee will be thinking about and discussing at a later meeting, such as, What should we do to focus more attention on spiritual emphasis? Should more emphasis be in the area of individual activity as well as group? What constitutes worship? What can we do in 4-H Club work about the young people not reached by any church?

Could we reach the place where any church can recognize young people in the community regardless of church membership?

Our committee has a needed and challenging responsibility and opportunity in developing this phase of the 4-H Club program. It is our hope that the groups concerned will carefully study every avenue of such a fine program.

Candlelighting Ceremony Inspires

Youth leadership shone forth from lighted candles to background music of Beethoven for 350 delegates to the fourth annual Tri-State YMW Conference at Pocono Manor, Pa.

Home, church, school, and community serving organizations were presented by 4-H'ers in this candlelighting ceremony. With the community guiding the story, they told how each worked for a better community. The ceremony was written, produced, and directed by Pennsylvania Campus Club members.

The candlelighting ceremony was just one focal point in the 3-day conference which highlighted Better Communities for Better Living. Seven States and 6 countries were represented.

4-H Club Work in Soil and Water Conservation

W. R. TASCHER, Extension Soil Conservationist, and chairman of the 4-H Soil and Water Conservation Project Committee, meeting this month at the National 4-H Club Camp.

County Agent John Whitehead, Nelson County, Va., shows Paul Saunders, 4-H Club member, how to take a soil sample.

LAND is among our most precious resources. Its proper use will enable us as individuals and a Nation to live happily and stay strong. If we despoil it, misery and loss of strength are certain. There are many examples of good and bad land care in our country.

The purpose of 4-H Club work in soil and water conservation is to encourage members to appreciate the relationships of soil, water, plants, and people in Nature's plan. Club activities help them learn how to plan and apply conservation practices with proper land use and treatments in mind. Through experiences they will learn their responsibilities, both to themselves and their communities.

Although a big job in 4-H Club soil conservation work is being done, the stage is set for a much larger one. Some of the reasons for this are: Increasing number of young people enrolled in 4-H Club work; more than 1,500,000 farmers and ranchers are on the road to becoming conservation farmers or ranchers; about 85 percent of the "land in farms" of the United States is now in soil conservation districts with conservation farm plans already developed on much of it; and there is a rapid growing public interest in the intelligent care of the land. Adult leaders are learning how to carry out conservation farm plans and know firsthand about the good results. In most counties today there is leadership to help do the big 4-H Club job, providing leaders receive some training, have guiding materials, and feel that they are taking part in an important local program. The Extension Service has a great challenge, in cooperation with other agencies, to provide the educational information so urgently needed.

In carrying out 4-H Club work in soil and water conservation, questions frequently asked are: What standards should the club activities meet? What yardsticks can we use for judging the usefulness of activities? One criterion should involve the age groupings of boys and girls. The activities should be within the normal range of their interests and capacities. Another criterion should be concerned with the objectives as to what is to be learned.

What should Extension undertake to teach boys and girls in on-the-farm activities about the land? A minimum would probably be these:

(1) To show vividly that something is happening—that there are land problems.

(2) To convince club members

(Continued on page 126)

An impressive soil and water demonstration is the percolation test done by these two Montana girls before about 4,000 people. They gave the test 35 times in their own county. Bob Moss (left) SCS Work Unit Conservationist and County Agent Ed Atkins (right) were behind the successful demonstration.

Time spent on a good job of organizing a 4-H Club event will pay dividends

CECIL EYESTONE, County Club Agent, Montgomery County, and MARJORIE TENNANT, Assistant Extension Editor, Kansas

AN EFFECTIVE, growing 4-H Club program calls for a continuous organizational program and action. To meet the ever-increasing demands of the leaders, club members, and parents, extension personnel are constantly planning and working with others on events that meet these needs.

As the 4-H Club program grows in scope, with each year bringing new activities and a wider range of interest, new events must be organized, carried out, and followed through with evaluation and reports.

Planning for 4-H events in Montgomery County could be classified in three ways. One division consists of the events that must be planned with civic organizations, other government agencies, schools, or any of the various groups working with county extension agents. 4-H Club events concerning only the members and their leaders call for planning within the clubs with the guidance of leaders and agents. Some club activities, judging schools, and leader-training meetings, for example, are most efficiently planned by the agents working together to organize the events.

A few of the countywide activities held in Montgomery County include leaders' recognition dinner, county 4-H Club day, businessmen's picnic, county fairs, judging schools, club and project-leader training meetings, county camp, junior leadership camp, 4-H Club Sunday, junior leaders' club events, demonstration contests, style revue, talent show, and county 4-H Club council meetings.

4-H events that are worthwhile for those attending do not just happen. They take several hours of planning and then more hours to carry out these plans.

To get wider range of ideas and to train boys and girls in organizing and working together, most Montgomery County events are planned by committees. The 4-H council approves a certain event, and a committee is appointed to complete plans and carry this event out.

Plans for 4-H Club Sunday were made by a committee. Five junior leaders, who are members of the 4-H council, were appointed to plan a county-wide 4-H Club Sunday observance program. Following the council meeting, their chairman called the committee together. Using as a guide their experiences in taking part in previous years' programs; the committee outlined in about 20 minutes the 4-H Club Sunday service. They selected the town in which to hold this service, decided on a date, suggested several churches, and proposed a program of music, special numbers, and a speaker. This was accomplished without guidance of any adult members. After the committee meeting, various members made efforts to arrange a church meeting place, and others visited the different groups suggested for the program and obtained their help. The committee on 4-H Sunday will be present to help conduct the service.

The biggest mistake in organizing 4-H Club events can be that of starting too late to plan and make arrangements. Another difficulty is of not getting enough people involved as members of the planning committee or work group. Helpers and committee members may not receive adequate instructions to do a good job.

Is the event wanted and needed, and who should be concerned, is a practical starting point when considering the planning of any occasion. Competition for the time and energy of club members, their leaders, and parents makes it important to plan and have an efficient program of work.

Checking up on details of arrangements and being prepared for emergencies can be insurance against rough spots in a meeting. An extra touch of polish to a meeting, put on with careful planning, can do much to inspire and motivate the audience.

Programs that move along without dull waiting periods keep audience attention and prevents a feeling that time is being wasted. People of all ages like to feel that the events they attend are worthwhile and have a purpose. Attendance and enthusiasm can be increased if 4-H Club events are noted for being snappy and well organized.

Business people will respect club work and be loyal cooperators more readily if they can know that the program is efficiently planned and has practical goals. The general public is more likely to support an active, growing organization with solid planning behind its activities. A wise extension agent considers every event. The planning and reporting of it is a part of his public relations program which includes every person with whom he works.

The Southeast Junior Leadership Camp, including 12 counties, involves the planning of civic groups, 4-H Club members and extension agents. The Coffeyville Chamber of Commerce rural youth committee, extension agents, and eight 4-H Club members form a planning committee. The 4-H'ers are elected at the camp to serve for the following year. This continuation committee plan is also used for the State health, conservation, and junior leadership camps.

The Coffeyville Chamber of Commerce committee also sponsors the 4-H Club achievement party, attended by more than 1,000 members, leaders, parents, and businessmen. The club agent is a member of the committee and brings to this group

(Continued on page 125)

4-H CLUBS *and the Indian*

4-H Clubs for Indian boys and girls are active in 18 States with more than 5,000 enrollment. Typical of the Indian 4-H Club work is this in New Mexico described by JOHN M. WHITE, extension editor.

CARL MARTIN is a 13-year-old American boy, living with his family on a small ranch near Crownpoint, N. Mex. Like other rural boys and girls in the United States, he rides the bus to and from school. He regularly attends the meetings of his 4-H Club. He learns about better ways of farming and living, and carries the message home to his parents and neighbors. He learns what it is to be a good citizen, too.

Carl is a Navajo Indian, living on the reservation in northwestern New Mexico. He's one of 777 Indian boys and girls who are members of 4-H Clubs in the Sunshine State.

New Mexico, third largest State in Indian population, had more than 34,000 Indians registered in the 1950 census. The Indian 4-H Club enrollment in the State in 1953 was the second largest in the Nation. And the steadily increasing interest of Indian boys and girls in club work is evidence of the effectiveness of the program.

The 43 Indian 4-H Clubs in New Mexico are conducted like 4-H Clubs anywhere. The members carry the usual projects (with certain specialties) under the supervision of local Indian leaders, elect their officers, present demonstrations, and participate in achievement days and county and State fairs. County winners compete at the State encampment at New Mexico A. & M. College. Their leaders attend the annual New Mexico Club leaders' short course. Some members go on to college to specialize in agriculture and home economics.

Club work is very practical for Indian 4-H'ers. What they have learned about livestock improvement, especially in sheep and wool, has done much to improve the livelihood of their families. They excel in gardening project work. They take easily to embroidery, and other handicrafts, especially weaving. At county and State club camps, they astound their fellow campers by their knowledge of native plants and wildlife.

Indian 4-H Club boys and girls in New Mexico have established records that compare favorably with their "palefaced" fellow club members everywhere. Their percentage of project completions is almost 90 percent. They win their share of ribbons at State and county fairs. The estimated value of Indian 4-H Club projects in New Mexico last year was more than $15,000.

There are outstanding Indian 4-H

(Continued on page 125)

The girls of the Salt River 4-H Club exhibited these articles at the county 4-H Fair in Phoenix. (Upper right) Louis Lujan, Taos Indian leader, assists his 4-H boys in shearing their purebred sheep.

THEY'RE counting the weeks now. Almost every day a colored 4-H Club boy or girl somewhere in the 17 Southern and border States flips the months of the calendar and points to August 9. That's the date the seventh annual Regional 4-H Camp opens at Jackson College, Jackson, Miss.

More than 125 outstanding youths, representing the Nation's 343,000 Negro 4-H'ers, will be there spruced up in their attractive uniforms. For a full week, every day will seem like Sunday to them. Few will look up at the sky and wonder about sundown. And the puffing tractor, squealing pigs, and bleating calves will be forgotten, except during recorded interviews for radio broadcasts, or during dormitory discussions when the youths will be talking about their projects back home.

One may be saying he has practically taken over the family farm; another may say proudly that he has a dairy farm of his own; still another may talk of the 20 head of beef cattle, or 30 or 40 hogs he is raising. A prim girl, who looks no different from any well-dressed city high school coed, may report that she planned and prepared 100 meals last year and canned 300 jars of fruits and vegetables; and another may tell about a room she redecorated, or a calf that brought her $1,000 at the State Fat Stock Show.

To a listener, unfamiliar with 4-H work, these reports may seem exaggerated. He is likely to conclude that the youths are letting their imaginations run wild in the overexcitement of camp activities— speeches by nationally known leaders, tours of interesting places, and sights they had never dreamed of seeing.

Frankly, I, too, was skeptical at first, and I followed some of the 4-H'ers home to see for myself. To my amazement, the boys and girls were not only telling the truth at camp, but modestly understating it.

Take Jerry Thomas of Gallion, Ala., for example. Shortly after the first regional camp at Southern University in 1948, State Leader W. B. Hill and I visited him. We found the youth in one of his pastures, spreading lime from a metal drum attached to the back of his tractor. Grazing in an adjoining pasture were 140 grade and purebred Jersey cattle.

Robert Dixon in the agronomy laboratory at Fort Valley State College in Georgia where he is a student. (Left to right) Dr. C. L. Ellison, College Director of Agriculture, Robert, and T. M. Campbell, retired extension field agent.

I Followed 4-H Campers

SHERMAN BRISCOE, USDA Informa

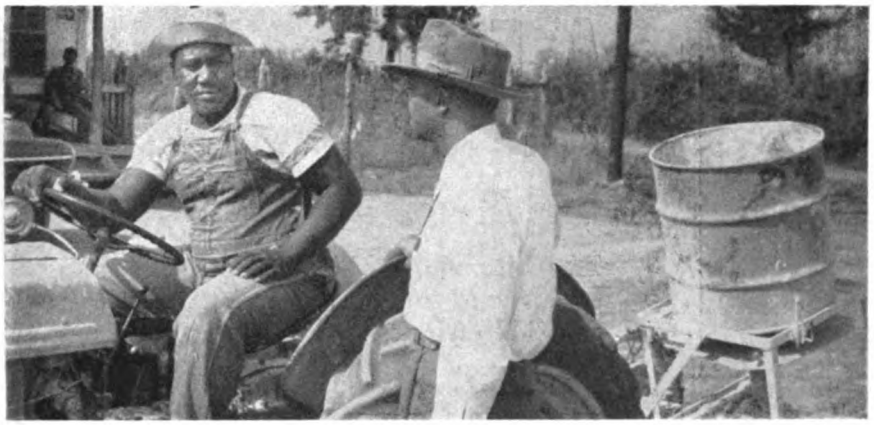
Jerry had started all this with three 4-H calves 8 years before. Because he was unable to build an acceptable barn, he sold grade B milk to a cheese factory for 4 years. Finally, he succeeded in persuading his father to go into partnership with him and help build a grade A dairy barn so that they could sell their milk for fluid uses and get a better price for it. The attractive $3,000 barn stood on a hillside. It was clean and airy with a scrubbed concrete flood. The year before, Jerry and his father had grossed $15,000 from milk alone, and they had sold some calves, too. While Jerry runs the dairy, his father sticks to cotton and peanuts.

Just before the encampment at Tennessee State University in 1949, I visited a delegate who was getting ready for the trip. She was 15-year-old Olivia Davis of Leflore County, Miss. Her parents were sharecroppers on a large cotton plantation, but this hadn't stopped her from being a top 4-H Club member. Olivia had bought 100 baby chicks with some of her extra money from picking cotton, and had raised all but 4 of them. Her home agent, Mrs. Bessie R. Gray, explained that the 4-H girl had sold 60 fryers at a dollar each, kept 20 to supply eggs for the family, and served 16 on the dinner table.

With part of her earnings from the project, Olivia had redecorated her room in her sharecropper home. Her brother helped her to convert an old washstand into an attractive kneehole desk, make a dressing table, and modernize the high wooden bed by sawing off the foot and lowering the head. Then the 4-H girl bought cloth and made a bedspread, curtains, and dressing table skirt, all to match. And, on the floor was a beautiful rag rug she had made. I have seen rooms more richly furnished, but none more attractive.

Out in Texas last year, State Leader W. C. David took me to see Robert (Bobbie) Adams of Lulin, another former 4-H camp delegate. Now 22, young Adams has taken over the 300-acre family farm and is operating it with skill and efficiency. From a variety of crops and livestock, including cattle, hogs, turkeys, peanuts, and watermelons, he grossed around $14,000 the year before.

Inside his home, where he lives with his parents, Mr. and Mrs. C.



Jerry Thomas, a delegate to the first Regional Camp in 1948, has become an outstanding Alabama dairy farmer. Seated on his tractor, he is telling State Extension Leader W. B. Hill about his pasture program.

Jean Ethel Tompkins is successful at growing turkeys in Florida. She also sews and cans.

Back Home

alist

Adams, he showed us 53 ribbons he had won during his 8 years as a 4-H member.

I guess I have followed a dozen 4-H'ers home from camp. And each visit has been a revelation. I remember Samuel English of Lawrenceburg, Tenn. He was selected as a delegate to the 1949 camp for his corn and livestock projects. Samuel had netted enough from the sale of some corn and two prized calves to make the downpayment on a farm for himself and his parents. Assistant State Agent W. H. Williamson, and Bessie Walton, supervisor of Negro home demonstration work, told me Samuel had set an outstanding example for 4-H'ers in his county.

Then there is Jean Ethel Tompkins of Madison, Fla., who was finishing 100 turkeys for the Thanksgiving market when Floy Britt, district home agent, took me to visit her. You never saw a youngster more proud than Jean Ethel as she showed us her flock. Her parents, Mr. and Mrs. Dessie Tompkins, who own 480 acres, told us their daughter does most of the home canning for the family and makes nearly all of her clothes.

In Georgia, State Agent P. H.

(Continued on page 125)

After Camp—What?

WAYMON JOHNSON, Assistant State Supervisor
Negro Agricultural Extension Work, South Carolina.

IT WILL soon be time for the seventh annual Regional 4-H Camp.

Have we taken time to find out what happens to 4-H members who attend these camps? We see them there in work and play; we observe the reactions from the various educational tours; we hear them as they put their whole heart into some group discussion or panel; we see the parade of talent as they present themselves on the talent night program. Then we take them to their various homes over the 17 Southern and border States. Hopes are high that this experience has made another contribution toward developing a personality, a good citizen. After they get home and report the trip to club, family, and neighbors, they face certain of the old routine that they left just a few days before; people back home are the same, the old farm has not changed. But are the club members the same? Do they still hold on to the goals they have set for life? Did the camp impress them to go on and upward toward their goals?

This has given me great concern. So we decided to contact, by use of a survey sheet, the agents in counties that have sent representatives to the Regional 4-H Camp. If so, what year? Where is he or she now? If in college, what course is he or she taking? If in the community, what is she or he doing? The information received was very impressive. We found that since the first camp at Southern University in Louisiana in 1948, South Carolina has sent 46 young people to this proverbial fountain. And now, through the armed services and marriage, they are scattered to all parts of the world. Eighteen of them have enrolled in six different colleges, some of these, of course, are in the Armed Forces. Six are married and are working in various occupations, such as dress designing, cafeteria employment, wholesale food handling, and in doctor's clinic as an attendant. Six are employed on the home farm. Four of these six are working toward partnerships with their fathers. Two have finished college and are teaching. Eight are still in high school and every one of them plans to enter college.

A Fertile Field for 4-H

The International Farm Youth Exchange grows and offers a challenging chance for 4-H citizenship development.

EVERETT E. BIERMAN,
National 4-H Club Foundation of America.

The George Zinnels of Calhoun County, Iowa, took to their hearts young Hector Contreras of Chile (right).

THE "H BOMB" means one thing—that the only way to win the next war, is NOT to have one. We must win the peace!

Several months ago a national farm magazine carried a feature story entitled, "15 Ways You Can Wage the Peace." One of the 15 described was the International Farm Youth Exchange (IFYE), a program for promoting world peace with which extension workers have become familiar since its inception in 1948.

IFYE sends rural youth abroad to live and work with farm families. In the process, they clear up misconceptions about the United States and learn to know our world neighbors. At the same time, we receive their counterparts in our rural communities. The exchange has grown from the 17 delegates sent to 7 western European countries in 1948 to a program that in 1953 sent 117 delegates from 44 States and territories to 37 countries while 135 exchangees from 34 countries visited 41 States and territories. Millions have felt the impact of this dynamic program.

Part of Extension's Youth Program

As IFYE has grown, it has taken on a new significance to extension workers.

An increasing number of 4-H members are giving their interest and support to IFYE in line with the 4-H guidepost, "serving as citizens in maintaining world peace." Many are beginning to prepare for the time when they will be eligible to participate in the exchange.

We have seen these young men and women (aged 20-30) go abroad and return a few months later with a new maturity, a better understanding of their fellow man, and a new interest in working with people. Significantly, the interest in working with people has been coupled with a greater appreciation of the importance of extension work. As a result, more IYFE's are returning home convinced that their life's work lies in Extension. In a real sense, IFYE has become a training ground for Extension.

IFYE Operated Cooperatively

The operation of the program is typical of the cooperative approach that has been tested in half a century of extension development. IFYE is conducted cooperatively at the county, State, and national levels. The National 4-H Club Foundation coordinates and services the program on the national level.

Private financing has always been one of the strong points of IFYE. It is a source of wonderment in other countries that no government funds are used to finance the actual exchanges, and that approximately one-third the cost of financing the exchanges is raised in the local communities.

Can every county participate in the IFYE program? The number of delegates to go abroad each year is small as compared with the number of counties. Does that mean your county must get on a waiting list? Not at all! If your county can't send a delegate, perhaps it can be host to an exchangee (each State receives two exchangees per delegate because the exchangees divide their time between two States) or, you can arrange for one of your State's delegates to speak at county meetings. In this way, the people of your county can share the experiences of your State's grassroots ambassadors and gain a better understanding of their world neighbors.

All can help "Wage the Peace!"

Do Contests Serve 4-H Aims?

PHILLIP E. BLOOM, County Agent
Kittitas County, Wash.

Based on a study made in a graduate course in Extension Education at Colorado A. & M. College.

THE DESIRE to excel, to gain recognition, or prestige has been the motivating force behind the continued existence of competition and contests. Contests are merely a vehicle under which competition is conducted. The basic reason for a contest in any program is its use as an incentive to stimulate interest, action, and participation in a program through giving satisfaction of accomplishment and recognition.

It is human nature for everyone to want to be a winner or be associated with a winner, so it is easy to lose sight of the fundamental purpose of the program, and let the tail wag the dog. The 4-H Club leaders and others who direct 4-H Club work must see that the fundamental purpose of 4-H Club work is never lost sight of, and be ever mindful of the development of boys and girls into self-reliant men and women. The many devices and methods used, such as projects, camps, tours, and contests are only tools and ways by which this purpose can be accomplished. If we allow the contest or any other activity to become our main objective, we are not accomplishing our purpose, but we have also done the boy or girl a great injustice.

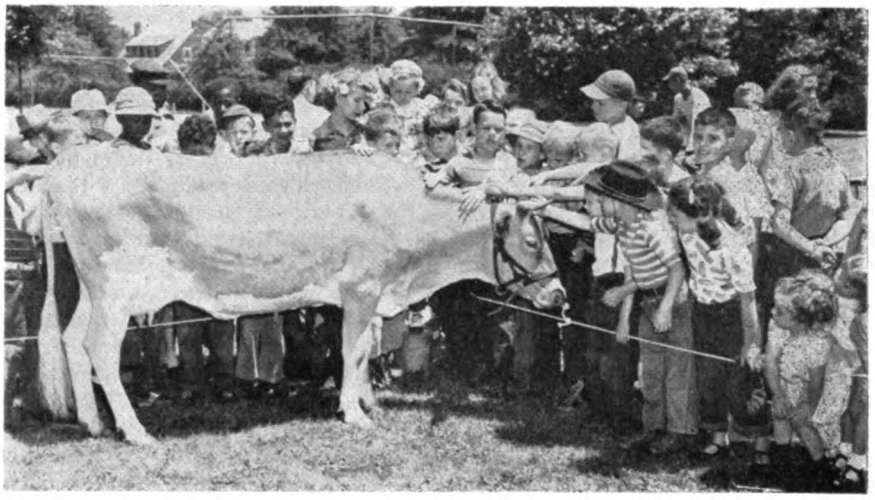
The dress, cake, or calf raised are but products of the work done by the boy or girl. The products are here today and gone tomorrow, but that boy or girl lives on to make more cakes, dresses, or raise more calves. It is the development of the boys and girls that we are interested in.

The contest that is properly handled sets the stage for doing the job more effectively, and in this way, aids in the development of the boy or girl. The contest needs to be challenging to all of the members; the standards need to be high enough to insure an earnest struggle on the part of all. Has the contest shown what the winner has accomplished or what the others below him have not done? Many of our contests often recognized certain individuals because of the lack of interest or participation on the part of many of the members eligible to compete.

In the setting up of a contest, the possibility of winning must be available to a large percentage of the membership, so they feel that they have a chance to be recognized, or else they won't compete. Success is a great motivating force, and generally after a taste of success, a member has the desire for greater accomplishments. Many studies have shown that a number of moderate awards are of far greater value in making contests functional than are one or two large and highly treasured awards. I think we all realize this for we know that we have to have recognition and attention and a feeling of accomplishment to be happy.

(*Continued on page 127*)

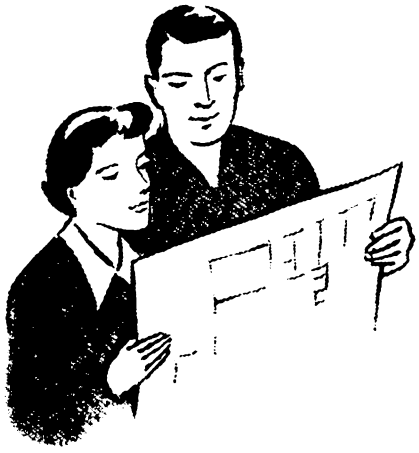
A Real Live Cow



A cow owned by a 4-H member made the rounds of the city playgrounds in Akron and several other cities in Summit County, Ohio, just to give the city kids a chance to touch a cow and understand more about the source of their everyday milk. "We think it did some good promotion of the dairy industry and gave 4-H Club work recognition," says County Agricultural Richard Howard.

Farm and Home Planning *with Young People*

ROBERT C. CLARK, Assistant Director of Extension in Charge of 4-H Club Program, Wisconsin.



MODERN farming and homemaking are becoming increasingly complicated. Each farm and each family presents an individual set of problems. Even experienced adults often find their "know-how" lacking as they try to work out satisfactory solutions of day-to-day problems. Imagine the confusion that can well exist in the minds of young people as they think of establishing themselves in farming and raising a family.

The Extension Service is in a strategically important position to help young people, especially those who have chosen farming as their way of earning a living, fit the findings of research and experience together so that they will work profitably for a particular family on a given farm.

Farm and home planning, one phase of the program of the Agricultural Extension Service, is designed to offer special assistance to the young farmer and his family. A program of this nature can help the beginning farmer analyze what factors should be considered in buying a farm or going into partnership with an already established and experienced farmer. The type of farming for which he is best suited, the investment required for buying land, equipment, and livestock, the kind of home and furnishings desired, and the community in which the family can find certain satisfactions are decisions of vital importance.

Furthermore, the beginning farmer must decide on his cropping system in relation to his soil resources. He has to decide on his livestock program, the quality of products he wishes to produce, the most efficient method of marketing his products, and how much he can do with his available labor supply.

Farm and home planning should be directed at the whole farm. It is designed to establish a sound base for each farm and for the family operating it. Upon such a base young families can educate their children, participate in the programs of farm organizations, churches, P.T.A.'s, social clubs, and thus become respected community citizens.

Through 4-H Club work many boys and girls get their first introduction to the application of science to their projects of livestock breeding, feeding and management, soil conservation, disease and insect control, food production and preservation, clothing construction and design, and ways of improving the efficiency of their homes.

Keeping records of their time, expenses, and earnings is another important skill which is developed.

Through their organized 4-H Clubs they learn to plan together, work together, and have fun while learning. 4-H and YMW programs are important ways to help rural youth develop leadership and train for their responsibilities as citizens (and often discover their future life partners!)

But effective as these programs have proved to be, they do not provide many of the individual or personal type of services desired by these young people entering farming. How, then, can the Agricultural Extension Service staff provide more effective leadership for helping youth with these problems?

A well thought-out program in farm and home planning, which places emphasis on the role of young people will need to recognize the following:

(1) The particular interests and needs of youth as they relate to getting started in farming.

(2) Involving young people in planning for the service they are to receive.

(3) The individual's desire for personal service versus the helps that can best be developed through group effort;

(4) The close integration of three major phases of extension work. namely; agriculture, home economics. 4-H and YMW programs at both the county and State level;

(5) Designating one or more persons of the staff to assume major leadership responsibility for the program; and

(6) Full support from other staff members, including the administration, in providing the needed technical information and services required.

As Extension moves forward in developing sound, long-range plans for this broadened and intensified service for young people, we need to bring together capable representatives from among older 4-H members, organized YMW groups, and families already getting started so as to profit by their counsel and support. We need to develop farm and home planning *with* young people, *not for* them. We should help to create and make articulate a *felt need* on their part for the information and counsel Extension can offer. The final results should be truthfully referred to by young farm families as *"our program."*

Farm and home planning is synonymous with the characteristic

(Continued on page 126)

Working Together for 4-H in the Nation

There are three principal organizations taking leadership in various phases of the National 4-H Club program. Each has its own functions and responsibilities, and all work together on the overall aims and objectives. This outline of the programs, purposes, and personnel will help you clarify the field of work of each of them. In addition, the Extension Subcommittee on 4-H Club Work represents all the States on policy recommendations and program development. Burton Hutton, chairman, tells their story in this same issue.

FEDERAL EXTENSION SERVICE

The Division of 4-H Club and YMW Programs of the Federal Extension Service cooperates with the States in the development of policies, plans, programs, and operations in the field of youth, including 4-H Club members and young men and women. This office maintains relations with allied youth organizations and agencies having youth interest, and provides assistance on all matters relating to youth extension work.

The overall leadership in planning, development, correlation, relations, and YMW programs is under the direction of E. W. Aiton, director.

General leadership in the Northeastern States and national responsibility for program development in dairy, livestock, and poultry, as well as urban and international 4-H Club activities, is the field of Mylo S. Downey, associate leader.

General leadership in the Central States and national responsibility for program development in activities, studies, councils, and local leadership is in the field of C. C. Lang, associate leader.

General leadership in the Southern States, and national responsibility for program development in agricultural projects, visual aids, camping, recreation, and spiritual emphasis is in the field of George Foster, associate leader.

General leadership in the Western States, and national responsibility for program development in home economics, health, literature improvement, and information programs is in the field of Fern Shipley, associate leader.

The Young Men and Women's Program involving planning, relationships, and studies is under the direction of W. W. Eure (part time).

THE NATIONAL 4-H CLUB FOUNDATION 8561 FENTON STREET SILVER SPRING, MD.

The director and chairman of the National Policy Board is J. O. Knapp, Agricultural Extension Service, West Virginia.

The chairman of the Board of Trustees is A. G. Kettunen, State 4-H Club Leader of Michigan.

The Executive Director is Norman C. Mindrum, National 4-H Club Foundation.

The National 4-H Club Foundation is an educational, nonprofit organization established in 1948 to assist the Extension Service and local communities in helping millions of rural boys and girls to prepare themselves for happy, useful, and well-adjusted living in today's world.

The foundation occupies a spearheading and experimenting role, constantly exploring new frontiers of research, service, and training as it carries out projects requested by the Extension Service of the Department of Agriculture and the land-grant colleges and universities. The foundation undertakes those projects which the Cooperative Extension Service feels can be best carried out by an agency outside the government.

Currently these programs are:

The development of the National 4-H Club Center.

The International Farm Youth Exchange administered by Project Coordinator Warren Schmidt and aided by Leslie Nichols and Clinton Gaylord.

The research project on the developmental needs of youth and training in human relations, under the direction of Coordinator Dr. Glenn C. Dildine.

Experimental Film Discussion Project (YMW) with Project Leader W. W. Eure (part time).

National 4-H Club Builders Council with Dr. Harold Sponberg as executive secretary.

Information services in charge of Everett E. Bierman.

NATIONAL COMMITTEE ON BOYS AND GIRLS CLUB WORK ESTABLISHED IN 1921 59 EAST VAN BUREN STREET, CHICAGO 5, ILL.

The honorary chairman is the President of the United States. The other officers are: Chairman, Thomas E. Wilson, Edellyn Farms, Wilson, Ill.; vice chairman, John W. Coverdale, Waterloo, Iowa; treasurer, E. E. Brown, First National Bank of Chicago; director, G. L. Noble, National Committee on Boys and Girls Club Work; and associate director, Kenneth H. Anderson, National Committee on Boys and Girls Club Work.

The purpose of this citizens' committee is to aid the Extension Service in advancing the *membership, influence,* and *prestige* of the 4-H Club program.

The committee enlists the support of business and civic organizations in providing *awards, literature, leader training aids,* and *other services.*

It coordinates and guides the efforts of interested organizations in accordance with *needs* and *policies* of the Extension Service.

(*Continued on page 125*)

Coordinating Programs *Increases Results*

KENNETH R. BOORD
Associate Extension Editor, West Virginia

THE coordination of countywide 4-H farm and home electric, safety, and health programs resulted in top State honors for 4-H Clubs in Lincoln County, W. Va., in two of these programs last year.

As extension workers in Lincoln County express it, the success of the whole program, from beginning to end; was due to cooperation from all the people—in and out of 4-H Club work—including newspapers, business people, parents, other individuals, and the local power company. Pride in accomplishments and a realization of achievements were outstanding factors.

Lincoln County 4-H'ers, 237 strong, enrolled in the electric project. They gave 96 individual and 120 team demonstrations on some phase of electricity; held 12 workshops with 100 percent attendance, which resulted in 138 extension cords and splices, 35 table lamps, 44 vanity dresser lamps, 3 outdoor lights, and 4 brooder units being made.

Four schools have been rewired or remodeled cooperatively by the board of education, parent-teacher association, and 4-H Club members. Other schools have added wattage or rearranged seats after light-meter tests.

They had 162 entries of more than 200 articles from 16 clubs in the county rural electric exhibit; won partial camp scholarships in countywide competition; for the seventh consecutive year took top tricounty honors; held a lamp clinic; conducted a series of electric cookery workshops for 4-H girls who carried foods projects; held a Better Light—Better Sight poster contest; participated in the annual hobby show at Huntington; exhibited at the Kyowva Fair at Huntington; held a class on safety with electricity at county camp; and helped to install new lights in the county extension office.

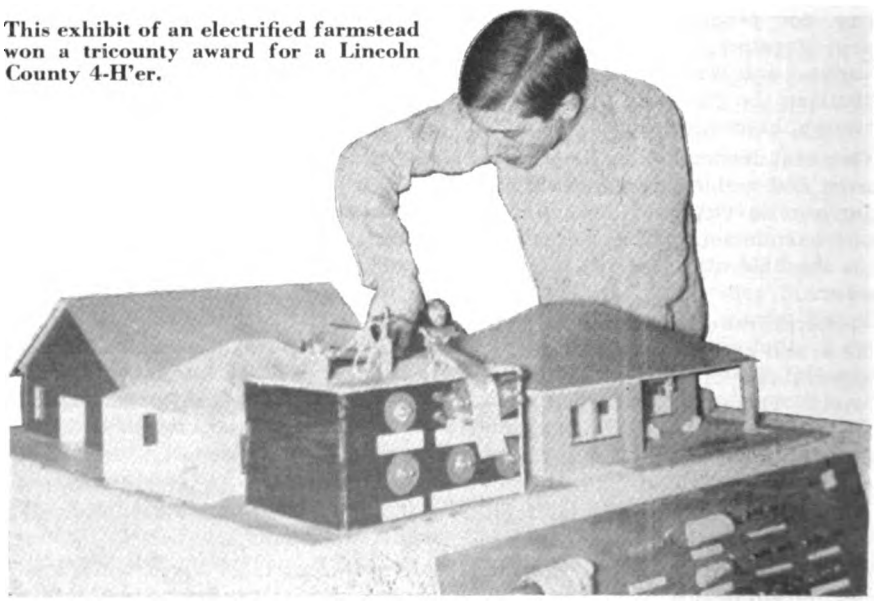
Best of all, perhaps, rural electrification project completion was 97 percent last year. The excellent percentage of completion and early completion was due largely to the exhibit and contest because both exhibit and project circular were required for entry. Entries in the county exhibit contest rose from 13 in 1947 to 162 in 1953.

A kit of related materials was prepared for each 4-H'er taking part. The kit contained demonstration suggestions, information on use and care of equipment, "how-to-do-it" booklets, and program helps. When taken home, these materials drew parents into the program. Most advanced members carried a *related* project and made articles to use in that project.

The safety angle has always been stressed—but increased emphasis was placed on it last year since the slogan of the State-wide safety program—"Safety First with Electricity"—made it a "natural." Lincoln county added a poster contest, used the State cartoon on "Mistakes Galore," and check sheets for homes and schools. Of the 447 club members who enrolled in safety, 350 made a safety survey to check fuse, plug, and extension cord use. A safety day and a class on firearms safety were featured at county camp; many safety demonstrations were given, and "bike" safety was stressed.

To further coordinate 1953 activities, Lincoln County added "The Eyes Have It" (health) program to the electric and safety programs, and worked on the angle of "Better Light—Better Sight." About one-third of the illustrated talks given on County Health Day stressed this phase of eye health. The local power company provided a booth at the Hobby Show in Huntington where Lincoln County 4-H'ers demonstrated glare and non-glare fixtures and contrast light as applied to TV watching, in addition to construction principles.

The county's 4-H health program won a blue ribbon award in State competition, while the West Hamlin Hilltop club was among ten clubs in the Mountain State to receive a blue award of $20 in cash for health improvement in 1953.



This exhibit of an electrified farmstead won a tricounty award for a Lincoln County 4-H'er.

Using Your Time

How I translated the information from our State Time-use study into everyday action.

MARGARET C. WENTZEL,
County 4-H Club Agent, Chittenden County, Vt.

THERE were 14 of them—new volunteer 4-H Club leaders eager for information. As county 4-H Club agent, I had never met most of them, and yet, here they were ready for help in doing their job. This situation, in the small community of Underhill, Vt., resulted from the efforts of the community 4-H Club committee.

Underhill is a rural town which nestles on the slopes of Vermont's tallest mountain—Mt. Mansfield. It was a very busy place this spring, but its citizens took time out from making maple sirup to form three 4-H Clubs.

Forty boys and girls became members, with more to follow. The 14 hard-working farmers and villagers armed with preclub leader training confidently stepped into the roles of 4-H project and organization leaders. Parents came with their boys and girls. They listened as instructions were given the new members. They watched the election of 4-H officers with interest and sometimes surprise. They nodded approval at decisions involving meeting times, places, projects, and club names.

These parents had had a chance to learn previously what their responsibilities were in the 4-H program. They learned how their children could benefit from the 4-H program and had seen the accomplishments of other 4-H'ers in colored slides. They were prepared to accept their role and understood the part the leaders and other members of the community played.

Of course this didn't just happen. It had to be planned—it had to have a jumping-off-place—it wasn't accomplished overnight.

The town of Underhill had had no 4-H Clubs for several years. A few boys from the town traveled to a club in a neighboring town. Now more boys wanted to join, the transportation problem became worse, and the overburdened leader was ready to quit.

At the leader's request and with his help, a special 4-H program was presented at a meeting of a community club in Underhill. People in the community became interested in having 4-H in their town. A month later I met the same group to show how a group of civic-minded adults could become a 4-H sponsoring agency and what they might accomplish. Such a group is known as a community 4-H committee.

Survey of School Children

Four persons were delegated to meet with me to consider organization of community sponsorship and to plan for a survey of school children in the town.

Several weeks later 5 men and 3 women met officially as the Underhill Community 4-H Committee. In teams of 2, they represented all 4 sections of town. They elected a chairman and secretary and buckled down to their first official work.

First, the survey of school children of 4-H age was discussed. Three sections of town were set up for 4-H work. Knowing the age group, the areas in which they lived and their probable project interests, the committee fixed goals as to the number of clubs and leaders needed. The committee began its recruitment of local leaders and determined the next steps to be taken. A two-point approach was decided upon—information and promotion.

The first step was to explain 4-H work to the children at the two town schools. I did this with posters and colored slides. Each child took home 4-H information bulletins. They talked the program over with their parents. Many parents attended a special meeting the following week.

Two of these meetings were held—one in each school district.

Radio and newspaper publicity, combined with word of mouth by children and committee members, resulted in overflow meetings in both places.

Meanwhile, 4-H committee members were seeking out local leaders. They had a nucleus of persons interested in leadership present at both meetings and recruited others at the meeting to make a total of 18 volunteers.

Before the 4-H Clubs were organized, these new leaders had received training and information on 4-H objectives, organization work, and the basic needs of boys and girls.

This is one example of how Vermont 4-H Club agents have tried to use their time more effectively, as a result of our time-use study in 1950-51 and our evaluation of it in 1952. At that time, we adopted these major emphases in our 4-H Club program:

1. To do a more effective job of developing understanding of 4-H objectives among adults.
2. To develop a program of community sponsorship of local 4-H Clubs.
3. To develop an adequate program of training local 4-H leaders.
4. To develop methods of reaching more boys and girls at 10 years of age, and working more effectively with the 10-to-15-year-age group.

• Two women prominent in the development of home demonstration work have recently died: MRS. MYRTLE DAVIDSON PETERSON, former home demonstration agent, assistant State 4-H Club leader and home demonstration leader in Utah, who retired in 1950; and NORA M. HOTT, a native of Kansas, formerly home demonstration agent in Montana and Rhode Island, clothing specialist in Minnesota and Colorado, and State home demonstration agent in Colorado and South Dakota.

A Report to the President

MARGARET E. CLARK,
Assistant State 4-H Leader, North Carolina.

THE SIX National 4-H winners in achievement, citizenship, and leadership in 1953 recently made a 4-day visit to the Nation's Capital, and I had the chance of going along with the two citizenship winners from North Carolina. These winners were given the trip following the National 4-H Club Congress, and while in Washington they presented to President Dwight D. Eisenhower a report of the Nation's 4-H Club achievements in 1953.

Other highlights of the trip included participation in a 4-H Sunday program in a rural church near Washington; meetings with J. Edgar Hoover of the Federal Bureau of Investigation; Charles E. Wilson, Secretary of Defense, and the Assistant Secretary John Hannah; Secretary of Agriculture Ezra T. Benson and Assistant Secretary J. Earl Coke; and C. M. Ferguson, Administrator of the Federal Extension Service; a tour of the Pentagon; a sightseeing tour of Washington; a visit to the National 4-H Club Center; appearances on national radio and television programs; a performance at the Shubert Theater, banquets with national farm organization officials; participation on a panel before U.S.D.A. staff members; and luncheon with Senators and Congressmen from their home States. The program was planned and directed by the 4-H staff of the Federal Extension Service and the National Committee on Boys and Girls Club Work.

Attendance at this event gave one these very definite impressions: (1) That 4-H club work is great, is held in high esteem by the leaders of our Nation, and has prestige; (2) that the 6 outstanding club members, who were representative of the more than 2 million 4-H boys and girls of the Nation, have been able to attain top honors in their respective programs by steadily climbing from their first year of club work to the present time, thus portraying "A quitter never wins; a winner never quits;" and (3) that extension workers have a vital mission—that of guiding youth "To make the best better."

Citizenship Problems

(Continued from page 107)

Suggest some specific activities:

Babysit for voters at election:
Clean up the school and church yards.
Hold open house for candidates
Visit a county or other government office.

Then arrange the members in huddles to get their suggestions for bettering government. List these, and adopt at least one as a project. The power to do things is in our hands.

For junior leadership club meetings, senior camps, State congress and such occasions use State, county, or other government officials. Conduct mock legislative sessions. In Ohio a club member consults his county's State representative or senator and occupies his seat at the capitol.

Use your Congressman, school superintendent, judge, and others. Don't put them on the spot or just listen to them spout off. Select a problem, talk about it in huddles, and bring back your questions and recommendations to these persons for comment and advice.

Ask the League of Women voters and other groups for help. The publications listed below will give you some help in your discussion sessions.

The American Citizen Handbook. 637 pp. National Education Association, Washington 6, D. C.

Democracy Is You, 312 pp., Richard Waverly Poston, Harpers, N.Y., 1953

U. S. Government Organization Manual, 657 pp., Federal Register Division, National Archives and Record Service, Washington 25, D. C.

The U. S. Political System, 152 pp., David Cushman Coyle, New American Library of World Literature, N.Y., 1954

Sweet Land of Liberty—booklet of 20 charts and explanation by Francis Bacon, and Discussion Outlines by J. P. Schmidt, Denoyer-Geppert Co., Chicago, Ill.

4-N Develops a National Program

(Continued from page 111)

each charged with the responsibility to examine the specified area of interest in the light of the major contribution that can be made available to the boy and girl. Committee members are State Administrative, subject-matter, and 4-H Club staff members, and some county workers and consultants from industry and from other educational groups.

Those development committees now functioning are in the fields of citizenship, electricity, dairy, entomology, foods and nutrition, forestry, health, home management, livestock, national event in Washington, project criteria, recreation and rural arts, safety, soil and water conservation, spiritual emphasis, tractor program, 4-H uniforms, and supplies.

Actions of development committees become final after being reviewed and approved by the Extension 4-H Subcommittee and (when applicable) by the Extension Committee on Organization and Policy.

The acomplishments of some of the committees already are being employed by the States in the development of their 4-H programs. Leader guides have been provided as well as member materials. Others now are under consideration for possible distribution in 1955. When local

groups of volunteer 4-H leaders have this material available, there is the resource for guidance in building added vitality into the local and State 4-H programs.

The boys and girls in 4-H Club work today and tomorrow face the problem of "selection" more than ever before. All organizations dealing with boys and girls have a greatly expanded program of service to those whom they reach.

Well Begun Is Half Done

(Continued from page 114)

the interests and wishes of 4-H'ers. The information is used to plan a program that appeals to those attending.

The sometimes lengthy presentation of awards at county achievement programs was streamlined in Montgomery County. Last year more than 80 club members were recognized in 30 minutes. The well-organized method of presentation was possible because all awards for each 4-H'er were packaged and given to members as they were introduced and recognized. Such a system eliminated the calling of a club member to the stage several times.

Extension agents have to develop some material that is needed for programs, for example the recognitions at achievement events. Planning for this type of presentations included getting needed facts and the collection and arrangement of the material so it can be presented easily, systematically, and effectively. Whatever the occasion — leader recognition, leader training, or announcements— the material can be made interesting and inspiring.

Another example of the cooperation of civic organizations is the county adult leaders' recognition dinner, sponsored by the Independence Rotary Club. This annual event is planned by the agricultural committee of the club. One member of the committee is the county agricultural agent. The club agent prepares the recognition program, and, with the assistance of the other extension agents, presents the leaders' certificates and pins.

In organizing 4-H Club events, the planning is the foundation and the framework necessary to build an appealing and worthwhile program. There is no substitute for planning that is based on past experience and the needs and desires of the people attending the event.

I Followed 4-H Campers Back Home

(Continued from page 117)

Stone and I called on Robert Dixon, a delegate to the 1951 encampment at Arkansas State College. We found him studying agriculture at Fort Valley State College, Fort Valley, Ga. He was working in a laboratory, analyzing soils.

Follow any club delegate home, and you will find that this trip to the camp has been a well-deserved recognition for solid achievements. However, as important as the encampment is, it is merely a secondary reward to most 4-H Club members who get their real satisfaction out of their accomplishments themselves— raising a better calf, canning a blue-ribbon jar of fruit, brightening up a room, or helping to give more fullness to community life.

4-H Clubs and the Indian

(Continued from page 115)

Club members in New Mexico, of course. Virginia Arquero, for 6 years a club member and now a junior leader of the Cochiti 4-H Club, placed third in the make-it-yourself-with-wool contest at the State fair last year. Lawrence Sarracino, a 28-year old Laguna Indian, was one of New Mexico's IFYE delegates in 1953. Since his return to this country, he has made 66 public-speaking appearances before 4-H Clubs and councils, parent-teacher association meetings, civic groups, and school assemblies. More than 3,000 people have heard him tell about his experiences in India.

The Indian 4-H Club program in New Mexico is supervised by county agents and specialists of the Extension Service of New Mexico and extension officers of the Bureau of Indian Affairs. These extension workers of both services, working together, administer the 4-H Club program for the Navajo, Jicarilla Apache, Mescalero, Apache, and the many pueblo reservations in New Mexico.

4-H at Community House Cleaning

These members of the Sinking Valley 4-H Club in Blair County, Pa., are doing a good job of cleaning their community building where 4-H Clubs of the county hold their regular meetings. This building was once a one-room schoolhouse. But, now a consolidated school serves the valley's young folks, and the old school serves as a community meeting house. It is under the control of a board of trustees elected by the people of the community.

Working Together for 4-H

(Continued from page 121)

The services offered by the committee include:

(1) National 4-H Award Programs directed by T. W. Thompson.

(2) The National 4-H Club Congress, the responsibility of the entire staff.

(3) National 4-H Supply Service is in charge of Norman E. Johnson and Lois Winterberg.

(4) Field contacts are made by Emmie Nelson and Leon M. McNair.

(5) National 4-H News, edited by Irwin B. Johnson, L. E. Troeger, and Gail Wilson.

(6) Press, Radio, and Television with Dene C. Ratermann and Arthur B. Heiberg taking the lead.

Other services include scholarships, studies, 4-H calendar, 4-H history, and legislation.

Soil and Water Conservation

(Continued from page 113)

that something can be done in a practical way—that there are solutions.

(3) To learn skills about soil conservation work through participation in field work or demonstrations—learn by doing.

(4) To become familiar with community organization and leadership for action — become personally a part of the social pattern.

There are so many activities that can be carried out that some discrimination in choosing them would be to the interest both to county extension workers and to the boys and girls.

Perhaps the activity with most potential usefulness in soil conservation 4-H Club work is the demonstration. It is interesting that it has has been one of the most effective tools in extension work with adults. This has developed far enough so that it is evident that suitable demonstrations are available everywhere. They provide for participation of large numbers of boys and girls and are exceptionally effective in bringing the story to audiences. They are ideally adapted for television and can be recorded in motion pictures. An example of a demonstration which can be carried out with the simplest pieces of equipment is that of raindrop splash erosion and yet it reveals clearly basic principles of land use and treatment.

Another 4-H Club activity with a bright future is land appreciation schools and land judging. This activity is being carried out to some extent in about 30 States. Its great value is in bringing the 4-H Club members face to face with land conditions and treatments. To the extent that judging motivates the activity, it, too, has value. Local adult leadership should be able to contribute much in the land appreciation activity.

A National 4-H Club Soil and Water Conservation Committee is meeting for the first time this year in connection with the National 4-H Club Camp. With Extension representatives, the young people, and others, it developed program ideas for State consideration. A committee has informally appraised the 4-H Club work in soil conservation for several years and has contributed much to its progress.

During the past decade the national 4-H soil and water conservation program has encouraged and motivated interest through substantial awards and participation of State winners in the National 4-H Club Congress. The 1954 announcement for this program has been changed to permit more elasticity and fuller adaptation of the program to State situations. As State 4-H Club work in soil conservation is extended, the usefulness of the national program will be increased. An excellent manual prepared by the donors of this program for local leaders is available.

One of the brightest spots in the conservation club work has been the preparation of 4-H Club guiding materials. One of the very new ones is from Montana, Learn to Conserve Our Soil in 4-H Clubs.

Extension publications on soil conservation, especially for young people and for use by 4-H Clubs, have been widely prepared. The general story of land and its care has been useful to young people in the cities as well as in the country and to members of youth organizations other than 4-H Clubs. More attention to the preparation of these two types of publications would seem desirable.

A question that has been with us since the beginning has been that of the better way of handling soil conservation—through projects as such or by relating conservation to established projects. A recent study of a closer relating of the production factors of land, crops, and animals in 4-H work indicated a preference for relating conservation to our present projects and activities. This is significant because it indicates the belief that land is a basic factor in the success of farming. An interesting example of a 4-H Club project which ties factors of production together is from Nebraska, Feed for My Livestock. There are, however, excellent projects in soil conservation.

While all of us would agree that State and national activities have their places in a balanced program of 4-H activities, the key to nationwide progress is in the counties. Here it is that plans are made, leaders and club members carry on club activities, and extension workers are in close touch with the people and their needs. The national effort is simply the county efforts all put together.

The functioning of the National 4-H Soil and Water Conservation Committee as a part of National 4-H Club Camp bids well to add impetus to this phase of 4-H Club work everywhere.

Farm and Home Planning

(Continued from page 120)

"family approach" in extension work. This philosophy should be applied at all levels of planning and execution. Although many of the decisions beginning farm families are called upon to make are economic in nature, they also require the expert counsel of the family relations and group organization specialists.

To avoid the "piecemeal approach" the personnel engaged in the farm and home planning program in the county should strengthen the "team approach," recognizing the role of the coach, the captain, and the participating members.

Likewise a coordinating committee should function at the State level. Such a group might well include the associate director of extension, or his administrative representative, one supervisor in each of agriculture, home economics, and youth programs, and a specialist in agricultural economics, home management, and family relations. Through such a coordinating group the many resources of the land-grant colleges and the U. S. Department of Agriculture can be focused on helping beginning farm families make the best decisions for their particular farm situations.

By Extension helping those who are just entering farm careers they can, as Secretary Benson has so well stated, "acquire an early understanding of scientific methods and develop other qualities that will enable them to make their maximum contribution to the Nation's welfare."

Do Contests Serve 4-H Aims?

(Continued from page 119)

A big contest with only a few large prizes doesn't create a feeling of accomplishment for the majority. A large number have a feeling of being rejected and of failure. So they drop from club work, and we have lost our contact with many boys and girls because we haven't been able to give them that feeling of belonging, the feeling of accomplishment and attention that they need. We have not helped in the development of these individuals, but actually retarded their progress.

The making of awards by groups or classes spreads the satisfaction among the participants and gives each of the members a feeling of accomplishment. This system has been adopted and used at the majority of 4-H Club exhibits throughout the Nation, and has increased the educational value of the fairs many times. The exhibits have increased, and the large percentage of the members have a feeling of accomplishment.

The manner of selecting the winners must be fair and objective. There is a need for measuring the progress that has been made. Too many of our contests are built entirely on the measurement of skill, and oftentimes we are not entirely sure as to just whose skill we are judging. Awards should be made to the ones showing progress and a desire to improve their abilities and knowledge, rather than ranking the articles made or the calves raised or activity conducted on just the quality or appearance.

It cannot be said too frequently that those of us who are directly or indirectly associated with boys and girls are setting an example for them to follow. If contests have been abused and the emphasis put on being the superior one and the development of champions, the boys and girls are not to blame. They have been encouraged by one condition or another to reach for the stars. It is the obligation of all of us who are working with these boys and girls to see that when they step from the ranks of 4-H that they are better prepared for future life because of what they have learned in 4-H and not less well prepared because of some illusion gained. This can happen when we pile many honors on the one individual.

Let us strive to see that at all times our leadership in the use of contests is in the right direction, and on the sound foundation upon which the boys and girls have assurance of developing into self-reliant men and women. If we always keep our fundamental purpose clearly in mind, there is no danger of the tail wagging the dog. We are developing boys and girls for future life. The accumulation of prizes and awards is secondary and incidental to their training and development.

What Place 4-H Club Work?

Extension agents must satisfactorily define for themselves the reason for the work in which they are engaged.

LEE DYMOND, County Club Agent, Salem County, N. J.

HAVE you felt drawn to 4-H Club work because you thought it worthwhile and been unable to explain in broad and basic terms the reason for your belief? Have you wondered about the philosophic place of 4-H Club work in our community today? So have I; and so have many before us. They spoke of the "Spirit of 4-H Club Work" in an attempt to label that intrinsic plus value of club work which defied definition. To say that this "Spirit of 4-H Club Work" bordered on the mythical might be unkind, but not necessarily untrue. There was no denying that 4-H Club work was, and is, good. Good not only for the improved livestock started as projects, the improved and more productive crops tried first on a farm as a 4-H project, and good not only because a girl could learn the best in homemaking skills; but good because here was a free power of organization which brought large numbers of mutually interested people together.

4-H Club work belongs. As members, we did things because of our 4-H projects which we would not have done without the incentive of such a sensibly organized program. We belonged to a 4-H Club because we wanted to, and we also learned again that the process of learning is fun. We found out that learning is often assisted by organization but not dependent entirely on any formally organized system. We learned how to improve our efforts as our products were judged critically by an outside expert. And we learned that winning and losing were only guides in playing the game. Still we can ask what is the place of 4-H Club work in the organization of things educational. Warned in advance, you may disagree, but here is the situation as I see it.

New Role Ahead

4-H Club work is passing, or has in some places passed, the point where it is used mainly as a method of getting new and improved practices established. A new role lies ahead. 4-H Club work is the most sensibly and simply organized system of bringing together adults who have the ability to work with children who want to learn. And all this on a free volunteer basis. 4-H Club work offers motivation, organization, assistance, and incentive to accomplish informally that which would be prohibitive and impossible formally. No wonder educationally wise legislators are interested in promoting 4-H Club work. Through 4-H Club work the natural and gifted teacher, often ineligible for public school certification to teach, is afforded an opportunity of using his or her talents and multiplying them. This, too, is done in any informally and natural basis, such as in small groups where children live. This then is the place of the 4-H Club in the scheme of things educational as one mind sees it.

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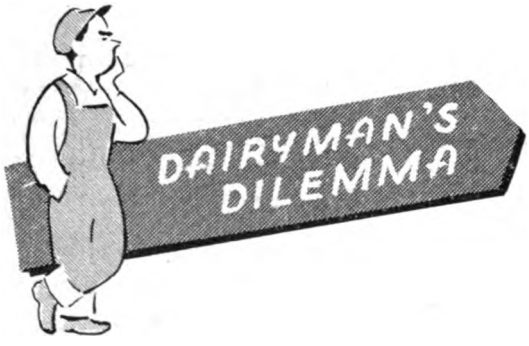

More cows
producing *more milk per cow.*

More consumers
taking *less milk per person.*

Cull out unprofitable cows.

Encourage increased consumption
of milk and dairy products.

Extension is . . .

- *helping dairymen to understand the necessity for making adjustments.*

  New leaflet: CULL THE COW THAT CULLS YOUR PROFITS—gives a concise picture of the dairy situation and reasons why a more aggressive culling program is needed now.

- *encouraging consumers to use adequate quantities of milk and dairy products and to better understand dairy marketing.*

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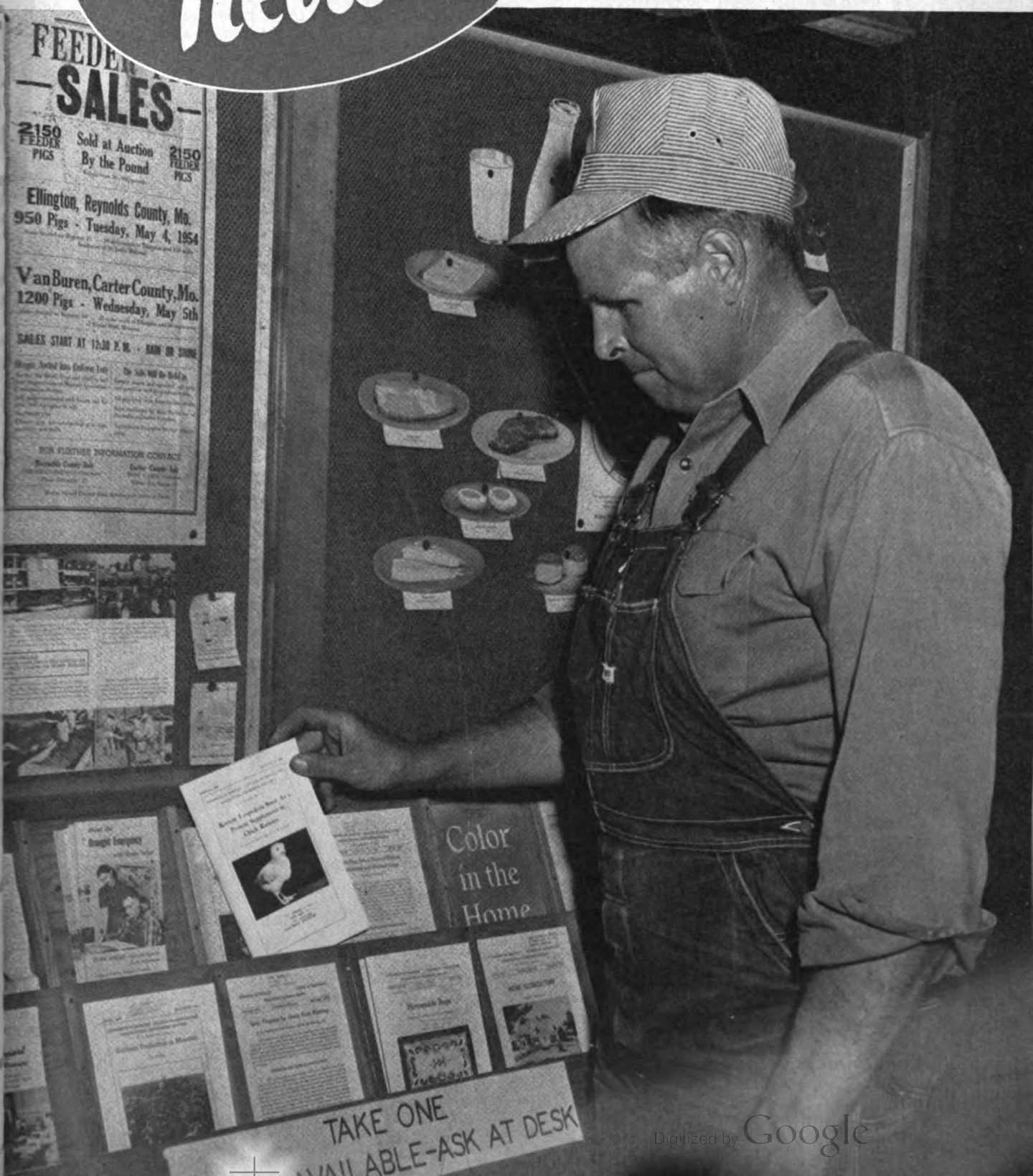
Extension Service Review

JULY 1954

Featuring the County Extension Office



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EXTENSION SERVICE Review

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Ear to the Ground

• We have had a number of requests from readers for more help with office problems—why can't we have more items on filing, on how to keep the staff informed, how to store bulletins, what are the minimum requirements in office space—and many more questions like them. This issue is the answer, or at least as much of the answer as could be included in 24 pages. Some good articles just wouldn't fit in and will be left over until next time. It is surprising how many folks have good ideas on these subjects. We hope that some of these articles will fit your needs.

• Next month features a thought-provoking article by Associate Director Ballard of Oregon on the challenge of today for extension workers. It is based on some good talks he has given at extension conferences in several States. At this time, when additional funds have been appropriated for expansion and intensification of extension work, advice from a seasoned extension statesman is appreciated.

• Another article which rings the bell is by Agent Rex Carter who describes the plan for agricultural development in Fayette County, Pa. I wish I could send each of you the programs for the farmer-businessmen's dinner, the grassland field day, the soil management field day, the diploma-like certificates of award, and the excellent pictures which Rex sent in with his article—if this were only TV instead of REVIEW.

Articles on ingenious ideas for presenting consumer education in Louisiana, an experiment in international understanding in Iowa, are among those to look for next month.

• National Farm Safety Week—July 25 to 31.

• The cover this month is a farmer from the "show me" State choosing his reading from a 20-compartment, homemade, serve-yourself bulletin rack. This equipment helped to increase bulletin distribution in the county from 877 in 1952 to nearly 7,000 last year. Current bulletins are in the rack. Others are indexed and kept in a metal file near the secretary's desk.

How is the OFFICE FRONT?

KARL KNAUS
Federal Extension Service

Order and efficiency characterize the extension office in Clay County Mo.

THERE are many fronts in modern extension work—the subject matter front, the methods front, the publications front, and the evaluation front are a few. The office is where most organized extension work starts, and it contributes to success on all fronts. As Extension embarks upon an expanded program requiring additional funds and personnel we do well to ask ourselves if we are using modern office practices and equipment as effectively as farm people are using modern methods and equipment on their farms and in their homes? Specifically, we may ask: Is our equipment modern and the most timesaving, our staff well trained, our methods efficient, our "wares" well advertised and readily available, and our output large?

Each year the office door opens nearly 8 million times and the telephone rings 8½ million times to admit a caller with a problem. Did he find the agent easily? Did he get what he wanted? Did he or the agent waste time? Did he leave with a feeling of satisfaction and pride in his county extension service?

A few years ago a public relations inventory took a look at the county extension offices and found room for improvement. Only 40 percent rated excellent in cleanliness, orderliness, and state of repair, although another 49 percent were acceptable. Some 42 percent had good space while another 39 percent met only minimum standards; and 47 percent were well equipped while 39 percent had the essential minimum.

The secretary is always a key figure in creating favorable impressions. Eighty-four percent of the county offices now have one or more full-time secretaries, and 7 percent have part-time assistance. About half of the secretaries handled office and telephone calls in a manner to create good impressions while 43 percent were merely acceptable.

Perhaps no office situation is ideal, since many things enter into having a satisfactory office. Among the more important are: Staff cooperation and teamwork; training—both secretaries and agents; and funds to provide space, equipment, and supplies.

Of greatest importance is cooperation among the staff to make the best use of the facilities available to them. In the study mentioned excellent teamwork was reported in more than half of the cases and good cooperation in another 35 percent. We all have problems. How we deal with those problems is of greatest importance.

The success of Extension in its newer expanded program may well depend as much upon our ability to release the present staff from some of the routine and nonessential duties as upon additional staff—our ability to convert recurring activities to routine, to eliminate nonessential and chore jobs, train secretaries to answer inquiries of lesser importance and those which are repeated frequently in order that the agents' time may be conserved for more important programs and larger problems.

The stories in this issue of the REVIEW describe ways a few agents are working to strengthen the office front. They contain many usable ideas. It is gratifying to note that they come from Florida to Washington, and California to Maine.

CONFIDENCE Brings Them Back

LUCIEN D. PAQUETTE,
County Agricultural Agent, Addison County, Vt.

YOUR PEOPLE will come back again and again for your help and advice if they have confidence in you. Call it public relations or anything you wish—as far as Mr. Farmer, Mrs. Homemaker, the city gardener, or the youngsters are concerned, it's how you receive them and how you handle their problems that count.

For several years now, extension agents in Addison County, Vt., have been making a serious effort to think, program-wise, of the family as a unit, and in turn, to impress county people with the idea of the county extension service. Sounds simple? It really is, but how easy to drift away from, and go down your own individual path as 4-H Club agent, home demonstration agent, or county agricultural agent.

Here's where our "over-all" county extension agent, namely, our secretary, comes into the picture. She needs to know where we are, when we're coming back, and if we're available for a meeting in order to fill the needs of all the people who call. She must have some knowledge of our current extension program and source of information to answer common problems, and above all, a way of handling calls so that if the information is not readily available, the caller can be assured he will have it in a very short while. It goes without saying that staff conferences help us to accomplish this.

Office management and procedures followed by all county personnel can make the problems easier to handle. Our office door (we're located in the Federal Building) is marked "U. S. Department of Agriculture—Extension Service." At the side of the door just prior to entering, we have added a rather attractive sign headed "Addison County Extension Service." Hanging beneath this, in two neat rows, we have individual name plates, with titles, of all county workers, including our secretary and county forester. First-time callers do find this sign helpful. Located immediately inside this entrance door is our receptionist—secretary's desk. She receives all office and telephone calls. For her convenience, a date board has been arranged on the wall back of her desk. Each individual posts his engagements by thumbtacking a little white paper square under the proper date.

All telephones have an interoffice communication arrangement so that any agent can be reached by our secretary or another agent. He is signaled by our buzzer system.

Courtesy in handling all calls is of utmost importance. A waiting room with reading material assists the secretary in handling callers who must wait for another one to complete his visit with an agent. Our office does not provide a separate room for this purpose, but one end of the large reception-stenographic room answers the purpose quite satisfactorily.

A bulletin board directly across the room from the entrance is used for timely notes of interest to office callers, and for current slogans such as Milk for Health, I Milk Cows and I Eat Butter, and Apples for Health.

A large room used jointly as mimeograph, mailing, and bulletin room provides ample storage for a variety of bulletins.

The most popular agricultural bulletins and those of current interest are displayed on a special rack in the agricultural agent's office

A "date board" tells the office secretary, Marion Forrest, just where each extension agent is, and their schedules for the month.

PUBLIC RELATIONS
Begin in the Office

G. J. KUNAU
Goodhue County Agricultural Agent, Minnesota

AN EFFECTIVE county extension staff is like a well-coached team or a smooth-running machine—designed to do a specific job.

Extension's assignment is broad. It's program development and execution depend on the voluntary cooperation and interest of the people it is set up to serve. The county extension staff, then, must be not only academically qualified, but must also be especially adept in the field of public relations.

This business of public relations for the Extension Service on the county level begins in the office and within the staff itself. We cannot expect good public relations until we first demonstrate harmony and cooperation in our office. Our Goodhue County staff at present includes an agricultural agent, home agent. club agent. assistant agent in soil conservation. an office secretary, and a part-time clerical assistant. We try to operate as a team working on the total county program for and with farm families.

We have developed a few rather definite ideas or practices which we believe help us function as an effective staff. I like to start with ourselves—each member of the staff. We need to have a right attitude toward our job, toward the people we serve, and toward our fellow workers—a sincere desire to serve, a high regard and respect for farm people, a clear understanding of each member's place on the team and, above all, a willingness to cooperate in carrying out the county program.

Important, too, in having a smooth-working county staff is to set up the annual "plan of work" as one overall program for the county, with agents responsible for certain phases.

While the county agricultural agent is the administrative head of the staff, we consider the office secretary as the key member on the team around whom the whole program unfolds. Her telephone "hello," her smile, and her courteous replies to all callers set the atmosphere for the office and make the first impression on the public.

Probably the most effective device for coordinating the county program is our regular Monday morning staff conference. It's not a high-powered meeting; in fact, it seems very simple but really does an important job.

Shortly after everyone has arrived at the office, we all gather round one desk. The secretary brings her desk calendar and shorthand pad and we're ready for the conference. First, we go through the week from Monday to Saturday—each agent reporting his or her meetings and other appointments while the secretary writes them on her calendar. In a matter of a few minutes, every member of the staff is brought up to date on program developments and any conflicts in schedules are worked out. The secretary then has the complete schedule for the whole staff and has accurate information for telephone and office callers when agents are out. She can also remind agents of appointments and can start the daily reports for each agent.

The office conference is also the time for planning the week's workload of circular letters, reports, and mimeographing work needed for coming events. This levels out the office work for the secretary and avoids agents competing for the secretary's time.

This weekly contact with the whole program makes it possible for all agents to speak knowingly about the county program.

WHAT IMPRESSION
Did You Make?

H. C. SANDERS, Director of Extension, Louisiana

SEVENTEEN million people called or telephoned county extension offices in 1953. These contacts make that office of extreme importance in the public relations of the Cooperative Extension Service. Public relations are conceived to be the impression and reaction produced by all contacts and procedures of any organization. Impressions and reactions gained from personal contact are much more vivid and lasting than those of any other means. The county office then becomes a focal point in the public relations of our organization.

Good impressions are produced by a combination of factors, both personal and physical. When consid-

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Let's Advertise and Sell Our Product

JOHN MAXWELL
County Agricultural Agent, Elk County, Kans.

The county agent (right) stops to discuss a soil analysis in front of the well-marked laboratory.

TURN ON the radio—open the newspaper—leaf through your favorite farm magazine, or even drive along the highway. What do we find? There's usually some "super salesman" trying to get you to buy something.

Well, when we stop to think about it, isn't advertising in our extension program too? That is, of course, if we are to sell our product—service.

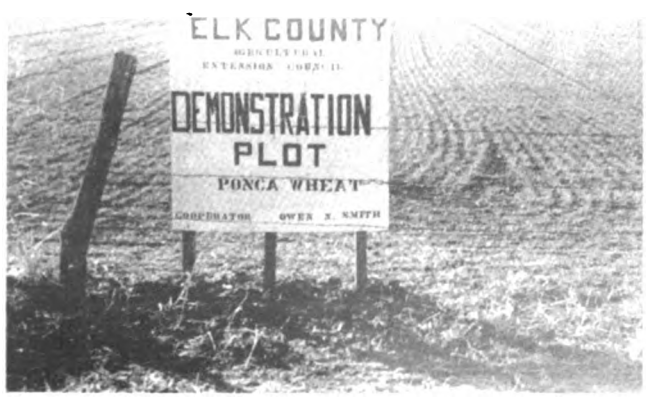
One thing in our favor is that competition is not so keen in extension selling as in much commercial product selling.

Maybe you'll say that we will be criticized by county farmers and homemakers who feel that the money was not spent wisely. Yes, you may be right. But how can we better inform these same folks than through increased use of bulletin racks and distribution of handout material, roadside demonstration plot signs, canvas promotional signs, or window poster displays? Then, too, county commissioners, members of the State legislature, and urban families should be informed about Extension as a public educational service agency. We have found, as extension workers, that only a small percentage of both farm and urban families have even a satisfactory knowledge of Extension. What with our urban people making up a large proportion of our total population, and their interest in the home demonstration units and 4-H Club work increasing by leaps and bounds—it's important that our urban public have at least some knowledge of extension work. They really want to know what Extension is, and how it works.

Extension agents almost have to identify their services by some small advertising media, if the county extension offices are to continue to be the "retail offices" or branch offices of the land-grant colleges.

Selling service with this new approach has brought dividends to the Elk County (Kans.) extension program. A large billboard sign was put up on a State highway advertising the 1953 county-wide 4-H Achievement Night.

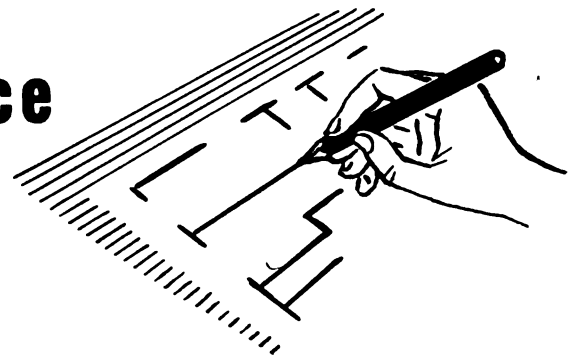
New wooden bulletin racks in the county extension office have brought more interest in USDA and extension circulars. Canvas-made street banners advertised National 4-H Club Week and Home Demonstration Week to Elk County families who were unfamiliar with the extension program. Field demonstration plots throughout the county, identified with colorful signs, made people ask questions. Catchy month-by-month window displays caused passers-by to stop and ask for additional information.



Signs on all demonstration plots help to sell the "demonstration way."

Well-identified county offices and colorful window displays help to sell our products.

We Remodel Our Office



VIRGIL N. SAPP
County Agent, Jasper County, Mo.

IF YOU HAD a chance to remodel your county extension office, how would you change it? We in the Jasper County extension office have had that opportunity. Some of the decisions were not easy. It was not a rush job, so we had time to think through some of the problems. To help find correct answers to some of these problems, I attended summer school at the University of Wisconsin in the summer of 1949 and enrolled in the first course ever offered in extension office management.

Before Remodeling

Our office space to be remodeled was pretty well defined. It was the northeast corner of the courthouse basement which is about 4 feet below outside ground level. The floor was uneven concrete. Walls were rough, unfinished brick and stone that let water through to run across the floor when it rained. The ceiling was a maze of gas pipes, electric wires, telephone wires, water and steam pipes and unfinished masonry with reinforcing steel exposed. Lighting was poor—windows were full length but could not be raised or lowered without use of a wrecking bar and no shades were provided except old venetian blinds at three east windows.

Plans developed at summer school consisted of detailed drawings of the proposed new office with a written statement justifying each of the proposed changes. These plans changed everything except outside walls, openings, and inside supporting walls. All of the space originally used was included plus a part of the basement corridor.

On return from summer school, these plans were analyzed by the county extension office staff. A few suggestions for further improvement were made. The plans were then discussed with the extension board who added one or two items that were desirable that I had thought would cost too much.

The changes made were extensive. The outside door was moved, a stoop built, toilet converted into workroom, doors in permanent inside walls plugged and new ones cut, a part of the basement corridor walled off and made into a storage room, soil testing laboratory, and toilet. All wires and pipes that were overhead were concealed, new wood floors covered with asphalt tile floor covering were laid, walls were made watertight and finished with a sand-finish plaster. Partitions were built, a new gas burning automatic space heater was installed, fluorescent lighting prevailed throughout, and window balancers and schooltype shades were provided. Electric outlets, telephones in each office, a fiberboard wall and ceiling above ground level to keep down office noise, and a complete job of painting, completed the remodeling.

How About the Cost?

We were happy, but the county court had spent $5,420.40, and we wondered how they felt. An open house was held on a Saturday afternoon, and the presiding judge served punch, the Farm Bureau president passed the cookies, and the two associate judges were guides to 200 farm people who were lavish with their praise of the court.

When the tax economy league which is composed mostly of businessmen from the larger towns of the county, met with the court at budget making time the next year, their first comment was to praise the court for making the improvements in the county extension office which they thought were needed and that they had made a good investment.

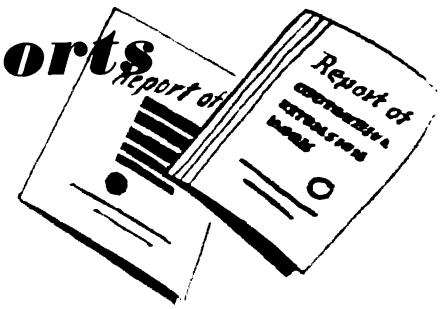
After 4 Years

After using the office 4 years, we who work in it are sure that we like these features:

1. Has outside entrance at ground level.
2. We carry the keys so that we can get in for any purpose at any time.
3. Each agent has a private office.
4. One secretary near door to direct office callers, answer telephone, keep files, and do routine office work.
5. One office secretary located so she can work undisturbed.
6. Spare desk for farmers' use and extra secretarial help.
7. Assembly room with 100 folding chairs, tables, and blackboard.
8. Work room for mimeograph, addressograph, tape recorder, and work when "you are out of the office today."
9. Private toilet.
10. Soil-test laboratory and storeroom for office supplies—handy but out of sight.
11. Inside exit to other parts of the building.

We in the Jasper County office believe that a county extension office that has adequate space, is convenient, clean, attractive, and easily accessible to callers, makes it easier to do a big job, keeps up the morale of workers, and increases respect.

Using the Annual Reports



Does any one ever look at them? This is a question frequently asked by county extension workers. They are referring of course, to their annual reports. DIRECTOR W. B. WOOD of Ohio told his county agricultural agents what use was made of their reports this spring.

WE HAVE just passed annual report time. Of what value is your statistical and narrative report? How will it be used. Many of you know the answer. In 1954, reports will prove what research applied through education can do to meet difficult problems in agriculture.

1. The statistical reports are summarized and forwarded immediately to the Federal office. There they became the basis of Administrator Ferguson's report to Secretary Benson and the basis of the Secretary's report to the Congress. These reports become the source of statistical data needed and used in budget hearings before Congressional committees and in informing individual Congressmen who are interested in the extension program. This report must be timely to be of value.

2. I have in my hand the administration's report from Ohio. Certain routine reporting must be done including (1) the situation in Ohio (2) administrative progress in 1953, (3) extension organization and personnel changes, (4) relationships, (5) program planning, (6) what's ahead in Extension in 1954, (7) professional training, and (8) financing extension work in Ohio.

Review of County Programs

This report also contains a brief review of county programs and a similar review of each subject-matter area covered by the specialist staff. The latter part of the report requires detailed study of each county narrative in search of significant facts and programs to make the review effective in the hands of those who need the information and who use it in promoting Extension on the State and national level. Our programs benefit from that promotion.

As of March 15 all county narrative reports have been marked; and secretaries have typed off statements from each county reporting on the following areas: (1) Plant Ohio Program, (2) Public Affairs, (3) Marketing, and (4) Soil Conservation Education.

Why these four areas? We needed and used the information contained in county narratives on the Plant Ohio Program in meeting with the Governor and the Plant Ohio Executive Committee in planning for the 1954 Plant Ohio Program. Your statements were most effective before representatives of some 80 statewide organizations and agencies in Ohio.

Your statements regarding soil conservation, marketing, and public affairs are being used as a basis for developing plans for further promotion of our program in these areas during the coming year.

We plan to take off narative records in farm and home planning, farm management, and other areas as needed by specialists, supervisors, and committees who need to know what agents are now doing as a basis of further program development. When administrators and others are asked what agents are doing in a particular area, a statistical answer is not sufficient. The narrative composite puts flesh on the skeleton of statistics.

From Bugaboo *to Simple Chore*

MARGUERITE CARPENTER
Office Secretary, Tuscola County, Mich.

WE USED to dread monthly report time and that annual statistical report, too.

But we've found a simpler way to do these chores. Now the end of the month and the end of a year bring a feeling of satisfaction. That's because we have a feeling that the jobs have been well done.

Making the chores simple means starting out with simple forms that are easy to fill in—forms that have all the facts we need to use later. We use the printed "daily office record" which the Cooperative Extension Service at Michigan State College supplies us for the purpose.

As office secretary, I keep a copy of this record for three agents—the county agricultural agent, the assistant agent, and the home demonstration agent—on my desk. The 4-H office secretary keeps a similar record for the 4-H Club agent.

One sheet of the form has space for a week's record—office and telephone callers, what they called for; letters written, bulletins distributed, news stories written, and radio talks given. At the end of the day we put the sheet on the agent's desk. That's

(Continued on page 151)

A 5-Year Efficiency Plan

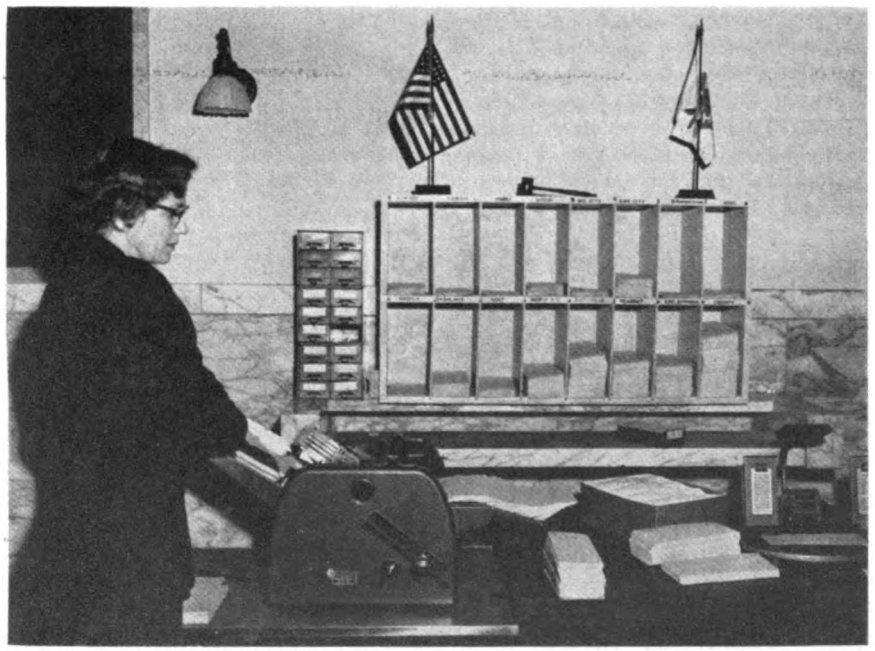
FOWLER A. YOUNG
County Agent
Clay County, Mo.

The two agents, Fowler A. Young and Lois E. Harrison, use a colored slide table viewer to illustrate how a certain practice would fit into the balanced farming plan for Mr. and Mrs. L. E. Webb. The three slide filing cases contain more than a thousand colored pictures which the agents use constantly to illustrate their talks.

EFFICIENCY in a county extension office is of paramount importance if we are to meet the demands of today's public. To have an efficient office and so serve the people of our county, modern and adequate equipment and facilities are a necessity.

It is true that dictating machines, slide viewers, folding machines, addressograph, and the like cost money —real money. But the results are that they pay big returns and are economical to use. Comparable to this are the various proved farm and home practices involved in a Missouri balanced farming system, yet Missouri extension workers do not hesitate in the least to recommend the adoption of these paying practices as they fit themselves into a 5-year balanced farming plan.

It was with this same thought in mind that Clay County extension workers, at a regular weekly staff conference, developed the initial 5-year plan for equipping the extension office so that it might more efficiently serve the people of the county.



This working unit promotes efficiency. The machine folds 2,000 letters in the same time it would take 8 or 10 office girls. The addresserette more than triples the speed of addressing envelopes. In arranging the mailing of outgoing letters by towns this homemade sorting rack cuts the time required for this task in half.

It is interesting to note the likeness or similarity of the Clay County office equipment 5-year plan to that of a typical 5-year balanced farming plan in that important goals are reached surprisingly far ahead of schedule. To illustrate the rapidity in which an extension office can be equipped for efficiency, here are notes from the Clay County staff conference held in January 1951, when the 5-year plan originated.

Obtain and have available for use by the extension staff the following: In 1951—sufficient small equipment for each staff member, such as staplers, tape dispensers, rubber stamps, desk pen and pencil sets; construct clothes closet for staff members; wrap stands for guests; storage shelves and cabinets for certain equipment already owned but not efficiently used; dictating system with one dictator; one transcriber and one shaver unit; and a homemade envelope sorting rack for outgoing mail.

In 1952—new beaded movie screen to replace a worn one; 3 dozen folding chairs for conference room: 500-watt slide projector; slide filing cases; addressograph machine: wide carriage typewriter; new fluorescent lighting system for entire office;

(Continued on page 151)

A Voice in Planning Your Office Space

BERNIE A. WILLIAMS
Agricultural Agent, LaPlata County, Colo.

PERHAPS other counties can boast of more elaborate offices, but we in LaPlata County, Colo., feel proud that we did *plan* and can *have a voice in* some of the aspects of extension work which *personally concern us*. This is about the way it happened:

In 1951 County Commissioners Dwight Sexton, Emmet Hott, and Lloyd Benton decided to build one wing of the county courthouse.

One April morning I received a telephone call from Dwight Sexton, chairman of the board, stating that he was sending an architect to my office, which was in the Post Office Building, to interview me about space in the new courthouse. I asked him if I could state my needs, and I was told that I could. He further stated that they wanted me to plan a large enough space for the future. They also informed me that this would be one county that would provide an agent with space on the first floor where the farm people would not have to search for the county agent's office in the basement or other floors.

In my interview with the architect, I told him that I would like to have individual office space for home demonstration agent, assistant agent, county agent, and a large office for the secretary in which to display bulletins and have waiting-room space. Also, that I would like to have a meeting room that would hold 50 to 75 people, and a storage room for storing supplies. All of my requests were met except that we did not get as large a meeting room as was originally planned. However, the present meeting room is large enough to accommodate 35 to 40 people. The dimensions of the rooms which are divided by panel and glass, are:

Meeting room 16 by 22 feet, county agent's room 13 by 14 feet, assistant county agent's room 11 by 13 feet, public entrance 10 by 11 feet, which is connected with the secretary's office which is 14 by 22 feet, and the home demonstration agent's room which is 12 by 12 feet.

Plans were discussed with the commissioners for building a kitchen for home demonstration purposes. It was decided at this time not to build a kitchen but to construct one when the second wing is built. When the kitchen is built, we will have an ideal Extension Service setup for women.

The commissioners let me select the furniture and all other office equipment. We have three metal desks, three bookcases, one large table for the conference room, and one small table. Other new equipment purchased included four metal filing cabinets, an electric typewriter, and a mimeograph machine. We, also, purchased 47 chairs for the offices.

In the basement storage, which is 10 by 22 feet, shelves were built to store office supplies and bulletins. This space could have been larger but will take care of our needs.

Agent Williams likes new quarters.


Home Demonstration Agent, Beverly Flansburg (left) uses new bulletin rack.


The staff tries out the new meeting room and finds it good.

Reaching the Other 80 Percent

JOHN C. PAGE
County Agent, Bennington County, Vt.

HOW MANY times have you heard extension workers say, "The ones who really need the help aren't here to get it"? Most of us have decided that some folks just aren't cut out to go to meetings even though the subject of the meeting may be of vital interest to them, and we have turned our attention to other means.

Here in Bennington County we inherited a going "gimmick" to reach some of the estimated 80 percent of our farm folks who consistently seem to prefer television to extension meetings. It was our little monthly four-page mimeographed newsletter which is put out right on schedule.

The newsletter goes to farm families, home demonstration families, 4-H families, and commercial outfits. Some 950 copies are sent out each month.

It takes only a couple boners, a mistake in typing, or a rash statement to find out who reads anything you write. It didn't take us long to find that folks were actually reading the newsletter—folks you never see at a meeting—but who can quote your writing errors to you verbatim when you see them on their farms or in their homes.

Farm and Home Letter Reaches Many

Because we know that it is possible to reach folks, even with information which they can't read between the mailbox and the kitchen stove, the material which we want most to reach more people finds its way to the pages of the Bennington County Farm and Home Letter.

We look at the newsletter as a place to get over information which would be a lot handier for us to "talk out" at a meeting, if everybody concerned were eager to attend, listen, and incidentally, to remember. Advertising coming meetings and events is incidental.

Our county is small beside yours, perhaps. Where our two secretaries are kept busy for 2 days on the newsletter, yours might have to spend 3 or 4. Yet, even if the job took twice the time, other wheels would stop grinding long enough for the monthly letter to go out.

No Substitute for News Story

The newsletter isn't used to replace or cut down on our weekly releases or special articles to newspapers. We feel that we can, through the newspapers, reach more of the village dwellers with their flower gardens, the lawn that won't grass over, and the folks with the family cow, as well as the families who receive the biweekly milk check. Newspapers are a wonderful place to tell the village folks that dairymen got only 7 or 8 cents for that 22-cent quart of milk and that there is more to farming than getting up at 4 a.m.

But, even with a name like mine, you can't get a weekly column into some papers. They all want news, however. If you give them special articles and they don't print them, can't be they were news.

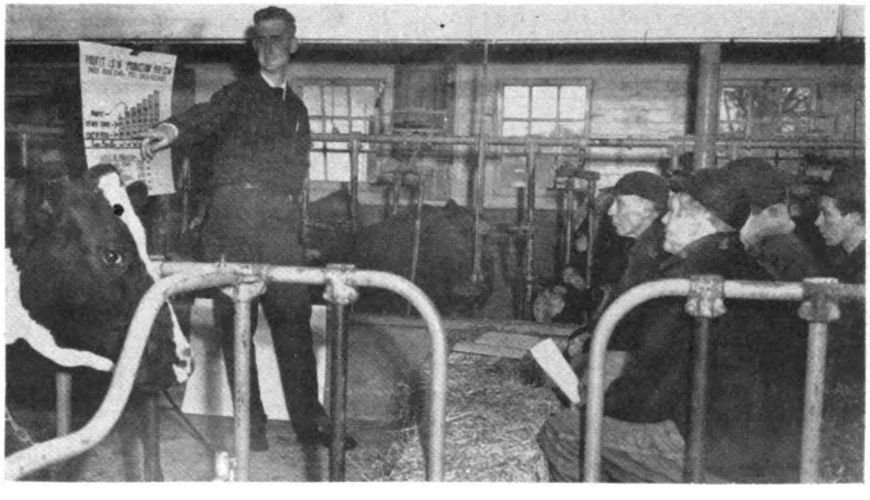
Again with newspapers, we try to get information to folks, and don't use the paper primarily as a support for other phases of the extension program. A coming meeting on artificial breeding, if too detailed, makes the reader switch to the want ads, especially if they own only a cat.

Radio Needed Too

On the radio, at 6:15 a.m. we reach the working man who is getting ready for his 7 o'clock job as well as the dairyman who is milking. We try to keep them both in mind. We finally convince the station manager that no women ever get up by 6:15, and so the home demonstration program gets a midmorning spot.

One program a week is devoted to the work of other agencies in the county—the county forester, the SCS boys, and the ASC office. In this way the folks who listen get an idea of where each agency fits into the picture.

It is through our newsletter, the newspapers, and radio that we are trying to reach the folks we don't see at meetings, on farm visits, and in the office. Soon television will add to these still other folks we don't reach with our present methods.



Agent John Page holds a dairy meeting.

PERSONNEL RELATIONSHIPS

How Does Your Offi

Good county extension offices don't just h mended growth promoters are good record ships. How a series of district conference with these is here described by LORETTA Agent.

HOW DO you get at personnel relationships without having a gripe session and doing more harm than good? This was a problem we faced in staging a district meeting on office management.

Rather than beat around the bush, we took the positive approach. Prior to the meeting we asked county office secretaries to send us their lists of the important characteristics of a good boss. At the same time, we asked agents the important characteristics of a good secretary.

These characteristics were summarized and we presented them at a series of five 1-day district meetings on office management. We dramatized the results of our little survey by creating two mythical characters, "Mr. Admirable Agent" and "Miss Super Secretary." A black silhouette of each was placed on a flannelgraph, and beneath each silhouette we listed, in turn, the characteristics mentioned most often. To emphasize the importance of agents and secretaries having these important qualities, we climaxed the discussion by adding a halo to the silhouette of "Mr. Admirable Agent," and a pair of golden wings to "Miss Super Secretary."

Miss Cowden makes her point with a flannelgraph of Mr. Admirable Agent and Miss Super Secretary.

What were the characteristics chosen? In order of importance, the county office secretaries listed these qualities of a good boss:

1. *Good personality*: Secretaries described this characteristic with such words as congenial, pleasant, even disposition, cheerful, cooperative, courteous, understanding, and having a sense of humor.

2. *Ability to plan work ahead*: This was mentioned by 82 percent of the office secretaries as one of the 5 most important characteristics of a good boss. They said they liked to work for a county agent who would organize his work, schedule it to avoid rush jobs, dictate as early in the day as possible, and appreciate the "woman" hours required for any given job. They also liked an agent who got the job done quickly.

3. *Give clear instructions*. Secretaries like their bosses to be explicit, systematic, accurate, definite in instructions, and—when giving dictation—speak clearly and have his thoughts well organized.

4. *Keep the secretary informed*: "The boss should provide us with a schedule of his activities, and, when he leaves, let us know where he's going and how long he expects to be gone," the secretaries said.

5. *Give constructive criticism*: Every secretary likes a boss who shows appreciation and is honest and sincere. But they like one who offers constructive criticism and demands commendable work, too.

6. *A neat appearance*: This point surprised us. Many of the secretaries said they particularly like a boss who is careful of his personal grooming.

What are the characteristics of a good secretary? The agents listed these in order of importance.

1. *Good personality*: County agents like a secretary who has a ready smile, a sense of humor; is tactful, courteous, and helpful to the public. They like a secretary who is a real salesman of Extension.

2. *Efficient and well trained*: This quality involves neatness, accuracy, promptness, and the ability to handle a variety of work.

3. *Loyalty and interest*: Agents like a girl who's energetic, enthusiastic, has a professional viewpoint, is loyal to the people with whom she works, and "keeps office business within the office."

4. *Dependable*: A good secretary, agents said, takes pride in her work, uses initiative when she sees things to be done, is willing to admit and correct mistakes, doesn't commit the agent to action, and treats all agents in the office with equal consideration.

5. *Neat in both office and personal appearance*: Good grooming and good taste in dress for office work, is an important characteristic of a good secretary, agents said.

OFFICE FILES THAT WORK

How to go about setting up a filing guide for county extension offices in any State is most important if the filing guide is to be usable and accepted by county offices.

GROW?

hey grow. Two recom-ood personnel relation-tate of Washington dealt WDEN, State Extension

Files that work can grease the wheels in any extension office.

Such a recommended filing guide for an entire State needs to be adjustable to fit a variety of offices. It shouldn't be too detailed for the one-man county office, nor too simple to fit a county office employing 12 to 15 agents. We felt it should also be flexible enough to be usable in counties with a wide variety of types of agriculture and subject matter being handled. In order to arrive at such a statewide file guide for use in county offices, an office management committee was named. This included agents in charge of both large and small offices, agents involved with 4-H Club work, home economics, and some of the county secretarial staffs. Also on the committee were State agents, specialists, and 4-H State staff members, and our State office chief clerk. A rather large committee of 15 was the result. At the first 1½-day meeting, these folks arrived at the following major divisions in filing:

1. Bulletins for distribution to the public.
2. Administration and organization matters of the extension office.
3. Reference files for agents' own use.

With these three major sections established, the group divided into three work groups and set up recommendations for each section of the files. What did they come up with?

Briefly, it was decided distribution bulletins should be filed by bulletin number in their numerical order, but indexed by subject matter. This necessitates a looseleaf index of all bulletins under subject-matter headings. It was determined that it was not necessary or desirable for county offices to become archives of all bulletins received. A separate file of 4-H bulletins is indicated in the outline.

Under administration and organization, a file was established which included bibliographies, conference material, finances, forms, history and facts about the country, legislation, organizations and activities worked with, personnel, plans of work, policies and procedures, records, and reports. Correspondence files were a headache, with two definite preferences expressed by committee members. So it was decided that they could be filed in either of two ways: (1) with a folder for each State staff specialist filed with the subject-matter heading in which that State staff specialist worked, or (2) all State staff could be filed in alphabetical order. It was determined, after careful study with all present, that reference was more often made to correspondence in relation to subject matter of a letter, than in relation to name of person from whom the correspondence was received. Therefore, folders under the headings of subject matter were set up, into which all correspondence went. Folders were labeled with such subjects as administration, agronomy, clothing, community life, and dairy. This plan also tended to eliminate confusion of new secretaries where correspondence had been received from previous State office personnel no longer listed on the personnel guide.

The file guide for reference material was established by subject-matter headings, and as an example, agronomy might have several breakdown folders under it, such as: general, cereal and grain crops, 4-H crops, grassland farming program, pastures, range management, seed certifications, seed production, specialty crops such as hops, peppermint, or sugar beets.

This filing system requires that more responsibility be taken by agents in indexing the material to go into a reference file. But it makes it possible for the secretary to file in agent's reference files

(Continued on page 151)

Could you get 1 out of every 6 persons in your county to attend an educational exhibit on its first visit there? JOE HAVELKA, agricultural extension agent of Sherman County, Nebr., did, and here is how he did it.

What Brings Out the Crowd?

A THREE-POINT program prepared the way for the Cornhusker Caravan to visit Loup City: (1) Well-laid plans that started 6 months in advance, (2) an intensive publicity campaign of 30-day duration, and (3) close cooperation with an organization interested in sponsoring the educational exhibit.

Plans were made well in advance for the visit of the caravan. Last fall, I was told at a September subdistrict planning conference that our county would be one of the 22 counties visited.

The caravan, I knew, was a traveling exhibit showing the latest information regarding agriculture and homemaking. And, I also knew that on the State level the "road show" was being sponsored by the Nebraska Agriculture Extension Service and the Knights of Ak-Sar-Ben, an Omaha civic group, who generously gave financial assistance.

Having in mind the need for a local sponsor, I notified my Extension Service sponsoring board at a fall meeting, of the caravan visit and consulted with them on the selection of a sponsor. They selected the Sherman County Farm Bureau which had indicated to me earlier a willingness to sponsor an educational activity.

The Sherman County Farm Bureau soon invited me to discuss the caravan at one of their countywide meetings. I stressed their responsibilities in sponsoring the project and the educational value of the cara-

(Continued on page 149)

The wide use of this picture of the sponsoring committee in an intensive publicity campaign was referred to as a "mild form of blackmail"—at least, it left no doubt as to who was responsible for the success or failure of the caravan.

Nearly 9 tons of exhibits must be unloaded from the big moving van and then removed from crates in which they had been carefully packed. The unloading-loading crew, made up of 10 Sherman County farmers, started to work at 7:30 a.m. and completed the setting-up chore in less than 2 hours. Since each box is plainly marked as to its contents, volunteer helpers have little trouble in helping to erect the exhibits.

Joe Havelka, (center) agricultural extension agent of Sherman County, and J. C. Fouts, extension animal husbandman, suggest a bulletin to a farmer with livestock feeding problems. The farmer is writing the name of the bulletin on the back of his registration card which will be left at the door and serve as a means of followup for the county agents.

County Agents Ben Trying and Sam Service and Their Public

This was the title of a skit given at the Florida agents' conference. The description of the trials and tribulations of Ben Trying with Miss Speller, his secretary; the irate Editor Deadline; and the tourist, with his grand new scheme for raising bullfrogs in Florida, are given in an account of his day. The skit rocked the audience with mirth as well as driving home a few points. On the other hand, Sam Service and his efficient Miss Typist somehow manage to give a lot of service and eliminate much of the confusion and frustration.

THE FOLLOWING introduction to the skit shows why the Florida agents enjoyed hearing about some of the office practices which might relieve them of their worries. A limited number of copies of the complete script written by Jasper Joiner of the Florida editorial office are available and will be sent to the first extension workers who request them.

NARRATOR: A hearty good morning to all of you county and home demonstration agents, extension specialists, and friends of Extension. . . . It isn't too difficult to tell at a glance that most of you present are either county or home demonstration agents. How can I tell? It's really quite easy, for you have that long, lean, haggard expression on your faces. And that's understandable, for with the financial, political, and physical forces constantly pulling you apart, how could you be expected to look otherwise? Yes, yours is a job with many facets. I understand—this is rumor, of course—that you're expected to know everything and to carry in your heads the answers to every farm and home problem.

That brings us to an important point. Just what is your job? Why it's one of teaching, perhaps more appropriately termed the dissemination of information—information on every phase of agriculture and homemaking.

How do you accomplish such a vital job? Just as with every other job, there is a right and wrong way, and that brings us to the theme of our skit. Let me introduce you to my county agent friends whom we will follow through a typical day at the office. After we meet them we'll get a few points from them on how they work.

First, let's look in on Sam Service . . . (Curtain opens on Sam's Side, showing Sam, his secretary, assistant agent, and the home demonstration agent in conference. The room is neatly arranged with tape recorder, map of county, well-arranged bulletin rack prominently displayed. Sam is using a large county map pointing out several things to the office staff.) Sam here is a planner. Right now he's planning a big farm tour and there's no doubt among the staff what areas of the county will be covered, when and what will be shown. The tour is still a month away, but the agent and his assistant have many things to do and many contacts to make to insure the success of the tour. Of course, the home demonstration agent will help with the midday meal part of the tour, and she'll have time to get her home demonstration clubs organized for the event.

As a matter of fact, at least once a week Sam and the staff hold a conference to talk over plans of work to make sure work isn't being duplicated and that the farmers in the county are really getting service from the county extension office.

But now let's meet Ben Trying. As his name implies, Ben's been trying for years. . . . (Curtain opens on Ben's side, showing a somewhat messy office, a secretary reading the newspaper and chewing gum, a desk piled high with papers. Ben is slumped down in his chair and a big cigar in his mouth, feet on the desk, idly staring into space.) Now you may not believe this, but Ben is really busy. Yep, he's busy worrying. It seems that Ben has scheduled a farm tour, a talk before the women's clubs, and a radio program for the same hours next Tuesday. How in the world is he going to get out of this mess? (Ben gets up, picks up hat, and heads, slowly, out of the door). Oh, well, why worry. That's 4 days away. Surely something will happen to clear up the situation before then. "I might as well go out for a cup of coffee," he says.

Well, folks, you have met our two hosts for the next few minutes. First, let's join our friend Ben to see how he handles his day at the office. . . . As we look in, it's 9:30, Ben is already an hour late—and he had told his secretary he'd be in the office at 8:30 on the nose. Oh well, he's probably busy. Here we see Ben's secretary, Miss Speller, working laboriously at the typewriter.

• Fresno County, Calif. has completed a building to house the Agricultural Extension Service. It has teaching facilities as well as offices and workrooms. The county extension staff in Fresno numbers 22 persons. "The new building, together with the laboratory, workshop, and field equipment we now have, will provide this county with one of the finest extension facilities to be found in the country," says R. C. Crouch, county director of agricultural extension.

The Record Speaks With Authority

VERNE BEVERLY
County Agricultural Agent, Aroostook County, Maine

YOUNGER farmers are of the opinion that potato growers of Aroostook have always sprayed tops to kill them prematurely, so that the tubers will be mature when they are dug, but a check through my weekly reports indicate that the late Roy Libby of Caribou, in the fall of 1941, used handy-killer to kill potato tops. It apparently was his original idea though blue vitriol had been used previously with varying results. His results were so good, according to my weekly report, "we induced several farmers to try this material, with very good results."

Weekly reports the next fall show that potatoes were dug from fields sprayed with this material so that the Experiment Station could make analyses to learn if any arsenic has been translocated to the tubers.

Such examples of notes in a weekly report can be of value in future years. A call to Mel Richardson in 1936 is noted with comments on tops which had wilted. This was the first time ring rot had been noted generally in a field, and when potatoes from his Spaulding Rose went bad in Florida that winter, the Department could trace ring rot back to this field. The first successful tractor mounted sprayer was developed by Charles Gallupe of Mars Hill. The annual report of 1937 stated that it worked well and with refinements should prove successful.

Hoists to raise barrels to truck bodies were tried in 1942, and the first stone picker tried in 1946. Such items show progress and the trend of extension projects.

Weekly reports can be of value in writing annual reports. If one jots down unusual facts such as "for the first time we saw a mechanical rock picker" in action, it dates such developments.

How did your field day go? If a report indicates that the "loud speaker" did not work satisfactorily, chances are that the next year this will be corrected, and a more successful meeting will result. In planning special occasions such as the annual meeting, I find it helpful to go back to several previous weekly and annual reports to learn what comment the other agents and I made before we complete plans for the event. The fact that it "was a good meeting" tells little, but comments that "the meeting began on time," "the programs were attractive," "Mrs. Bubar and Mrs. Ross, acting as ushers, seated the late comers with a minimum of confusion," gives some idea of why it was a good meeting.

Reports, both weekly and annual, are good references for all agents and specialists if they give the story of former projects such as ring rot or padding digger campaigns, and they can be extremely valuable to new agents as a background of extension work in the county.

We have definite proof that annual reports have a value. Last year Administrator C. M. Ferguson, in his talk to the New England county agents, made several references to facts that he had gleaned from the reports of Connecticut and Massachusetts agents. The fact that he used these reports for his talk made one realize that they are not just among the relics in the archives. A new agent starting in a county should, by reading past reports, learn something of the developments which have been made over a period of years, and the names of those who have assisted in the work in the past. Well-meaning newcomers to this county are pointing out that we should diversify and not "put all our eggs in one basket." An attempt has been made to write up fully our experiences with lettuce, garden peas, sugar beets, turkeys, flax, and other commodities not necessarily to discourage new attempts, but so that if such enterprises are tried, one will have the complete story of what was tried, by whom, and with what results.

DICTAPHONE SAVES WORK

The dictaphone saves about one-half day per week for Parker Rodgers, Lafayette County, Mo. and saves even more of the secretary's time. This helps to save time for some of the newer activities in marketing farm and home planning, and public affairs. Mr. Rodgers received the superior service award of the U. S. Department of Agriculture in May.

Records Made Easy

F. E. BAETZMAN
County Agent, Orange County, Fla.

KEEPING records is a job nobody likes, but we all know that some system of records is necessary. If daily records are kept, it is not difficult to make a monthly or an annual report.

One specific factor that is helpful in maintaining a set of records is a good secretary who keeps daily records on each agent in the office. In our particular office the agent and assistant agent let the secretary know what they intend to do each day before leaving the office and also what was accomplished on the previous day. The secretary has a daily sheet on which she keeps a record of callers to the office and the nature of their calls, and includes the same information on phone calls. A record is kept on the daily sheet as to subjects as well as the number of bulletins given out and both circular and franked letters written.

At the end of each day the information from the daily sheet is transcribed to a larger sheet, listing each day with headings at the top of the sheet, callers in office, phone calls, bulletins, letters written, letters franked, other letters, cards franked, specialists in office, and meetings. At the bottom of this sheet are headings such as: Circular letters (topic, franked, stamped), cards (topic, franked, stamped.)

Another aid which helps one to keep records is a daily desk diary kept by each agent. In a desk diary, appointments can be written in each day, meetings to be attended, talks to be made. The names of farmers called on and organizations contacted, with services rendered, also can be kept in the desk diary. The names of farmers with whom demonstrations are put on can also be kept in the daily diary, before being put into the file cabinet.

Another aid in making the annual report is to mention in the monthly reports, under Extension Activity, anything of importance relative to the county extension program.

When the time rolls around, and it comes mighty regularly, these items can be elaborated on to make the material more suitable for the annual report.

Everyone has a different system, and they are all good if adhered to and kept current. I think the important thing is to find a system you like and stay with it.

What Impression Did You Make?

(Continued from page 133)

ering your county office from the standpoint of good public relations you should ask yourself these questions:

1. Do we have regular office days or office hours? Are those days and hours made known and are calls invited?

That makes for good public relations.

2. Does our office have a friendly atmosphere? Is there a friendly cooperative spirit among the extension workers? Are callers given a hearty welcome—made to feel that they have done us a favor by calling? Is the business for which they came handled with dispatch?

When we are out does the secretary remember that she is our official hostess? Does she try to render the service needed? Does she offer to take a message or to have us call? Do we follow up these requests? Does the secretary know where we are at all times?

How do all of us answer the telephone? Do we identify the office and the person speaking in a friendly voice and pleasant manner?

All of these make for good public relations.

3. Where is our office located and what is the physical condition? If our office is not on the ground floor near the most-used entrance to the building, are there appropriate signs directing people to the spot where we may be found?

Is the office well marked, indicating who we are and what organizations we represent.

Is the office clean and orderly? Is the furniture well arranged to make the best use of light and space? Are there appropriate pictures, including some of your college or university? Are there comfortable chairs and a reading table for those who must wait to see us? Is there a bulletin rack or table convenient?

These arrangements make for good public relations.

We should remember that 17 million people contact these offices annually. Every member of the organization should contribute thought, time, and effort to making these offices a medium for impressing all the "publics" with the fact that this organization is a truly cooperative enterprise, gladly rendering a needed service and welcoming requests for assistance.

OFFICE EXHIBIT

An office exhibit which tells a story is this one on weeds in the office of Harvey E. Goertz, county agent, Brown County, Kans.

Calendar *Keeps Track of Events*

RICHARD REATH
Associate Agricultural Agent,
Kent County, Mich.

Gerald Brian (left) and Richard Reath check their extension calendar for their spring schedule.

WE'VE found that an attractive hang-up calendar of county agricultural and home economics events really does pay off. I'm not talking about just a mimeographed calendar—we had it printed like a calendar that commercial companies hand out.

The calendar is a partial answer to the county agent's dilemma of getting out enough notice on meetings, publicity, getting needed specialists, of avoiding three or more meetings in a day, and harried secretaries. In other words, the calendar does away with most of the confusion involved in last-minute planning.

Organizations Help

Getting the calendar together was plenty of work. It took the time and energy of our entire staff of five agents plus county organizations. We contacted secretaries of all agricultural and home economics groups to get specific dates on meetings they were planning.

Some groups had to hold special meetings to set up annual programs in order to give us specific dates for events.

This enthusiasm and cooperation heartened us to push the big job through. And, it was wonderful to see what a strong program these groups are carrying. A big share of green numbers on the calendar are overlaid with meeting notices.

How did we get started on such an ambitious job?

The project first was proposed to the Kent County Advisory Council. After considering it, the council appointed a committee to work out details on gathering data (meeting dates) to put on the calendar. Eleven ads sold for $100 each. That paid for the calendar—$1,100 for 3,000 copies. Each of the dealers was given a picture and a brief advertising message on a calendar month page. The pictures have local appeal because they are local people.

The calendars have been distributed through Future Farmers of America teachers in the county, passed out at extension meetings, and some were mailed.

Helps Specialists

Not only is the calendar a help to people interested in extension activities; it's a boon to the staff of agents, and makes State specialists much happier.

All of this planning and date fixing help schedule specialists far enough in advance so that the man or woman specified is available. It saves the specialists many miles and helps save nights to spend at home, too.

The calendar takes away a lot of worry about date mixups, and it means the extension staff can spread the work more evenly. The county extension staff can get a good look at what the year's program involves.

It helps in making personal plans—spending time with the family, on vacations, and for other activities.

We're pleased to think that other people believe that this project is worth while, too. A large calendar manufacturer has contacted us and plans to take the project over for the coming year. This will relieve us of all responsibility other than gathering meeting dates.

• The American Institute of Cooperation holds its annual Summer Session at Cornell University, Ithaca, New York, August 15-19. This is the big educational feature of the year in the field of farmer cooperation for extension workers and other educators as well as for directors, managers and other employees of the associations. Monday is Youth Day, Tuesday will be devoted to organizational problems, on Wednesday business operations will be studied and on Thursday morning educational activities will be reviewed.

Then on Thursday afternoon and on Friday extension workers will have a four-session workshop to improve their activities related to cooperatives. Extension administrators, economists, and cooperative officials will pool their ideas on how to do what.

Slides for Loan

MRS. MYRTLE D. NEGY
Home Demonstration Agent,
Denton County, Tex.

"INEZ, will you please reserve the slide projector and screen for our club for January 15, and order us some good slides on raising baby chicks, or other poultry subjects?"

Inez is the office secretary and this is typical of the requests that have been heard in our office since January 1952, when Al Petty, county agricultural agent, and I trained 35 leaders from 17 of the 19 home demonstration clubs in the county to use the machine. These leaders have taught many others to use the projector.

It all started at a training school which Jack Sloan, visual aids specialist, held during 1951 for the agents in District 4. He told us that the soil conservation people had some money which they could use to buy equipment which would advance the soil conservation program in the county. Our soil conservation district bought a very good slide projector which is kept in our office. At first it was used only by the extension agents and other agricultural workers.

Then we had an idea—why not teach the farm people to use the machine so they could always have good programs, without being dependent on professional people? Hence, the training school.

Mrs. W. W. Marshall and her 11-year-old daughter, Janie, of the Stony home demonstration and 4-H Clubs, respectively, showed a set of slides on polio to the home demonstration council and to a community 4-H Club. The council members were invited to use the slides in the home demonstration club, parent-teacher association, and church circle meetings, and most of them have done so. A conservative estimate would be that three or four hundred people have seen the polio slides. Janie used the machine and her mother told the story.

Mrs. W. A. Merritt, of the Ponder home demonstration club, sponsors a flower show at Ponder each year. She showed a set of slides on flower arrangement to her club members before their last show and reported, "Really, those slides helped 364 people to appreciate nice flower arrangements. We had that many at our show, and it was much prettier than we have ever had before, thanks to the slides."

When Mrs. W. B. Stallings of the Mustang Community Club and the East Prairie home demonstration club found that she was responsible for the program at a community meeting she rushed to the office to see if she could have the machine and some slides. Luckily, she could. She reported, "It was one of our best meetings. We had slides on pasture improvement, silos, and poultry, and it seemed there was something to interest everyone."

Reporting by Tape Recorder

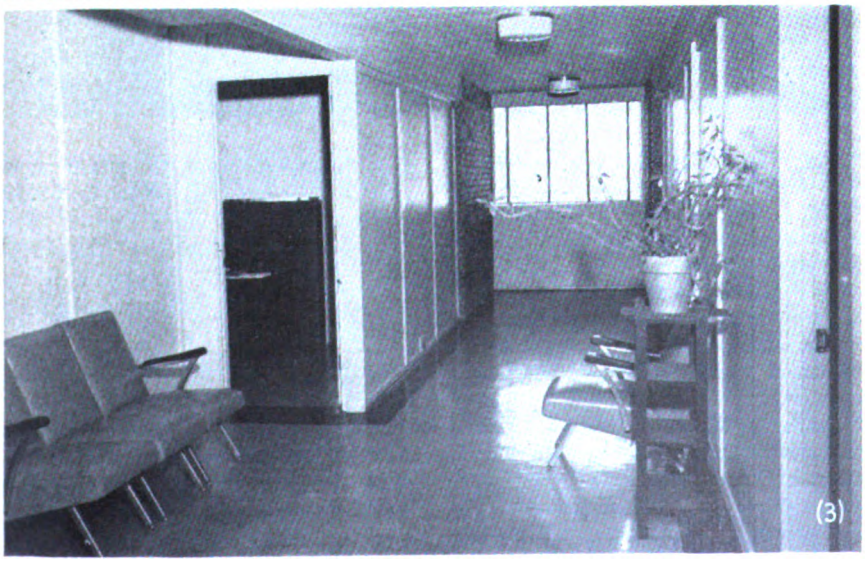
MARTHA JONES, home demonstration agent in Lafayette County, Mo., and Jennie D. Simpson, State extension agent, are shown preparing a tape recording for Miss Jones' next radio appearance.

A library of such tape recordings is maintained in Texas for the use of farm radio editors and county agents as described by Director Gibson in the May REVIEW Open-end recordings are from 2 to 4 minutes in length to allow the broadcaster time for local additions.

The tape or wire recorders are becoming increasingly important items of county extension offices and field equipment. They have proved their usefulness for preparing interviews with farmers and homemakers, in reporting results of demonstrations by demonstrators, when live broadcasts are impractical, and for recording discussions at important meetings.

Some county extension agents have made their tape recorder serve a dual purpose by using it also as a dictating machine.

New Negro Extension Building



THE dedication of the new extension building and library for negro educational work in Rowan County, N. C., marked a milestone in the self-help activities of these progressive rural people. Modern in design, artistic in treatment, it is an expression of the vision and the practicality of the work of County Agent E. A. Goodrum; Home Demonstration Agent Mrs. Annie Johnson; Librarian Mrs. Pearl Younge; and the many enthusiastic and hard-working people who make these education programs click.

An auditorium, demonstration kitchen, open market space under the building, offices, children's library, as well as adult and periodical library rooms, up-to-date and efficient offices and conference room for extension activities, are just some of the features of the building.

Thus equipped, these two agencies are looking forward to a future of even greater usefulness to those they serve.

Keys to the new Rowan County Branch Library and Extension Building are presented to the occupants: (1, left to right) John Erwin Ramsay, architect; P. K. Dry, chairman of the board of county commissioners: Mrs. Pearl Younge, Mrs. Annie Johnson, and E. A. Goodrum.

The most unusual feature of the new building is shown in picture 2, the country market place. The open area will be used for the sale of surplus vegetables and produce. At the left is the entrance to the auditorium.

The hall and vestibule shown in 3 are on the second floor. To the right are the offices of the county agents and their assistants, and to the left a sewing room, workroom, and conference room.

What Brings Out the Crowd?

(Continued from page 142)

van. They accepted the sponsorship and appointed a ten-member committee. Two months before the scheduled event, three representatives from the State Extension Service met with this group.

The State personnel described the caravan to the group by using model exhibits, pictures, and other visual aids, and outlined the local preparations necessary.

A picture was taken at this meeting of the sponsoring committee for advance publicity purposes. Even though this was referred to by someone as a "mild form of blackmail," the picture did fix responsibility for the success or failure of the Cornhusker Caravan.

On the first of January, the monthlong intensive publicity campaign was started. News stories, cutlines, picture mats, a part of the suggested 30-day publicity program prepared by Extension Editor George Round's staff—were locally adapted by inserting as many local names as possible. Then these news stories with mats were personally presented to the editors at least a week in advance of his deadline. These were widely used by three local publishers. The local newspaper used 40 column inches of copy and 10 two-column pictures on the front page.

These advance releases impressed upon the retail committee of the Loup City Chamber of Commerce the opportunity of tying in a trade day with the Cornhusker Caravan. They published a four-page advertising announcement on a newspaper-size format which was mailed to 3,400 rural boxholders.

The front page of this "Cornhusker Caravan Special" carried a picture of the sponsoring committee, 6 large pictures of the various agriculture exhibits, and 10 pictures of agricultural extension specialists who would answer questions brought up by the display. The remaining three pages advertised Cornhusker Caravan trade day specials.

To further tell folks about the caravan, 500 handbills were printed locally and posted throughout the county. These were paid for by the Farm Bureau and distributed with the aid of 4-H Club members. The Farm Bureau also purchased advertising in two papers which cover the county to announce the coming of the caravan.

The use of window display posters was not overlooked. Some 100 of these prepared at the extension editor's office were displayed in business places in the county's towns.

Two weeks before the "road show" was to arrive, I met with the caravan committee to complete plans. Subchairmen for the committees to handle the various tasks were set up. These committees included building equipment, loading and unloading crew, coffee and doughnuts, dinner for caravan workers, exhibit narrators, and registration. These subchairmen were placed in complete charge of their division and worked under the committee chairmen, who in turn reported to me.

About a week before the showing, I sent letters of invitation to 300 members of 4-H Clubs, 313 home extension club members, and to all rural and urban schools in the county. Also, within these last days radio broadcasts were submitted to four radio stations.

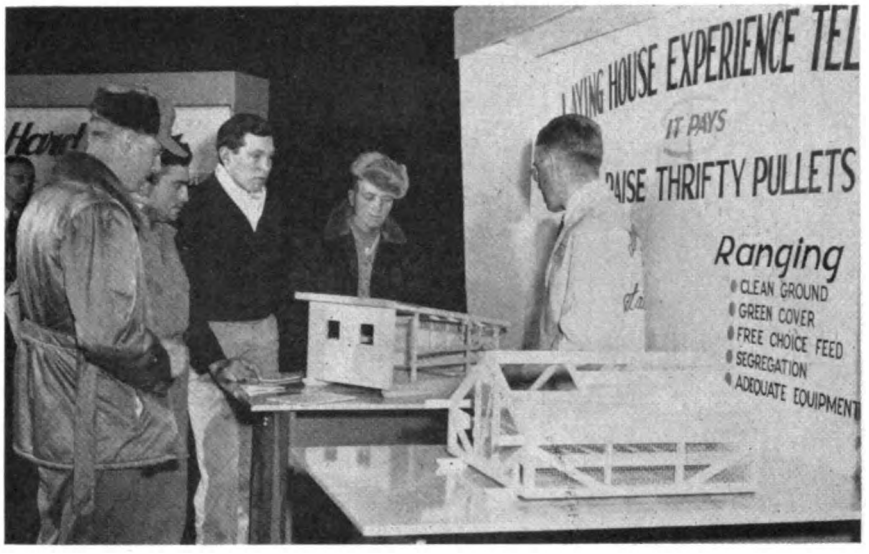
The day of the Cornhusker Caravan the committees flew into action. The building and equipment committee worked with the caravan crew chief in deciding the best location for the 140 feet of exhibitions and insuring an adequate supply of electricity for the many lights.

At least 10 farmers were on hand at 7:30 a.m. with their loading chairman, to assist in unloading the nearly 9 tons of exhibits from the big moving van.

Home economics specialists briefed home extension leaders selected to assist in narrating the modern kitchen and easier housekeeping exhibits, and State 4-H Club leaders explained their display to their county leaders.

When the registration cards were tallied at the end of the day, 1,024 of Sherman County's 6,000 persons had visited the Cornhusker Caravan.

Good Models Tell a Better Story



Models help farm people viewing an exhibit to visualize relative size and manner of construction. These models are a part of the South Dakota Better Farming—Better living Motor Caravan operated this past winter, attended by 18,204 at 25 stops. The models can now serve a useful purpose as exhibits in county extension offices or in the show windows of lumber yards or poultry supply dealers.

New Extension Offices

YOU would have difficulty convincing the county extension staff of Stanislaus County, Calif., that any other county group has more complete and modern quarters than those they occupied in November 1953 and helped dedicate this past April.

One reason for such confidence is that their offices are exceptional; another is that after being crowded together in outgrown basement rooms, the 12 farm and home advisers could be expected to become enthusiastic about any change for the better.

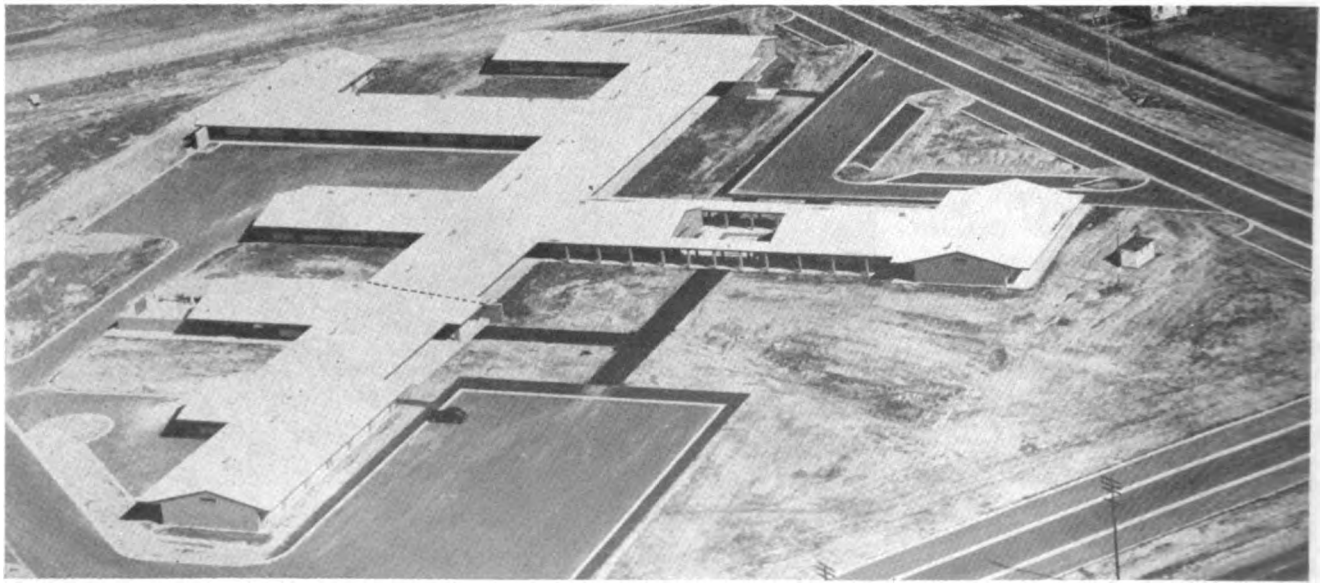
Farm families calling at the new offices or meeting in one of the three auditoriums already have seen some of the ways the new offices can serve their needs better. First off, visitors find parking space for 500 cars around the new building, known as County Center No. 3. Extension offices occupy about a fourth of the total space which lies under three acres of roof, the remainder being used by the staff of the county agricultural commissioner and county superintendent of schools. The three auditoriums shared by the three groups make up the remainder of the building, the auditoriums holding 500, 250, and 75 persons, respectively.

Farm callers enter a door near a large sign reading "Agriculture" and come to the reception counter. From there, they are directed down a hall to the rooms of the farm and home advisers they wish to see—the names of these staff members being marked plainly on the doors. The farm and home advisers have 10 individual and 4 double offices, all of them with large window areas, acoustic type of ceiling covering, fluorescent lighting, and air conditioning.

An outstanding feature of the building is the home economics laboratory, equipped sufficiently to train 20 project leaders at one time. Two model U-shaped kitchens contain special storage conveniences, and have working counters of varying heights designed to fit the purposes for which they are to be used. The rooms also include such equipment as a home freezer, automatic washer and dryer, refrigerator, ranges, and special sinks. The work space opens out into a large room which can be used as a clothing laboratory or as a home furnishing workroom.

Other special rooms include a soils laboratory, technical laboratory, library, a cold storage room for fruit specimens, a small kitchen, exhibit rooms, equipment room, photographic darkroom, radio broadcasting booth, and storage space. A combination bulletin storage and workroom includes such labor-saving pieces as a mimeograph, multilith, addressing machine, folding machine, and foot-operated wire stapler. The front office contains desks for five stenographers and a receptionist, in addition to the files.

"The new quarters represent the feeling among Stanislaus County farmers that their county, ranking seventh in agricultural income for the country in 1953, should have an



Aerial view of the new county office building in Stanislaus County, Calif. Agricultural Extension occupies the near end of the building up to the part marked by the broken line. The extension staff shares with two other county groups the use of the three auditoriums located in the wing to the right.

adequate extension office," says Farm Adviser Volz. He points out that in 1953, the 6,610 farms there marketed 115 million dollars worth of agricultural products.

The present quarters began to take form in the minds of a committee selected from county planning conferences held during the early 1940's.

From Bugaboo to Simple Chore

(Continued from page 136)

so he can record his farm and home visits, his meetings and the projects on which he spent the day. There's also room for his mileage. The agents are cooperative in making their notes in red or green ink so their writing will stand out from the rest of the notes for that day.

At the end of the month, when it's time to put the statistical report together, it's easy to transfer the figures from the daily report to two worksheets which are a replica of the printed monthly report form.

Here is our method for making up the annual statistical report: We use four different master sheets for each of our five agents—including the township agricultural agent. There's a line for each month on all the master sheets—the regular 8½ by 11—and the sheets are kept in a loose-leaf notebook. I transfer figures from the monthly report form to the master sheets in my "leisure" time.

At the end of the year, we make the total for the annual report in a few minutes with an adding machine. We never worry now about meeting the deadline.

A 5-Year Efficiency Plan

(Continued from page 131)

table slide viewer; two individual desk fans; and a master office exhaust fan.

In 1953 — additional metal filing cases; two additional metal storage cabinets; homemade self-service bulletin rack, and three new bulletin boards; demonstration and illustrative equipment and material. such as sewing machine, portable table, pressure gage tester; one additional dictator unit for the dictating system; and the entire office redecorated.

In 1954—the addition of eight books to the office reference book file; set of demonstration equipment for livestock management demonstrations; public address system with adapter for both inside and outside use as well as AC and DC current; tape recorder; automatic folding machine; and a portable chalk board.

In 1955—one additional farm level; one additional dictator unit for dictating system; a motor-driven mimeograph machine to replace a hand-driven one, and one additional camera.

Yes, the "want list" in that 5-year plan was long, and the cost price ran into staggering figures; yet every item—and more—that is mentioned in 1951, 1952, 1953 and 1954 has already been purchased and is now in use in the Clay County office—most of them ahead of schedule.

The Clay County office staff will tell you that the answer to this achievement is in having a definite plan and then explaining this plan and its anticipated results to the local leaders, sponsoring group, and the others in position to help who are interested in obtaining the maximum benefits from the Extension Service. Generally speaking, they believe sufficient public funds are available to support a sound, aggressive, education program.

Attention to office efficiency has made it possible to increase the service to Clay County farm families. Office and telephone calls have more than trebled since 1950. Agents wrote more than 1,500 more letters, and tested 1,400 more soil samples each year; twice as many circular letters were sent out, and attendance at meetings has jumped from 8,282 to 13,911.

• Two Michigan agents, MARVIN DAVENPORT, agricultural agent, and DOROTHY SCOTT, home demonstration agent, leave a calling card when the family is not at home. On one side are the pictures and names of the two agents and the address and telephone number of the Iosco County Extension Service. The other side reads: "So sorry you were not at home," with a check mark before one of the following reasons for the call, "Stopped to get acquainted; drop in and see me when you're in town; called in response to your request; wanted to discuss .....; can you get in touch with me at the office or by telephone on ....."

How Does Your Office Grow?

(Cointinued from page 141)

rather easily. It also has made it possible for the secretarial staff to handle the filing of all distribution materials and almost all correspondence without having any questions.

With a file guide such as this, each person in the office can locate material relative to any subject.

A change in files, using this filing guide was then pretested for about 9 months in representative county offices where agents had served on the committee. The county offices used as a pretest included one of the small counties with only 2 agents, as well as one of our largest counties with 12 agents, and other county offices with 3 or 4 agents. After the pretest period, agents again assembled, worked out the kinks, and the present file guide copy was presented at a series of 5 district meetings to all agents in the State.

Gradually, this file guide has been put into use in more than two-thirds of the counties in the 2 years following the presentation to all county offices. It is meeting with a high degree of acceptability. Again, I would like to repeat that the key to its acceptance has been that it has been worked out with joint thinking of agents, secretarial staffs, and State staff. Credit must be given to the material and information obtained at the Wisconsin summer school office management course taught by Charles Potter, field agent, Federal Extension Service, who has retired.

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OFFICIAL BUSINESS

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How Does Your Label Read?

The county extension office sometimes is as elusive as the needle in the haystack. The signs marking the office are many and varied. The extension public relations inventory of 1951 showed this inadequate labeling to be an important obstacle in the way of better public relations. This sign on the Manhattan, Kans., office is plain and informative. The three agents in front of their sign have a dynamic program underway in Riley County. They are: Elmer Blankenhagen, Mrs. Billie Jean Burnette, and Loren F. Goyen.

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AUGUST 1954

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Ear to the Ground

• As your editor puts an ear to the ground, a medley of good wishes and friendly greetings leaves her breathless. Next month, I vacate the editorial chair with mingled regret and anticipation.

• I'll miss the feeling of understanding and interest which the many readers have given me during the years. I'll miss the feeling of fellowship we have had. To struggle for just what you wanted in the magazine, to work with you in developing stories of your work which would be helpful to others, to hear from you when something struck your fancy, and then unexpectedly to actually come across some of you in person in Washington or in the field has given me much satisfaction and pleasure.

• I can also see ahead an era of greater usefulness for the REVIEW. There never was a time when we needed more to know what the other fellow is doing, to keep up with methods proved effective by coworkers, to understand the philosophy of our work, to be alert to our opportunities. The Challenge of Today as Director Ballard discusses it in this issue has an important spot for your Review. Your new editor, Mrs. Catherine Beauchamp, is capable and devoted to our objectives, and with your help the magazine will grow "n stature and in favor with God and man." You will hear more of her next month.

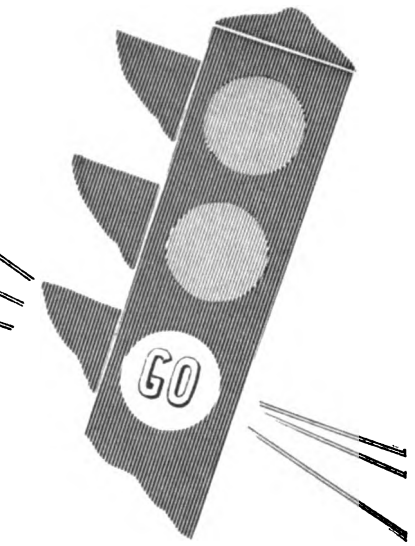
• I look forward to exploring new fields of endeavor with my husband, George, who is also still an extension worker at heart and well known to many of you readers who helped him a few years ago picturing extension work throughout the country.

• Next month's REVIEW looks good to me with an account of how pastures were developed in Dade County, Fla.; of how Atlantic County, N. J. developed a better sweet potato crop to bring back prosperity; how an Illinois agent uses soil testing as the first step in soil improvement; how a Nebraska county home demonstration council studied problems in family living; and other good reading.

• Wish you all success and happiness and I'll be seeing you.—C. B. A.

The GO-AHEAD Signal

C. M. FERGUSON, ***Federal Extension Service, explains the new appropriation and the opportunities it brings.***



THE START of a dynamic new year has begun for the Cooperative Extension Service. More than 7 million dollars of additional Federal funds, plus additional State and county monies, are now available so that an intensified, personalized service can be given to a fair number of farms. With over 5 million individual farm units in the Nation, it is evident that this is just the beginning of a move to give farm people the kind of help they want to solve the complex farming problems of today. To do an intensive job of helping farm people to voluntarily plan and put into action a complete farm and home development program will require more manpower. Helping them to fit scientific information and successful experience to their individual enterprises will tax the abilities of even the most experienced extension workers. It is not just a question of weed control, new varieties, water conservation, or a host of other factors treated individually. It is all that goes into better farm and home living.

The sum is modest—but enough to put a new agent in every third county. It is enough to begin to try out new techniques in some counties in every part of the country. It has been agreed through the Land-Grant College Association to use at least 85 percent of the money to strengthen and redirect work in the counties. The ideas will be tried out by the most experienced agents and the workload will be held to groups small enough to show concrete results. Some of the money will go to strengthen educational work in marketing, the utilization of farm products, and public affairs.

The Challenge of Today

FRANK L. BALLARD, ***Associate Director, Oregon, discusses the extension program of today and the events which have developed it.***

WE ARE now at a point where Extension is about to greatly accelerate its progress or to slide into a humdrum activity failing to measure up to its vital potentialities. Either the Land-Grant College organization as a whole will reaffirm its objectives in agriculture and home economics, overhaul its procedures, and step boldly into rural leadership; or that part of its work in which we are engaged will be more and more supplanted by other agencies.

This turning point—even crisis—in the progress of Extension as we have come to know it is highlighted by two major problems closely interrelated. The first is to build, in consultation with the people, a dynamic rural life program in every county in the country; the other is to finance it. The program must be clear cut and driven into the consciousness of all people and all interests within the county, and, of course, it must be adequate to meet current rural needs.

Policies and procedures designed to cope with yesterday's problems are not satisfactory today. Today's problems are different, and today's circumstances are different. We are closing the door in our own faces, if we do not assist in developing broader programs out in the counties. These will include marketing and consumer education, health and recreation, housing, public policy, and human relations. They will include as well our old standbys which must not be abandoned—production work involving mainly the physical and biological sciences, elementary home technology, and youth work.

The full meaning of agricultural technology just doesn't come into focus when you try to divide most farms into "departments." We can give a farmer all the information in the world about a dairy problem, a livestock problem, a crop problem, but the toughest job—and one on which he needs the most help—is this job of fitting all these things into one farm management pattern, one that will best suit his soil and size of operation, meet his family needs, and fit into the established agricultural policy of county or State. This is the job we are undertaking.

This widening of our educational curriculum and concentrating upon proved techniques, reveals a necessity for many more and even better trained staff people. This brings up the second minor problem of financing. The present appropriation makes a start.

Farm organization people working on the problem agree that in 20 or 25 years there should be on the average, a county agricultural

(Continued on page 175)

A Working Plan *for Agricultural Development*

R. E. CARTER
County Agricultural Agent, Fayette County, Pa.

BELIEVING that modern day agricultural frontiers are right at home, agricultural leaders, business, industrial, and civic leaders of Fayette County, Pa., under the direction of the local Agricultural Extension Service, have for the past 4 years been promoting an agricultural development program geared to the needs of their community.

Actually the program owes its beginning to activities organized in the spring of 1947 when the Fayette County Agricultural Extension Association, in an effort to promote better land use, organized their first soil-management field day which has since become one of the outstanding extension programs of the year. This program was instigated in cooperation with local agronomy leaders and developed a nucleus of leadership that has since led in promoting the agricultural development program.

As interest developed for an expanded agricultural program for Fayette County, particularly on the part of business leaders who were anxious to find new industries to replace the diminishing coal mining activities, it became apparent that there was a place for a joint business-agriculture approach.

In 1950, at the call of the local extension service, a general agricultural development meeting was held, and upon recommendation of the group a permanent steering committee was established.

Membership on the agricultural development committee included representatives not only of agriculture and agricultural organizations but also business, industry, labor, and civic groups. Members of the Committee met, organized, and established 4 subcommittees including (1) production of agricultural commodities, (2) marketing agricultural commodities, (3) conservation of agricultural resources, and (4) public relations.

County Agent Rex Carter (right) looks over a Dorset stud ram, heading the crossbreeding program of C. Emerson Work (left), one of the first farmers to receive a superior award.

Each group was authorized to survey its field and develop tentative programs for consideration.

These studies resulted in an activity sheet highlighted with expansion of our soil-management field day to include crops and livestock, a local farm market program, a farmer recognition program and a county fair. Two programs, the field day and the farmer recognition, have been developed extensively to date.

The expanded soil-management field day has reached the point where a 250-acre tract of land obtained in 1953 by the Fayette County institutional district has been made available to the crop improvement association and the soil management group to use in any way they see fit for demonstrational purposes. This was formerly one of the good farms in that section of the county. On this area, plots of perennial grasses and legumes, detailed fertilization projects, and extensive variety tests have been established. In addition, it includes 40 acres where a strip-minded area is now being reclaimed.

Achievement awards for individual farmers in recognition of their contributions to welfare of their community were developed in 1952 as a joint program of the agricultural

development committee and the Uniontown Chamber of Commerce. This program was developed with a two-fold purpose in mind, one to recognize the contribution of local agriculture to the economic and social welfare of the county, and second, to add dignity to the profession of farming.

Those nominated to receive awards were given an opportunity to qualify in four different groups headed by the "superior farmer" group which included those who had made not only outstanding records on their own farms, but had also made an outstanding record of contribution to leadership in community, county, and State agricultural activities. Each member of this group was awarded a large outdoor plaque approximately 3 feet square, stating that the recipient had been selected as a "superior farmer." Groups 2, 3, and 4 received certificates of merit complimenting them on their agricultural accomplishments.

At the first achievement day dinner held in November 1952, 126 farmers were so honored, 8 of them received "superior farmer" awards and the others, certificates of merit. Because no farmer is eligible to receive the same award twice, the group was a bit smaller in 1953 when 2 achieved the "superior farmer" rating and 50 received certificates of merit.

One rather unusual feature of this award system is the encouragement for individual farmers to do a better job. Under the program anyone who puts into practice on his farm a really worthwhile farm program or has taken community leadership in such a program can qualify for the second and later the first merit certificate. It is hoped by the leaders of the project that eventually his farm and leadership activities will be of such outstanding nature that they will qualify him for the "superior farmer" award.

Probably the outstanding contributions from their development program are best measured, not in dollars, but in participation. For example, in the field day project, more than 60 individuals are named to committee jobs, and for the past 2 years the average attendance at the committee meetings has been above 50 persons.

Cooperation *Pays Off* in Friendship and Understanding

MARJORIE ANN TENNANT, Assistant Extension Editor, Kansas

WHEN the next-door neighbor of the Saline County agricultural agent accompanied him to the organization meeting of the first 4-H Club in the county one night in the mid-1920s, neither could forsee the results of the occasion.

The neighbor was so impressed with the possibilities of the youth program that he explained 4-H Club work at the next meeting of his service club, the Salina Lions club. This civic group decided to "adopt" 4-H Club work in Saline County as one of their youth projects.

The sixth annual Saline County 4-H—Salina Lions club carnival, held this spring and making a profit of almost $2,500, was one of the results of the interest the service club has taken in 4-H Club work. The profits are divided equally, with the Lions club using their share to promote the youth program in their county.

In addition to the annual carnival the Lions club sponsors the achievement banquet and program each year. More than 550 club members and leaders attended the event last year.

The carnival was organized in 1949 after the 4-H Club fair, started by the Lions club, was administered by the county fair association. The Lions club continues to have a fair concession each year with the proceeds used for youth projects.

The year-round visitation program is another part of the service club's 4-H activities. Each member of the Lions club is assigned to one of the 4-H Clubs in the county. The men are expected to visit the monthly meetings of the club and as many tours and other special events of the club as possible. The Lions club members often take their children to the 4-H Club meetings, and it is not unusual for them to become new 4-Hers.

The carnival is a fine example of how a civic club and 4-H Clubs can cooperate and combine efforts for the mutual benefit of all concerned. Lions club members contact merchants for the merchandise to be used in the carnival. All Lions help with the carnival plans. On the big evening, 2 of the men work in each of the booths. The carnival committee consists of 8 service club members, 4-Hers, and their leaders. The county 4-H council has a carnival committee. With year-round planning and every one in both organizations doing their share the carnival is an efficiently and successfully operated event.

Rural families contributed food and produce to the country store. The Lions club families furnished cakes for the cake walk. Each 4-H Club plans and operates a booth. The 1954 carnival included bingo, break-a-balloon, candy wheel, live chicken booth, calaboose, fish pond, penny pitch, human pin-ball, and baseball throw.

The 4-H Club and the boy and girl selling the most tickets to the carnival received cash awards. A carnival king and queen were chosen from the group of boys and girls who had sold the most tickets from each 4-H Club.

The Lions club and the members and leaders of the 4-H Clubs in Saline County agree that the friendships and understanding developed through the continuous cooperation of both groups is one of the most valuable assets of their organizations. They are justly proud of their record in achieving this cooperation.

To 1914 and Back

JEAN ANDERSON
Assistant Editor, North Carolina

FORTY YEARS a growin'. That's the story of home demonstration in North Carolina—the story of progress some 6,500 persons received the night of June 10 in Raleigh, N. C.

As the house lights dimmed, the 200 voices of the State Home Demonstration Chorus rang through William Neal Reynolds Coliseum and the audience settled to see "Green A' Growin'," a story of home demonstration highlighting the 1954 Farm and Home Week program. Then the narrator spoke, bridging easily 40 years' time, as she told of the early days, the pioneer days in home demonstration — the time when folks talked in terms of corn clubs and tomato clubs—of the days when farm families in North Carolina were willing to accept a new way of life.

And canning club day it was, as the lights went up on the first scene where the club girls of Sampson County, with the help of their home agent, were trying to sell the cans of tomatoes they'd "put up." Immediately the audience felt the problems confronting the early home agent and the tomato club girls.

The canning club took the pioneer agent into the kitchen, and once there she found the mother in the home eager to learn. Scene II of "Green A' Growin'," staged in a 1920 Madison County farm kitchen, showed a group of women at a baking demonstration. The magic of the fireless cooker claimed all eyes—even those of the doubting husband who tramped into the house. But he, too, was won as he tasted the chicken that had been cooking all day with no fire.

The success of early cooking demonstrations led the farm woman to depend on her home agent for solutions to other problems. She began to think of herself, of her appearance; and here again she turned to her home demonstration agent.

A 1926 dressmaking clinic in Johnston County, scene 3, showed women enthusiastically making dresses, studying color, refurbishing hats. One woman who had heard about the sewing clinic came over from another county just to get help. And, again the men folks were won over. One farmer remarked as he came to pick up his wife at the clinic, "I'd rather have a pretty wife with me part of the time, than an ugly one around all of the time."

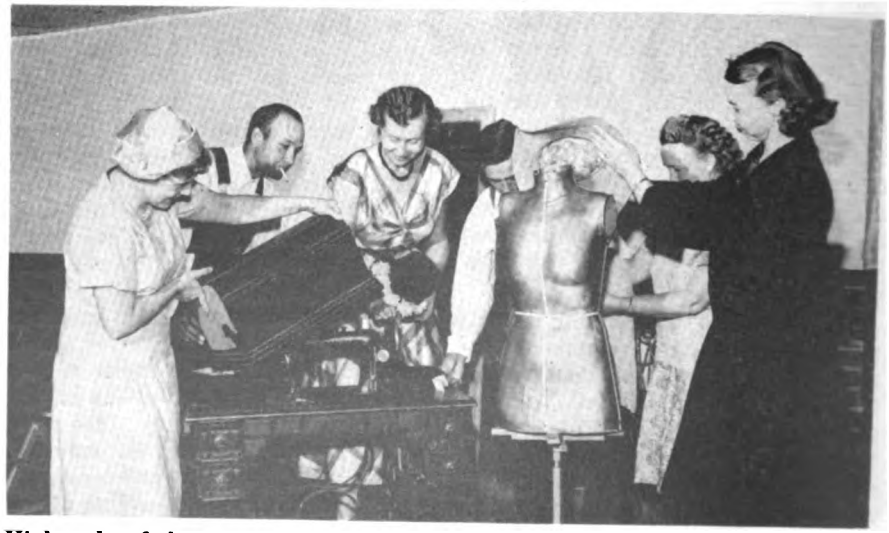
From early canning, cooking and clothing demonstrations, minds turned toward communities and what could be done to improve them. The farm people had been allowed to see and to hear their home agent's demonstrations. And then with guidance and encouragement, they had gone home and put to practical use the information she'd brought. The farm people had faith in their agents now —they knew them not as "agents," but as friends.

The depression years were hard ones on the farm families of North Carolina. Maybe the folks did have to take up a seam here, tighten a bit there; but they met the challenge of the times and surpassed it, eyes toward the future. The folks were green and growing, building upon a foundation that had been laid. Families, friends, all age groups were building together with thoughts toward their communities. They rose to meet the increased demand for community meeting places with hammers and nails and saws. But even more important than the buildings raised was the spirit of unity, of cooperation that grew out of that depression era. Folks got together about the doing of something worth while, but they felt, too, the joy that comes just from being together. That's the story scene 4 told as the folks of Mecklenburg County enacted a community picnic in the thirties.

Scene 4 closed Act I. Comments were flying fast as impressions were recorded.

In about an hour's time they had seen the first half of the home demonstration story. The group had been prepared, the seed had been planted. And now the people were growing.

By the middle thirties in North Carolina, community markets were a familiar topic of discussion. Farm women, through them, supplemented family income. Nest eggs were laid and began growing. Maybe Mrs Jones could save enough to send Annie to college. And Mrs. Brown wanted that new refrigerator.



High style of the twenties in the dressmaking scene of the pageant "Green A' Growin'" was enacted by the men and women of Johnston County.

Any farm woman could sell on the home demonstration curb markets, but if she wanted to be a good seller, she took pride in her produce. She graded and standardized her fruits, vegetables, and eggs. She made sure her counters were clean, well-arranged, attractive. She picked only the best of her garden harvests, took her prettiest cakes and preserves into town. She wanted her name to stand for quality.

Scene 1, Act 2 was set in a Durham County curb market. The stands, sparkling white and colorfully laden with homegrown, home-conserved goods, faced the audience. The sellers with their crisp uniforms were there, too.

A phase of club work which has left its mark in thousands of rural homes across North Carolina is that of home furnishings and beautification. Scene 2 showed how work within the home soon led to interest outside the home as well—how farm families began to take pride in their yards, in growing flowers, in careful landscaping, in screen planting. In the pageant Anson County farm men, women, and children showed how they had brightened their corners and made them smile.

Scene 3, Act 2, the grand finale, was perhaps the most difficult to portray. It involved bringing in each of the preceding six acts, fitting them into the present, and ringing down a curtain with a message that would leave the audience something to think about.

The final scene opened at a 1954 county council meeting, side stage. And, as the business turned toward Farm and Home Week, the registration desk at State College was spotlighted center stage, and the progress parade began. Quickly actors from each preceding scene moved on stage, followed by State agricultural leaders, State federation officers, pioneer demonstration agents, past federation presidents, and county council officers. And then moving quickly up were the State extension workers and all county farm and home agents. With more than 1,000 on stage, the curtain dropped on the most spectacular show ever to be staged at a Farm and Home Week program in North Carolina.

An Idea Grows

A wood finishing exhibit leads to request for information on related fields.

WILLIAM G. STUMP
Extension Specialist in Forest Products, Michigan

WOOD FINISHING exhibits and meetings with emphasis on "do-it-yourself" can easily be used as an effective medium for presenting related subject matter of lesser interest and appeal to 4-H Club, home economics, and other adult groups interested in using and finishing wood.

Farmers' Week at Michigan State College showed us how effective a wood finishing program could be. As part of the forest products department's exhibits, we asked a large manufacturer of furniture-finishing materials to cooperate with us in building an exhibit of wood finishes for native woods. The finishes had to be easy to apply and produce a finish with a professional appearance. This company met these requirements by developing finishing materials which could be wiped on with a cloth—no brushes needed—and would help the "do-it-yourself" enthusiast, young or old, achieve a professional looking finish.

The exhibit which started the ball rolling. Home Demonstration Agent Mrs. Annette J. Schaeffer, of Ingham County, feels the finish on the wood.

The public acceptance of this exhibit was immediately apparent. The intense interest in the exhibit pointed up the need for an educational program on interior wood finishes for furniture, paneling, interior trim, and floors. It was apparent from the questions asked that there is considerable confusion in the minds of the general public regarding the use and methods of applying wood finishing materials. More than 900 people filled out a request for more information on wood finishing. Sixty-eight counties in Michigan and 8 States were represented. One-third of those requesting more information were women.

From One Thing to Another

When Farmers' Week was over, it was evident that a discussion of wood finishes could easily be used to present other subject matter. Some of the related subjects which can be covered are wood identification, selection of species to use, sawing of lumber to produce certain grain characteristics, seasoning of lumber, care of lumber after seasoning, as well as questions regarding the type of finish to use and how to do the job.

A good wood finishing exhibit and program can be used as the "sugar coating" in disseminating information on related subjects which are hard to put across by themselves. The magic potion, if there be such a thing, is a professional looking finish with a minimum of finishing materials and work, easy to apply—using a cloth instead of a brush. This has tremendous drawing power when the emphasis on the idea is that you can "do-it-yourself."

Your Neighhor, Near and Far

An Experiment in Intercultural Education

JOSEPH B. GITTLER and LAMI S. GITTLER, Iowa State College

A PROJECT in intercultural education in the Agricultural Extension Service was established at Iowa State College in January 1952, with a grant from the Education Commission of the National Conference of Christians and Jews. Its purpose was to explore ways and means of incorporating intergroup and intercultural education programs in the Extension Service.

Funds are being administered by Dean Floyd Andre of the Agricultural Division of Iowa State College through the Agricultural Experiment Station. The project is being supervised by Dr. Joseph B. Gittler, professor of Sociology at Iowa State.

In the initial phase of the project a number of States in the Middle West and the Northeast were surveyed to gather data from the extension services themselves as to the desirability and the possibility of incorporating such programs and to discover what aids were needed to initiate such activity in the various States.

As a result of the data gathered in this initial survey and based directly on the suggestions of the personnel interviewed, it was decided to demonstrate such a program in Iowa. Hardin in central Iowa was selected as our pilot county, and two counties also in central Iowa were selected as control counties. Our research design was constructed so that we might have scientific data to evaluate the effectiveness of our program. In September 1953, we gave a battery of social attitudes and social distance tests to all women participants in the extension program in Wright, Greene, and Hardin Counties. In April and May 1954, the same women were retested with the same instruments.

In March 1953, Lami S. Gittler, research collaborator, and Mrs. Jacqueline Macy, home agent in Hardin County, met with the County Farm Bureau women's committee to explain the program. A brief definition of intercultural education was given as follows: "Intergroup and intercultural relations programs are, in essence, programs designed to acquaint people with why people behave as they do in a variety of interpersonal and intergroup situations. It hopes to sensitize people to other groups' values and feelings. It deals with ethnic, racial, and religious groups in this country and the cultures of people throughout the world."

The committee voted to sponsor the program in Hardin in cooperation with the Hardin County Extension Service. Richard Pulse, county agent in Hardin County, and Mrs. Jacqueline Macy, home agent worked with the college staff throughout the project.

The program in Hardin was devised on a community-unit basis rather than a township basis. Four units—in Iowa Falls, Hubbard, Ackley, and Eldora—met once a month.

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Guinea Chicks for Japan's 4-H

Gift of friendship is this shipment of American guinea chicks for projects of Japanese 4-H Club members.

Japanese friends of 4-H look on as Dr. David Y. Takahara, left, director-general of the Japan 4-H Club Association, accepts chick from Dr. David E. Lindstrom, director of the Rural Welfare Research Institute, International Christian University. Tokyo. Lindstrom is on leave as University of Illinois professor of rural sociology.

Dr. Takahara reports that there are about 1 million 4-H Club members in Japan. Movement was encouraged during 1946 visit by former Director of Extension M. L. Wilson.

A Successful Leadership Conference

GORDON J. CUMMINGS, Extension Rural Sociologist, Cornell University, New York

A TWO and one-half day training conference for New York State county agricultural agents on the topic of leadership was held last September at the Cayuga Conference Center near Ithaca, N. Y. More than 100 agents and about 25 invited speakers and other guests attended. This summary of why the conference was held, how it was planned and developed, and what it appears to have accomplished may be of some help to other extension people in planning and carrying out similar activities.

The request for the conference came from the agents through their professional improvement committee: "The county agent's skill in discovering community leaders, in developing them, and guiding them as they mature is one of the most important tasks of a majority of agents. A county agent's influence in his county is limited to his own direct teaching efforts unless he is successful in discovering, training, and utilizing leaders in every community. We, therefore, propose a 3-day conference to meet the practical needs of county agricultural agents . . ."

The State leader of county agricultural agents brought this request to the attention of the rural sociology department which was given the overall responsibility for providing subject matter and methods for planning and conducting the conference.

The planning proceeded on these two principles of democratic leadership:

(1) The conference program would need to be based on leadership problems as they were identified by agents, and

(2) Agents would need to be actively involved in all major phases of planning and decision-making.

A steering committee was organized and accepted the responsibility of guiding conference plans and procedures. This was composed of 5 county agricultural agents who were the elected chairmen of the 5 regional districts, 3 staff members from rural sociology, 1 representative of agricultural extension specialists, 2 assistant State leaders, and the State leader who served ex officio. At their first meeting this committee decided on the time and place for the conference, elected an executive committee composed of four of their members to handle correspondence and administrative matters, and appointed another member to conduct a census of leadership problems confronting agents. The census was considered essential in order to have a sound basis for determining conference objectives.

Problem Census Lays Groundwork

The problem census was carried out through five regional meetings of agents. Each agent was asked to complete a brief, pretested questionnaire that was designed to get at the extension leadership situation in each county. The agents also met in small groups to list and discuss the problems they had experienced in working with specific extension committees. Much of the resulting data was summarized and mailed to all agents about 6 weeks before the conference for the purpose of providing background information and to maintain interest in conference plans and development.

Another method of identifying problem areas was through the observation of various extension meetings such as those of executive committees and boards of directors. A third source of information was from data collected in interviews with farmers in one county that was in the process of studying and analyzing its extension leadership situation.

The steering committee met again, and on the basis of the above information formulated the following conference objectives from the agents' point of view:

(1) To acquire a deeper understanding of what leadership means and how it functions.

(2) To acquire a better understanding of the role of the county agent in the field of leadership.

(3) To get specific help with specific extension committees.

The program designed to accomplish these objectives included lectures followed by question and answer periods, small group discussions, case studies of particular situations presented by agents, a skit portraying many of the problems in meetings, a report of research findings, a film on group discussion, color slides of meetings, organizational charts, and a display of selected books and articles on leadership.

During the conference the steering committee met periodically to evaluate progress in terms of the conference objectives. A graduate student with training as a group observer reported his observations to the steering committee.

Proceedings of the conference were tape recorded, transcribed, edited, summarized, and distributed to all agents and other persons who attended the conference.

The conference closed with an evaluation. Agents met in small groups to discuss these two questions:

(1) What are the main things we have learned about leadership at this conference?

(2) What followup to this conference do we, as agents, want?

Answers to the first question indicated (1) a better understanding of leadership and how it functions, (2) changes in attitudes toward agents' responsibility in developing local leadership, and (3) an increased awareness of techniques that are available for training leaders.

(Continued on page 174)

Be Wise When You Buy

ESTHER COOLEY
Consumer Education Specialist
Louisiana

Stove clinic in Madison Parish was the culmination of a year's work done on "What to Look for When Buying Stoves."

THERE WAS drama in the way home demonstration clubwomen from three parishes (counties) in Louisiana demonstrated the things they learned in the consumer education project last year. They used the media of skits, displays, and clinics in which the women conveyed consumer education ideas picturesquely and entertainingly.

Buying towels and sheets was the subject of the skit presented by the Caddo Parish clubwomen under the direction of Mattie Mae English, home demonstration agent from Caddo Parish. The background props consisted of a clothesline stretched across the stage with clubwomen serving as the supporting posts. The scene opens when a woman enters with a basket of clothes. She takes out a very thin, faded, blue bath towel with a big hole worn in the center and hangs it on the line. This evokes much discussion concerning what people should look for when buying towels. The owner then takes from her basket a wet towel that meets all the standards of a good towel and emphasizes the fact that she had learned all about towels at home demonstration meetings.

In the meantime a neighbor begins hanging sheets on her clothesline. The women called her over to tell her just what she should know about buying sheets and urged her to have "a pair and a spare or two on the shelf." She knew, she said, all they were telling her, but the day she went to town last January to buy sheets at the January white sale she saw a pair of gold earrings she wanted and that was where her money went!

The scene changed, and another home demonstration club was ready to put on its skit. A floorlamp wrapped with tinfoil served as a mike and station O-W-L (the owl is the symbol that is used for the consumer education project) was on the air. Grouche Godfrey was the master of ceremonies for the quiz program. The questions were directed to the one interviewer who changed her identity by changing her hats. The questions were based on what had been learned in the home demonstration club meetings.

The "Band Around the Can" transformed the scene to a grocery store, and the women came in and out shopping for the canned food which fitted their needs and pocketbooks. The patience of the storekeeper was almost exhausted at some of the buying practices of the women. The audience was left in stitches at the questions that were asked and the answers that were given.

Another home demonstration club meeting brought out the points to look for in buying a home freezer. This particular club had made arrangements with an appliance store to have two home freezers—an upright type and a chest type—on the platform. The demonstration brought out the points that had been given at the leader-training meeting. The member who gave this demonstration had bought her own home freezer after she had been to the leader-training meeting and had learned the points to look for in buying a freezer.

Buying pots and pans was the subject portrayed at the home demonstration club meeting reproduced on

the stage of the Louisiana Exhibit Building.

The consumer education leaders of the Rapides Parish learned what to look for in buying cotton material back in September 1952 under the inspiration of Irene Lord, home demonstration agent. They decided that within a month they would make a garment of cotton material, keep the information that was on the label, save a swatch of the original material, keep a record of the number of times and how the garment was laundered.

In September 1953, 75 women brought the garments they had made, the swatch of the original material, and the record of laundering. It was quite a display—75 dresses strung along the clothesline that had been hung side to side of the assembly room of the courthouse.

One boy's shirt made of red and blue plaid gingham had been washed in the washing machine 47 times. When compared with the swatch of the original material there was not a bit of change in color or texture.

Dress after dress—children's and women's—were compared with the original swatches. In most instances the materials had been bought wisely and thoughtfully and had held up in color, in texture, and freedom from shrinkage under conditions of home laundering.

The scene now shifts to Madison Parish where a stove clinic was held. A corner in the new building of Louisiana Delta Fair was given over for the stove clinic which was to be the culmination of the work done in Madison Parish on What To Look for in Buying Stoves. The project was the cooperative work of Extension with the local and division representatives of the power company, Louisiana Delta Fair Association, and the stove dealers of the three parishes — Tensas, Madison, and East Carroll (this was a triparish fair).

Free space was allotted by Louisiana Delta Fair Association. Stoves—butane, gas, and electric—were exhibited. In addition to the "free" space there were three "paid" booths in which dealers cooperated with the

(Continued on page 173)

The Dairy Road to Complete Living

W. R. HESSELTINE, Extension Dairyman, Connecticut

THE OLD expression, "A picture is worth a thousand words," has been used often enough to be trite, but the idea behind it is still good. That's why we developed a pictorial training aid at Connecticut to help us with our extension dairy program which may be of use to folks in other States.

As pictured, the chart is an oilcloth painting, 4 feet by 7 feet, mounted on wood and hinged. The automobile and road idea was used to give the painting a modern setting, and gave us the title, "The Dairy Road to Complete Living."

The painting is used in conjunction with a series of meetings designed to inform farmers of the importance of a well-balanced dairy farm.

The things that make up good dairy farm practices were placed on the automobile.

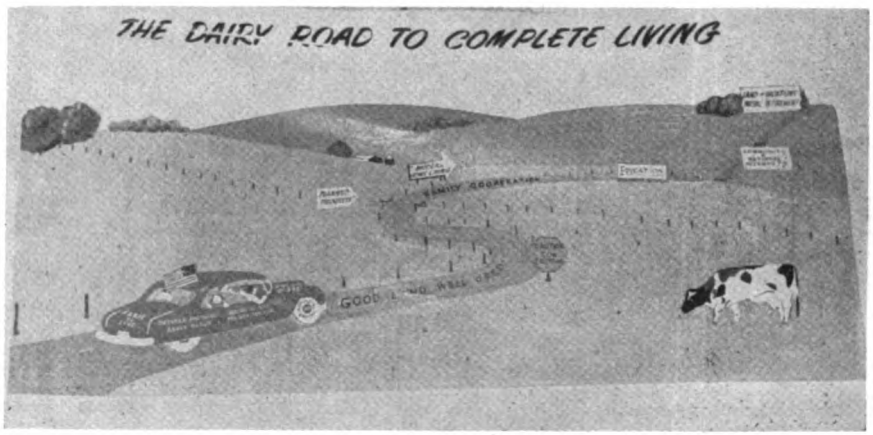
The road in the picture is winding and goes over hills to emphasize that every year cannot be a good year—that changes and planning must be made if the car is to stay on the road.

The "Unicow" causes some discussion among groups seeing the picture. To avoid suggestions of "favoritism," she was painted all colors. We sometimes tell the groups that this is not the result of artificial insemination and is not made in these colors to promote cross breeding!

Purpose of the "Caution—Cow Crossing" sign was to emphasize the need for good herd management, the lack of which is one of the important pitfalls in the dairy industry.

When using the picture, it is mounted on a stand which holds the painting 5 feet off the floor. A "Drink More Milk" poster is used to cover the last three road signs until the talk has reached the points they bring out. The entire visual aid can be quickly dismounted, the wood parts folded, and the paintings rolled up and placed in a cloth bag about 4 feet long. Cost for the painting was less than $50. The picture has been used about 25 times and is still in good condition.

We think that it might be improved by making the automobile movable and showing the farm buildings more clearly.



The Land-Judging International

Good Ideas from

LAND JUDGING the Topsy of agricultural contests has 'just growed and growed" from a meager beginning in Oklahoma some 14 years ago into an event that now draws interest of national and even international scope.

It was in 1912 that land judging made its first big step into national prominence when the first annual national land-judging contest was held in Oklahoma City. Under the sponsorship of a local radio and television station, and with the leadership of the State's outstanding soil specialists, the contest was underway to what now seems to be an unlimited span of interest.

To back this statement, one needs only to point to the approximately 1,000 persons from 23 States and 11 foreign nations who took part in the third national event this year.

"We're having more contestants from more places every year," says Edd Roberts, Oklahoma extension soil conservationist. "Winners in this year's contest came from several States, namely, Arkansas, Kansas, Minnesota, New Mexico, and Oklahoma."

Roberts feels that land judging, as a teaching tool, is one step to better agriculture, no matter where it is practiced. Designed primarily in the same pattern as that set up in livestock judging, land judging helps teach appreciation of the soil and capabilities of various types of soil. Naturally, conservation and improvement practices have an integral part in the contest itself.

One innovation in the contest was a pasture and range judging school for agricultural leaders. This school demonstrated a new method of judging, bearing out the same principles taught in land judging.

Most prominent in the winners' circle at the 1954 contest was 17-year-old John Thornton of Bartlesville, Okla., who repeated his last year's performance to be named high-scoring individual in the 4-H division. First-place team in the 4-H division was from Logan County, Okla., with John, George, and James Kendall as teammates. The Logan County team also took southern region honors while a team from Jefferson County, Kans., was first in the north central region.

In the Future Farmers of America division, James Adams of Buffalo Okla., won individual honors with a score of 224. Three boys from Gotebo, Okla., made up the top-scoring team as well as scoring highest in the southern region. Highest scoring out-of-state teams in the FFA divison were from Artesia, N. Mex in the western region and Diamond Mo., in the north central.

John Fizzell, a University of Arkansas student, scored 224 points to lead the collegiate division while a team from Oklahoma A. and M. took the team honors. Members of the Oklahoma team were John and Don Flasch and Jon Schneider, who were coached by Dr. Fenton Gray.

In the adult division, Loris J. McMillen of Tonkawa, Okla., placed first while Lowell Ross of Albert Lea, Minn., was second. Mrs. Roy Starks of Meridian, Okla., led the field in the women and girls' division.

Roberts has announced a tentative date in April 1955 for the national land, pasture, and range judging

From Oklahoma, South Dakota, Iran and Hawaii came these judges of the land in 1954.

The national pasture and range school held in connection with the National Land-Judging Contest drew many interested farmers.

AHOMA

school and contests. With inquiries from States intending to participate in the event already coming into his office, an unlimited future is indicated in land judging for fun, for competition, and for better farming the Nation over.

4-H Club Girls Learn Meat Identification

OKLAHOMA'S 4-H meat identification and quality judging program has proved one of the most effective teaching methods introduced into the State 4-H girl's calendar of events in recent years, according to Alice Carlson, associate State 4-H Club leader in Oklahoma.

"Thousands of girls have received valuable training, and both their parents and local 4-H leaders have appreciated the program," Miss Carlson said. "We also find that our home demonstration agents and their assistants are enthusiastic about it."

First introduced into the Oklahoma 4-H program as a special activity in 1942, the meats project culminates in a statewide contest held each spring at the Junior Livestock Show in Oklahoma City.

Taking part in 1954 were 220 girls, representing 56 counties. The girls identified 50 retail cuts of beef, veal, pork, and lamb, giving the cooking method most desirable for each cut. They also judged for quality four classes of meat, giving written reasons for their placings on one class.

Two hundred and fifty points are allotted for identification of the cuts, 100 points for giving proper cooking methods, 50 points for correct placing of each class of the wholesale cuts, and 50 points for reasons.

Evelyn Brodersen, Kingfisher County 4-H girl who ranked highest as an individual judge in the State event, scored 478 of the possible 600 points. The 4 girls from Alfalfa County who placed first as a team averaged almost 450 points.

Hermina Dohogne, foods specialist, estimated that of the top 50 girls who were ranked, most were able to identify three-fourths of the meat cuts. They also rated high in knowledge of proper cooking methods, but percentages of correct placings on the wholesale cuts were lower.

Behind this excellent showing lie the active interest of leaders and mothers, weeks of work by these girls and their home demonstration agents, and possibly even more important, the training of approximately 4,000 other girls in the same field.

Several preliminary training sessions are held in the counties for all girls who are interested. Any 4-H girl, 12 years or older, may enter this special activity. Freezer locker plants and markets have been most cooperative with the training programs, Miss Carlson said. In most instances they supply both the meat cuts to be identified and space for the training meetings.

After the training period, contests are conducted to select four girls to represent the county as a team in the State event. Most home demonstration agents arrange for some additional training for these girls prior to the State event.

Assistance with the training is available to a limited extent from Mabel Walker, consumer education specialist, and Hermina Dohogne, assistant foods specialist, of the State extension office. It would, of course, be impossible for them to work in each of the 77 counties every year, but help is given where it seems to be most needed.

Since the program started, there have been training schools for the home demonstration agents themselves, which have better equipped them to carry on the activity without specialist assistance.

(Continued to page 175)

Identifying 50 cuts of beef, veal, lamb, and pork, with best way to cook each, takes concentration.

Typical of the 220 girls who took part are these young judges. They placed four classes and gave written reasons for one.

About People . . .

The series of special issues published during the past year has crowded out the usual interesting items about extension workers. We have all missed them, and this month they rate space.

HONORS FOR HER

To MRS. CORNELIA POWER STAPLES, home demonstration agent of St. Landry Parish came the honor of Louisiana's mother of the year. While agent in Lincoln Parish during the first World War she married and had two sons and a daughter. However, when they were very small, her husband suffered a complete breakdown and has since been in a veterans hospital. Mrs. Staples reared and educated her children—they all have college degrees. Her two sons served in World War II and the Korean conflict. She has been agent in St. Landry Parish for the past 7 years.

COMMENCEMENT FOR THESE

The number of seasoned extension workers retiring from the Extension Service brings opportunity and a challenge to those leaving and also to those who are stepping into new responsibilities. Some of them who have come to the attention of the editor recently are listed below, and others will be noted next month.

O. S. O'NEAL, Negro county agent for 37 years in Fort Valley, Ga. The annual ham and egg show which receives national publicity was largely his work. He combined faith, a sound knowledge of agriculture, and more than a touch of showmanship which endeared him to his people and brought progress to them "beyond his fondest dream." His first official act 37 years ago was to make a survey on foot, traveling from farm to farm to get acquainted with farmers, their situation, their methods, their needs, and desires. He has received the Tuskegee alumni award for outstanding service and the superior service award from the U. S. Department of Agriculture.

A. L. CHRISTIANSEN, after 37½ years of unselfish public service as agent in Tooele and Weber Counties, Utah, is giving up his former duties and going on to others in his native State.

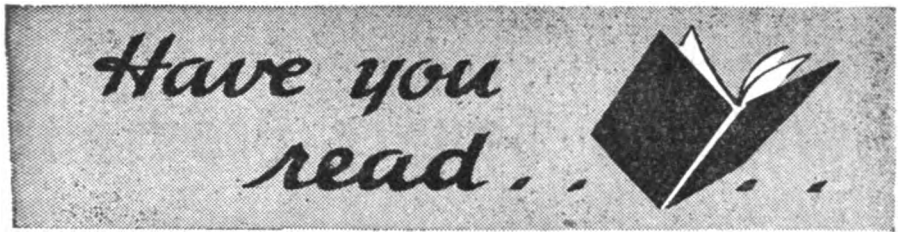
JULIA M. ROCHEFORD retires this year after 37 years of continuous service in Missouri. An emergency canning demonstrator in 1917, she soon became district home demonstration supervisor and organized local support for the State's first 6 county home demonstration agents. Her career has been a demonstration of her belief in group action, local leadership, and self-help through interest in others. In times of war, depression, and of prosperity her high morale, her genius for organization, her interest in people have paid dividends for the Extension Service.

MYRTLE WEBB came to McMinn County, Tenn., on April 1, 1919, and gave loyal and capable service as a home demonstration agent there until her recent retirement. Few extension agents have the privilege of being so widely known and loved by the farm families of their county. Both national and local honors have been hers.

L. R. SIMONS, director of extension in New York, after 40 years of leadership in agriculture, retired July 1.

A native of New York and a graduate of Cornell University, he was appointed agent in Nassau County the year that the Smith-Lever Act was passed. In 1916, he became a field agent in the Federal Extension Service, going back to New York in 1920 as assistant State leader of county agricultural agents and becoming director in 1932. He has been active in emergencies such as floods and war, and has had many citations and honors, both nationally and in his own State. He is a director of the New York State Farm Bureau Federation, a member of the State Soil Conservation Committee, a member of the State Advisory Committee for Farmers Home Administration, a member of the State Committee for the Agricultural Stabilization and Conservation Administration, a trustee of the National 4-H Club Foundation, and of the New York State 4-H Club Foundation. The late Dean Carl Ladd said of him, "He, more than most men, is able to look down the road, and past all the details, see clearly how any program will affect the farmer and his organization, and to build the partnership that he conceived as existing between Extension Service and individual farm families."

L. R. Simons



THE FARMER AND THE AMERICAN WAY, Oxford Social Studies Pamphlet No. 15. By Robert G. Dunbar, Prof. Dept. of History, Montana State College. Oxford Book Company, New York, 1952. 90 pp. Illustrated.

● A capsule of readable information on the American farmer and farmers around the world. The author covers about 200 years of American farming; its development and the various phases of farming as a business—the methods used by early farmers and the more efficient farming methods of today. Chapter 7 outlines government aid to farmers and the role of educational agencies. "Perhaps the most influential educational agencies are the State agricultural extension services with their county extension agents," says Mr. Dunbar. He trys to bring about a mutual understanding of farmer and nonfarmer groups and their problems.

If you live in the city, this pamphlet should increase your appreciation of the importance of the American farmers. If you live on a farm, reading this pamphlet should increase your pride in your vocation.

Discussion groups should find this a ready reference. Other current issues in this series of Oxford Social Studies Pamphlets that may be of interest to extension workers are: Labor and the American Way, No. 14; and Business and the American Way, No. 16—*Amy Cowing, Extension Educationist, USDA.*

SOIL CONSERVATION DISTRICTS IN ACTION. W. Robert Parks, Iowa State College Press, Ames, Iowa. 1952. 224 pp.

● This book might well have been entitled something like "Progress in Local Farmer-Rancher Operation of Their Soil Conservation Program." It describes progress and problems in the growth and development of soil-conservation districts, as local governmental units, since before a model State act was first distributed in the States during 1936. Also, it is the first book devoted to the subject.

Under seven chapter headings: Beginnings of the Soil Conservation District, Nature of the Soil Conservation District, Gearing Local Districts Into National Conservation Program, Role of District Supervisors, Increasing Supervisor's Role in District Administration, Value of District in Achieving Soil Conservation, and Future of the Soil Conservation Districts, is discussed local experiences of landowners and operators in focusing and blending—call it coordination if you want—of various public and private efforts to effectively attain conservation of agricultural land and water. In addition to the farmers' and ranchers' own resources, such efforts include research, education, technical and financial assistance, credit and the like. The author connotes that definite progress has been made in the steps taken thus far but that the future, as with all efforts, depends on the judgments and actions of human beings.

In the development of the soil-conservation district approach the author portrays the importance of the county agricultural extension agent, the soil conservation service technician, other professional agricultural workers, the legislator—local, State and Federal—and, of course, the farmers and ranchers themselves.

The book is attractively illustrated and well documented and indexed.

This book should be helpful to extension workers interested in understanding either the stage of the soil conservation district approach or the cause and effect relationship in the emergence of complex developments within a democratic society.—*T. L. Gaston, Assistant to the Chief, Soil Conservation Service.*

A New Coat of Paint

IN WASHINGTON COUNTY, GA. a local paint dealer and the home demonstration clubs are working together on a plan that will make their churches, community clubhouses, and homes prettier places.

The dealer, Jessie Newsome, has met with club members so often that he feels like a member, he says. He brings paint and rollers; the women choose a color they want and select the room they want painted. Mr. Newsom shows a color film and gives a demonstration on how to apply paint with a roller. He then invites the members to take over. From there on, it's everybody's project. In an afternoon the job is done, and members and their "guest artist" relax, have coffee and cake, and sit back and admire their handiwork.

In the picture Mr. Newsom is shown instructing the home demonstration agent, Hazel Creasy, and

Mrs. Roger Chapman, whose dining room is getting a new lease on life with a new shade of pale rose.

Mrs. Chapman is a member of the Piney Woods Home Demonstration Club in Washington County.

Better Living Through Tailor-Made County Program

ROSE S. FLOREA, Assistant Agricultural Editor, Missouri

COUNTY COUNCIL presidents in northwest Missouri had an opportunity at their April district conference to visualize in a concrete way just how to build a county rural program for better living.

Using an attractive flannelgraph, Mrs. Eloise Tinder, home agent, showed the group the 3 main steps in getting down to the actual program for better family living which the 33 home economics extension clubs developed in Clinton County in 1954.

Mrs. Tinder explained that the county rural program is made up by the people in the county. The objectives for farm, home, and community are formulated, and problems listed together with possible solutions.

However, pointed out Mrs. Tinder, it would be impractical to print the entire county rural program to send out to each extension club member, so a committee from the council met with the home agent and together they went over this material. This representative group pulled out the parts they felt the extension clubs might be able to work on effectively. A copy of this boiled-down version was then sent each club member to read and study before she went to her next club meeting. After a club member studies the brief copy listing objectives for farm, home, and community, the problems and their possible solutions, she is better prepared to make a choice of what needs first attention.

Then when individual clubs have made their choice as to what problems they'll attempt to remedy, their president is ready to take the report to the next county council meeting.

Here the final draft of the new program is made in much the same way as the individual clubs made their choice. For after all, the council is just a countywide club with representatives from each local club. Here again problems were discussed, and a "boiling down" of these problems gave the over-all county picture of work that needed to be done.

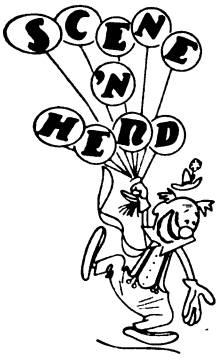
After the problems were listed, the home agent helped suggest solutions that would be forthcoming through units from the 7 divisions of the family living phase of the Missouri balanced farming program, namely: plenty of good food for family health; a comfortable, convenient, attractive house; clothing suitable for family needs; education and personal development; provision for health needs of the family; recreation; participation in community activities; and financial security.

Just as a tailormade garment fits an individual much better than one bought by size, so a rural program tailored to the needs of a particular county is more effective.

Mrs. Eloise Tinder, Clinton County home demonstration agent, uses a flannelgraph to help plan the program.

New Job in Missouri

To bring Farmers Home Administration families in Mo., information and services which the Extension service makes available in the Balanced Farming Program, Miss Mary L. Johnson has been added to the State staff. She serves as liaison between the Extension Service and the FHA in the home economics field. Formerly home supervisor for FHA, she will bring to her new work a useful knowledge of home planning with low-income groups.



Scene 'N Herd

MRS. SHIRLEY B. BLINN, 4-H Club Secretary, Tolland County, Conn.

One of the newsiest and liveliest extension periodicals which has come to the editor's desk in the past few years is "Scene 'N Herd" edited by Mrs. Blinn. As one editor to another, congratulations on a job well done. The editorial policy has much in common with the REVIEW policy, and, we, too, find it works.

"SCENE 'N HERD," the Tolland County 4-H newspaper, is the result of the combined efforts of the 4-H Club staff. It is published at present every other month and is sent to all 4-H Club workers and members throughout the county.

Most of the writing for this publication is done by the two club agents, Albert Gray and Shirley Weik. However, from time to time we have articles by guest writers in addition to those written by the club agents. These guest writers have included club members and leaders who have taken part in important 4-H functions such as National 4-H Club Congress and National 4-H Club Camp. We feel that it is important for all club members to know about these events. Therefore, firsthand accounts are written up by club members who have participated in them. Other guest writers have included IFYEs from other countries who may be visiting in Tolland County. We also ask 4-H Club members who have attended 4-H Camp, State 4-H Short Course, or some of the bigger 4-H events to write their impressions on these activities. Sometimes these firsthand accounts help to increase the attendance at some of these activities.

"Scene 'N Herd" is mailed to everyone in the county connected with 4-H Club work—one to a 4-H family. Many counties have publications such as this which are mailed out under the franking privilege. However, we mail "Scene 'N Herd" under postage. By doing this we can pass on to leaders and members information which they should know about, but which probably would not meet with the regulations of the franking privilege. One month, copies were sent to all the State 4-H Club leaders in the United States and also to foreign countries where 4-H Club work has been established. It is still being sent to three young men in Germany who visited in the county a few years ago.

We have had many comments as to the value of this publication. We feel that it does have a definite value on the overall 4-H program in our county. It keeps the people informed of all coming events and other events which may be of interest to them.

We receive very good newspaper coverage from "Scene 'N Herd." Copies are sent to local newspaper reporters in the 13 towns in Tolland County. We now have a list of 45 of these reporters. They take notices of meetings and news pertaining to their particular towns and write it up for their local papers.

"Scene 'N Herd" also serves as a review of 4-H events and activities. In this way, as stated before, attendance at many of our 4-H activities has increased.

We try to include many personal articles about our 4-H Club leaders and members. This, in itself, makes our newspaper different than most of its kind. We also use names as much as possible as people do like to see their name in print. All articles are kept short as most people don't even begin to read an article which is too long.

As much time is spent on finding pictures to illustrate our newspaper as it takes to do the rest of the work. We look for pictures related to the articles and feel that they brighten up the paper considerably and break up the blackness of the print quite a bit. We try to design covers which relate to the month in which the issue is being sent out, and we think that some of our covers have been rather original and eye-catching.

Our mailing list now stands at 575. It is hard to say just how long it takes to prepare "Scene 'N Herd" for mailing as it is not worked on steadily, but off and on, in between other work. We now have a new up-to-date mimeograph machine and folding machine which have cut down on the work quite noticeably. Before we had this new equipment it took an average of 5 days to prepare the paper and send it out. But this has been cut down to about 3 days to get this paper out in final form. Work on it includes typing up the material in rough form, looking for illustrations, cutting stencils, running off the pages on the mimeograph, stapling, folding, stuffing, and sorting it for mailing.

The publishing of "Scene 'N Herd" has become as much a part of my job as taking dictation, filing, or doing monthly reports. It has its definite place in my routine and has become one of the more enjoyable jobs connected with my work.

Folks who will be missed because of recent retirements include:

John R. Williams, Mississippi district agent after 33 years with the Extension Service; Una A. Rice, home demonstration agent, Grafton County, N. H., after 24 years of service; and T. T. Martin from the Missouri 4-H Club staff.

Study Mental Health Problems

CANDACE HURLEY, Assistant Extension Editor, Iowa

BUCHANAN County, Iowa homemakers were well aware that a State mental hospital was located in their county. Each time they drove west on Highway 20 from their county seat of Independence, they could see the tall chimneys of the State hospital buildings silhouetted in the distance.

Like others, they had visited the hospital on special tours. They had prepared gifts and remembrances for the patients. They knew that employees of the hospital lived in their communities, that neighborhood news occasionally revealed that someone's relative had entered the hospital for treatment, or that someone was coming home.

But there were questions they felt inadequate to answer, questions which kept recurring because this hospital, with its physical nearness to their daily living, was a constant reminder that people do become ill mentally. What is it like to be faced with the realization that a family member may need treatment for a mental problem? How can one recognize whether a friend or relative needs help? What is the best way to help those who have undergone treatment and then come home to once again pick up the pattern of normal living.

In nearby Bremer County, interest had already been sparked into action. Homemakers of the county had invited Dr. Max Witte, then superintendent of the hospital at Independence, to be their key speaker at their annual rural women's day. Busy as Dr. Witte was, he was never too busy to talk to interested groups about his hospital and the people he and his staff were trying to help. Forceful, realistic, sympathetic, he had talked about mental illnesses, and he had stressed the important role communities and families play in helping returning patients reestablish their way of living. Was this a challenge? Bremer County women thought it was. They promptly wrote the study of mental health into their 1952-53 program.

Neighboring counties — Delaware, Black Hawk, Fayette, Jones, Benton, Linn, Dubuque, Clayton—almost as of one accord took the cue. Extension studies in family relationships, conducted over a period of years, had set the stage for ready interest in this new area which touched human lives. Would Dr. Witte or a member of his staff talk at this countywide meeting or what one? Would they meet with this group of homemakers or that group of young married couples? They would. without question.

County extension workers, eager to lead out in this movement, asked Dr. Witte and his staff to fill the major portion of their program at a district conference. Statewide interest prompted a request that a staff member of the hospital appear on the annual winter conference program.

Here was a turn of events which any doctor and his staff would welcome—a deep interest on the part of lay people as to what they could do to help. Delaware County homemakers, through their county extension home economist, asked for local leader training in certain areas of mental health. Would Dr. Witte be willing to conduct such training? The answer was "Yes, but why not invite leaders from other counties also?"

Letters from the doctor and Mrs. Mildred K. Wellman, district home economics supervisor, to county extension workers in a 100-mile radius of the hospital received instant response. The people would come. One day a week for 5 weeks they would drive the necessary distance to the hospital to follow the course. The first series opened in January 1953. That concluded; another opened in March so eager was the response. Then a third, and a fourth in the fall, and more to come.

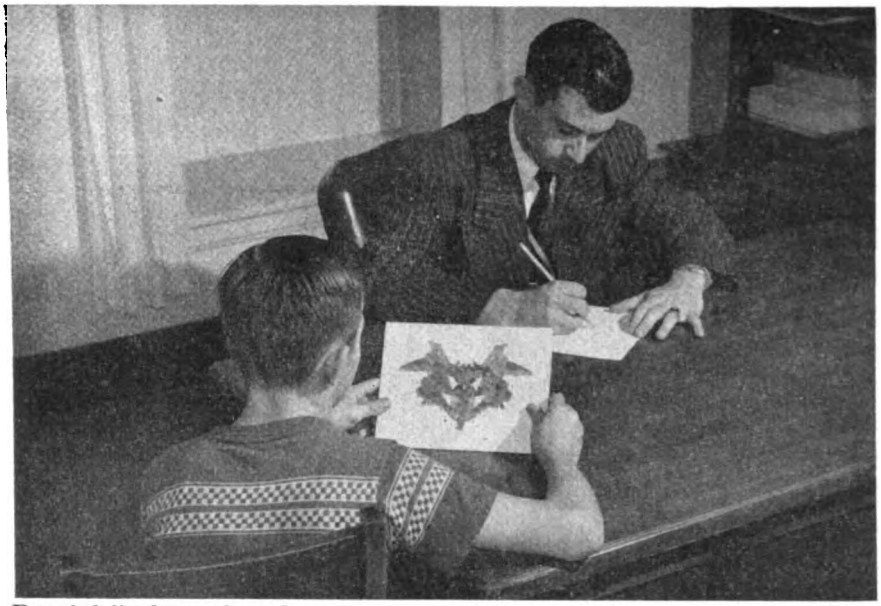
The training courses followed a similar pattern. First an introduction to the series and its objectives; then a thorough "get acquainted" tour of the hospital, its facilities and the therapy program conducted—art, music, psychodrama. Here was evidenced a first principle of modern mental care—colorful, homey surroundings. Here new understanding was given—a mental hospital is no longer a place in which to "put away" people who are afflicted with a mental illness, but rather a cheerful place in which to make them well in order that they may return to a useful place in society.

Wrote Black Hawk County homemakers: "Everything possible is done to speed recovery and to make the patients happy and comfortable during their stay. Under such treatment, the turnover of patients is much more rapid than it used to be. Education of the public is a necessity. They must learn to accept ex-patients on the 'outside' so as to complete their recovery. This is one of the main reasons for classes such as these. The other is to help all of us see the need for early treatment just as in the case of tuberculosis, cancer, or other diseases."

Subsequent lessons dealt with various types of mental illnesses, their symptoms, care, and treatment. Here one could discuss objectively the case of the elderly woman who had a persecution complex, or the teenage girl who had withdrawn into a world of her own, or the young man who was given to daydreaming and silly laughter. Here was born a new sympathy, better understanding, and some real introspection on what pushes people to the point of mental illness.

Here, in the case of the small child, came a reiteration of words which homemakers had heard before in extension studies in family relationships. "Four things a child needs are love, security, attention, and a chance to express himself."

Other familiar words took on new meaning, "Every person needs a balance of work, play, and rest." Or a significant comment regarding circumstances leading to mental illnesses of some women. "Their attention was centered solely on their families. They had no outside ac-



Rural folks learn the value of art therapy in the rehabilitation program. Even the very young may need mental care.

tivities to fill the void when their families were grown."

Various types of treatment including the use of music, art and craft therapy, and psychodrama were demonstrated and discussed. One could understand better the case of the young woman who was making a wonderful comeback but whose recovery would be secure only in the event her husband and others close to her recognized the circumstances which led to her problem and "changed" also. One could appreciate the importance of the young husband's trip to the hospital each week to sit in on the psychodrama sessions in which his wife and other patients dramatized the situations which led to their problems.

"It isn't the person who is ill, it is the situation," the group was told. "People in the situation which created the illness should be trained as adequately as the patient. Ideally the community should be trained in parallel with the patient, for 50 percent of the final cure of the individual is dependent on the people he associates with when he comes home."

Translating this thought into a realistic situation for Iowa homemakers didn't take long.

Result of the training sessions thus far—pride in a cooperative program well begun. What's ahead? Counties surrounding this forward-looking hospital hope for more intensive help. Impetus has been given to formation of county mental health councils. Other groups have been prompted to take up the study of mental health. Additional counties are seeking help. Forward-looking Iowans feel that, with the skillful guidance of the hospital staff, they can help break down many barriers of misunderstanding and do much in their homes and communities to offset the situations which lead to mental illness.

Iowa homemakers were interested in art and craft therapy at the mental hospital.

Honor Awards

Louis C. Williams, Dean and Director of Extension, Kansas, was awarded the distinguished service award from the U. S. Department of Agriculture in a special ceremony in Washington on May 18, 1954.

The following extension workers were also awarded superior service awards at the same ceremony or in special ones held at their headquarters: Shirley W. Anderson, county agent, Jefferson County, Ky.; Ray Bender, county agent, Essex County, N. Y., Verne C. Beverly, county agent, Aroostook County, Maine; Mrs. Grace Pope Brown, county home agent, Surry County, N. C.

Shawnee Brown, director of extension work, Oklahoma; Charles Chupp, extension project leader, Cornell University, New York; Ruth Russell Clark, State home demonstration leader, Connecticut; Lowell C. Cunningham, professor of farm management and extension economist, Cornell University, N. Y.; Ruth Current, State home demonstration agent, North Carolina.

Arthur L. Deering, dean of agriculture, Maine; Maria Magdalena Gil de Roura, home demonstration agent. Yauco, Puerto Rico; Delbert T. Foster, county extension director, Lee County, Iowa; Harold L. Gunderson, extension entomologist, Iowa State College, Ames; Ruth Etheridge Harralson, home demonstration agent, Jefferson County, Ky.; Frank H. Jeter, agricultural extension editor, North Carolina; E. S. Matteson, extension animal husbandman, Missouri; Helen Morse, home agent, Cass County, Mo.; U. J. Norgaard, State extension agronomist, South Dakota; Robert E. Norris, county agent, Lake County, Fla.; Ramon Rivera-Bermudez, county agricultural agent, Coamo County, Puerto Rico.

J. Parker Rodgers, county extension agent, Lafayette County, Mo.; George W. Sidwell, county agricultural agent, Trego County, Kans.; Mrs. Dorothy N. Stephens, home agent, Ada County, Idaho; and Carl Anton Wicklund, county agent, Kenton County, Ky.

As a unit the personnel of Educational Aids and Information Division, Rio Piedras, Puerto Rico, received the superior service award.

Your Neighbor

(*Continued from page 160*)

The series started in October and ran through April. The women chose to attend the unit meeting nearest to their own farms. The series were, "Your Neighbor, Near and Far."

The programs are built around a carefully selected group of films. Discussion groups are set up after the showing of the films with limited guidance by the discussion leader. The films in the series were as follows:

(1) October. *Immigration*—An Encyclopedia Britannica film which traces the patterns of immigration to the United States with a brief explanation of the reasons why various groups immigrated to the country.

(2) November. *Farmer Fisher Folk of Norway and Metropolis, U.S.A.*—These are Louis De Rochemont films and present a striking contrast in the patterns of living in an isolated rural community in Norway and the highly urbanized pattern in New York City.

(3) December. *One God*—This film (produced by Farkas) is based on the book by Mary Fitch, *One God,* and gives an excellent picture of the three major religious groups in the United States.

(4) January. *The Cummington Story*—An Office of War Information film which describes the adjustments in living for a group of Eastern European refugees in a rural New England community.

(5) February. *Palmour Street*—University of Georgia film. The film describes the day-to-day problems in living for a negro family in a small town in Georgia.

(6) March. *To Live Together*—An Anti-Defamation League film. This film describes a children's camp near Chicago and the adjustments in camp life of children who come from diverse backgrounds.

(7) April. *Rivers Still Flow.*—Northern Baptist Conference film. This film describes some of the problems of Indian life as seen through the eyes of an Indian college student.

There has been excellent participation in these programs in Hardin County. The total number of participants has been about 200. The discussions have been free, lively, and informative, and the women themselves feel that a whole new area of understanding has opened up for them. Many of them have requested reading lists, and all have expressed a desire to carry on the program a second year. Several additional counties in Iowa will carry the program next year.

A bulletin will be published at Iowa State College in the fall which will serve as a blueprint for the extension services in other States who wish to develop similiar programs.

Administrator Ferguson *Gets Around*

ADMINISTRATOR C. M. Ferguson, a recent guest of the Madera County, Calif., Extension Service, was interested in seeing the facilities at the Madera Farm and Home Adviser's Demonstration Building. Wayne F. Weeks, acting State extension director (left) and Madera County Farm Adviser Walter Emrick (right) show Mr. Ferguson a chart on how to notch stock's ears, used in a 4-H demonstration, identifying pigs for greater profit.

When directors of State Extension Services and Experiment Stations from over the South gathered in Auburn, Ala., for a 5-day meeting, the group above compared notes on farm progress. From left to right are C. M. Ferguson; H. N. Young, director of the Virginia Experiment Station, Blacksburg; and P. O. Davis, director of the Auburn Polytechnic Institute Extension Service, Ala

Be Wise When You Buy

(*Continued from page 163*)

clinic by showing stoves of various types and fuel use.

There were approximately 125 adults in attendance at the demonstration. Mimeographed information "Be Wise When You Buy a Range" was distributed to *adults only* during the stove clinic by members of parish consumer education committees and other home demonstration leaders. These women were located in various buildings where there were homemaking exhibits. It was estimated that this information was given to approximately 600 people.

Mrs. Ethel Fuller, home demonstration agent of Madison Parish, had followed through step by step on this project. The forerunner of the stove clinic were the home demonstration club meetings held during September on "What to Look for in Buying a Range." Letters were sent to agents in the adjoining parishes, and the clinic was publicized by news stories and radio broadcasts.

The need of such a clinic had grown out of suggestions and requests for studies by the subcommittee on Consumer Education of the Madison Parish Agricultural Planning Committee. The beginning of the stove clinic work included a survey with parish homemakers which determined the kind of stoves needed for replacing wornout stoves as well as requests for information on the use and care of stoves. The plan is to measure the results of this clinic and stove project a year from now.

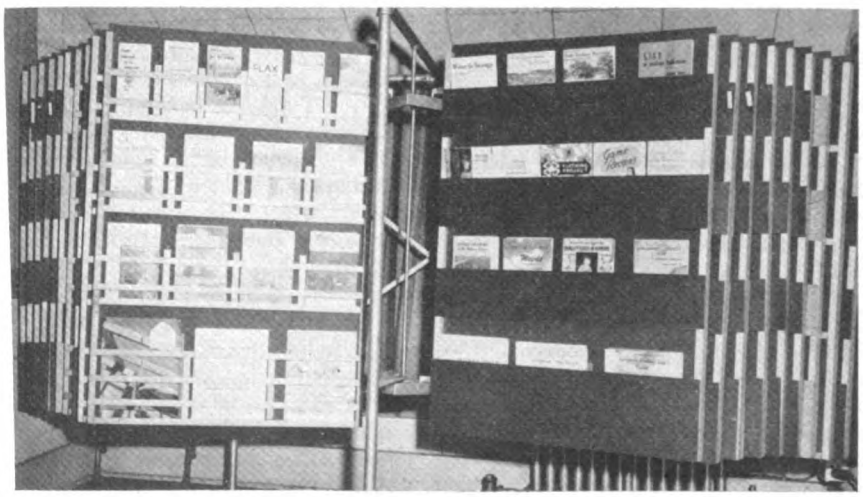
• **Retirement** among the stalwart pioneers of Extension leave a sense of loss among their coworkers. For example, those recently retired include John A. Arey, known to thousands of farmers as the "Father of Progressive Dairy Program in North Carolina," after 41 years of service; Roger W. Morse, another extension dairyman, for 30 years closely linked with the growth of Oregon's dairy industry; Lurline Collier, Georgia, who this month retires as State home demonstration leader after 36 years of service. (A pageant depicting her life from the time she began as home demonstration agent in Jackson County until the present was staged by members of the Georgia Home Demonstration Agents' Council at the annual meeting.

Ideas in Bulletin Racks

SIMPLE, but effective, is this display board for current bulletins. This was made of corrugated paper on a wood background, with screw hooks to hold publications, by Bruce Walker and Virgil Crowley, agents in Boone County, Mo. (left).

This South Dakota rack holds a dozen copies each of more than 700 different titles. The leaves swing freely in a space 9½ by 5 feet. This model has 20 leaves, 32 by 48 inches, and was built at a cost of $150 in 1952 (below).

Only the newest or most timely bulletins are on display in many offices. The others and the extra supply of those in the rack need to be easily available. In Harris County, Tex., they are stored underneath the bulletin rack (below). In these cupboards which are not accessible to the public, the bulletins are conveniently located. They can be classified to conform to arrangement on the bulletin racks and kept in neat and orderly piles.



Extension Gets Action

Maine extension campaign for killing potato tops was effective on 60 percent of the 1953 acreage. Result—fewer potatoes, better quality, higher prices, lower costs.

THE MECHANICAL and chemical killing of potato tops on 60 percent of Maine's 1953 potato acreage didn't just happen. It was the result of a well-organized campaign involving everyone interested in better Maine potatoes. The Maine Extension Service and county extension associations were responsible for initiating, organizing, and sparking the campaign, starting as early as July and carrying through into early September.

Through the combined efforts of many cooperating agencies and organizations, top-killing recommendations were put into action on individual farms by growers themselves.

Anxious to harvest potatoes of good uniform size and high quality, growers were quick to subdue the excellent growth by top killing well before harvest time. This allowed the tops to become completely dead and dry; gave potato skins a chance to toughen, making them less susceptible to skinning and bruising; and very materially prevented the growth of oversize potatoes. A decrease in potential yield of 7 million bushels, or 10 percent of the early estimate, is attributed to this action in eliminating the nonmerchantable, undesirably large potatoes.

The results of these efforts have echoed and re-echoed throughout the State of Maine and in its market areas wherever Maine potatoes have been shipped this year. Uniform size and high quality have been outstanding characteristics of the product, visible evidence of the value of concerted effort and positive action to harvest the best possible crop for market.

The balance of the Maine acreage that was not top-killed by rotobeating or chemical methods did not require these means before harvest. For the most part, this represented later plantings that were killed naturally by frost well before digging.

Representatives of the Extension Service, the State Department of Agriculture, Experiment Station, Potato Tax Committee, Farm Bureau, Young Farmers, Chamber of Commerce, and the potato, fertilizer, equipment, transportation, farm supplies, and banking industries were included in planning the campaign and participated in it.

Intensive radio and newspaper publicity was given to the subject in potato areas throughout the month of August to carry the word continuously right up to the point of action in early to mid-September.

The campaign was organized and conducted in the following manner. A brief, concise, easily read extension circular was distributed to all potato growers in early August. Printed on green paper, its distribution in the potato area has been referred to as "the green shower"—so well was it timed and so quickly was the information disseminated.

Successful Conference

(*Continued from page 161*)

In answering the second question above, agents requested (1) help from the college in setting up leadership training sessions for people in the counties, (2) brief, understandable summaries of research in the field of human organization and leadership, and (3) more research in the counties on extension organization and leadership problems.

Roger W. Cramer, president of the New York State County Agricultural Agents Association said: "If I were to summarize this conference very briefly, I would say that it has been a challenge to every one of us; probably the foremost challenge we have had in a long time. I believe there is a need for leadership training around New York State. The way agriculture and the world in general is going, we are going to need agricultural leadership more in the future than we have in the past. I do not know of any organization that is better equipped to do the job of developing leadership than the Extension Service."

URBAN 4-H CLUBS

The urban committee of the National 4-H Club Agents Association has given much consideration to the problems of organizing 4-H Clubs in urban areas. Committee members agree that there is an increasing need and demand for 4-H Clubs in suburban and urban localities.

In highlighting some of the problems in such expansion the committee's report discussed the need for different methods of organization. Urban work accentuates the need for the club agent to spend his time organizing and in training leaders rather than in making project calls and doing errands.

Youth responsibility should be directed toward the club program in community affairs and participation in club activities. The projects should be practical but used only as a means to maintain interest in the 4-H program. However, this committee went on record to support the "high standards in 4-H Club work that have made 4-H the greatest youth movement in the world."

City people, as well as some extension personnel, will have to believe that 4-H is not solely a "rural program." If this is accomplished 4-H public relations attitudes and materials will have to be revised.

An awards system for urban 4-H Club projects is needed locally, statewide, and nationally. In general, the urban members are more limited in scope of possible accomplishments than rural young folks.

The committee felt the need of further information on the subject and is continuing their work of collecting information on the experiences of the members of the association in urban club work.

Ideas from Oklahoma

(*Continued from page 165*)

Dr. Lowell Walters and Dr. J. C. Hillier from the Oklahoma A. and M. meats department, have cooperated with this training. Schools have been held for agents on the college campus, and one year they were held in each of the four extension districts in the State.

Dr. Walters and four of his students majoring in meats help with the State event, which requires considerable assistance because of the number of girls taking part and the rapidity with which results must be ascertained.

One of the larger meat packers of Oklahoma provides the retail cuts, the meat judged for quality, and the place for the judging. In addition, the company gives a plaque to the top-placing team, and bracelets to the five highest ranking individuals. The Oklahoma City Chamber of Commerce provides cash awards to the 50 girls ranking highest.

All teams entered in the contest are numbered and divided into four groups. To facilitate scoring and to insure that no team participates as a group, each team is subdivided into A,B,C, and D groups. In the first group of teams, all the girls in the A class are taken to the refrigerated meat room and given 30 minutes to identify the 50 cuts and judge the classes. Then the B, C, and D groups are taken through in a similar manner. This procedure is repeated three times for each of the team divisions.

The judging is a 1-day affair, completed about 3 p.m. All contestants are scored and the names of the top-ranking individuals and the winning team are announced that night at a banquet given by the meat packing company for all 4-H boys and girls participating in the livestock show.

"It's a real race with the clock to have the results ready," Miss Carlson said, "but with the help of Dr. Walters and his staff, our specialists, and some of the home demonstration agents, we are able to announce the top winners."

This year for the first time a short course in meat identification was included in the schedule of State 4-H roundup held on the A. and M. campus the first week of June. One hundred and seventy-five boys and girls attended this short course which was conducted by Dr. Walters.

Mary Abbott, assistant State 4-H leader, works closely with Miss Carlson on organization plans for the entire project.

The training received will be helpful to the girls whether they use meat produced on their farms or buy it at a meat counter," Miss Carlson said. "We hope and expect that the program will continue to expand."

The Go-Ahead Signal

(*Continued from page 155*)

agent for every 250 farms and in each county an executive extension agent who would be the chairman of this staff and other staff members. There should be an average of 3 workers in each county giving full time to 4-H and youth work; and 4 extension agents working on home problems in every county, at least 1 of these women as a project partner with 1 or more agricultural agents in a farm and home development program. They favored in-service training and public policy personnel in each State, and suggested about 10 extension specialists working on marketing questions in each State. About 400 would work on consumer education in cities of 200,000, supported by State specialist staffs of 100.

These are not small figures but are supported by rural people who believe they are not too large. Maybe the job is larger than we have realized and in the past we have been spread too thin. Maybe enough has been accomplished to prove that concentrated educational work will bring results.

Secretary Benson encouraged a more concentrated approach for extension work when he said in regard to balanced farming, "Unless we improve the ability of the farmers to make voluntary adjustments we shall increasingly face the necessity of making them arbitrarily."

Pathways forward always are made much plainer by some backward looks along trails which have been covered. From the first, our cornerstone has been the county extension agent. Rural people developed confidence and belief in their county extension agents, who demonstrated simple, and often unrelated, principles in physical and biological sciences, and simple facts in home technology. In time too, they asked for assistance over a wider range of subjects—marketing, farm management, rural health and housing, community organization, and rural education.

Extension work became really solidly established in the depression years of the early thirties when there was a surprisingly small loss of county extension agents through loss of local appropriations. These off-campus staff members had become established as constructive leaders as well as teachers, giving aid everywhere in innumerable emergency situations, both collective and individual. In the period from 1940 up to the present, county appropriations increased approximately 6½ million dollars to approximately 21 million dollars, and State appropriations from about 6 million to 33 million dollars, with no comparable increase in Federal support.

Major Problems— Minor Finances

So, today we find ourselves, after years of trial and establishment at a point where we are conscious of a fair measure of success but confronted again with major problems and minor finances.

We must stand up, proclaim our talents; and cause them to be counted and evaluated. We must focus these talents fully on the needs of the people as they have expressed them and again prove that the rural people of America can receive their education in agriculture, home economics, and related rural-life subjects locally through their own collective effort, making best use of scientific and technical facts.

Through their organizations, farm people have asked if we have the vision and will to take on the terrific task of organizing a concerted attack on all the problems they, as farm people from Maine to California, have recognized. We have answered, yes. Congress has given the go-ahead signal, the ball is in our hands. What shall we do with it?

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
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OFFICIAL BUSINESS

On the Alert

August is vacation time and forest fire time. Last year, forest fires dropped 18 percent below the number which occurred in 1952. Much of this improvement is due to the Smokey Bear Program—the nationwide Cooperative Forest Fire Prevention Campaign—conducted jointly by the Department's Forest Service and the State foresters under the sponsorhip of The Advertising Council, Inc., Extension agents, school teachers, women's clubs, 4-H Clubs, and numerous organizations and individuals throughout the country are cooperating in this fire prevention campaign.

Smokey receives as high as 4,500 letters in a single day. Most of the mail comes from youngsters anxious to become Junior Forest Rangers and to help Smokey in his drive to prevent man-caused forest fires.

GO ALONG WITH SMOKEY IN PREVENTING FOREST FIRES IN 1954

☆U. S. GOVERNMENT PRINTING OFFICE: 1954—311869

SEPTEMBER 1954

EXTENSION SERVICE Review

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EXTENSION SERVICE Review

Official Organ of the
Cooperative Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

VOL. 25 SEPTEMBER 1954 NO. 9

Prepared in Division of Information Programs
LESTER A. SCHULP, *Director*
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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.

Ear to the Ground

• Slipping into Clara Ackerm shoes, figuratively speaking of cou is easy, for they are spacious pleasant. Wearing them is ano matter. Clara has walked a high r of achievement, devoted and pers tent in reaching her goals.

• Traveling with her to Ma land, Virginia, Kansas, Oklaho and Illinois, where we went familiarize the new editor with different States' extension work found that many others had warm to her enthusiasm as I was do Every place we went Clara h friends, appreciative of some serv she had given through the years, a kindly in their comments about t value of the Review. Yes, her sh are large and I accept the respon bility with humility.

• And with joy, for Extens work is a challenge and a satisfa tion if the job is well done. Th I have learned through the eyes o others. When Edd Lemons pointe out the farmers' ponds that had pro vided water for the cattle during th drought . . . when Gene Warne talked about his new workshop where he can build more models fo county agents . . . when Hazel Kin explained that the women like t sing before a meeting; it sets th mood and they get more done . . These comments and many more ar my accumulating evidence of th deep feeling and devotion for whic Extension workers are well known.

• Next month you'll read abou a new case for eggs. To attract mor egg buyers at the grocery stores Cornell research workers develope a display case designed specifically for eggs. Four extension workers ar trying this display case in 4 loca stores and keeping records of egg sales . . . Veryl L. Fritz has written an article for the October Review on the tremendous growth of the artificial breeding program in Illinois . . . A 4-H Club broiler project sponsored by local businessmen may give other young people some good ideas. . . . With many farm sons and daughters choosing urban careers, the partnership story of Harry Hancock and Sons is a heartening one.

• Till next month, cheerio—CWB

The New Farm Program

EZRA TAFT BENSON, Secretary of Agriculture

THE Agricultural Act of 1954 contains most of the President's recommendations regarding farm legislation. It is a good law. It recognizes the fact that you cannot solve the problems of agriculture today by continuing the legislation that helped to cause them in the first place.

The most significant part of the new law is that it establishes the principle of flexible price supports. This is vital because it is the key to adjusting farm operations to the needs of the Nation. In the long run, it will lessen the need for controls over farm production and thus give farmers more freedom to operate their farms the way they see fit.

We should bear in mind that the legislation just passed by the 83rd Congress cannot be expected to solve the more pressing problems of agriculture in the next few months. The problems now confronting us have been building up over a period of years since World War II and it will likely take several years of gradual adjustment before the objectives of the new legislation will be reached. Actually the new law will not become fully operative until next year because 1955 crops are the first to which it applies.

The fact that the provisions of the new legislation will need to be applied gradually presents a new challenge to the research and educational facilities of the Department of Agriculture and the land-grant colleges. To make the new law work to their best advantage, farmers must know how it works. This calls for effective education. And, as adjustments are made away from crops now far in excess of real demand to crops for which there is a normal market or crops that will conserve or improve the soil, the need for discovering and applying efficient farming methods will be more important than ever. In this connection, I wish to point out that the Department's policy in the year ahead will be to pay particular attention to the problems of the low-income farmer. By following such a course, I am certain that American agriculture can enjoy a better prosperity than it has ever known.

Now a few words as to what the new legislation authorizes us to do: Under the so-called set-aside provisions of the new law, up to 2½ billion dollars worth of surplus commodities—wheat, cotton, cottonseed oil, and dairy products—will be taken out of normal marketing channels. Ultimately, these commodities will be disposed of but only for such things as foreign relief, new or expanded markets, donation to school lunch programs, the national stockpile, disaster relief in the United States, and so on.

We will continue our efforts to expand exports through normal trade channels to the fullest possible extent. Although exports of United States farm products have fallen off sharply since the Korean War peak, the export situation has improved during the last year. Through the work of our recent trade missions abroad, and the availability of our farm commodities at competitive world prices, the upward trend in exports should continue. The new farm law places American agricultural attachés under the Department of Agriculture. As a result, we will expect them to more intensively promote agricultural trade with other countries.

I hope and believe that flexible supports will ultimately bring about necessary production adjustments which, in turn, will not only give farmers more freedom of operation but will provide greater opportunity for higher income.

We must face the fact, however, that the size of some of our surpluses indicates that governmental production controls will have to be continued on some commodities in the years immediately ahead. We all must earnestly strive to see that these controls are administered in the most fair and practicable manner possible.

In addition to summarizing the Agricultural Act, I wish to take this opportunity to briefly summarize other legislation passed by the recent Congress which is of special importance to agriculture.

The Agricultural Trade Development Act provides for moving a billion dollars worth of commodities into special trade and relief channels over the next 3 years.

Appropriations for research, education, soil conservation, and expansion of farm-to-market roads were increased.

The Internal Revenue Act was revised so as to permit farmers to charge off for income tax purposes the costs of certain soil conservation practices which have not been deductible.

A watershed development act was passed and amendments were made to the water facilities act which will permit a great many more farmers to participate in these programs.

These actions all represent new tools with which to build a stronger and more prosperous agriculture. It is up to us, whose job is to be of service to all farmers, to make the most of them.

Soil Testing—

the First Step in a Good Soil Program

F. E. LONGMIRE
Assistant State Leader of Farm Advisers, Illinois

Arthur L. Hansen, Illinois farmer, discusses soil testing with Kenneth R. Imig, Iroquois County farm adviser.

FARMERS in Iroquois County, Ill., believe in their farm adviser. Evidence of this fact is that more than 2,000 of the 3,400 farmers in the county have taken the first step in his recipe for Good Farming for Good Living. That step is to have their cropland tested for lime, phosphorus and potassium in the laboratory set up in 1945 and supervised by the farm adviser, Kenneth R. Imig.

The records show that up to June 1, 1954, 180,000 acres had been tested, and Imig had held conferences with groups or individuals to explain the results of the tests and to recommend treatment.

Interest in the expanding soils program in Iroquois County is indicated by attendance at the final soil program meeting each year, which has averaged more than 450 for the past 3 years.

But the big question is: Are good farming and good living resulting from Imig's recipe? A look at the records tells this story. As a fair sample, let's take Clyde Johnson of Belmont Township, a tenant farmer operating a 260-acre livestock-grain farm. With only ordinary land, Johnson started early in the program. He had his soil tested, applied the needed plant food, and used a good rotation. In spite of a dry year in 1953, his yields for 1952 and 1953 averaged 83 bushels an acre for corn, 30 bushels for soybeans, 50 bushels for oats, and 34 bushels for wheat. This compares to county averages of 53 bushels for corn, 24 bushels for soybeans, 31 bushels for oats and 30 bushels for wheat.

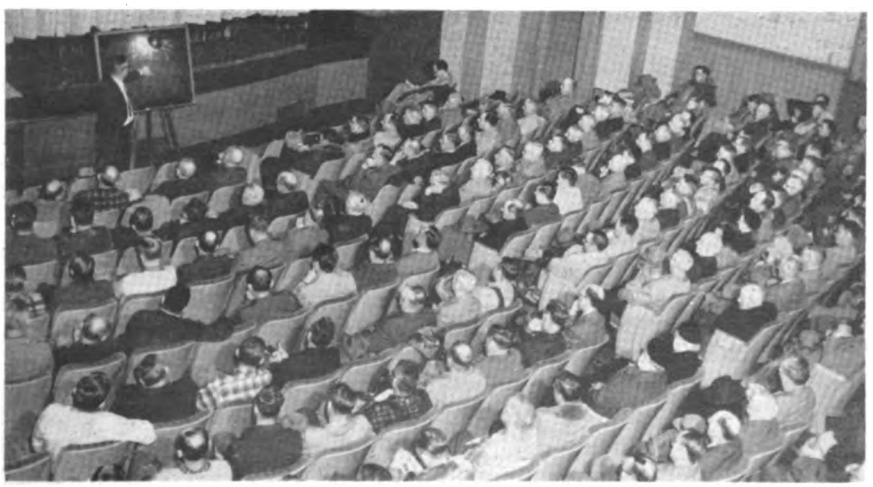
The Johnsons' good farming is reflected in their plan for good living. Johnson is leader of the agricultural 4-H Club in his community, and both he and Mrs. Johnson are active in farm and home bureaus and take part in other community activities. Their two daughters are members of both agricultural and home economics 4-H Clubs. They have modern conveniences both on the farm and in their home.

Adviser Imig makes it easy for the people of Iroquois County to know all about soil testing. Visitors to his office see three large, colored wall charts showing the results of lime, phosphorus, and potash tests on a particular farm. On the counter is a sign, Get Soil Samples Now —Ask Here for Sacks. Also on the counter is a soil-sampling auger that customers may use, and near it a supply of directions and sacks for collecting soil samples.

Each month the laboratory technician sends eight soil samples to the soil-testing laboratory at the University of Illinois for check tests. This assures Imig that the tests made by his laboratory are accurate. Also, he is informed of any changes that are made by the university laboratory. In this way he is able to keep his testing procedures up to date.

Soil testing has been a major extension activity in Iroquois County since 1945. The laboratory was started just six months after Imig

(Continued on page 190)



Farmers learn from Mr. Imig why it pays to have their soil tested and how it is done in the Iroquois County Soil Testing Laboratory.

County Council Studies

Prohlems in Family Living

ETHEL H. SAXTON, District Home Demonstration Supervisor, Nebraska

SIDNEY, the county seat of Cheyenne County, has been changing in character during the past decade. Cheyenne County is one of the prosperous wheat-producing counties in Nebraska. During the war, an army ordnance plant was located west of the town, and early in 1950 oil was discovered. The result has been that Sidney has become an oil boom town and has attracted many people from different parts of the country. It is rapidly expanding both in number of buildings and in population, and has taken on many characteristics of an industrial town in the middle of an agricultural county. These changes in the community life of Sidney have had their effect on the surrounding smaller towns and communities and have also affected family life.

Planning the county home extension program to meet the current needs of family living was the challenge thrown to the Cheyenne County Council of Home Extension Clubs by its chairman, Mrs. Ludwig Schroeder of Dalton, Nebr. One of the ways of meeting this challenge was to hold a family life institute which would be participated in by other groups as well as by home extension clubs. But what are our problems in family living? How would we know how to plan? Maybe we should make a survey of our problems. These were the responses to the proposal made by Mrs. Schroeder.

Under the leadership of Mrs. Schroeder and Violet Shepherd, extension agent, the council decided that a survey would be the soundest approach to this problem. The survey should cover town and country families over the whole county. Home extension club members would be asked to visit the families included in the survey. A committee was appointed to develop the questionnaire. Some of the questions included were: What does your family do together for fun just as a family? In what community activities does your family take part as a family? What religious observances and customs does your family observe in the home as a family? What are the greatest difficulties preventing your family from doing things as a family unit? How do your children take part in making decisions? What recreation activities are overemphasized or underemphasized in your community? What would you like to see done in your community toward bettering the lives of the family as a whole?

Mrs. Esther Swanson, county chairman of home extension council for Cheyenne County, Nebr., and Dora Hueftle, home agents, broadcast over radio station KSID information concerning the family living survey undertaken by Cheyenne County home extension club members.

A sample of 104 names was drawn from the county assessor's list by using each forty-fifth name. It was decided that this was the most equitable method of obtaining a cross section of the county. To test the questionnaires about 20 county council members also were asked to answer the questions.

On March 1, the questionnaires were mailed with a covering letter

(Continued on page 188)

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Prohlems in Family Living

ETHEL H. SAXTON, District Home Demonstration Supervisor, Nebraska

SIDNEY, the county seat of Cheyenne County, has been changing in character during the past decade. Cheyenne County is one of the prosperous wheat-producing counties in Nebraska. During the war, an army ordnance plant was located west of the town, and early in 1950 oil was discovered. The result has been that Sidney has become an oil boom town and has attracted many people from different parts of the country. It is rapidly expanding both in number of buildings and in population, and has taken on many characteristics of an industrial town in the middle of an agricultural county. These changes in the community life of Sidney have had their effect on the surrounding smaller towns and communities and have also affected family life.

Planning the county home extension program to meet the current needs of family living was the challenge thrown to the Cheyenne County Council of Home Extension Clubs by its chairman, Mrs. Ludwig Schroeder of Dalton, Nebr. One of the ways of meeting this challenge was to hold a family life institute which would be participated in by other groups as well as by home extension clubs. But what are our problems in family living? How would we know how to plan? Maybe we should make a survey of our problems. These were the responses to the proposal made by Mrs. Schroeder.

Under the leadership of Mrs. Schroeder and Violet Shepherd, extension agent, the council decided that a survey would be the soundest approach to this problem. The survey should cover town and country families over the whole county. Home extension club members would be asked to visit the families included in the survey. A committee was appointed to develop the questionnaire. Some of the questions included were: What does your family do together for fun just as a family? In what community activities does your family take part as a family? What religious observances and customs does your family observe in the home as a family? What are the greatest difficulties preventing your family from doing things as a family unit? How do your children take part in making decisions? What recreation activities are overemphasized or underemphasized in your community? What would you like to see done in your community toward bettering the lives of the family as a whole?

Mrs. Esther Swanson, county chairman of home extension council for Cheyenne County, Nebr., and Dora Hueftle, home agents, broadcast over radio station KSID information concerning the family living survey undertaken by Cheyenne County home extension club members.

A sample of 104 names was drawn from the county assessor's list by using each forty-fifth name. It was decided that this was the most equitable method of obtaining a cross section of the county. To test the questionnaires about 20 county council members also were asked to answer the questions.

On March 1, the questionnaires were mailed with a covering letter

(Continued on page 188)

George Elvins
and John E. Brockett

Research Responsible for Popular "Sweets"

JOHN E. BROCKETT
County Agricultural Agent, Atlantic County
and JOSEPH F. HAUCK
Extension Marketing Specialist, New Jersey

TO BRING back prosperity to Atlantic County, N. J., back about 1928, farmers needed a new crop. The Extension Service, working closely with the Experiment Station, began to encourage substitution of sweetpotatoes for peaches and berries. Growth of the sweetpotato industry has been possible because of development of new varieties, better cultural practices, and disease control, along with improved methods of storing, central packing and grading, other better marketing practices, and encouragement of sound advertising and promotion.

Development of improved storage houses was the result of five years' work by the research specialist in plant pathology at the New Jersey Agricultural Experiment Station. Sweetpotato growers for years had been curing their potatoes by means of a drying out process, keeping humidity as low as possible. But study showed that, contrary to time-honored practices, sweetpotatoes need warmth, plus *high* humidity, during the curing period. Under these conditions the potato develops callous layers underneath bruises, greatly reducing storage losses from rot and drying out. It also results in better looking and better tasting sweetpotatoes.

The agricultural agent encouraged the Hammonton Auction Association to build a sweetpotato storage incorporating the new ideas of the plant pathologist. The extension engineer developed specifications for a building and equipment and the storage was constructed in 1948.

The new storage reduced loss from shrinkage, rot, and other causes to less than 10 percent. In old type storages, shrinkage usually averaged 20 percent. As a result of successful trials of the Hammonton building and equipment, 20 storage houses have been built in the area with capacity of about 400,000 bushels. Growers thus are saving more than $100,000 annually in reduced losses in storage. It is estimated that if the entire New Jersey crop were stored in newtype storages, some 200,000 to 300,000 bushels would be saved annually, resulting in cash savings of at least a half million dollars.

The manager of the Landisville Fruit Growers' Auction stated "Premium of as much as 50 cents per bushel is paid for sweets stored under the new-type storage compared with those stored in old-type storage." Although a 50 percent premium is not always realized, some premium has usually resulted and buyers express a definite preference for these sweets.

Diseases which formerly cost the growers thousands of dollars are now virtually non-existent. Plant pathologists from Rutgers University working in Atlantic County have come up with a solution to nearly every disease problem. They have even carried on special plant bed work and have taken the guess out of growing good plants. Growers have followed the recommendations resulting from the experiment work passed on to them by the agricultural agent.

Central packing and grading have played a most important part in developing markets for Atlantic County sweets in recent years. As late as 1946, most potatoes were packed at home. There were nearly as many different packs as growers. A few individuals consistently made good packs, but most packed about as they pleased. There was no standardization and buyers could not depend on consistent quality.

The agricultural agent and extension marketing specialist had been advocating central packing at meetings, through press and radio, and in other ways. Progress was slow but new impetus was given to the movement with the development of new type storage houses which helped in the development of central packing, since sweets were centrally stored.

(Continued on page 191)

Dade County Dairymen *Needed Grass and Got It—*

- **By intelligent planning and cooperative effort**
- **With the help of Extension leaders, machinery and fertilizer dealers, newspaper editors, and others.**

SAMUEL L. BURGESS, Assistant Extension Editor, Florida

DAIRYMEN of Dade County, Fla., found themselves caught in a situation that chafed like an ill-designed stanchion. With a high-priced fluid milk market in the Greater Miami area at hand, they had expanded their herds without making any corresponding increase in pasture acreage. They were buying practically all the feed consumed by their cows and, as operating costs rose, while the fluid milk price remained relatively fixed, the dairymen found themselves in a tight spot. The need for more efficient and economical operation was apparent and pressing.

In November 1949, members of the Dade County Dairy Producers Association, the district extension agent, and Dade County extension workers met to discuss the problem.

The high cost of feed was recognized as the major problem, and development of a grass pasture program for each dairy operation seemed the best solution, but accomplishing this involved problems, too. Because of the high land values in this winter resort area, no large beef cattle operations had developed in the county. Seeding is not practical in this area. Consequently, with no pastures nearby, grass for planting stock was scarce and costly. The nearest source of supply was 150 miles away and the cost was $50 a truckload plus hauling expense. Even at this price, this planting stock was in poor condition upon delivery.

After considerable discussion at subsequent meetings, the dairymen and extension workers agreed on a cooperative plan. The dairymen would get 120 acres of land and furnish labor and equipment needed for development of a grass nursery from which Dade County dairymen could obtain planting material. The dairy association would be responsible for allocation of the planting stock after determining that each applicant had acquired suitable land for its adequate and proper use.

The county agent's office was to make recommendations for planting, managing, and fertilization, and also to determine when the nursery stock was mature and ready for distribution. To help the dairymen who had little or no previous experience in pasture management obtain the best possible results from their nursery stock, county extension workers were to give educational demonstrations to teach as fully as possible the intricacies of pasture production and management.

On May 3, 1950, a field day to plant the 120-acre nursery tract was held. The county extension staff had solicited and secured the cooperation of farm machinery dealers in the area, who demonstrated their equipment by plowing, disking, and otherwise preparing plots of land assigned to them. Advance publicity in the form of circular letters, newspaper and magazine articles, and radio announcements, handled by the county agent's office, attracted 162 persons to the scene. Once the land was ready, everyone present helped plant the grass. Following recommendations of University of Florida Agricultural Extension Service workers, Pangola, Carib, Para, and St. Augustine grasses were used.

A few weeks later a fertilization demonstration was conducted. The five fertilizer companies who cooperated furnished the necessary fertilizers and demonstrated approved methods of application.

On October 12, 1950, the first mowing demonstration was held and the nursery yielded its first returns. The Carib grass was waist high on this date and three and a half truckloads of it were supplied to plant the first dairy pastures. Only 35 acres were planted from this first mowing, but soon an abundance of planting material was available.

(Continued on page 188)

Farmers Depend on Statistical Data

THOSE who help farm families manage and plan must look back to see ahead.

Agricultural and home demonstration agents know that to see ahead and to help others plan ahead an extension worker must know what has happened in the past and what the situation is now. The future is based on present and past.

The farmer who wants help in planning his swine production for example, probably will have to know something about the cycle of hog prices. A homemaker bases her plans not only on her own experience but also on information she reads and hears.

Since as far back as 1840, the Bureau of the Census has been providing the public with agricultural information. In October of this year (see backcover) the Bureau, under the direction of Mr. Robert W. Burgess, will begin the 1954 census of agriculture. Mr. Burgess says, "Extension can render valuable assistance to the Bureau by urging farmers to cooperate with census enumerators."

Prompt Replies Assure Earlier Release of Data

Families who answer the questions as soon and as completely as possible will speed the enumeration. This will reduce costs. It will mean earlier tabulation and earlier release of census data to the public. Farmers themselves apply census data to their problems, although these data may come to them indirectly through many different channels of information.

Crop and livestock reporting services and other statistical activities of the U. S. Department of Agriculture depend on benchmark data provided by the census.

State and local agencies, farm organizations and others serving the farmer use the census data in their analyses of the farm economy in their areas.

Marketers depend on the statistics to determine the volume of agricultural products as a basis for decisions with respect to distribution and inventories.

Statistics published in farm periodicals, in reports of marketing services, in radio farm information programs, and in other media that influence the farmer in making important decisions are taken either directly from census reports or are based on them.

Feed Dealers Keep Up on Latest Research News

"BACK in 2 hours. Attending Cornell Conference for Dealers."

This sign was prominently displayed by a local feed dealer whenever he attended the conferences held by the New York State Extension Service at Cornell University.

Farmers who do not keep in touch with their county agents or land-grant colleges often get their first knowledge of an improved variety of seed or a new insecticide from their dealers. Recognizing this, the Cornell extension specialists and county agricultural agents for the last 20 years have held local, regional, and national conferences to inform farm supply manufacturers and dealers of the latest results of agricultural research.

In November 1953, about 650 persons from 32 States and several other countries attended the Cornell Nutrition Conference for Feed Manufacturers and heard extension specialists and industry representatives cover many phases of animal and poultry nutrition.

Following this, the specialists assisted the county agents in 10 regional conferences throughout the State for local feed dealers. Regional committees helped to guide the preparation of the programs to insure their adaptation to local conditions. Sessions were patterned to the needs of dealers who manufacture feed or custom-mix rations.

Sales of recommended ratios of fertilizer have increased from 40 percent in 1940 to 84 percent in 1953 according to Cornell's agronomy department. Cornell specialists are also available as speakers at local meetings on such topics as new varieties of seeds, chemical methods of weed control, management practices, and equipment.

Supplementing these meetings, the Extension Service prepares and distributes to feed manufacturers and dealers a quarterly publication, The Cornell Feed Service, and also makes available a handbook, Cornell Recommends for Field Crops. It includes recommendations on varieties of seeds, seed treatment and pest control, fertilizers, lime, chemical weed control, and irrigation.

Clara Ackerman Retires

L. A. SCHLUP, Director, Division of Information Programs
Federal Extension Service

Clara Ackerman, retiring editor of the Extension Service Review.

WITH THIS issue the Cooperative Extension Service bids adieu and godspeed to Mrs. Clara Bailey Ackerman, editor of the Extension Service Review. She has been its editor since January 1944, on its staff since August 9, 1930, and a member of the Federal Extension Service since April 1926, with the exception of a 2-year period in the late twenties when she was with the Bureau of Home Economics.

Mrs. Ackerman is too young to earn full-time retirement. The stalwart contribution she has made to the Cooperative Extension Service and vigor and creative effort with which she has fashioned the Review over many years merit the leisure she has requested. This "leisure" will be devoted to free-lance writing and to making a home for her husband, George Ackerman, extension photographer who retired in 1950.

It needs little imagination on my part to project my own longtime connection with extension work into a sincere appreciation for the talents of Mrs. Ackerman. Under her leadership the Review has continued to grow in stature. The reason, of course, is that each issue has been born out of her profound enthusiasm for and pride in Extension. Her work thrilled her. And so it has been natural for her to reflect a compelling passion to make her product pay off in terms of practical usefulness to the county extension agent.

She tried hard and successfully to keep in tune with that mystic pulse beat of the Cooperative Extension Service. For that reason she pounded on the doors of extension workers to get ideas, suggestions, and stories, to acquire a feel of the broad perspective and the direction in which Extension is traveling. More than that she constantly stalked reader evaluation of her work. Particularly she sought appraisal by county extension agents, to whom she felt the Review should be a warm-hearted and helpful neighbor.

If you have had an opportunity, as I have, to browse through the Review for the past 10 years, you will get a mighty good picture of the evolution of extension work during that time, of its philosophy, its methods, its opportunities, its accomplishments, the promise it holds for rural people. These pages comprise a timeless monument to the skill, enterprise, resourcefulness, and sheer creative effort which Mrs. Ackerman has devoted to advancing the progress of extension work.

How To Compile Data for a County Annual Report

HARRIET J. NISSEN
Home Demonstration Agent
Penobscot County, Maine

WHEN a subject-matter meeting is held a report form is given to the community project leader. This report form asks for the persons attending the meeting and has a space for them to check the recommended practices they have adopted as a result of this meeting. There is space, too, asking for the number of persons passing subject matter on to those that were not present at the meeting. This includes the number passing information and the number of persons who received the information.

If the report form is one of a sewing school, a letter is sent from the extension office to each person enrolled in the sewing school, asking for the kind and number of garments that have been made. This additional information goes on to the community report form that has been earlier returned to the extension office.

Report forms remain with the community project leader for 3 or 4 months, giving the community leader an opportunity to get her report form filled out at the monthly extension meetings. Report forms are then sent to the extension office and filed by projects under communities. This makes it possible to check on delinquent communities. At the time the annual report is written, data from these community report forms are tabulated by projects.

The things that help me most in compiling data for an annual report are having a good office secretary, making up *my own mind* that the job has to be done, and clearing off my desk and *going* to work

Taking the Lead in Understanding One Another

JAMES F. KEIM, Assistant State 4-H Club Leader, Pennsylvania

Panel members speaking at a leadership school agreed that they must act, not just talk, about understanding people.

FOR THE second consecutive year the annual Pennsylvania leadership school, which has been in operation more than a quarter of a century, had as its theme, "Working Together for World Understanding.'

"Though language may be a problem, concern for others can still bridge the gap in understanding."

"I think we stereotype the people of other lands and their customs too much. We must think of them more as just folks like ourselves.'

"The democratic way of life must come up with something real if it is to appeal to a man with an empty stomach."

These comments made during a panel discussion evoked ready responses from the 220 delegates Twenty-five students from Canada Ceylon, Chile, Formosa, Germany, India, Italy, the Philippines, Thailand and Viet Nam, who were able to give first-hand information on their way of life and their problems made it a demonstration of international understanding in action.

Talking about understanding people is not enough today; we must do something, they agreed. They suggested raising funds to help the Indian farmers buy steel plows; sending used books and magazines abroad; inviting students from overseas or from nearby countries to address club meetings or as weekend guests; and becoming better acquainted with the United Nations' technical assistance programs and their accomplishments.

The International Farm Youth Exchange Program was stressed as a practical method of advancing international understanding. Mrs. Jean Singer Thomas, a 1951 IFYE delegate to Switzerland and a member of the panel, emphasized the value of this experience. C. P. Lang, in charge of the program for Pennsylvania, also pointed out the opportunity for acting as hosts to IFYE delegates from abroad.

Adventures Ahead

• Wishing them good luck with new ventures, we record the following retirements: MRS. ESTHER G. KRAMER, district home demonstration agent with 30 years of service, and MARY BRITMAN, agent in Craighead County with 18 years of service, both in Arkansas; and W. T. MAY, chief clerk in Mississippi, who came to work soon after the Smith-Lever Act established extension work. GEORGIANA H. SMURTHWAITE, State home demonstration leader, Kansas, after 30 years in the State Extension Service; INEZ HOBART, extension nutritionist, Minnesota, for 32 years; HELEN SHELBY, clothing specialist, who came to Maryland from Oklahoma in 1927. The year the Smith-Lever Act was signed she was doing 4-H Club work in Louisiana. FLORENCE MASON, home furnishings specialist, after 30 years as home demonstration agent and specialist in Maryland; CHARLOTTE EMBLETON, home agent of Somerset County, N. Y., for the past 30 years.

WILLIS B. COMBS, Federal grain marketing specialist for the past 17 years; ROBERT H. OLMSTEAD after 33 years as dairy specialist in Pennsylvania; LUCY M. QUEAL, home demonstration agent, Philadelphia, Pa. since 1947; and LAWRENCE W. BERGERSON, agricultural agent in St. Bernard Parish, La., for the past 38 years.

4-H Clubs *Rough on RATS*

JOHN S. ARNOLD, Assistant Extension Editor
South Dakota

WHEN the Hustling Rangers 4-H Club of Hughes County, S. Dak., organized a rodent control program on 14 farms in the club's area, it was typical of how South Dakota 4-H Clubs have taken hold of the grain sanitation problem.

The Hustling Rangers' job, however, was an outstanding example of achievement in the State. They performed the work in connection with eradicating rats at a small cost to the individual farmer. It came under the heading of community service.

The idea was advanced sometime in October through the help of County Extension Agent R. J. Fineran and Leader Melvin Jensen, a former county agent. John A. Lofgren, extension entomologist from South Dakota State College, was called upon to give a method demonstration to the 15 members on October 24.

Lofgren demonstrated the use of Red Squill and Warfarin in rat eradication. He discussed the habits of rats and the importance of rat proofing buildings and keeping the farm clean in a grain sanitation program. He pointed out that each rat consumes or wastes $2 worth of grain per capita annually, and contaminates 10 times that amount. He also told the youths that mice do as much or more damage than rats to food grains stored on South Dakota farms.

The 4-H Club purchased Red Squill and Warfarin through County Agent Fineran who in turn made the necessary purchases through the county crop improvement association. The eight oldest youths began the intensive campaign on 14 farms on December 12, during Christmas vacation, and continued operations through December 19.

When the work was finished, 20 pounds of Red Squill, the quick killer, and 135 pounds of Warfarin had been used. The farmers were charged from $5 to $17, depending on the bait used. The club netted a small profit for its treasury.

At least 3 of the 14 farmers have indicated they will continue the service this fall, if rats reappear. One enthusiastic farmer said: "I found out there was a way to do a good job of rat killing."

"Individual farmers realize that a community eradication program is more satisfactory than an individual program," summed up County Agent Fineran. "Rats may spread to surrounding farms and then return, if the program is carried out individually. I think the boys have shown that a good kill can be obtained if the eradication program is done correctly."

The Sod Busters 4-H Club of Brown County has adopted another phase of the grain sanitation program. The 12-member club, under the leadership of George Erickson, Frederick, S. Dak., has begun tacking up posters on granaries around Fredrick. Ten sanitation tips are printed on the posters which emphasize: "Grain is Good—Keep it Clean."

Assistant County Agent Leonard Nelson explained that the mixed club is divided into four teams. Each is responsible for posting signs on part of the 250 granaries in the area. In addition, each member is required to complete a grain sanitation survey on his own farm. Reports or demonstrations were given on these surveys in July.

Charles Hickey, president of the Hustling Rangers 4-H Club, Joe Higgins and Jerry Hawkins (left to right) place the Red Squill "torpedo" into a rat burrow.

The 4-H members followed up with Warfarin until the rats were eradicated. They performed the campaign on 14 farms last December as a community service project.

Problems in Living

(Continued from page 181)

written by the 1954 county chairman, Mrs. Esther Swanson, and Dora Hueftle, home agent who replaced Miss Shepherd when she resigned. At the same time, the local radio and press carried broadcasts and stories covering the purpose of the survey, how the sample had been drawn, and who would visit the homes of those included in the survey.

About 35 home extension club members visited the homes of those who had received questionnaires. Cooperation was almost 100 percent. The survey committee met together to tabulate the 102 questionnaires and then forwarded them to the University of Nebraska to be studied by Kenneth Cannon, associate professor of home economics in family life, and Otto Hoiberg, community life specialist for the Extension Division. During home demonstration week, Mr. Hoiberg went to Sidney to discuss the findings with the council members.

It was found that parents, in spite of confliciting time and labor schedules, spent a lot of time with their families.

The questionnaire showed that families did these things together; 88 percent listened to the radio; 86 percent went to movies; 78 percent entertained company; 78 percent went on trips together; and 73 percent had picnics together. However, only 48 percent enjoyed music together and only 50 percent enjoyed reading.

Families participated together in the following community activities: 64 percent went to church gatherings together, and 64 percent went to fairs together. About 60 percent of the families attended community celebrations. Only 22 percent went to concerts together, and about 38 percent went to plays.

For religious observance, 64 percent said grace at the table, about 60 percent had religious and holiday observances, and 60 percent listened to religious radio and television programs. Twenty-six percent had daily devotions.

About 40 percent of the women said they were kept from doing more things together as a family by conflicting time and labor schedules.

About a fourth felt that community customs influenced the rules which parents made to govern their children. The majority of parents were surprisingly strict concerning the rules each household needs if people live together, such as those on listening to the radio, going to bed, making noise, and taking care of belongings, showing courtesy to company, and respecting rights of neighbors. Older children were permitted to go out at night when school and church functions made it necessary. Some parents limited this to weekends, and the time to get home varied from a set hour to "reasonable time after event was over."

Sixty-six percent said that each family member had a voice in making decisions, but only a third called family councils. There were many suggestions for community improvement toward bettering family life as a whole, but the underlying suggestion was that there should be a coordinated community effort for better recreation facilities for family members at all ages.

Sixty percent were interested in having a family life institute where family problems could be discussed.

Dade Dairymen

(Continued from page 183)

The dairy association decided to charge $20 per truckload for the nursery grass until the costs of the demonstration project were repaid. This made the planting stock considerably cheaper than the $50 per truckload plus costs of a 150-mile trip which the dairymen had been paying for planting material less than a year before.

Eleven months after the initial meeting, the program was declared a success. The intelligent planning and cooperative efforts of the dairymen and extension workers with the fine support furnished by the machinery and fertilizer dealers, newspapers, trade magazines, radio stations and others was paying off. An estimated 2,000 acres of pasture had been planted during the first year and the objective—establishment of good pastures for the dairies in Dade County—was well on its way to attainment.

By the end of 1953 the original pasture nursery tract was returned to its owner, Jack Christenson, who then had 120-acres of improved pasture as rent for his land. All other dairymen in Dade County who had wanted pasture planting material had been supplied and were now maintaining their own nursery plots. During the 1951-53 period, an estimated 10,000 acres of grass pastures had resulted from the planting of the original 120 acres.

That the pastures had provided cheap feed is evident on all sides. Ted Kretzschmar, manager of one dairy, said that a sandy land pasture containing one of the legume demonstrations "has carried more animals on less feed and kept them in better growing condition than any other pasture I ever had." This was the first successful planting of legumes on that farm.

Much more important than accomplishment of the immediate objective of the program, however, were the opportunities for further development of a complete pasture program afforded by establishment of the first grass pastures. With good grasses established, the dairymen were ready for management practices that had been impossible before.

Special Mention

• GLENN E. BLACKLEDGE, county agricultural agent for Pima and Santa Cruz Counties, Ariz., was written up as today's citizen in the Tuscon Daily Citizen, with a fine account of the development of Arizona agriculture during the almost 30 years that "Blacky" has been working in the State.

• FLORENCE L. HALL, retired field agent for the Northeastern States, from the Federal Extension Service, received the Michigan State College Distinguished Service Award.

The Community *Builds Its Own Meeting Room*

RUTH APPELTHUN, Home Demonstration Agent, El Paso County, Colo.

COMMUNITY meeting rooms, demonstration kitchens, and other assembly halls usually come about through some group's unselfishness and hard work. El Paso County, Colo., seems to be endowed with an unusual number of people who fall into this class. Everyone cooperated and helped us reach our goal of a demonstration kitchen, sewing center, and meeting room.

The accomplishment was envisioned years ago by the county's home demonstration clubwomen. We've planned the cupboards and work space to provide an educational exhibit of what a modern kitchen should have.

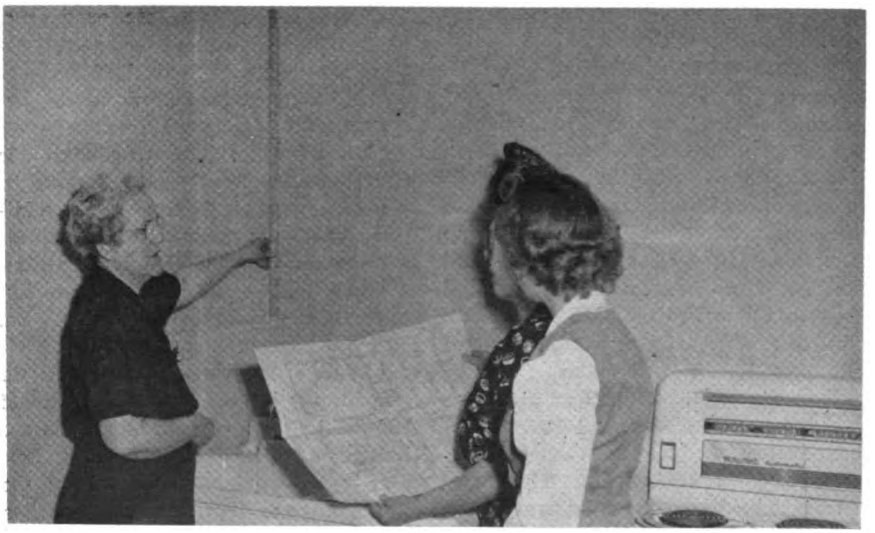
The usual modern features of Lazy Susans in the corners to take care of that awkward space, adjustable shelves, lapboards, and mixer hideaway are just a few of the U-shaped kitchen features.

But rather than talk about kitchen equipment, sewing center, and other physical features, I'd like to talk about the willingness and generosity of our people.

Plans became a reality through the vision of True Adams, manager of a creamery, who gave space for the room; county commissioners who provided funds; Holly Fallis, a 4-H Club member who spent 3 weeks on drawings and listing materials needed; Edwin Carmen, former 4-H member, who planned cupboard space; high school boys who did some of the cupboard work in their classes; and the many home demonstration women who donated hours of time and effort to earn money for some of the supplies, and who actually built the cupboards.

Then there were other generous gifts that made the enterprise possible. For ready cash, women raised $160 at a rummage sale; county commissioners approved use of a $50 balance left from the home agent's expense account. Crissy Fowler, lumberman, reduced the price of lumber and hardware; an equipment company, managed by Bill Becker, provides the latest model refrigerator each year; True Adams installed the sink and stove; and a woodworking shop built the sewing cupboards.

This fine community center shows how thoughtful planning and hard work can make the ordinary meeting place more interesting and many more times efficient. Gradually the room, which seats 65 people, is being fitted for service. We even envision practicing for our television shows, as the kitchen is similar to that at the television stations.



Ruth J. Applethun, El Paso County home demonstration agent, and two club members check the space for cupboards against original plans.

About Your Neighbor

CATCHING up with some of the interesting facts about extension neighbors and coworkers.

• Among the new State directors are W. A. SUTTON, Associate Director, Georgia, who was formerly 4-H Club Leader; M. C. BOND, New York, formerly project leader in extension agricultural economics; Director WILBUR B. WOOD, Ohio, formerly Junior Dean of the College of Agriculture; L. B. HOWARD, Dean of the College of Agriculture and Director of the Experiment Station and Extension Service, Illinois, formerly Associate Director of the Experiment Station; HENRY M. HANSEN, Associate Director, Connecticut, formerly County Agent Leader; and R. M. TURNER, Director, Washington, formerly associate director.

Mountain Farmers Market Cooperatively *in Georgia*

IN the beginning, county agents and marketing specialists dreamed of a million dollar business for the mountain county organizations. Today that dream has been realized and more than doubled, yet the capacities for accomplishments are barely tapped.

In 1930 the 13 counties which now compose the Georgia Mountain Growers Association had a total population of 130,857, of which 116,656 or 89.1 percent were rural. Farms were small, averaging 81 acres per farm with 23.6 percent of the acreage in cropland. Cash farm income was very low.

Climatic and other environmental conditions in much of this area are not conducive to the large-scale production of the State's major cash crops—cotton, tobacco, and peanuts. County agents and extension specialists realized a very definite need for the development of an agricultural program intensive in nature and producing a high income per acre in order to support the rather large families common to this area.

County agents realized that a good portion of the area was well suited to the production of commercial fruit and vegetable crops, supplemented with poultry, dairying, and some other types of livestock, as well as corn and small grains which would produce abundantly. Realization of the potential possibilities was full of hurdles. County agents were confronted with two major problems.

The first was to obtain the necessary supplies where local stores were inadequate and railroad and highway facilities were meager.

The second was to market the products from many small farms. Railroad facilities and highways were not such as would encourage outside buyers to come into the areas, and the nearest consuming market outlet was located over 100 miles away from all the counties.

With the extension district agent taking the lead, county agents and production and marketing specialists studied these problems and decided that group action in each of the counties was the first step. County officials, leading farmers, and business people invited by local county agents to discuss the matter recommended the development of county cooperative associations.

About this time a contract between the university and the Tennessee Valley Authority was signed to carry out a test demonstration program, which would cover practically all of the counties in this area. Immediately there developed a need for some type of farmer organization through which to handle and distribute the demonstration materials. This, together with the already existing needs, focused attention in the direction of sound farmer cooperative organizations in these counties. Each county agent and his cooperators began studying county cooperative associations.

Associations were organized, and warehouse and marketing facilities were developed for handling farm supplies and marketing farm products. Since there were no funds to hire paid managers to take over the responsibility, county agents and local boards of directors handled this until such time as associations had developed sufficient volume and finances to hire managers.

Ten of the 13 county organizations were organized during 1935 and incorporated under the Georgia Cooperative Marketing Act. These organizations have not only taught cooperation among farm groups but also demonstrated to farmers the financial saving and other benefits that may be realized through county cooperatives.

In 1938 the 13 county organizations did a total business of $121,400. In 1952 the total business of these same associations amounted to $2,037,806.

These organizations have been able to add more and more services for their members, eventually federating into the Georgia Mountain Growers Association. Operating as individual county units, they had found themselves competing with each other in the same market with the same buyers for the same produce at the same time. Also by pooling their purchasing for seed, feed, fertilizer, and other supplies, substantial savings could be made.

Since 1935 the agricultural programs have developed soundly; the standard of living has risen substantially; roads, schools, churches, and other community activities have improved greatly. From marginal income-producing agriculture in the twenties and early thirities, cash farm incomes have increased tremendously.

Soil Testing

(Continued from page 180)

was advanced from assistant farm adviser to farm adviser. The testing program was launched following thorough publicity. During the first two years, the complete crop acreage on a farm in each township was tested and Imig held field demonstrations on each tested farm. Because Iroquois County has a great variety of soil types, Imig has made it a point to explain the characteristics of each type thoroughly. In addition, he believes it is important for the farmer himself to take the samples so that he will learn the different types of soil he has on his farm.

Adviser Imig is constantly broadening his program. Many soils in the county have a potential yield of 100 bushels of corn, and efforts are being made to reach that level. Emphasis is constantly placed on the importance and value of a productive soil in achieving "good living from good farming."

A New Editor

LESTER A. SCHLUP, Director
Division of Information Programs
Federal Extension Service

WITH THIS issue, the Extension Service Review welcomes a new editor, Mrs. Catherine W. Beauchamp (pronounced Beechum). For the past 2 months there has been much excitement and great activity as the incoming and outgoing editors went into frequent huddles about plans and editorial policies for the year ahead. In fact they have generated so much steam, Mrs. Ackerman at times almost forgot she was retiring. Mrs. Beauchamp is rapidly becoming reacquainted with the Extension Service, and looks forward to the continued cooperation which you have been giving to your colleagues around the country through the pages of the magazine.

Mrs. Beauchamp comes to the Review from the Public Health Service where she edited a monthly publication, Occupational Health. As one of the originators and first president of the Federal Editors Association composed of government periodical editors, she occupies a position of editorial leadership.

A native of Lafayette, Ind., she graduated from Purdue University with a home economics major. There she became familiar with the Indiana Extension Service and later led 4-H Clubs in Warsaw where she was teaching home economics. Mrs. Beauchamp has also taught speech and directed the speech department at Manchester College, North Manchester, Ind.

In 1943, she came to the U. S. Department of Agriculture to serve as information specialist in the War Food Administration. There she organized the school food conservation program and wrote pamphlets and radio scripts on war food programs. Coming to the Extension Service, she feels is returning home to her first field of interest.

Catherine W. Beauchamp, new editor, Extension Service Review

With her subject-matter and informational methods background, Mrs. Beauchamp is well prepared to do a competent editorial job. She joins the extension team in a year of exceptional challenge prepared to devote her talents to working with us on the job ahead. She expresses the hope that you will write her very frank letters about the type of stories that you will find most useful in your work.

Popular "Sweets"

(Continued from page 182)

As soon as centrally packed sweets hit the market, buyers demanded all centrally packed potatoes. Today, practically all Atlantic County sweets are centrally packed at the auctions or in dealers' warehouses. This change in practice has increased demand and improved the general price structure of sweets in the area. Many growers say that central packing has increased demand and resulted in greater net returns for all. This has been a most forward step in marketing and is of great economic importance to growers, buyers, and consumers.

Another phase of the sweetpotato development in the area has been the search for new and better varieties. The agricultural agent and the vegetable crops research specialist have been working on variety development and selection for over 20 years. In particular, a moist-type variety that would appeal to consumers who liked moist rather than dry sweets was needed. The Jersey Yellow, commonly grown in New Jersey for years, is a dry-type sweet.

In 1942, the vegetable research specialist introduced a selection from Kansas that seemed to show promise. It was tested under various growing conditions for 5 years in cooperation with the Sweet Potato Industry Committee. In 1947, the extension marketing specialist ran consumer acceptance studies which showed the new sweet to be popular, particularly among consumers who liked yams.

Increased net returns. This new sweet was released under the name of Jersey Orange, and market acceptance was very good. Today, three-fourths of the Atlantic County acreage is in Jersey Orange. Its introduction has meant that growers now have sweets that appeal to those who like either dry or moist types.

It is not possible to measure what the Jersey Orange has meant to the area in dollars and cents, but it has helped substantially, since it outyields Jersey Yellow in most soils.

Last year, Atlantic County and other New Jersey growers joined in a Statewide promotion and advertising program for sweetpotatoes. This program finally swung into action after years of planning by farm leaders, agricultural agents, specialists, State Department of Agriculture officials, members of the industry committee, and others.

REMEMBER
UNITED NATIONS
DAY
October 24

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

Note to County Agents

The Census Bureau is scheduling the 1954 farm census visits between October 1 and November 8

You have been sent a sample questionnaire and fact sheet to help you answer questions.

COUNTY AGENTS have a double interest in a good census . . .

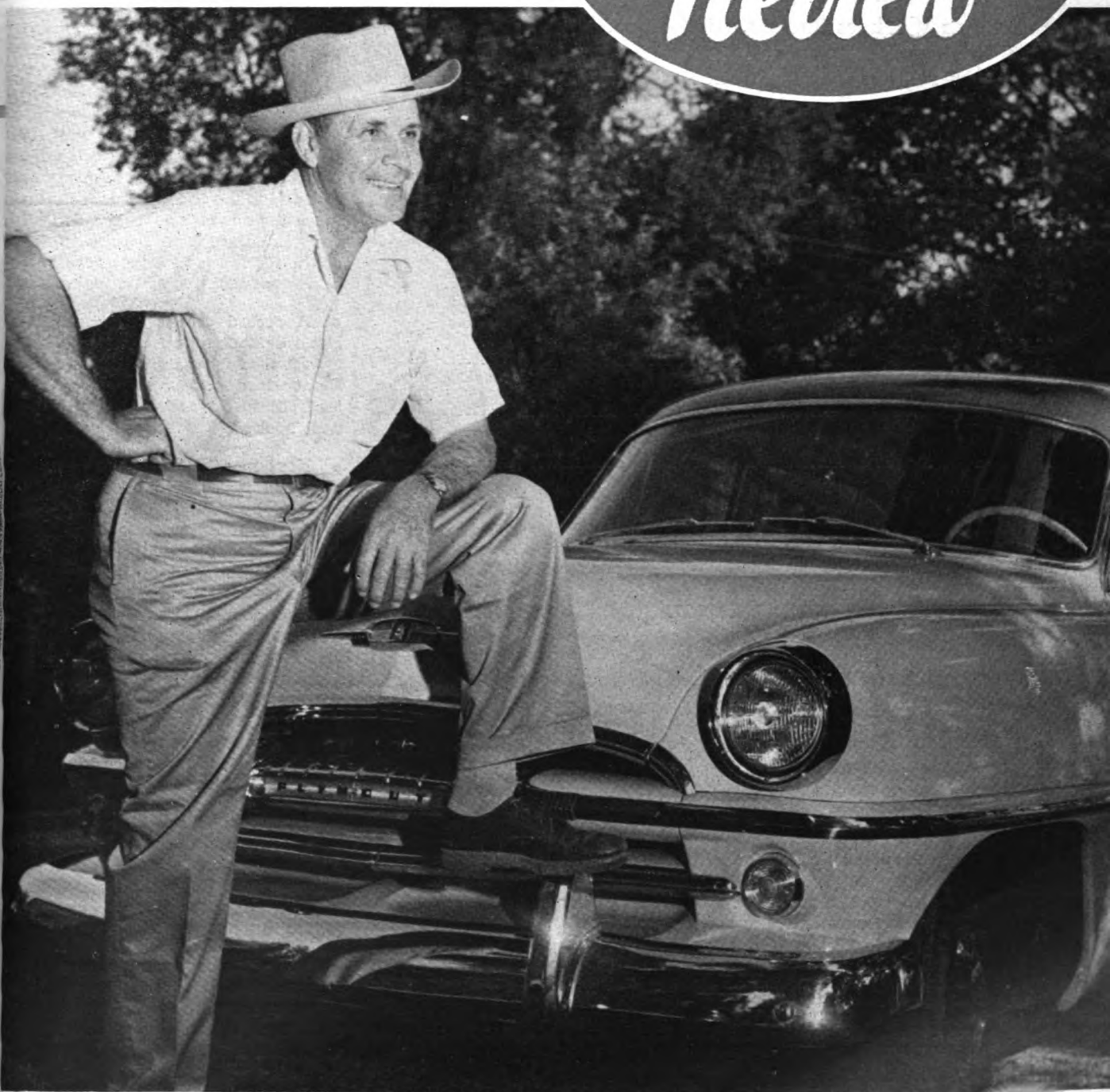
- ***You need accurate statistics on your own county and the Nation. We all do.***
- ***Your farm families may have questions you can answer. You can help them understand the importance of the census and their part in it.***

COOPERATIVE EXTENSION wants to help make this 5-year census *an accurate record of agricultural achievement.*

☆U. S. GOVERNMENT PRINTING OFFICE: 1954—911870

OCTOBER 1954

EXTENSION SERVICE Review



Agricultural Agent Honored—See inside cover.

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EXTENSION SERVICE Review

Official Organ of the
Cooperative Extension Service
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Washington 25, D. C.

VOL. 25 OCTOBER 1954 NO. 10

Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
CATHERINE W. BEAUCHAMP, *Editor*
DOROTHY L. BIGELOW, *Associate Editor*
GERTRUDE L. POWER, *Art Editor*

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Cover Picture

H. M. HUNT, Cass County, Mo., extension agent was honored for 20 years in the county with a local This Is Your Life program and was also presented with a new car.

Ear to the Ground

• Rumblings from the Outlook planning committee for the late October meeting are swelling into a steady hum of activity, forecasting full steam ahead for 1955. At the same time that we plan for next year, we are also turning back the calendar pages in the annual inventory of accomplishments to measure our progress and to use the lessons we learned in setting our new goals and drawing the guidelines. The December issue of the Review will try to reflect the best representative activities of 1954.

• A record crowd of about 2,000 home demonstration clubwomen are expected for the National Home Demonstration Council meeting, October 31 to November 4. Hotels are well booked.

• Next month the Review will be a special issue featuring marketing. Articles by J. Earl Coke, Assistant Secretary of Agriculture; Gerald B. Thorne, vice president, Wilson Co.; L. E. Hoffman, extension director, Indiana; Carlton E. Wright, extension economist in marketing, New York; George England, instructor and assistant agricultural economist, Vermont; Federal extension marketing specialists; and others will give you the thinking and planning that have gone into the recommendations and suggestions for increasing activity in marketing.

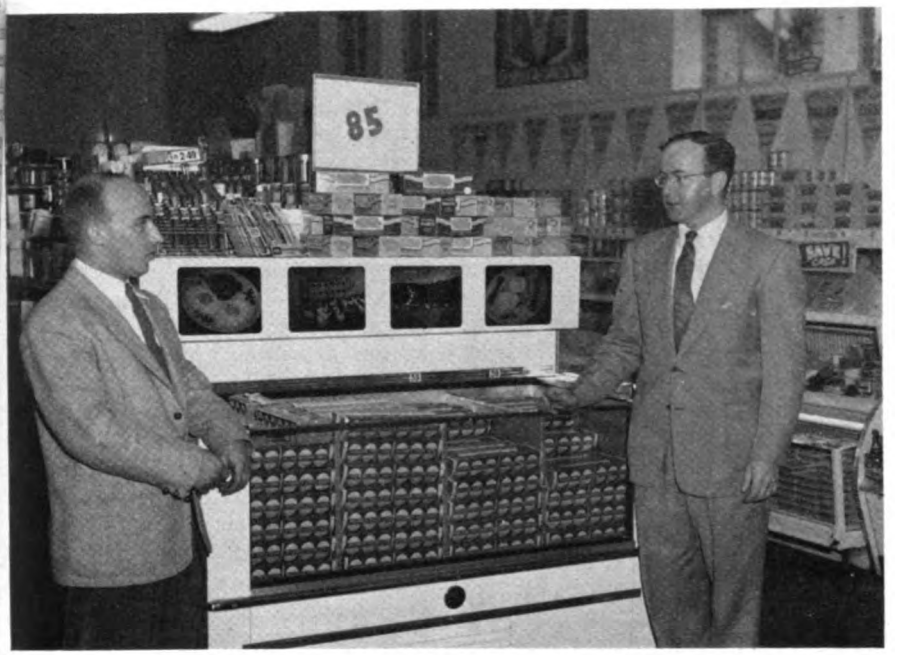
• Examples of marketing projects in which extension agents have had a major part are included to give you some idea of the variety and extent of marketing activity already integrated into many county programs.

• Have you ever wished for an index to Review articles? We are compiling one by subject matter, author, and State on the last 12 issues, for use in this office. If you want a copy, let us know.

Till next month—Cherrio—CWB.

A New Case for Eggs

DON LONG, Student at Cornell University, and
WENDELL EARLE, Associate Professor of Marketing, Cornell University, New York



County agents E. A. Wilde and G. P. Smith discuss the progress of their merchandising work with the Cornell egg display case. This case has increased sales, has served as a tool to inform store operators, and has added much to an improved extension marketing program for poultrymen.

RESEARCH has shown that many consumers are reluctant to purchase eggs in retail stores. Based on their experience, they believe that better eggs can be purchased elsewhere. A large number of stores do not hold eggs under refrigeration; even fewer hold them at temperatures ideal for eggs. Consequently, a high proportion of the eggs labeled and sold as grade A will not meet the legal requirements for grade A eggs. Many consumers have come to expect this; surveys show that in some areas of New York State only 50 percent of the eggs that consumers purchase are bought in retail stores.

Concerned about this situation, Cornell research workers developed a display case designed specifically for eggs. It has several advantages not found in previous methods of displaying eggs. Since no other products are placed in the case, the temperature and humidity can easily be kept at the best level for eggs. Refrigeration plates line the compartment walls of the case so that all eggs receive the benefit of their cooling effect. An attractive advertising panel is attached to the top of the case, and illuminated pictures, suggesting uses of eggs, are placed in the panel. This feature alone creates much interest among consumers.

Formal research as to the effectiveness of the display case indicated that sales often went up as much as 25 percent. These tests showed that consumers would buy more eggs if they were sure of getting what they paid for. This aroused our interest about the possibilities of using this research work as a means of demonstrating improved marketing practices to retail food store operators.

Four county extension workers in New York State who are using this display case in extension study are: G. P. Smith, assistant county agricultural agent, Herkimer County; E. A. Wilde, assistant county agent, Otsego County; L. V. Shafer, associate county agricultural agent, Madison County; and W. E. Schumacher, associate county agricultural agent, Chenango County. In cooperation with the department of agricultural economics at Cornell, these men are utilizing this new research information by testing it in local food stores. By shifting some of the emphasis in marketing extension work from the farm to the retail store, these men are pioneering new fields for Extension.

Each agent contacted a local grocery store and obtained permission to place a demonstration case in the store. Records of egg sales were kept by the agents to determine how the display case affected egg sales in that store.

The results of this new approach have been encouraging. The retail food store operator has learned new marketing techniques and has developed a greater interest in merchandising eggs. Egg sales increased in two stores from which definite information has been obtained. Preliminary records from two other stores indicate similar results.

Consumers have benefited. The

(Continued on page 205)

Extension Workers Boost
Artificial Breeding in Illinois

VERYL L. FRITZ, Assistant Extension Editor, Illinois

IN 1940, when the first artificial breeding cooperative was started in Illinois, farmers in 6 counties bred 1,250 cows. In 1953, approximately 180,000 cows were artificially bred through two strong cooperative associations.

What's behind the tremendous growth of this artificial breeding program? For one thing, plenty of work on the part of extension personnel has gone into developing this strong program. But let's go back and start at the beginning.

Extension dairy specialist C. S. Rhode, of the University of Illinois College of Agriculture, helped set up the first organization in 1940. This association, the Northern Illinois Breeders Co-op at Hampshire, is still operating, and now furnishes semen for use in 41 counties.

Five years later, a similar association was set up at Breese, in southern Illinois. This cooperative, known as the Southern Illinois Breeders Association, now operates in 57 counties in the southern part of the State.

Both cooperatives are expanding their service rapidly. In 1953, nearly 23,000 more cows were bred artificially, using semen furnished by cooperatives, than in 1952. The semen was produced by 95 Holstein, Guernsey, Brown Swiss, Jersey, and Milking Shorthorn bulls owned by the cooperatives.

The artificial breeding program has been a phase of the dairy extension program in Illinois. The Extension Service helped farmers get the cooperative associations started. The next step was to get other farmers interested in the project, and get their support.

But here's where the extension personnel on the county level come in—the county farm advisers. "The growth and success of the program rest to a large degree with these county workers," Rhode says.

In each county there is a county artificial breeding association committee made up of cooperators and the farm adviser. To sell the idea of these cooperatives to the farmers in the county, these committees develop a program that is administered by the farm advisers.

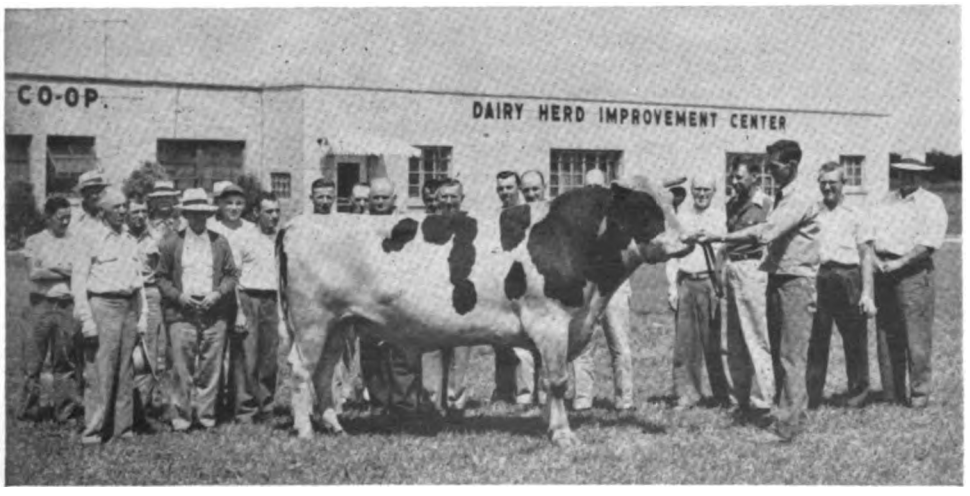
They keep cooperators informed of the organization, growth, and results of the artificial breeding program, and also reach new members. In addition, this committee keeps county activities tied in with the parent cooperative.

During the past year, more than 50 promotional activities were organized on a county basis. In some cases, members made personal calls to explain the artificial breeding program. In others, the county committees organized group tours to the bull stud.

The cooperation between the Extension Service personnel and the cooperatives continues right on up the line. The State organization of farm advisers has a committee on artificial breeding.

In addition the two associations are members of the Illinois Dairy Breeding Federation. These organizations have been helpful in maintaining close working relations between the breeding associations, Extension Service, and the county organizations.

(Continued on page 206)



A group of Peoria County dairymen look over one of the Holstein bulls at the Northern Illinois Breeders Co-op at Hampshire.

Get the Weedkiller Habit

L. I. JONES, Coordinator, Cotton and Grassland Programs, Federal Extension Service

WEEDS have cost the farmers billions of dollars. For centuries the only methods used to fight weeds were hand pulling or cutting with a crude scythe or hoe, and very recently with the power mower.

Now that the scientist has found effective chemical controls, farmers have a powerful ally. But before they can put this giant to work, they must know his strengths and weaknesses. Extensionists are calling out all resources.

Noxious weeds recognize no property lines, neither do they respect county, State, or city rights-of-way. All property owners, public officials, and rural and urban leaders must work together to effectively control this billion-dollar menace.

Weeds not only cost the farmer huge sums, but they also cause physical discomfort to many persons. Public funds are spent every year in urban areas of New York, New Jersey, Ohio, and other States to control obnoxious weeds. In Cincinnati, Ohio, over $100,000 was spent in 1953 to control weeds on vacant lots and in other areas.

In Montreal, Canada, where 30,000 persons are said to suffer with hay fever, over 900 acres adjacent to the city were weed-controlled. In New York State demonstrations on various control methods were held by the park commissions and health and agricultural departments.

Herbicide and machinery dealers, who also need the most recent information from the research scientist on what to use and how to use it, have taken part in these demonstration projects and cooperated in every way possible.

To bring this information to all the persons and groups of persons who should have it is a tremendous job. Extension people need to bring together the available forces that are willing to help. This means organization, teamwork, and followup.

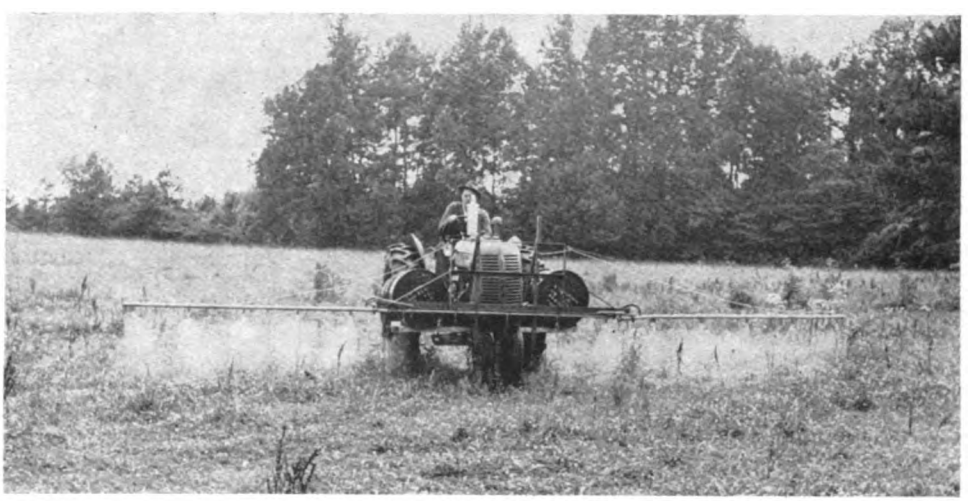
Weed control is important in all types of farming, but especially so for grassland farming. The value of desirable pasture forage in terms of beef, milk, and mutton is higher than ever before. To increase forage yields and quality of desirable pasture grasses and legumes, the competing weeds must be controlled.

Brush control work in Texas was done through county agent training meetings, method demonstrations in counties, newspaper releases, magazine stories, and radio and television programs. In 25 counties, 33 result demonstrations were set up using 2, 4,5-T and ammate on stumps, trunks, and frills. Roadside markers announced the kind of chemical and the method of treatment. In the western section of Texas, aerial spraying of mesquite, bulldozing, and other mechanical means were followed.

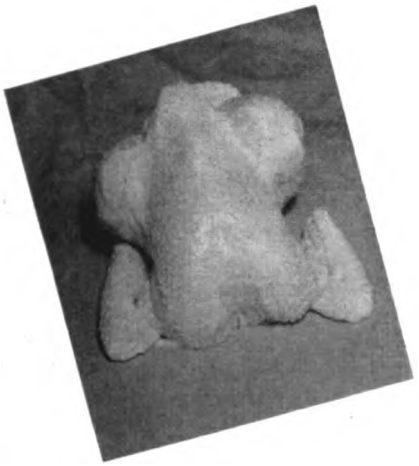
Meetings are held throughout the State, usually sponsored by county agents working with implement and chemical dealers. The latter are frequently assisted by extension workers in the preparation of directions to assure safe use of their products. It is essential to keep all recommendations as nearly uniform as possible because the dealer is frequently asked about the proper choice of a herbicide, and it is desirable that the farmers receive more uniform counsel.

On-the-farm demonstrations are held to explain the proper application of materials, and later these areas are used to show the results obtained. Since different herbicides are used for different crops this final observation period is important.

This general pattern of procedure, accompanied in all cases by individual counsel, distribution of leaflets, use of the radio and the local press, is fairly typical, although it varies.



This weed sprayer mounted on a tractor is spraying Ladino clover-orchard grass pasture for the control of curled dock and other broadleaved weeds.



4-H Broiler Projects Popular in Oklahoma

GILBERT POLLOCK, Assistant County Agent, Pottawatomie County, Okla.

AN ATTENTIVE audience of 250 people watched carefully as the judge placed the top 10 groups of birds at the Pottawatomie County (Okla.) 4-H Broiler Show. Club members, parents, and local businessmen who had sponsored the broiler projects shared the feeling of excitement as 10 weeks of watching baby chicks grow into market-sized birds drew to a climax.

When the judge had made his final decision, Dale Walls was the champion producer. During his 5 years of broiler experience, Dale has placed in the champion group twice.

The judge, Alex Warren, extension poultryman at Oklahoma A. & M. College, complimented the club members on the quality of the birds in the contest. "This broiler show has made considerable progress this year," he said. "The top 10 groups of birds in this year's show are all better than the champion group of 1953."

Warren explained that the birds were better finished this year and that most of them were better dressed, indicating that club members in the county learned a lesson from the results of last year's show.

"Some improvement is expected each year in broiler shows due to improved breeding and better feeds, but the results here indicate that the youngsters have done a much better job of raising the birds than before," the judge said.

Among the proudest groups of individuals at the show were the sponsors who provided the birds used in the projects. Most of the sponsors made visits to the homes of their charges and kept an eye on the progress "their" boys and girls were making.

In return for the time and money spent in backing the youngsters, each sponsor received 12 dressed birds and the heartfelt thanks of the club member.

The 4-H broiler show in Pottawatomie County is strictly a sponsored program for several reasons. Sponsorship eliminates the possibilities of nonbroiler type birds being shown and enables local agents to keep closer tab on entries in the show. Boys and girls are supplied birds from local hatcheries, with only the four breeds locally produced as broilers being made available.

Hatcherymen say the program teaches the value of broilers as such. They feel that successful boys and girls may develop into broiler producers and that those not so successful will have an opportunity to analyze their failures and determine whether they should try to produce birds again.

The program was started in 1948 with the Shawnee Chamber of Commerce giving club members 50 chicks, 6 of which were returned at market size. In 1949, the number of birds was increased to 100, with 12 being returned for the show.

By 1950, the program had grown to proportions that called for a wider span of sponsors than the chamber of commerce could afford. Hatcherymen and leaders worked out a plan

(Continued on page 205)

Dale Walls, Earlsboro 4-H boy, champion of the 1954 broiler show, and his sponsor R. C. Kumler.

"I Had a Good Breakfast, Did You?"

HARRIETT ROBERTS, Extension Nutritionist, Iowa

Mrs. Wayne Keith, vice chairman of Kossuth County Women's Committee; John Burton, county extension director; and 4-H Club girl enjoys a "Better Breakfast"

ASK ANYONE in Iowa extension circles what county is the "better breakfast" county in the State, and the answer will be Kossuth County.

Most Iowa school children, research nutritionists had pointed out, had poor breakfasts. Many Iowa people were eating nutritionally inadequate meals. Nutrition research studies on the food habits of Iowans, young and old alike, proved this.

Kossuth County decided to pick up the challenge. Homemakers would study better nutrition through their extension lessons. Boys and girls would devote club meeting time and 4-H project activities to better nutrition and the health "H." Rural young people would have similar activities. Everybody would concentrate on better breakfasts.

As a part of their activities, 4-H boys and girls checked up on their own breakfasts. At club meetings, during a given month, they wrote down exactly what they had eaten for breakfast that morning. A grade point of 7 meant a blue ribbon score.

Results showed plenty of room for improvement. For the girls, the average rating was only 3.1 on the 7-point scale—not even a red-ribbon eating. For the boys, the average was only 3.9—just a little better.

Where were they scored down? Lack of citrus fruits, milk, and eggs made the difference. 4-H'ers found that if they would include these foods in their breakfasts, their scores would zoom up to the "blue ribbon" class in a hurry.

All year long, 4-H Club girls concentrated on food and nutrition project work, with special emphasis on "A good breakfast to start a good day." 4-H Club boys took their cue from the importance placed on livestock nutrition. Rural youth members and adults kept pace with their own studies and activities.

It was only natural then that when the Algona Chamber of Commerce set out to plan its traditional special activity and recognition day for county 4-H'ers, the breakfast theme should be used.

Everyone had a hand in the undertaking which got off to a royal start with a 7-point breakfast made possible by the American Bakers Association and local bakery interests. County extension workers, John Burton and Bob Johnson, 4-H'ers, 4-H Club leaders, and local businessmen teamed up to set up nutrition and "better breakfast" exhibits in all local stores. Everyone went around sporting a tag saying "I had a good breakfast—did you?"

Windup for the day was a theater party. Breakfast "cook-outs" followed as an activity later on.

4-H Club girls emphasized the importance of attractive meals.

A Fa

FRANK V. BECK

The general trend of to examine the reaso extension agent can h swered when young

Harry Hancock, 65, thinks ahead and plans for a farming partnership with his two sons, Edward and Walter.

F. V. Beck, farm management specialist, gives the senior partner some helpful hints on farm records.

D. L. Kensler, agricultural agent, was resp into a well integrated and business-like p on growing hybrid see

IN OUR program with father and sons (and other related family members) we have put stress on the need for good farm records and also timely decisions concerning other business and legal matters concerning the transfer of property from one generation to the other.

Sometimes it has been thought that extension work in father-and-son partnerships could be done on a group basis. I have discovered through years of experience that there are too many personal and family problems involved. It is possible, and I have followed this program, to teach basic principles of farm management and business arrangements between family members at our county educational meetings. But, when it comes to actually helping the individuals solve their problems, it resolves itself to private counsel of the agricultural agent or the farm management specialist with the particular farm family.

In many respects our method of helping out with father-and-son partnerships resembles the extension work that is called farm and home planning. Actually, we do not prepare a budget of income and expenses, but we do determine, before we recommend that a family partnership be established, that there is sufficient acreage and numbers of livestock to produce a satisfactory living for two or more families under a normal level of farm prices. Whenever we have found that the farm business was too small for a family partnership, we have recommended that steps be taken to expand the enterprise so that the gross income would assure a satisfactory living and enough extra income to meet all debts and obligations of the farm business. I use this expression . . . if the pie is too small, the best agreement in the world will surely fail . . .

Harry Hancock and Sons

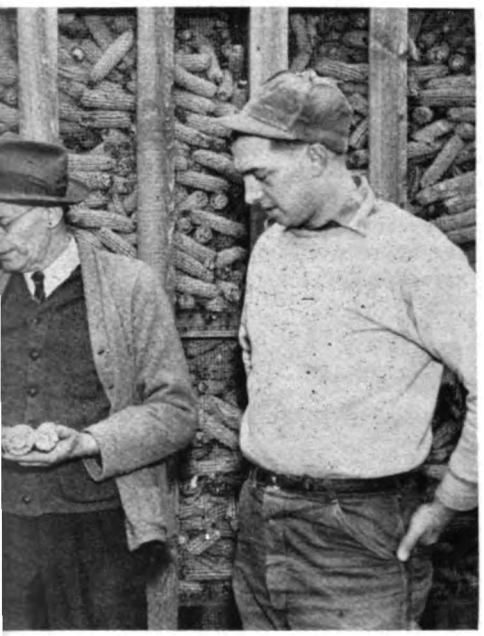
Harry Hancock came to Burlington County extension office because he was worried and concerned about the future operation of his farm. Harry had lost his wife and was making adjustments in his own personal life. Now, one of his sons was planning to leave home and go into custom farming for himself. Opportunities for both sons on the home farm did not look too promising to them. But Harry Hancock had visions of enlarging the farm business so that there would be enough income for three families. He needed some help in setting up a business arrangement which would be attractive and fair to his two sons, Edward and Walter. D. L. Kensler, agricultural agent, advised setting up a three-way father-and-son partnership. He called in the farm management specialist to help draw up a sound partnership.

The plan was discussed frankly by the farm management specialist, the father, the two sons, and the agricultural agent. It involved many matters, some too personal to discuss here. But, essentially, a sound business plan was developed, based on this guiding principle . . . Each partner shall share in the profits in the same proportion as he shares

ily Partnership
in Its Seventh Year

xtension Specialist in Agricultural Economics, New Jersey

ung farm folks to look cityward has caused farm families Often a lack of family planning is at fault. The county to think through the many questions which must be an- lts are choosing a vocation.



sible for bringing together father and sons nership. Here he is giving them pointers :orn of highest quality

Walter's young son will have an opportunity to farm with his daddy when he grows up.

Edward's family is protected under the terms of the partnership.

in his contributions to the business . . . Those who furnished equipment, livestock, and land were given proper credit for such contributions to the business. Those who furnished labor and management were paid out of partnership funds on a regular monthly basis. Each partner and his family have a separate home. All income and expenses are recorded in the farm account book and an inventory is taken each year. Finally, any matter which might cause disagreement or discontent is to be submitted to a disinterested party for solution. This, in brief, is the content of the partnership agreement.

Now, some up-to-date facts about Harry Hancock and Sons. Formerly, they operated 245 acres. Now, they farm 325 acres. They have stepped up their acreage of hybrid seed corn. They expanded their livestock enterprises to include more hogs and poultry. They raise calves and heifers and sell them as springers and fresh cows. Other crops include hay, wheat, and barley in a rotation with hybrid seed corn.

Harry, the senior partner, still does the bookkeeping and pays all the bills out of the partnership bank account. But Edward and Walter know what goes on because they talk things over and plan operations together. Everyone is happy with the arrangement.

By farming together, the Hancocks find they make more efficient use of farm machinery. They can afford to buy more expensive machines which save both time and labor. They can give hired labor closer supervision and use the workers more efficiently by producing larger physical quantities of farm products.

As testimony that the Hancocks are satisfied in their partnership, several other sons have asked their agricultural agent to help put them on a sound business-like basis . . . "like the Hancocks." Apparently, some across the fence conversations have taken place. That is the way extension work in father-and-son partnerships has grown from a single case to more than 25 family arrangements in Burlington County during the past 7 years.

Kentucky Kernels

IT'S CONTAGIOUS

Sixty families in four Kentucky counties enlisted in the Farm and Home Development Program. In a series of all-day meetings they received individual intensive training in farm and home planning, improved practices, and methods of teaching others in their counties.

Now 52 counties are participating in this leadership and pilot program. The mounting enthusiasm of participants in the 4 pilot counties has attracted 173 families who are now engaged in their 5-year programs.

BIGGER AND BETTER

Distribution and marketing of farm products takes on added importance each year, and attempts are being made constantly to improve and expand the service. An interesting example of a new approach to egg marketing problems, with the specific purpose of improving quality and volume to make more advantageous marketing possible, was found in the Leitchfield area.

Twenty-eight producers in six adjacent counties agreed to try the experiment, following extension recommendations faithfully in both production and marketing practices. Each producer was to have 500 or more pullets. A large buyer who cooperated closely was so enthusiastic about the results, particularly the high quality, that he employed several fieldmen to get new cooperators who will agree to follow the same instructions as the original group.

This organization is so thoroughly convinced of the soundness of the program that they have contracted with producers who have bought more than 200,000 pullets and they have agreed to pay a premium price for the eggs. This activity, though intensive and confined to a limited area, has served to demonstrate the possibilities on a larger scale and in other commodities.

QUICK SOIL TESTS

County soil-testing laboratories appeared almost timidly at first in the State of Kentucky. Better and more accurate methods for quick testing had been developed through research and were offered to farmers by the Extension Service. Local contributions of money and facilities made the first laboratories possible.

When farmers found how helpful it was to get quick tests of soil samples to guide them in their purchase of fertilizers, the popularity of the plan soon spread. By 1953, 97 counties had laboratories and more than 50,000 tests had been made.

Having had the soil tests, many farmers made their initial requests for further assistance to their county agents.

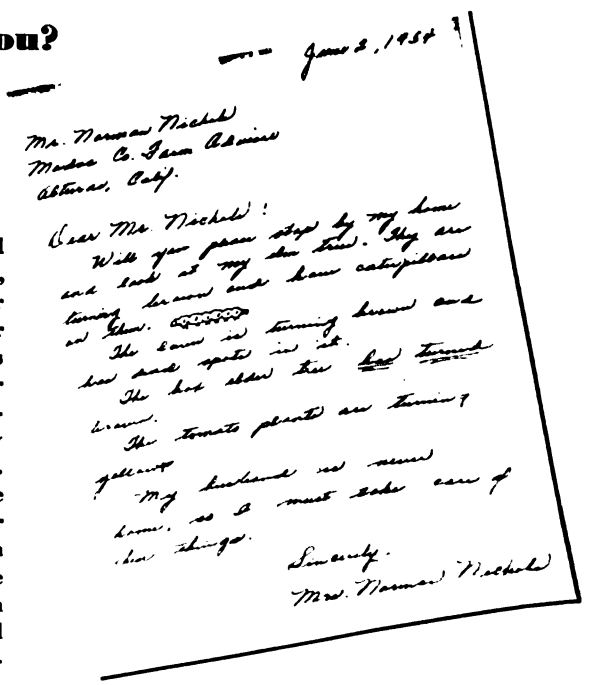
STRAWBERRY COOPERATIVES

Growing strawberries is a promising project in the hilly area of eastern Kentucky. Two principal strawberry-producing districts in Kentucky have reduced their production drastically because large Government projects were started and labor became scarce. The hilly section of eastern Kentucky is not a good agricultural area and tillable land is scarce. This makes the growing of intensive crops important.

In 12 neighboring counties, 120 growers produced 2,350 crates of marketable berries in 1953, an average of less than 20 crates per grower. Processors have offered to buy if the volume is increased sufficiently. In this project lies the promise of a whole new enterprise in a subsistence area, and the project should have aggressive support through the Extension Service.

A Shoe for You?

Every county agent will smile, perhaps ruefully, when he reads this letter from Mrs. Nichols to her county agent husband. It's the old story of the cobbler whose children go barefoot because he is too busy making shoes for a living. More efficient use of time may be the answer for some county agents. In the December issue of the Review, an article on Time Management will have some excellent suggestions along this line.



June 2, 1954

Mr. Norman Nichols
Madera Co. Farm Advisor
Chowchilla, Calif.

Dear Mr. Nichols!

Will you please stop by my home and look at my bean vines. They are turning brown and have caterpillars on them. Also the corn is turning brown and has spots in it. The beets have turned brown. The tomato plants are turning yellow. My husband is never home, so I must take care of these things.

Sincerely,
Mrs. Norman Nichols

A Five-Ring Show

A JUNIOR SWINE show in Ottawa County, Mich., did not stop with the regular live judging of individual barrows and pens of barrows. It included a carcass contest, a meat-type hog program, a pork-cutting demonstration, and a cookery program to which the entire community was invited.

This 4-H and Future Farmers of America show, directed by County Agents Eugene Dice, Richard Machiele, and Mary VanDerkolk, was sponsored by the Coopersville Rotary Club. Among the many services they provided were premium money and door prizes. The American Legion and other organizations also cooperated in this pork program.

Each member could enter one carcass from his project and a pen of three live barrows. All the barrows must have been on feed at least 90 days and have complete feed records. All carcasses were first graded by the new U.S.D.A. standards. Following the live judging, all club members who had placed in group A in the individual barrow class competed for showmanship honors.

Engene Dice, Ottawa County, Mich., 4-H Club agent, inspects a carcass display, an important part of the educational portion of the swine show.

Eldor Goerlings, 4-H member from Holland, Mich., is the proud possessor of the silver trophy, won with this grand champion harrow.

In a special evening program prepared by the animal husbandry department of Michigan State College, color slides of live hogs and carcasses were shown and discussed. Following this, all members took part in a practice-grading contest, using color slides of other market barrows.

The pork-cutting demonstration, held the next afternoon, was followed by a demonstration on wrapping meat for the freezer and on pork cookery methods.

Puerto Rico Extensionists Go to School in U. S. A.

Training extension personnel in Puerto Rico continues to be an important part of the extension job. Two home demonstration agents and 2 agricultural agents attended summer short courses at the University of Arkansas, and 4 others attended the human relations course at the University of Maryland. Two district supervisors took a summer short course at the Colorado Agricultural and Mechanical College. The farm management specialist attended a workshop at Arkansas, and the nutrition specialist went to Virginia Polytechnic Institute.

For other extension personnel who could not go to the mainland, arrangements were made for experienced teachers to offer short courses in Puerto Rico. The first workshop was on Public Relations and Evaluation; the second on Rural Sociology and Human Relations; and the third on Marketing Education, each lasting 18 days.

Specialists who conducted the workshops were: Mrs. Laurel K. Sabrosky, Division of Extension Research and Training; Charles A. Sheffield, Field Agent, Southern States; Dr. E. J. Niederfrank, Extension Rural Sociologist, Division of Agricultural Economics Programs, all of the Federal Extension Service; Dr. Glenn C. Dildine, Coordinator, Research Projects on Developmental Needs and Training in Human Relations, National 4-H Club Foundation; and Dr. Henry H. Bakken, head of the Department of Agricultural Economics, University of Wisconsin.

A New Movie

This 18-minute, color motion picture shows how rancher-supervisors initiated the grass improvement program, the steps being taken on range and irrigated lands, and the program's provisions for improved fishing, hunting, and camping.

"Grass—the Elko Way" was produced by the Northeast Elko (Nev.) Soil Conservation District and the Nevada Association of Soil Conservation Districts. James Stewart, Hollywood actor and Elko County ranch owner, narrates the 16 mm. film.

TV Goes to the Farm

On-the-spot recording by camera and tape is popular with the California Experiment Station and Extension specialists, especially Larry Booher, irrigation specialist, who is being recorded here.

HARRY P. BOLTON
4-H Farm Adviser, Madera County, Calif.

WITH a movie camera and tape recorder loaded on the truck, University of California Experiment Station and Extension specialists are ready to give a farm demonstration and at the same time record it for the television audience.

Madera County farmers who prefer to attend Extension Service tours and meetings via TV can now enjoy them in their own living rooms. This visual adaptation of the tape-recorded radio show is a boon to the county agent and specialists. It saves many a headache in preparing a television show and also eliminates much of the time spent in preparing program material.

Test plot signs are the old standby for letting people know what their Extension Service is doing. It's sure to get into the TV picture. The base of this sign can be used permanently while the description of the plot is printed on cardboard and tacked to the base.

From Schoolhouse to 4-H Club House

Many 4-H Clubs are using deserted schoolhouses for their meeting rooms. Nancy Jean Meyer, Caledonia, Minn., says, "As president and junior leader of our 4-H Club for the past 2 years, I have helped convert an abandoned schoolhouse into an attractive 4-H Club meeting place. We scrubbed, painted, and decorated with 4-H decals and green curtains. Now it is our regular meeting place and by popular vote was named the 'Racer's Roost'."

A New Case for Eggs

(Continued from page 195)

display case was designed especially for eggs. The temperature and humidity in the case were ideal for holding eggs. Customers are now able to purchase higher quality eggs than previously. Consumers were evidently satisfied if increased sales can be used as a measure of their satisfaction.

This approach has aided the extension workers by giving them insight into an area of agricultural marketing in which they had had little experience. It has helped them discuss marketing problems with farmers, pointing to this demonstration as proof of their interest and efforts in solving an agricultural marketing problem. The increased sales were also cited as proof of the benefits of this program to farmers.

Farmers in these counties have learned a great deal about the other side of marketing. Many of them now realize that they too must help merchandise their products. Of course, any increase in sales is a boon to the industry as a whole, and indirectly to each individual poultryman.

This program has opened a new area of work for local extension workers. They now feel that they can help farmers by indirect as well as by direct means. If they can increase interest in better merchandising of eggs by demonstrating a new research development, it may be as useful as some meetings. Educating a retail food store operator in new merchandising techniques can pay valuable dividends to farmers.

Two of the demonstration egg cases are now in use in New York State. Four extension workers have already tried them. In the near future they will be available to others who wish to participate in this "on the scene demonstration" extension program.

Broiler Projects

(Continued from page 198)

whereby individual businessmen would sponsor one or more projects at the rate of $16.50 for each project. The businessmen were to get 12 of the birds back at the end of 10 weeks and be the guests of the members they had sponsored at a chicken dinner following the show.

The 4-H Club members are prepared for this project by first having an illustrated lecture on the care of baby chicks. If interested in the project, they complete a questionnaire that surveys housing, equipment, ability to furnish growing feeds and broiler mashes and is cosigned by their parents.

The day the broilers are distributed the group has a meeting and a short informative program by local hatcherymen and agents. Literature and bulletins on producing broilers are made available. These members are required to fill in a report each week on the number of chickens alive; number sick, if any; if any die, reason if known; and the weight of three average birds. The reason for this card was that it was impossible to visit weekly 61 boys and girls, and the card would indicate those in need of some help.

A week before the show a broiler dressing school is held. Project members and their parents are invited and are shown the proper method of slaughter, picking, cleaning, and showing dressed broilers. Parents are usually as enthusiastic about these schools as the children. This show is a small one but is growing, and while not the largest in Oklahoma, it is one of the best. It is also one of the best projects in Pottawatomie County for the boys and girls and businessmen.

School to Home

Beginning with the old Pleasant Plains schoolhouse in Carson County, Tex., this evolution of a beautiful home has been watched with interest since 1948 when home demonstration clubs began to concentrate on improving their homes and surroundings. Seeing a desirable home is still the best incentive according to home demonstration agent, Charlotte Tompkins.

As many as 100 people turn out for the annual tour to see what has been done. Pictures, 2- by 2-inch slides, cutouts and blueprints carry the images farther. New and remodeled homes have sprung up all over the county now, and include about half of the homes in the county.

BEFORE . . . and AFTER

Illinois Celebrates 15th State 4-H Leadership Conference

Each year more than 400 of the outstanding 4-H boys and girls in Illinois attend the State Junior Leadership Conference. They are selected by the county extension workers. Two boys and two girls are eligible from each county. Main purpose of the conference is to teach ideals of citizenship and to give the young people training in leadership.

A BIRTHDAY party was a special feature of the 15th Annual Illinois State Junior Leadership Conference this year at State 4-H Memorial Camp near Monticello.

In a candlelighting ceremony in the assembly tent on Thursday, July 29, one representative of each of the 15 annual camps told briefly what attending the leadership conference had meant to him or her.

Present and former 4-H Club members look on in the picture as Ruzha Pfeffer, St. Clair County, representing this year's campers, lights the large candle to end the ceremony.

Film Inspires 4-H Club Movement in Malaya

Two 4-H Clubs are now flourishing in Malaya as the result of a motion picture film shown earlier this year by the United States Information Agency at the Anglo-Chinese School at Telok Anson in Malaya.

After the film was shown, on their own initiative, three local men organized the two clubs. For advice, they turned to James F. Anderson, Public Affairs Officer for the U. S. Information Agency at Penang. Mr. Anderson, who recently returned to Penang after his "home leave" in the United States, disclaims, however, any credit for the work.

The clubs, he says, were started by W. E. Perera, former principal of the school, and his successor, Teerath Ram. The school is operated by the Methodist Church, and Dr. Wesley Day cooperated.

Artificial Breeding

(Continued from page 196)

Mr. Rhode himself constantly works with the cooperatives in helping them locate and buy bulls that will keep the breeding program on a sound basis. This extension project takes much time, but it has proved to be worthwhile. In addition to helping the cooperatives on sire selection, Rhode is working on the development of a plan for the early appraisal of breeding efficiency of young bulls.

Extension aids the artificial breeding program by selling the idea of these cooperatives to farmers. Good publicity based on performance does the job. Approximately 50,000 Illinois farmers are now participating in the artificial breeding program.

The average production of artificially sired daughters, the improved production of herds that have used the service for a number of years, and the prices received for artificially sired animals sold in public auctions indicate the tremendous value of the extension project.

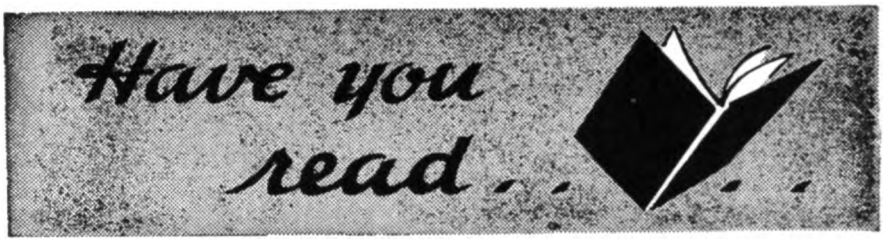
An average daughter of bulls used in the cooperative breeding associations returns between three and four times as many dollars above feed cost as the average cow in the State.

What is the dollar and cents value of the program to individual farmers? Take, for example, the herd of Bastian Brothers at Hinckley in DeKalb County. The increase in milk production of their herd over a 10-year period amounts to more than $3,000 a year.

In 1952, the herd, made up entirely of artificially sired daughters born on the farm, had an average production of 12,241 pounds of milk and 502 pounds of butterfat. When the owners started to use the artificial breeding service in 1942, the herd average was 9,653 pounds of milk and 340 pounds of butterfat.

These results are above average, but this herd does show what can be accomplished by following the artificial breeding program. Other herds show even more remarkable results.

The Extension Service is not entirely responsible for the breeding cooperatives but deserves a large share of the credit.



THE CHEMISTRY AND ACTION OF INSECTICIDES. Harold H. Shepard. McGraw Hill Book Company, Inc., 330 West 42nd Street, New York, N. Y. 504 pages.

• This book discusses the chemical and physical properties of insecticides and their effects on insects, plants, and higher animals, including man. It does not provide a ready reference on the control of specific insects.

Essential facts relating to inorganic insecticides, synthetic organic materials, plant products, petroleum and vegetable oils which are useful as insecticides are presented in a clear and concise manner. The chapters that deal with the general aspects of insect control discuss the uses and requirements of such items as dust diluents, solvents, emulsifiers, and deposit builders. Another chapter is devoted to how insecticides kill. Chemical attractants and repellents are covered in the last chapter.

There is a brief historical account of insecticides, and at the end of each chapter there is a reference to the older and more recent literature on the subject.—*M. P. Jones, Extension Entomologist, U. S. D. A.*

MONEY MANAGEMENT BOOKLETS. Consumer Education Dept., Household Finance Co., 919 North Michigan Avenue, Chicago 11, Ill.

• To many of you the Money Management booklets put out by the Household Finance Corporation are familiar references to help answer questions regarding the buying of food, clothing, home furnishings. and the like. If you are not now familiar with these booklets, you'll find them excellent sources of information on consumer money-management questions. The series now includes 11 booklets.

A new leaflet, Your Equipment Dollar, has just been released. This 37-page booklet has facts on how to shop for ranges, home freezers, refrigerators, water heaters, dishwashers, vacuum cleaners, and the other items of household equipment for kitchen and laundry, including small appliances. It provides guides for families in selecting which pieces to purchase, which styles to choose, buy points to look for, and how to fit payments into the family budget. Included, too, are pointers on how to measure space where equipment can be placed in a home; what to expect in installation and operation costs; how to check electric wiring; and how to evaluate the water supply needed for dish or clothes washer.

—*Gale A. Ueland, Extension Marketing Economist, Federal Extension Service.*

BUYING WOMEN'S COATS AND SUITS. Home and Garden Bulletin No. 31 U. S. Department of Agriculture. Clarice L. Scott. 23 pp. U. S. Government Printing Office, Washington 25, D. C.

• Guidance in getting her money's worth is provided for the woman shopper in this new booklet just issued by the U. S. Department of Agriculture. The booklet is illustrated, and includes such information as a chart of fibers and fabrics, a checklist on fit, and pointers on recognizing marks of quality in contruction and materials.

Before preparing the guide, the author, Clarice L. Scott of the Home Economics Branch in the Department's Agricultural Research Service, observed suits being manufactured and took suits apart for comparative study. She points out that a woman shopper can benefit two ways by gaining background knowledge of values. She can plan her purchases more systematically and be more confidently sure when a particular coat or suit has the qualities most important to her. She can also use background knowledge to advantage in judging what is good value at a given price.

Single copies of Buying Women's Coats and Suits, HG-31, may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

PREINDUCTION HEALTH AND HUMAN RELATIONS. Roy E. Dickerson and Esther E. Sweeney. American Social Hygiene Association, New York City. 176 pp. 1953.

• A handbook focusing on the importance of maximum physical, mental, emotional, social, and spiritual health in the defense of America, as well as in the pursuit of personal happiness, has just been released by the American Social Hygiene Association for use in high schools, colleges, and youth groups.

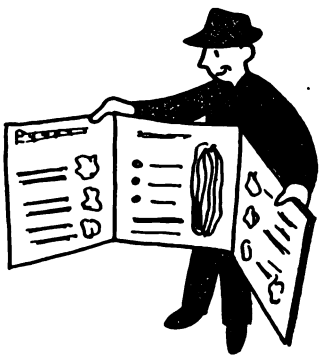
Preinduction Health and Human Relations analyzes problems confronting young people today and provides background for group discussions of personality, emotional development, the importance of health in earning a living and in serving one's country, the role of sex in human life, the value of vocational guidance, and other matters affecting young people today.

The final chapter recommends specific ways of helping to dispel the restlessness of boys facing induction. Specific opportunities for continuing their education and developing their potentialities in the Armed Forces are listed.

Extension agents will find the chapter on mental health especially helpful in understanding and working successfully with people. For those who work with youth the entire text gives many suggestions and guides.—*Lydia Ann Lynde, Extension Specialist in Parent and Family Life Education, Federal Extension Service.*

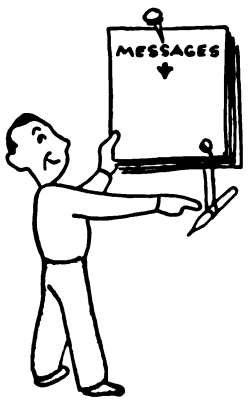
UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.
OFFICIAL BUSINESS

Have You Mastered These . . .



1. Some fundamentals in making small exhibits that can be carried in a car.

2. How to design an extension demonstration sign that can be seen easily along the road, will be quick to make, will endure all weather, and not be too difficult to set in the ground?



3. How to get farmers and homemakers to leave a message when the agent is out?

GEORGE K. VAPAA, Kent County Agent of Delaware, has asked these questions. What has your experience been? Let us know, and we shall pool the answers. Write yours to . . .

Editor, Extension Service Review, U. S. Department of Agriculture, Washington 25, D. C.

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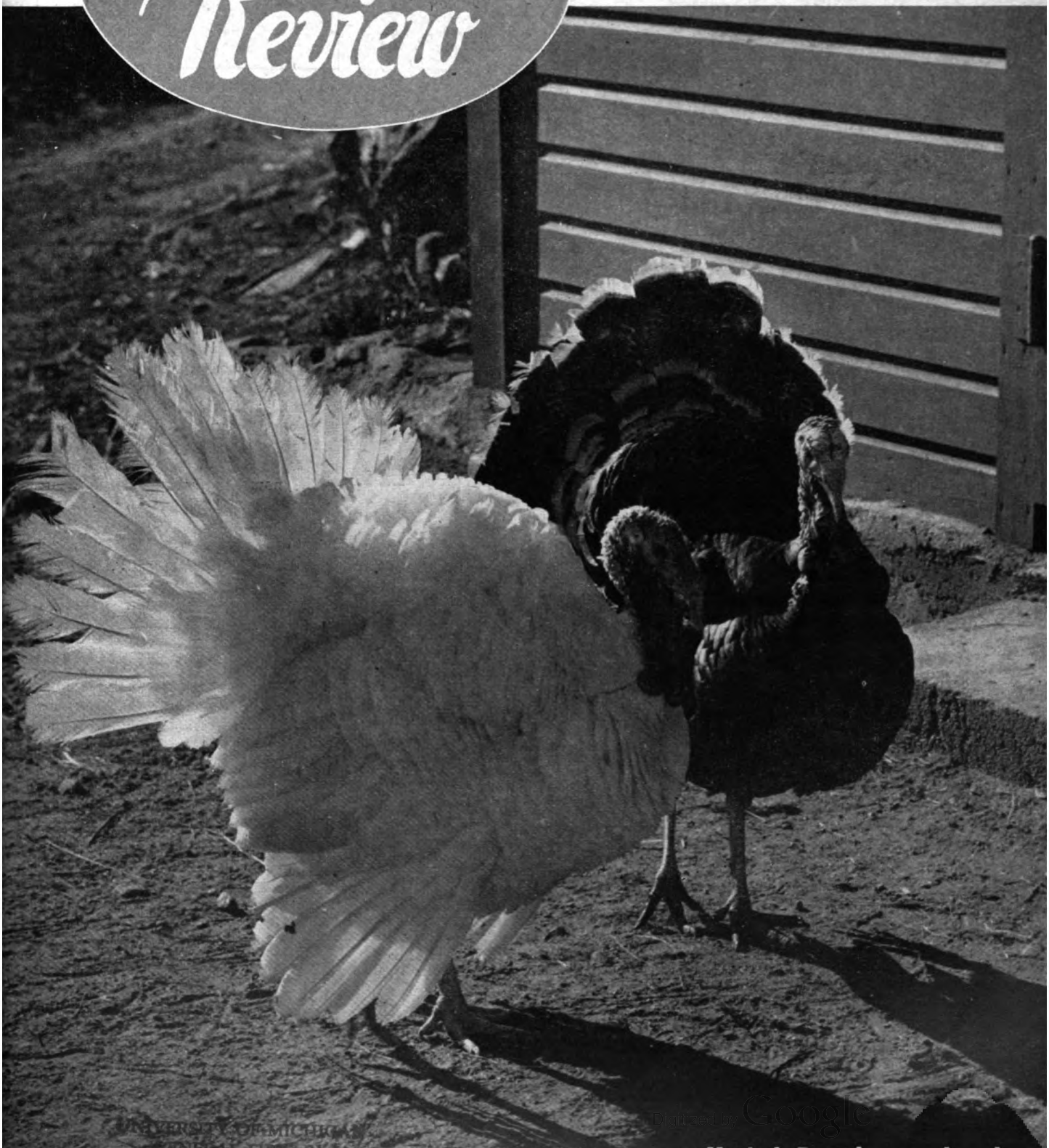
EXTENSION SERVICE Review

NOVEMBER 1954

Special Marketing Issue



Market Round

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EXTENSION SERVICE Review

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U. S. Department of Agriculture
Washington 25, D. C.

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Prepared in Division of Information Programs
LESTER A. SCHLUP, *Director*
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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.

This issue of the REVIEW is devoted almost entirely to marketing because of the current emphasis on this area of work. Extension has been called upon to do a job in marketing and, as partner of research, we will meet this challenge.

C. M. Ferguson

Ear to the Ground

• It's safe to say that sounds I've heard as I've tuned in on this big, wonderful extension organization are everything but monotonous. The desire to be heard sometimes clashes with the harmony of groups working together, but that seems to be a human failing . . . or perhaps a virtue.

• In putting together the December issue, our annual Reports number, we have drawn heavily on agents' stories of outstanding, or occasionally just typical, activities. We hope these serve to illustrate, as well as our limited space permits, the extension agents' busy days. You probably have many better stories in your own report. If so, please send us a sample for next year's national roundup.

• You will find inspiration to keep better records of your work in D. W. Watkins' article on "The Value of an Annual Report." Mr. Watkins is Director of Extension in South Carolina.

• Following are some of the banner titles which will flag your attention to the stories from about 22 States: Improved Pastures, Soil and Water Conservation, Quality Crops and Herds, Home and Community Improvement, Interest in Public Affairs, Marketing and Consumer Education, Finer Family Relationships, and Health and Food Habits.

• A salute to county extensionists is recorded in Secretary Benson's talk to the county agricultural agents when he praises them for their work in helping to put new methods and developments into use. The keynote of our December number is "Adapt to changing conditions and integrate all efforts."

CWB

Expand Your Marketing Education Program

"A warehouse is no substitute for a dining room table."

J. EARL COKE
Assistant Secretary of Agriculture*

WITHIN the lifetime of most of us, American agriculture has enjoyed tremendous progress. A man-hour of farm labor is now turning out about two and a third times as much production as it did 40 years ago. Just since the beginning of World War II, the output of our agricultural plant has risen some 44 percent. This is a most excellent record—a great tribute to our farmers. Broadly speaking, however, the distribution of farm products has not kept pace with our ability to produce.

If the Nation is to benefit from our production advances, and from those in the offing, we must increase our knowledge of how to place more of this production in the hands of consumers, and to do so more efficiently. This knowledge can be achieved in much the same manner as our production miracles were brought about through greater research and greater education.

The Agricultural Extension Service, with its roots set firmly in the soil of county and community leadership, must provide the communications and understanding which will help bridge the ever widening gap between producers and consumers of food and fiber.

The fact that on the average more than half of the food dollar was spent for distribution points to the need for a continuing and concerted search for more efficiency in distribution methods, improvements in handling and packaging agricultural products, new processing techniques and procedures, and lower costs at all stages of marketing.

A sizable part of the increase in marketing costs also stems from the fact that consumers want more service. Frozen vegetables ready to put in the kettle are preferred by many housewives to those that have to be cleaned, cut up, and otherwise prepared. Many home cooks would rather buy a cake mix than all the ingredients that would otherwise be necessary. This means that the housewife has to spend less time in the kitchen. But somebody has to do the work, and someone has to pay for it.

Follow Product to Consumer

Educational work in marketing has many associates. We are most familiar with the requirements of producers. We know we cannot dissociate production from marketing. It is not production per se but production as it relates to the market. We must follow the product through to the consumer. This involves not only those practices which increase production, but those which affect quality—such as spray residue, packaging, refrigeration, and transportation.

We need to continue and to intensify educational and demonstrational work with producers, toward the ends of increasing efficiency in marketing of agricultural products. In addition to producers, however, there is need to work with many others —with handlers, processors and packers, wholesalers, retailers, and consumers.

Cumulative maladjustments bring disaster. We have learned the hard way in the past few years that production alone does not constitute real abundance, that *"a warehouse is no substitute for a dining room table."* To provide better living for our people and thereby capture the real meaning of abundance, we must produce the things that can be used and then we must distribute them.

We are entering a period unlike any in our previous history. It is a period that holds vast promise, if we succeed in gearing our efforts to the times. We have at hand all the essentials for building a continuously expanding, phenomenally productive economy. We have the natural resources. We have the factories and the farms. We have the workers with great mechanical skills. This is a time for bold, well conceived action. It is, in short, a time for a well-matched team of agriculture, labor, industry, and government to pull together toward the higher standards of living, using the great abundance we are so capable of producing.

* Mr. Coke resigned, effective Nov. 15, 1954, to return to California as State Director of Extension Service.

Extension Accepts *the Marketing Challenge*

RUSSELL L. CHILDRESS, Federal Extension Marketing Economist

THE EXTENSION SERVICE in general and the county agent in particular have done a magnificent job in helping farmers increase agricultural production. They must continue to work to increase the efficiency of farm production. At the same time, however, Extension has been asked to take on another job—*marketing*. Marketing is nothing more than the counterpart of production. The many services and functions performed by marketing firms and agencies today have enabled the farmer to specialize more on production. Also, many conveniences and services performed by the marketing system today were previously done in the home. Today the homemaker has more time to work in the labor force to supplement the family income. This trend in specialization of production and marketing has permitted commercialization and mechanization to be effected on a greater scale.

The production of food in the United States amounts to over $20 billion annually to the farmer. Of the consumer's dollar spent for food today, the farmer receives 44 cents, and this proportion is likely to diminish as the trend is for both the consumer and the farmer to ask marketing firms to perform more and more services.

The consumer is demanding prepackaged fruits and vegetable salad mixes, partially prepared and precooked foods, and many other services and conveniences formerly performed in the home. Likewise, the farmer is asking marketing firms and organizations to grade, precool, prepackage, and transport his products several hundred miles to large city markets where they are likely to be handled by a broker, wholesaler, commission merchant, jobber, and retailer. This specialization has resulted in a complex and intricate marketing system.

L. A. Bevan (left), an ex-marketing specialist, discusses quality and selection of produce with C. M. Ferguson, Federal Extension Service Administrator. Mr. Bevan is now director of extension in New Hampshire and chairman of the National Extension Marketing Committee.

Many county and home demonstration agents are doing some work in marketing. Some are devoting considerable time to it, as is indicated in other articles in this issue.

Extension is being asked to increase its efforts in this important field. Recently, the Agricultural Marketing Act of 1946 asked the Department of Agriculture and the land-grant colleges, through their experiment stations and extension services, to give more emphasis to off-the-farm marketing. Most States have increased their marketing research and extension personnel at the State level significantly. However, much remains to be done to adequately increase county personnel to meet the need.

The county agent will be vitally affected as educational programs in marketing are expanded. State extension directors in Chicago last May indicated that more extension work should be undertaken with food handlers, processors, wholesalers, retailers, and consumers. An expanded marketing program with handlers should be an integral part of the overall extension program, and the county agent should play an important part in this phase of work.

There are many ways extension workers at the county level can contribute toward an expanded marketing program. The Division of Agricultural Economics Programs of the Federal Extension Service stands ready to assist counties and districts

(Continued on page 229)

Food Merchandising Education in Vermont

GEORGE ENGLAND, Instructor and Assistant Agricultural Economist, Vermont

VERMONT extensioners entered the field of food merchandising for food wholesalers and retailers with a trial clinic in Brattleboro over a year ago. In accordance with the usual extension methods, the cooperation of local leaders was enlisted, in this particular case, grocers and wholesale fresh fruit and vegetable dealers. Three meetings were planned, based on local problems and a typical operational plan at store level. We wanted to keep our work with the trade on a factual, demonstrational basis. The meetings dealt with reducing spoilage losses, ordering and buying of produce, and preparation for display.

Based on this first experience, a second school was planned for the Burlington area, located in the northwestern part of Vermont. This time, responsibility for this clinic was shared with the distributive education department of the State of Vermont and Burlington High School.

From the experience gained in these initial efforts, a series of 10 meetings was developed and planned for the Burlington area, by a three-man committee, one representative each from the high school, the State department of education, and Extension. The committee realized that instruction in the field of grocery merchandising was a fairly new adventure for most of us. Because this is a very broad field, care was taken to fully outline our program, noting those in which local growers had special interest.

When the final subjects were determined, specialists in the various fields were called in to help plan a more detailed program. Their suggestions, plus those from the New England extension staff and the marketing specialist from Boston, contributed a great deal to the success of the series. Because of their importance two meetings were planned on meats and two on fruits and vegetables.

As finally drawn up, the subjects were:

Customer Relations Pay Dividends
Reducing the "Bottleneck" at the Checkout Counter
More Than "Meats" the Eye
Frozen Foods—a "Hot" Item
Streamlining Staple Merchandising Displays
Selling Vermont Products Successfully
More Dollars Than Cents From Your Poultry Sales, and
Fresh Fruits and Vegetables

Our objective was to provide information that could be applied quickly and profitably by those attending the programs. Believing it desirable to utilize all available resources of the trade, the committee carefully selected the best men available in the field to discuss the subjects, men from the trade quarters, for the most part.

These men were in the business and able to speak from firsthand experience. Although they in no way advertised the product or company they represented, their employers were glad to have them participate in the meetings.

Two hours was allotted each specialist for explaining, demonstrating, and answering questions. The specialists were to introduce new ideas as reported by research, or observe in current practice and then serve as discussion leaders. If the subject could best be handled by pictures, they were used. Few technical terms or methods were used at these meetings because of the varied experiences of those attending. The underlying theme was *how grocers could profit through better customer relationships, increased efficiency, or improved operations.*

The first meeting of the new series dealt with Customer Relations. The number attending this meeting was not large, and it was difficult for the speaker to break through the formal air which hung over the

(Continued on page 229)

Louis W. Norwood, food merchandising specialist of the Boston regional extension office, (left) meets with a discussion group in Vermont.

Welcome Is the New Market

SAM CARSON, Assistant Editor, Tennessee

OSCAR L. FARRIS, county agent in Nashville, Tenn., informs us that Davidson County's new million dollar farmers' market is scheduled to be in operation by December 1. This market development represents the first move from a site given the city of Nashville by North Carolina in 1784. Actually, the site followed by only 5 years the building of Fort Nashborough, first settlement of note west of the Cumberland Mountains.

Expansion and a need to abandon the congested public square were two big factors which motivated the change. For the past decade, farm trucks and automobiles have congested the public square.

It was early in 1930 that Federal aid was accepted for building a market house and maintaining an open space, without sheds, just off the public square. A city-county building replaced the ancient city hall and market house. But the congestion remained.

Farmers were permitted to occupy the square at nights and the adjoining parking lot by day. This situation helped speed up crosstown traffic. Also, before bus lines supplanted trolleys, a transfer station faced the square and patrons flocked to the market in hordes.

As an example of the volume of business done, 13,000 carloads of fruits and vegetables alone were sold in 1949, with gross sales of over $19,000,000. Local farmers supplied more than 2,000 carloads. Thirty-five percent of the total handled came by rail from 35 States. Of the outside products, California supplied 23 percent; Florida and Idaho were next highest. In addition, the equivalent of 6,330 carloads came to the public square by truck from 27 Tennessee counties.

It was that same year, 1949, that the Farm Bureau, Nashville Trades and Labor Council, Nashville Chamber of Commerce, Davidson County Home Demonstration Clubs, and other agencies joined in the effort to move the market site and erect suitable sheds and headquarters. Local representatives in the State legislature introduced a bill which provided for a referendum, giving Davidson County the authority to issue a million dollars in bonds. Voters of county and city approved this measure by a ratio of 9 to 1. Newspapers backed the campaign throughout as did practically every civic agency in Davidson County.

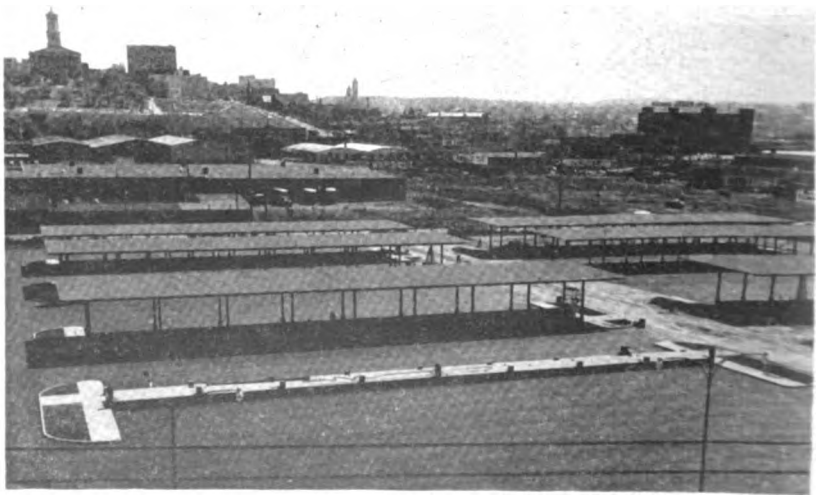
The first step taken after the referendum was to obtain the services of the USDA Marketing Division, the University of Tennessee, and the State Department of Agriculture to recommend sites and a suitable plan. The site selected is within a few blocks of the public square, near the wholesale fruit and vegetable area and stockyards.

Sponsors of the new market recognized the changes that have come in a variety of products. Previously, smoked meats, dried fruits and vegetables, and fruits for canning ranked high. Today there is a large variety of fresh fruits, vegetables, eggs, and other farm produce.

The impact of the new produce market for wholesale sales will be large. This phase will be encouraged, as in many counties 50 miles or farther from Nashville, groups of farmers pool their produce.

(Continued on page 228)

Early morning at the Nashville market near new courthouse.



New market nearing completion, showing sheds in foreground, Capitol and other State buildings in background.

They Learn To Grow *and Sell* Grain

MARJORIE ANN TENNANT, Assistant Extension Editor, Kansas

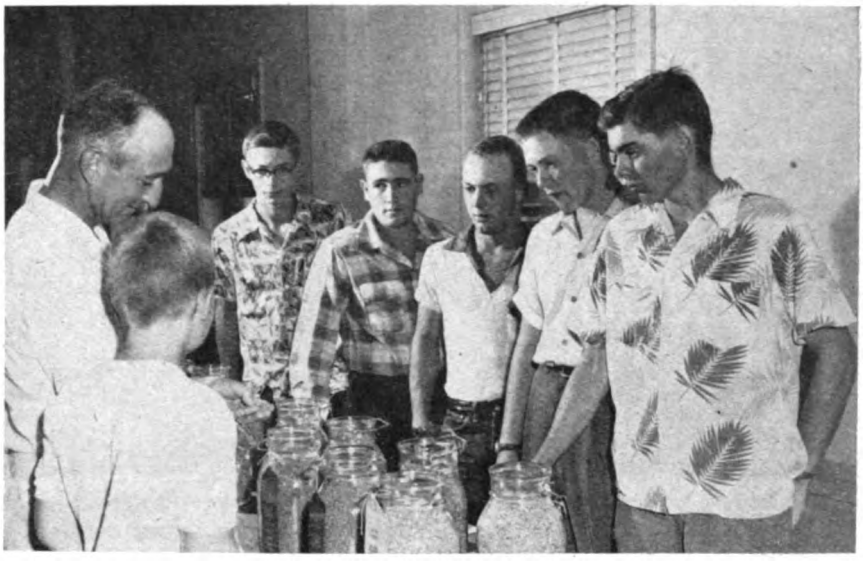
MARKETING ACTIVITY is a "natural" for the 4-H Club members in Kansas, leading wheat producing State of the Nation. With emphasis on grain marketing, especially wheat, 4-H'ers have learned in their crop projects not only production but also the know-how of marketing and processing grain.

"From the seed bin to the table as a slice of bread," is the way Norman V. Whitehair, extension economist in grain marketing at Kansas State College, Manhattan, describes the overall picture of the combined crop projects and the marketing activity. This year almost 3,000 4-H Club members are enrolled in the wheat project.

Kansas agricultural leaders, including the Extension Service and Kansas Wheat Improvement Association, have accomplished much in research and education to increase both the quantity and quality of the Kansas wheat crop. The most recent work has been to determine what varieties of wheat make the types of flour in greatest demand.

The spread of this type of activity to the 4-H Club program is an example of the way in which the Kansas Extension Service is broadening and integrating its programs on production, marketing, and family living. From crops to livestock to home economics projects, the work of the club member is an integral part of the whole extension program.

Three 1-day district wheat shows and tours of grain marketing facilities were the climax of the marketing activity for 4-H Clubs this year. Mr. Whitehair, the three Kansas extension agronomists, and the State 4-H Club department pooled ideas to plan the events. Cooperating with the Extension Service at each show were the American Association of Cereal Chemists, local chambers of commerce and boards of trade, Kansas Wheat Improvement Association, and flour mills and bakeries.



Kansas 4-H Club boys examine samples of wheat entered in the wheat show. Approximately 3,000 club members in the State are enrolled in the wheat project. Many are becoming interested in grain marketing.

Alice E. Haggans, representative of the Chicago Board of Trade, gave the story of the futures and cash market on each of the wheat show programs. Her discussion gave the 4-H members, their leaders, extension agents, and fathers a background for the visit to the local board of trade.

Whitehair explained the marketing activity and the milling wheat situation in the State. Cereal chemists told the story, "From Wheat to a Loaf of Bread."

A tour of terminal elevators, mills, and bakeries completed the show schedule. The inspection and grading of wheat was one demonstration given for the 4-H'ers and others attending the shows.

Each county was permitted to submit 10 samples of 1954 wheat grown as a 4-H Club project. Each wheat variety was judged as a class. Even though the 4-H wheat project in Kansas recognizes only recommended varieties, weak gluten varieties were accepted at the shows. Observing such entries in samples, milled and baked, gave the club members visual examples of the importance of wheat quality.

Samples for the show were placed in clear glass gallon jars. An additional 5-pound sample was submitted for milling and baking tests. It was necessary to send these samples to the extension agronomists at least 20 days before the show date. Whitehair suggested that composite county samples may be used for the milling and baking tests. In that case, a

(Continued on page 225)

Feeder Calf Sales . . .

A Teaching Technique and a Money Maker

M. W. MULDROW, Extension Animal Husbandman, Arkansas

A SUCCESSFUL marketing plan for feeder calves has been developed in eastern Arkansas in the last 3 years. Much of the success is due to Extension's cow and calf program which dates back at least 10 years.

Beef production in Arkansas has been a sideline business, supplementing the farmers' incomes from their cash crops, cotton and rice. The cattle utilize roughage and grasses on land not suited to cropping. Therefore, it is not a large enterprise.

There had been no market for feeder calves because buyers will not buy without sufficient volume and uniformity. The gradual improvement in quality which resulted from better breeding and upgrading made it worthwhile to plan centralized sales.

Organized by cattle producers with the advice and counsel of extension workers, cooperative graded calf auctions have been found both profitable and educational.

Breeding schedules were adopted to have 10-month-old calves ready by sale time at weights of 450 to 550 pounds. Calves are not weaned from dams until brought to market, then they are sorted according to age, type, and sex—a plan designed to meet the desires of feed-lot buyers.

With quality, volume, and uniformity of lot standardized, buyers are easily attracted. This market provides an additional $10 a head over the prices formerly paid.

Three sales have been held to date. In September, 1953, 891 calves were sold by 37 members of the association. Last April, 930 were consigned by 26 members. The 730 sold at Texarkana and the 520 sold at Marianna in September of this year were lighter than they would have been with normal rainfall.

Only association members can market calves through the sale. They pay annual dues on an inventory basis, each consignor paying a 3 percent commission on total sales.

Present facilities allow penning only 1,500 calves. Depending on uniformity of size and quality, only 1,000 to 1,200 calves can be sorted and graded efficiently.

These sales have not only increased producers' income but through watching the sorting, noting grades, and actually seeing buyers select lots and bid for them, the farmers have learned the need for improving the breeding and management of the beef herd.

Prospective buyers look the calves over before bidding at the sales.

Timber Management *for Better Marketing*

R. M. DOUGLASS, State Leader, Program Planning, Minnesota

TWO of the major problems facing farmers in Itasca County, Minn., are (1) that of increasing the acreage of cropland in order to expand their farming operations, and (2) to make better economic use of available timber resources.

Itasca County is one of the larger counties in Minnesota. It covers about 2,730 square miles. The 2,210 farms shown in the 1950 census occupied only 15.2 percent of the area in the county.

The remainder was mainly in forest, brush, swamp, and mining property. The cash value of farm products ranks behind the returns from both the iron mines and the timber products. Farms average 118 acres in size with 32 acres of cropland, and approximately 68 acres of woodland per farm.

By improving timber management as well as other phases of farming, it was believed that farmers could make more profitable use of their land and time.

To help bring this about, a forester was employed. The agricultural, home demonstration, and 4-H Club extension agents, who were already well established in the county, helped to introduce him.

To acquaint farmers with the program, newspaper articles were written, radio broadcasts given on the County Agent's Hour, forest-management motion pictures shown, county fair exhibits set up, and other group information methods employed.

Works Closely with Other Agents

Following a farmer's request, the forester visits the farm, and usually makes an overall survey, learning the general farm plan, amount of pasture needed, boundaries for the woodlot, and other information. If the county agricultural agent is not along, notes are taken for him in case the farmer wants advice of an agricultural nature. The other agents reciprocate with any forestry problems brought up on farm visits.

The forester points out the desirability of developing open improved pasture rather than using the woods for grazing. The farmer is shown how to estimate the board feet in a tree and how to scale his logs after cutting to determine their value. Trees ready for harvest and those which should be left for additional growth are indicated. If logging is to be done, advice is given on products to cut, location of buyers, current prices, and other market information.

In the case of Erick Salmonson in Bigfork Township, who asked for advice on what to cut from his Norway pine woodlot, the forestry agent showed him how to mark his trees. Mr. Salmonson had intended to cut them for sawlogs, but when he learned from the agent that there was a market for bridge piling which would give a much better return, he cut his trees to specifications for this product. Instead of getting $470 for his wood as sawlogs, he got $1,400 for piling.

As is the case with all extension workers, the forester has many services to offer. Cooperation is given State and Federal Forest Services on fire prevention and to 4-H Clubs on conservation and forestry projects, insect control, home beautification and landscaping, chemical brush control experiments, fence-post treating demonstrations, and other projects.

County Funds Used

At first only Federal funds were available for this program in Itasca County, but when the amount originally allotted was inadequate, the county board of commissioners voluntarily voted to appropriate sufficient funds to meet the budget needs. There is much room for expansion of this type of extension assistance to farmers in Minnesota where they own approximately 5 million acres of commercially important forest land.

Farm forester assists woodlot owner in determining which trees should be cut.

Marketing Plan for WATERMELONS

Brings $40,000 More Income to County

ROBERT T. HOBSON
County Agent
Kemper County, Miss.

KEMPER COUNTY is located on the eastern side of Mississippi adjoining the State of Alabama. We cannot boast of having the finest soils of the State, but we do boast of having some of the finest people of the Nation.

Cash income per farm family in Kemper County is low; in fact, it is among the lowest in the State of Mississippi. A one-crop system generally predominated with cotton as the cash crop. Timber is also a leading cash crop. However, most farmers resort to timber marketing as an emergency cash income. Consequently, many of our farmers sell timber too young, but they do so because of short crops and emergency needs for cash.

Farmers, like all business people, are always looking for ways to better themselves financially. In most of the extension meetings, diversification was discussed, but progress in diversifying has been slow. This is caused primarily from the lack of ready cash markets for products other than cotton, timber, and cattle. Also there is a need for knowing how to work with their neighbors in an organized production and marketing program.

Watermelons of good quality have been produced for many years throughout the county. However, the marketing of these melons has been on a local basis—mostly peddling from town to town, or from street corners. This type of market was limited. As a result, production was on a very small scale. The county agent, realizing that watermelons produced in the county were usually of good quality, saw the need for organized production and marketing of this crop.

A countywide meeting of interested watermelon producers was called. The State extension marketing specialist was invited to discuss with the group the possibility of organizing a marketing association and the procedure to follow. He also pointed out other competing production areas and the likely prospects for meeting the competition. As a result of this meeting, application for a charter was signed, the Kemper County Watermelon Marketing Association was organized, and the board of directors and officers elected.

After the organization was perfected, the production specialist in the extension horticultural department was invited to meet with potential growers and give them the latest information on production practices and disease and insect control. The production and marketing specialist recommended that Congo variety be grown.

The producers agreed that a fee of $1 plus 4 percent commission on the gross sale of the melons would be charged for membership in the marketing association. A marketing agreement was signed by each producer member. The State extension marketing department circularized approximately 1,000 over-the-road truckers who buy produce at the shipping points, advising them of the new production area, the location of loading points, the variety, acreage, and quality of watermelons offered. The results have been excellent. The entire melon crop was sold at very satisfactory prices, increasing farm income substantially.

Next year's plans call for the continuance of the same production and marketing program followed this past summer. The watermelon acreage will expand to at least 1,500 acres, and sweetpotatoes will be included in the program.

County Agent Hobson and Sam Stennis check ripeness of melon.

Twenty-five Years of 5-Acre Cotton Contests

S. C. STRIBLING, Agricultural Editor, South Carolina

OVER 97 percent of last year's cotton crop in South Carolina was one inch in staple length or better. In the period 1925-29, 80 percent of the total crop in the State was of the shorter staple length and unsuited for use by three-fourths of the cotton manufacturing plants in the State.

Based upon production facts and a survey of mill needs, the Cooperative Extension Service in 1926 launched a program aimed at two objectives: (1) To improve the economy of production through better yields per acre; and (2) to improve the quality of the staple. This was a longtime program which necessitated marshaling help from all the persons concerned with growing cotton.

Neither the cotton buyers and manufacturers nor the cotton growers were satisfied with the cotton situation at that time. Predictions were freely made that the State would have to go out of cotton production. In the next 25 years the power of organized demonstration work to affect individual farmers was put to work through the cotton contest.

With $2,000 for the contests provided by the State Publishing Company, one of the leading newspapers in South Carolina, the program got underway. With the exception of 2 depression years, the contest has been held each year since 1926 with State and district prizes provided by cotton manufacturers and county prizes by cotton seed crushers of the State. The Extension Service, through specialists and county agents, has conducted the contest and determined the yields of the contest fields throughout the State each year. Every contestant's farm became a source of better planting seed. Poor-yielding, short-stapled, small-bolled varieties of cotton were gradually weeded out and better production practices were adapted.

J. Maurice Smith, Johnston, Edgefield County, who one year won the sweepstakes prize of $1,500 with 8,380 pounds of lint on his 5-acre demonstration — Coker 100 wilt resistant, staple 1-1/16 inches.

Since the contest started, 14,656 contestants have been enrolled. Each planted 5 or more acres in accordance with the provisions of the contest rules. The great majority of these have completed the contest work and have turned in reports on such matters as varieties, yields, fertilizers, seed treatment, spacing of plants in the drill, row width, soil conditions, and insect- and disease-control activities.

From 500 to 800 such reports annually have been received and have built up a huge reservoir of valuable experiences which are summari-

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C. V. Leslie (left) 1953 winner of the cotton contest, discusses the merits of his prize-winning cotton with County Agent J. R. Wood of Pickens County.

Your Opportunities in Marketing E

"What are our educational opportunities with marketing THORNE, Vice President, Wilson Co., Chicago, Ill., spoke to the Extension Administrative Conference on Expandi Programs. We give you a few excerpts from his talk.

IT IS GRATIFYING to see that as a part of the promising future trend in Extension is a greatly expanded program in the field of marketing, embracing urban as well as rural people. It represents important headway in achieving some of the goals for Extension.

Consumers, of course, are the key subjects in all our marketing work, and they must be brought into sharp focus in planning an educational program in marketing.

Perhaps the most important single job in marketing extension work today may be the development of a two-way communications system between farmers and consumers, using marketing agencies to the fullest in supporting that two-way system. What could be accomplished with such an organizational arrangement —one which is anchored at both the producer and consumer level?

One important achievement, clearly resulting in improved marketing efficiency, could be the improved transmission of consumer preferences back to the producer. There was a time when the farmer learned through direct contact what the consumer preferred, and the price he was willing to pay to satisfy that preference. With that link now missing, producers rely heavily upon the price system to learn about trends in consumer preference.

Questions To Answer

While prices do a remarkably efficient job in performing this function, farmers also make good use of educational assistance. Are the price changes temporary fluctuations or part of a trend in preference? Exactly what is responsible for this trend? These are the kind of questions that need answering.

Marketing and processing agencies are important sources of information on consumer preference and can often provide Extension with valuable facts about the preferences and attitudes of consumers. As shifts in the demand for farm products occur quickly it is important to detect them as soon as possible. If extension agents have lines of communication with consumers, either direct or through marketing agencies, they can be of valuable assistance.

A sufficiently close relationship should be maintained with our consumer segment so their wants can be crystallized and quickly reflected back to the producer. Relaying this message to producers involves the complicated job of translating consumer preferences into market classes and grades that are readily identifiable. Marketing agencies can be particularly helpful in this field. For example, how heavy does a choice lamb become before he yields a leg of lamb that meets with disfavor in the market because of its size? Is this true in only certain seasons, or the year round? The trade can provide answers to these kinds of questions.

Information concerning food can flow simultaneously in the other direction, that is, to the consumer. She is interested in both quality and price, in both nutrition and best methods of preparation. "Good buys" involve more, of course, than merely being seasonally plentiful and low in price. Here, again, Extension is making an excellent start.

There are other important uses for a two-way communications system. A great lack of understanding exists among producers and consumers alike regarding what goes on in the food marketing and distribution field. We have heard questions on why meat stays so high, why price supports cannot be put on cattle prices just like those on cotton, and why the price of cattle dropped 30 percent while meat prices dropped only around 3 percent.

The biggest bone of contention in the past year involved the problem of why steaks should sell for nearly $1 a pound, while live cattle brought only 15 cents. When it is explained that steer and steak of the same grade should be compared, that less than 50 percent of the steer is actually sold over a retail counter, and less than 3 percent of a steer is steak, a very different attitude usually develops.

There is a tremendously big job for food marketing education in just this area alone—an area where there is an abundance of non-controversial facts that are badly in need of dissemination in order to rectify widespread misunderstanding.

Usually overlooked is a consideration of what is received in return

The produ
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Marketing Educational

for a widening spread. One of the most startling discoveries during the postwar years has been the fact that the consumer is now willing to pay far more for convenience than ever before; the demand has soared for innumerable products which cut down preparation time in the kitchen.

It seems probable that consumers will continue to emphasize service and convenience, and if so, they will be provided, and the price spread between producers and consumers may continue to increase. Price spreads widened by virtue of such conditions as these should be looked upon with favor, rather than disfavor.

Anchoring the communication line among consumers is a big job, but some States are far enough along, I believe, to prove that it can be done. The job does require organizations to provide solid points of contact. Direct media are also vital in order to reach maximum numbers.

As the program is launched for including nonfarm groups in the extension program, major attention must be given and adequate funds provided for refining and perfecting techniques of presentation. Such intense competition exists today for gaining the public's attention that techniques which were once adequate will no longer suffice. It simply means that a larger proportion of funds than ever before must be allocated for equipment and facilities, as contrasted with personnel and travel.

Information must be prepared from the point of view of the group to whom it is to be presented. Subject matter for consumers will capture their attention only if it clearly involves the welfare of the consumer. The same holds for work with marketing agencies or any other group.

My final thought is one that may sound presumptuous, especially since it has been repeated so many times in extension circles. However, it is so vital to ultimate success that it seems appropriate here. Extension's area of work is strictly in the field of voluntary education. It was never designed as an action agency, nor as a relief agency. It has done much for people, but its greatest results have come from helping people to help themselves. Adherence to this concept in marketing extension is important—the temptations notwithstanding.

is many miles removed from the consumer, and a
irketing agencies perform the functions in between.

Cattle Club Members Study Marketing

Colorado 4-H members who were feeding fat cattle for market had an opportunity on September 23, 1953, to learn more of the practical side of marketing cattle. One hundred and thirty-eight exhibitors from 8 counties in Colorado and 1 in Nebraska took 226 fat beeves to market and later had an opportunity to discuss prices and the cattle market with buyers and commission men.

Instead of competing in a show for awards as in former years and then selling their calves at a special auction, this year 4-H and FFA members emphasized the practical aspect by taking their beef to market and then through the slaughter. Some of the Denver packers are cooperating by giving reports about dressing percentages, bruises, and other dressing information of the animals they purchased.

Junior exhibitors, their fathers and leaders, met at 8 a. m. to hear officials of the market explain the details of operating a central market. A. A. (Val) Blakley, president of the Denver Livestock Exchange explained the place of the commission firms; Dutch Schaulis, a head packer buyer told the young producers what a packer looks for when buying slaughter cattle; and John T. Caine III, National Western Stock Show manager, explained the stockyards operations and told of the value of the central market.

During the special market day for junior cattle feeders, commission men made it possible for the young exhibitors to visit with buyers and explained to them why some cattle were purchased at a higher price than others.

TURKEY *Every Day*

TASTE for turkey in California needed whetting about 5 years ago, and the State Extension Service was called on to help build appetites for turkeys. California produces approximately one-sixth of the Nation's turkeys, the large proportion of which are of the heavy type.

To help move these turkeys, the Extension Service met with the turkey producers, feed dealers, processors, and other representatives of the industry to plan action for creating a wider demand for turkey. The campaign involved the following program:

1. Create a year-round market.
2. Increase the understanding of the nutritional and economical value of turkey as a food.
3. Give information on uses and methods of cooking turkey based on latest research findings.

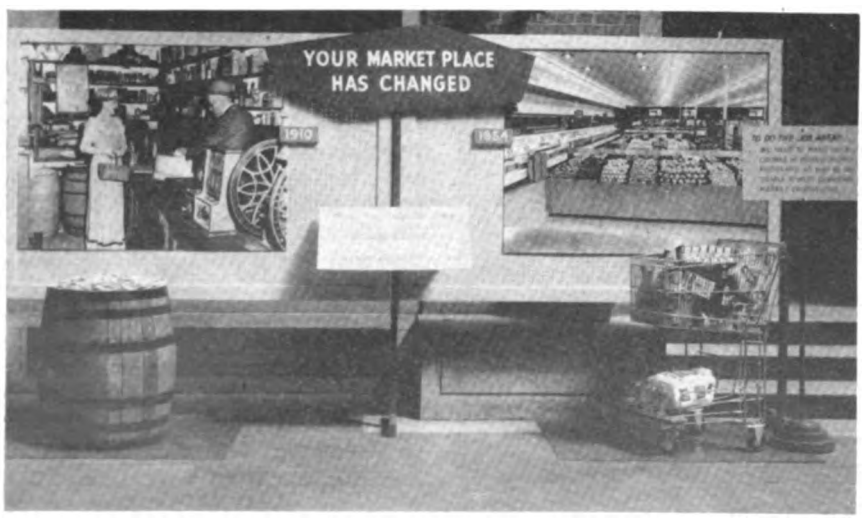
Recognizing that turkey must be made available in smaller quantities, the committee decided to emphasize the use of half turkeys and turkey parts.

County agents, county home demonstration agents, poultry and nutrition specialists worked with committee representatives of the industry to plan the programs not only in turkey-producing counties, but in all counties of the State.

Plans were implemented to take information to the public through meetings, radio, press, circulars, and all other available means. In the two largest cities in the State, meetings were held with women of the press. They used the information in all of their papers, which together represented a circulation of 3 million people. Large numbers of people were reached through the extensive distribution of four publications prepared by the Extension Service.

This vigorous "eat more turkey campaign," accompanied by an increasing population, has resulted in a remarkable increase in turkey consumption. California consumption last year was the largest on record, both in total tonnage and on a per capita basis, sufficient proof that the campaign was successful.

Do You Need an Exhibit?



Marketing in the early days — and now in the 1950's.

WOULD you like to borrow an educational exhibit to show how the market place has changed? The essential elements of the exhibit are available for loan as follows: Main title sign, placard below title, and the two mounted photographic enlargements. These elements could be attached to locally available panels and supplemented by a cracker barrel, market basket, and packages of food obtained locally. The aisle frontage of the exhibit as shown is 12 feet, and the shipping weight of parts available is 66 pounds. It will be necessary for you to pay the transportation charges.

If interested in obtaining such an exhibit write to Exhibits Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

We Revise Our 4-H Cattle Sale

KEITH F. NEWBY, County Agent, Fergus County, Mont.

THE 4-H CATTLE SALE in Fergus County seemed to be running into difficulties about 3 years ago. Some folks were losing perspective on the 4-H beef project. They thought the young folks were entitled to a big fat premium—"after all they are just getting started." True, but aren't all kids just getting started? The 4-H members, it seems to me should have acquired a better set of values in their 4-H work. This sort of philosophy is too much like the modern fallacy, "the world owes me a living," and critics took note of it.

When I arrived in Lewistown the situation was ripe for a change. The 4-H Council recognized that all was not well with the sale and recommended that the sale be held about 6 weeks after the fair and that swine and sheep should also be sold. The local stockyard managers were willing to donate their services for an evening sale. The local service club which had been sponsoring the sale wanted to continue doing so.

After several committee discussions we decided to set up a system similar to the fair, that is a point system depending on their group placing—blue, red, or white. The agricultural committee of the service club was to solicit the premium fund. The first year 41 businesses contributed $2,500, the second year 44 businesses contributed $1,600, and last year 71 firms contributed $1,350. Under the old system about 7 businesses had supported the sale. The past 2 years the amount has been about right; the first year it was too much.

On sale day, the animals were brought in the morning and judged in the afternoon on the Danish system. The amount of premium per animal was based on a point system. The number of points depended on whether they placed in the blue, red, or white group. All of the animals were then numbered and put through the sale ring in the evening with no child or ribbon attached.

In October the local stockyards has 2-day regular sales; the 4-H sale is in the evening of the first day with most of the packer buyers present. Premium fund contributors are not expected to buy animals. The animals are sold for market price and in the same way as any other animals in the market. The young owners sit in the pavilion and watch the selling of their animals and are responsible for their bill of sales. With their check they receive a statement of weight of animals, price per pound, total price, amount of premium and deduction of 15 cents for brand inspection. They then know what is premium and what is the selling price in the market.

As a member of the club agricultural committee I helped solicit the premium funds. Mention of the 4-H sale made some firms see red, but when I explained our present system they invariably contributed. Names of the contributors, but not the amount, are read on the radio program and given to the newspaper; and their names also appear on the back of the county achievement day program. The 4-H council has written personal letters to the contributors, and the individual members and leaders thank them personally.

The success of the sale these past 3 years is probably due to the understanding of the situation by the 4-H council, their willingness to do something about it, and the excellent cooperation from the stockyards, business firms, service club, and commercial buyers.

Food Handler Programs

L. E. HOFFMAN, Associate Extension Director, Indiana

THE FIRST marketing extension work with food handlers and retailers in Indiana was with fresh fruits and vegetables. A trailer, used as a laboratory, was pulled through the State, where various wholesalers cooperated in putting on demonstrations on the care and preparation of fruits and vegetables.

Although this type of training was very effective at the outset, it did not get at the basic problems of the trade. Thereafter, the program was developed on a broader basis.

A strong county program was developed through a retail steering committee, under the leadership of the county agent, who is already a skilled organizer and educator. The county committee consists of 3 or 4 progressive food handlers, a representative from perishable wholesalers, the chamber of commerce secretary, a retail equipment dealer, and others.

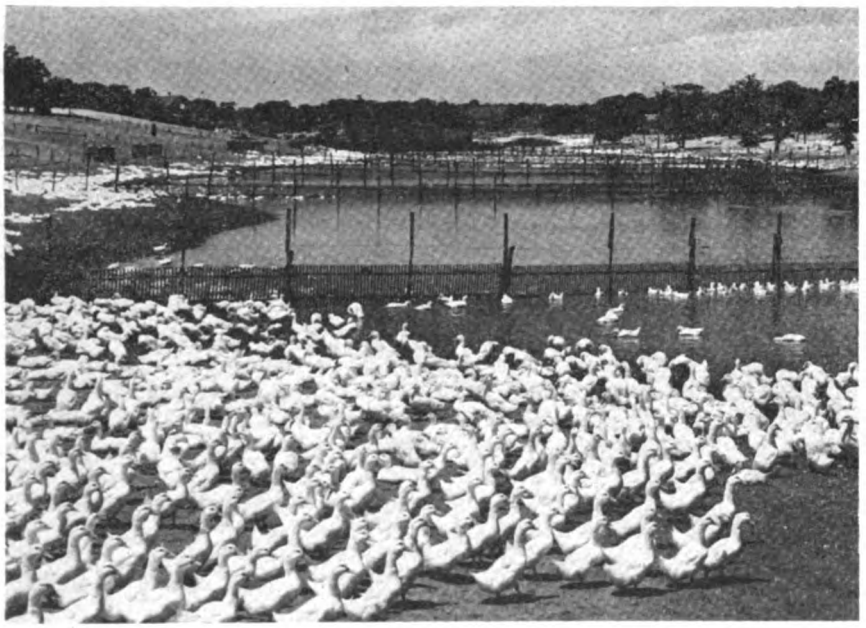
This committee meets in the fall to discuss the opportunities offered by the State marketing specialist in the schools and meetings already planned. The committee develops

(Continued on page 229)

INFORMATION—*While It's Hot*

The county agricultural agent provides a real service to food marketing information specialists.

CARLTON E. WRIGHT, Extension Economist in Marketing, New York



These Long Island ducklings will soon grace the tables of thousands of families.

EXTENSION specialists in the business of providing food marketing information to consumers find themselves always in need of information themselves—while it's hot! Sure, we have at hand all sorts of historical and statistical facts—books, periodicals, reports—but we need details on today's situation, not just yesterday, last week, or last year. Where can we get up-to-minute facts on market supplies and prices? Who better than the county agricultural agent knows intimately just what is happening on the farms of his county?

County agents traditionally know what's going on. And they can, and do, provide assistance to food marketing information specialists "at the drop of a hat." It's easy to illustrate the point because of the close cooperation we in New York State have experienced with agents in the more

Great quantities of cauliflower are marketed by Long Island farmers in October and November.

Consumers in the New York metropolitan area want to know about the Long Island strawberry harvest in the spring.

than 6 years we have been conducting a food marketing information program for consumers in the New York Metropolitan area and in upstate New York.

"Carlton," the voice on the phone says, "get ready for cauliflower, Walt Been speaking."

"What's new, Walt, with cauliflower on Long Island?"

"The Riverhead Cauliflower Auction opened this afternoon. Only a few crates offered, but there's a lot more coming. And by the first of the week the supply will be heavy."

"Walt, what about the quality for this year's crop? And what's the outlook on price?"

"Never saw better 'flower', and there's plenty of it on the way. And the auction opened at 50 cents below a year ago. This hot weather is bringing the 'flower' on fast; the price will be pretty low by next week. I figure lowest prices for the year in another week and low prices for the next month or more."

"Thanks, Walt, we'll take it from there."

This conversation might be repeated on any number of agricultural commodities. All during the growing season we need to inform the consumer of the current situation on all kinds of locally grown foods. "Local foods make news" is not merely a saying. The consumer appreciates the facts, and we know she uses them.

We get lots of help in other ways, too, from the county agricultural agents. Every week during the growing season we receive a local situation report from each county agent through the cooperation of our State Department of Agriculture and Markets. The department sends the agent's reports to us after it has summarized the data for statewide reports. If, for example, we spot a killing frost on strawberries in the agents' reports from several growing areas in the State, we have advance information about the strawberry prospects. Phone calls to the county agents in these areas at harvest time tie our story down to the minute. A real service? I'll say so!

Let's get back to the county agricultural agents on Long Island. The help they've given us is typical of that we've had from the agents in other sections. "You want to visit a Long Island duck farm? A potato grower? A sweetcorn grower? Come on out," says the county agent, "I'll take you around." And he has!

"You say you need an honest-to-goodness strawberry farmer on your television program in New York City? Give me the date and tell me what you want him to do. He'll be there. And he'll bring a crate of strawberries for use on the show, too." And he did!

"You need some cauliflower for TV? We'll send a crate in to a Washington Street commission house Wednesday night. You can get it out of their cold storage room in the morning and it'll be real fresh for your show."

"Sure our poultry association will supply you with two dozen broiler halves for your chicken barbecue exhibit at the Chicken Day at the Hotel McAlpin. Tell us where and when and we'll bring them in."

Yes, and we've met directly with grower groups in the blustery winter and on the farm lawn after supper in the busy summer. How does this come about? Why, the county agent, of course! And the farmer knows that any program which informs the consumer of the foods he grows helps him as well as the consumer.

We depend greatly on Government, State, and college reports for our background information. Yes, and on daily wholesale market reports and on weekly retail price reports, too, to keep us up to date. But when it comes to the information on the local supply, it's the county agricultural agent who gives it to us—while it's hot!

They Learn To Grown and Sell Grain

(Continued from page 215)

cereal chemist blended the sample and prepared it for the tests.

"The shows were planned to encourage greater interest and enrollment in the marketing activity," Whitehair commented. He said further:

"The days' events were arranged to give a variety of related subjects in the educational programs and the maximum amount of information to those attending.

"The actual preparation and showing of the wheat samples by the individual club member was the original interest-getter. After the interest is obtained, the difficult job of giving marketing information is much easier. The shows were set up as educational programs, not competitive events," Mr. Whitehair said.

The shows were rated as a success with 375 club members participating. Plans for the future include enlarging the events and adding more in other parts of the State.

Learning activities in marketing show the scope and variety possible in the work. To complete the project, the club member must select and carry out three of the listed activities. They are as follows:

Visits to and a study of elevators, terminal market operations, railroad grain departments, and Federal inspection of grain on railroad cars are suggested activities. Others include: Listening to and interpreting market news; charting market price trends of major crops, a project for 12 months; making a map of the county and locating farmer cooperatives by types; taking part in seed grading and variety identification schools; and giving talks and demonstrations on grain marketing.

The club member's report includes a record of the activities completed and a 300-word story on "My Experiences in 4-H Grain Marketing Activity." County award winners receive gold medals. The State award is an educational trip to Chicago for two club members. The Chicago Board of Trade is the awards donor.

"The objectives of the marketing activity serve as a guide in our planning for the future of this phase of our club program," J. Harold Johnson, State Club leader, explained. "Two of these objectives are to help 4-H Club members get a better understanding of the principles and practices involved in marketing grain and to help them prepare for the responsibilities of rural living by participating in community activities and making contacts with leaders in the field of business."

Training the Specialists in CONSUMER EDUCATION

GEORGE AXINN and MARGARET McKEEGAN, Extension TV Editors, Michigan

THE FIRST few days on any new job are apt to be confusing. That's why the Cooperative Extension Service of Michigan State College put so much emphasis on training when it added eight new marketing and consumer information agents to its staff this past July first.

Michigan had been without a formal program in consumer education for several years. Then, as part of a combined Extension Service and Experiment Station program to strengthen Michigan agriculture through marketing research and education, things changed in a hurry.

The extension phase of the new program called for a team of 4 reptailer education agents; 4 district marketing information agents; and the consumer information folks. And, the State legislature had provided that these people should report formally on their operation after its first 6 months.

Workshop Planned

Seeing the need for training of this group of new staff members, Director D. B. Varner and Editor Earl Richardson put the wheels in motion. The first 2 weeks on the job were set aside.

Mrs. Miriam Kelley, who was to head the consumer information group, of Michigan's Communications Training Unit, planned the program with us. They decided that the various channels of communications would be discussed together, and not as separate and competing factors. They aimed to intertwine training in marketing and food distribution with the training in methods of communication.

Balancing time against information needs, they agreed that each talk given to the trainees must be short, visual, dramatic, and to the point. Each speaker was requested to bring a folder full of his information ready to hand to each trainee. In a way, the workshop was to provide its participants with the basis of their files, both in marketing and in communications.

Practice Sessions

Although the information about Michigan's agriculture, its foods industries, and distribution problems was complicated and voluminous, the trainees had a chance to digest it and use it in the communications parts of the program.

In addition to talks and demonstrations on nutrition, foods, distribution, production, and marketing problems the new agents visited retail food stores, farmers' markets, rail terminals, chain store warehouses—in fact, every phase of the industry about which they were to do extension work.

The communications part of their training involved practice in writing for newspapers, making radio tapes, producing television shows, and developing direct mail pieces.

In these practice sessions, the new agents used materials they were receiving each day in the marketing phase of their program. With coaching, and a chance to criticize each other, these periods gave each one an opportunity to improve her techniques.

Guest Appearances

Gale Ueland, Consumer Education and Food Marketing Specialist, Federal Extension Service, was with the trainees every day. She joined Mrs. Kelley in a 15-minute "eye opener" each morning, and related the work to similar projects across the country.

Campus visitors such as Administrator C. M. Ferguson and Frances Scudder of the Federal Extension Service visited with the trainees as did Boston's Charlie Eshbach. Michigan Home Economics Dean Marie Dye and Agriculture Dean Tom Cowden each had a chance to lend inspiration to the sessions.

Then, as the 2-week session drew to its close, the new agents were furiously at work completing assignments. They had to show examples of radio, press, television, and direct mail use of some of the information they had gathered. And this they did with a special closed television circuit set up for them by MSC's WKAR-TV.

Since then, each of these marketing and consumer information agents has been setting up a program in her area. These programs are based on examination of all of the channels of communication at the disposal of each agent. They are, for the most part, balanced programs of collecting and disseminating information.

Now after 10 weeks in the field, the entire group has returned to Michigan State College for a chance to look over the programs each one has set up. They'll compare notes, hear about similar programs in other parts of the country, and have refresher training in areas where they express needs. Mrs. Kelley has visited consumer information projects in many parts of the country, and will contribute to further training with new ideas from other places.

These sessions have proved that intensive training of new personnel can mean fast results with a program in the field. But the cornerstone of its success is development of people—so that each one can evolve an individual program, suited to the needs and problems of an individual community.

Michigan's Marketing Program Expanded

DR. ROBERT C. KRAMER has been selected to head Michigan's new agricultural marketing program, which was made possible recently by a special State appropriation of $144,000. Dr. Kramer says, "Team play is the key to Extension's phase of the program, including the college staff, county agents, farmers, and consumers."

Mrs. Miriam J. Kelley will head up the consumer information unit as an assistant State leader in home demonstration work. She will coordinate the work and training of the eight information specialists to be located in Detroit, Flint, Saginaw, Lansing, Kalamazoo, Grand Rapids, Traverse City, and Marquette.

Dr. Dale Butz, who has been in charge of the retailer education project, will continue to lead that program. In addition to the two staff members employed from Federal funds, two specialists in retailer education hired from the special State funds have joined this section in agricultural economics. Two other retailer education specialists have been assigned to merchandising.

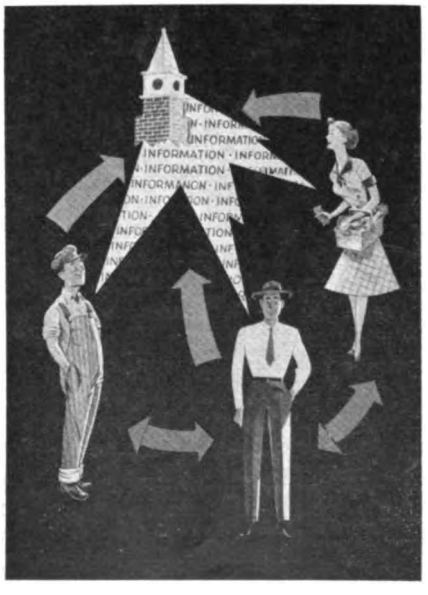
Four district marketing specialists will operate much as the current district horticultural agents do. Subject-matter guidance will come from many departments since this is to be an institutional program.

There are three groups with whom work will be carried on. Marketing agents will help growers obtain larger net returns from their marketings. Retailers will get assistance in lowering operating costs. Consumers will be shown how to obtain more satisfaction from their food dollars.

Director D. B. Varner said, "We hope this teamwork will continue through the counties where other regular extension staff members can lend a hand to this marketing program. Marketing is one of agriculture's greatest problems today and every extension staff member can and should accept our increasing responsibility to improve the marketing of our farm products.

Flannelgraph Used in Marketing Talk

A WELL PLANNED and executed educational program in marketing should provide for a free flow of information among producers, handlers, and consumers, and between these several groups. The flannelgraph visual, shown on this page, was used to illustrate this point in a talk at the American Farm Economics Association meeting held at State College, Pa., August 25, 1954. The lack of understanding and exchange of information between various groups involved in our marketing system represents a serious deterrent to efficient marketing.



The first part of the visual placed on the flannelgraph depicts an educational institution with rays showing information emanating from it. This was followed by the individual figures representing producers, handlers, and consumers to indicate to whom the information is directed.

In our educational work in marketing, there are certain people who work primarily with consumers, others who concentrate on on-the-farm marketing problems and some who deal mostly with handlers, and others who work with all these groups. One of the major jobs in developing educational work in this field is to get a coordinated program.

It is not enough just to have information going to producers, to handlers, and to consumers. The arrows were added to the flannelgraph to show the additional lines of communication needed. To show this flow of information, the first arrows pointed from producers, to handlers, to consumers. Then arrow points were attached on the other end of the arrows to show that the information must go both ways. Other arrows were added to show that information must go back to the educational institution to help educators see the problems and needs of the people they are working with.

"Put Them Where They Can Get Them"

GEORGE R. DUNN, County Agent, Edwards County, Kans.

DO YOU ever think about the number of farmers who visit your extension office and the percentage of those who take a bulletin or circular home with them?

Of the 1,000 farmers in my county, about 30 percent come to the office for information frequently. Of this 30 percent, only 7 percent pick up available extension publications. The other 23 percent don't bother to accumulate a home reference library of bulletins, but come back each time for information that could have been available right at home had they accumulated a series of circulars and bulletins from the extension office. Another 35 percent of these 1,000 farmers call the office by phone for information and never come to the office. Farmers all over America go to town on Saturday afternoon, yet most extension offices are closed at that time.

What about all these fine publications that are available to your farmers! Are they getting them in your county? We have a Put Them Where They Can Get Them campaign on in this county, and it has increased the output of bulletins and circulars 60 percent with an estimated 85 percent of the farmers now aware of the publications available to them.

This was accomplished by the cooperation of a local lumber company, the cooperatives, and the Extension Council. Several excellent bulletin racks were made and these were placed in banks, farmers' cooperatives, the county farm bureau office, hatcheries, and lumber yards. The racks in the banks contain mostly bulletins on farm management, finances, and agricultural statistics. At the hatchery, publications on poultry, feeds, and diseases are featured. At the cooperatives, publications on grains, varieties, fertilizers, and feeds are available to the farmers. At the lumber yards, a supply of plans for houses, barns, and corrals along with up-to-date circulars on engineering and construction of silos are all available.

These publications are located where farmers frequently go. The bankers, feed men, and lumbermen all call attention to the circulars available. This program has won our extension program many more friends. Farmers try one and, with good results in a practice, will come back for more information and consequently will join the ranks of that original 30 percent that frequently come to the county extension office for information. So, let's "Put Them Where They Can Get Them."

A. J. Collins, president of a bank, shows County Agent George R. Dunn an extension circular that is popular with his customers.

Floyd Harris, owner of Harris Hatcheries, always insists that his customers take home timely bulletins from the rack in his hatchery.

Welcome Is The New Market

(Continued from page 214)

The office building, which is located on the market site, will be converted into a home for agricultural agencies. In the past, offices of the county and home agent, Soil Conservation Service, and other USDA agencies have been scattered. Many farmers complained of having to drive all over the downtown area if they had business with more than one agency. Negro agents also will be housed in the agriculture center. The Davidson County court appropriated $60,000 for necessary changes and stipulated that the center should be ready early this winter.

The Davidson County agent, Oscar L. Farris, was instrumental in bringing about these improvements in marketing facilities.

Marketing Challenge

(Continued from page 212)

in planning and developing marketing programs when requested by your State extension director or others designated by him.

The 1954 Yearbook of Agriculture, released October 3, is devoted entirely to the subject of *Marketing*. In the Foreword, written by Secretary Benson, it is stated "Greater emphasis than ever before has been placed on marketing as a mainspring of our national and individual lives. I am confident that we shall meet that challenge—that all of us, fully informed as to the scope and demands of marketing, will reach our goal of stable well-being." This yearbook on *marketing* has been directed to farmers, marketing people, and public workers, including extension workers. Becoming thoroughly acquainted with its contents could well be the first step in expanding your extension program in *marketing*.

Food Handler Programs

(*Continued from page 222*)

the year's program and the county agent usually handles the publicity.

The State retailer education program is coordinated at the State University by an advisory committee, consisting of extension staff specialists from the various departments and the director of extension. The group evaluates the program and advises and coordinates with other fields of work in order that the overall extension program will be an integrated, united whole.

The county programs, planned by the retail steering committee, are geared to the needs of local handlers. Schools are conducted on a discussion demonstrational basis. Extensive use is made of color slides, flannelgraphs, actual merchandise, and other visual aids.

Some topics covered are (a) meat pricing and cutting tests; (b) self-service meat—preparation of departmental layout; (c) preparation and display of fresh fruits and vegetables; (d) self-service produce; (e) food store management; and (f) business outlook for food distributors.

An annual food retailer clinic is held at Purdue which climaxes retailer schools held in the various counties. This program is beamed at management and deals more with overall store problems. The entire university resident teaching staff is available to participate in this clinic. Outstanding food store operators lead discussion groups.

A periodic newsletter is written by the State specialist, summarizing latest research reports and technical information on food handling. A summer training school for meat cutters was held at Purdue this past summer in response to a request by the trade and endorsed by meat packers.

Food Merchandising Education

(Continued from page 213)

meeting, in spite of our efforts to be informal and friendly. Although questions were encouraged, few were asked at this first meeting. If we had felt that this meeting was to be indicative of all meetings, we would have discontinued the series at this time, but a strong belief in the need for this program made us continue.

Our second meeting pertaining to Selling Meats, had a stronger appeal for the merchants. And too, the guest speaker did an outstanding job of relaxing the group and getting questions from them during and after the meeting. The average attendance was 30 for the series of meetings. A high of 60 attended the poultry marketing meeting.

At the poultry meeting, many of the meat men saw for the first time exactly how they could prepare turkeys in different ways as special offerings for customers. Since this meeting was held at the university, the three-man committee and the Extension Service poultrymen prepared a poultry barbecue for the merchants. In addition to providing information and recreation, we acquainted a new group with the university, and had the opportunity to show these trade people just what facilities the university could offer for their use.

Before each meeting a letter was sent to the merchants in the area. We also visited stores personally to encourage the attendance of the owner-manager or other personnel and to receive comments and criticisms regarding program content. Our tenth meeting, held in competition with the local baseball team and a championship fight on television, had no reduction in attendance. This fact alone indicated the need for Extension to work with food retailers.

Other *Review* Articles on Marketing

The November 1953 issue was devoted to marketing.

When a Marketing Problem Arises —December 1953

The City Cousin.. .December 1953

What We Want in Marketing Education.....March 1954

An Extension Exhibit on Economy Cuts of Beef..... ...April 1954

More Milk for More People —April 1954

4-H Tomatoes Fill the Bill —May 1954

Friends from Canada

A group of young people from Ontario, members of the Young Farmers and Homemakers groups, paid the Federal Extension Service a visit recently. These young folks are selected on much the same basis as our delegates to the National 4-H Club Congress. They were on what they called a two nations' tour, first visiting their own capital at Ottawa, then the United Nations headquarters in New York City, and then on to Washington, D. C.

What Information Do Farmers Want and Use?

Summary of a lecture by STANLEY ANDREWS, Executive Director, National Project in Agricultural Communications, before the National Marketing Workshop, Cornell University, August 27, 1954.

NO ONE NEEDS to worry about the lack of facilities for exposing farm families to market reports. With 99 percent of the Nation's farm families owning one or more radios or television sets and with 1,200 radio stations broadcasting market news, there's no shortage of opportunity to hear the market reports. Better than 80 percent subscribe to a farm publication or newspaper carrying market news, and these total more than 1,700 with a circulation of 50 million.

The question is: Does he read or listen to the market reports? He is interested in the price he gets for his cattle or corn, I am sure. Whether a farmer belongs to a cooperative which normally performs a marketing service for him and reports the price received later; whether he contracts his products in forward selling, or whether he is an individual seller of a small lot in a street market or auction, he is always vitally interested in the price of his products.

As I see it, there are about seven distinct groups concerned with the market quotations of a given product as it moves from the farm. The first is the farmer. The next man in line is the local buyer or the middleman. Next is the primary processor. That may be a cotton gin, a tobacco warehouse, a canning plant, a poultry dressing plant, a milk cooling station, creamery, or local elevator, depending on the product.

After that comes the fellow who puts the final finish on the product—the manufacturer, the warehouse, the grocer or cloth broker, the wholesale distributor. Finally there is the retailer, then the consumer. All of these people take an interest in the market price.

My own observation is that the two least informed people in this whole string of services and transactions as to the market value of the product handled are the farmer who produced the product and the consumer who pays the last price for it.

Summary of Seven Surveys

Counting two studies on local broiler markets, State and Federal agencies have made about seven surveys on market information. While there seemd to be no common pattern or objectives in the seven different studies, it is quite remarkable that a general study shows about the same general strengths and weaknesses in our marketing information setup. Since we should try to correct weaker points I will relate the five or six common weaknesses which ran through all of these reports.

Name the Median Price

Market news received by farmers over their radios, through their newspapers and other local media was not specific enough, either as to price range or quantities of a given product sold at the top or bottom prices. Steps to correct this deficiency on poultry quotations in the Michigan survey were taken immediately after this was discovered. Now there is a median or common quotation which covers the bulk of the poultry moving on that day. This has proved to be a much more realistic quotation.

Most farmers were unable to translate the central market quotations into what their product should bring locally. Since a major part of all farm products is sold in a local market, localized quotations were considered vital to the practical use of the central news by the producer.

What's the Trend?

There was a need for trend information in local and central day-to-day reports—some basis for assessing movements of supply and prices.

Use Known Terms

Terms used in describing market fluctuations meant very little to producers. The words "light and heavy" to describe runs, prices up 25 cents or down a certain figure, meant very little unless some figure or base was quoted as the starting point. Farmers do not have time to look up a newspaper or put down yesterday's or last week's quotations. The very nomenclature used to describe a given situation in a market, while perhaps meaningful to the commercial market man watching the market all of the time, meant very little to the average producer.

Make It Interesting

Space and type used in newspapers, and the listless and uninspired reading of the market reports on radio and television, left the listener with the impression that this was some routine task of little importance that had to be performed; hence, they considered such material of little value also.

Who Is the Authority

About 40 percent of the Ohio farmers consulted about three sources of market information before they decided to sell; 49 percent looked at the bulletin board at the local elevator; 47 percent looked up quotations in the daily newspaper on wheat, corn, or soybeans; 31 percent got the report from the radio.

Three general reasons were given by farmers for selecting a particular station or newspaper or other source for market information.

Forty-two percent listed quality of the report as their choice of a particular station or publication.

Thirty-one percent listed the personality of the reporter and the relation of newspaper or other publications to the community. For instance, in Michigan there was a very direct correlation between the local news in a newspaper, how it is handled and the interest of the publication in the community, and the extent the publication was looked to for market news of a local or regional nature.

In every case in all of the surveys, farmers wanted discounts quoted and explained.

These surveys were in areas and States where a great deal of effort has been made to develop adequate market news services to meet specific problems. Iowa perhaps has the most elaborate system of reporting of markets of any State in the Union.

On the West Coast the State of Oregon has developed a very effective local reporting market service. It is widely listened to by producers in that area primarily because it stems from the Oregon College of Agriculture. It deals with local West Coast markets, and there is a farily comprehensive but simplified interpretation of the markets by the extension and college economists.

The State of Alabama has developed in cooperation with the Federal service an effective market reporting system. There is a State hook-up of radio stations twice daily with the national markets presented along with localized reports from each station area. This brings the market down to the area where the average farmer actually turns his products over to the market. It thus bridges this important gap between the central market quotations and the actual paying price in the local market.

We haven't time to go into how this Alabama service was developed; but we should say that it started by a wide-awake PMA marketing specialist cooperating in the training program of veterans in agriculture under the GI Bill. These fellows, when they got an idea of what sound market information could mean to them in their farm operations, raised such a howl that the radio stations and the State got busy to meet the needs. Alabama, incidentally, has regular courses in the adult vocational agriculture and high school classes on how to use market information effectively.

I have repeatedly said that market information, the basic national and world economic factors affecting the individual farmer and his enterprize, is a dead-end street of communications. Yet, I sincerely believe that what happens in the realm of agricultural policy and trade in this country and abroad over the next 25 years will have more to do with how the farmer and his family make out on the farm than whether they can produce another extra quart of milk or a bushel of wheat, or what have you. I think we have pretty well licked the production techniques and how to get them across. *We have not even touched the management and over-all economic factors which must come into play in modern agriculture at the time the farmer plants his crop, not a year later. . .*

No country in the world spends as much money and effort on gathering tomes of information and data for what we hope will be of service to the farmer than does the United States. Too often we go through all of this—the gathering, the tabulation, the telegraph tolls and clacking and pushing of machines only to flub the ball with the very person we are hoping to serve—the producer. We can do better. We at National Project in Agricultural Communications are willing to join with government, radio, and the newspapers, and we must do better.

New 1954 Yearbook of Agriculture is devoted to *Marketing*. The new book *Marketing* contains 88 chapters written by 117 writers, most of whom are U.S.D.A. and land-grant college workers. Each county extension office will receive a copy of the yearbook *Marketing* in the near future. Every extension worker will want to read this book.

5-Acre Cotton Contests

(Continued from page 219)

zed and published annually for the benefit of all cotton growers. At the present time the interest of boys over 15 years of age is invited, and special prizes are offered to 4-H Club members by a cotton association. Thus the contest ties together a good cross section of all who are interested in cotton, including growers, seed breeders, mercantile groups, manufacturers, cotton seed crushers, and others. Through the teamwork thus organized the average yields per acre gradually increased.

It is true that the total acreage planted to cotton has decreased about 50 percent, but the total production of cotton has decreased only about 24 percent. The average yield of lint cotton per acre for the past 5 years, covering the period 1949 through 1953 in South Carolina, is 275 pounds, or 50 percent greater than for the earlier 5-year period.

It is often said that extension work does not reach the small farmer, but average yields and improvement in staple length must be evidence that the majority of small farmers have been affected.

The end is not yet in sight. In the fierce and unrelenting competition which confronts the cotton producer on every side, he must continue to have the help of seed breeders and seed multipliers and educational services so as to produce the newest and best cotton from the standpoint of the staple strength and length. He must also give attention to the multitude of other new developments in cotton production. The spinning quality and values of the crop grown in this State have been quite generally recognized as tops.

Ellison S. McKissick, vice president of the South Carolina Textile Manufacturers' Association, recently said at the annual cotton contest awards luncheon, "Today in America, thanks to seed breeders, our 'pastors of the soil' (county agents), our technologists and our researchers, and to men like you award winners to whom I referred as the real 'kings of cotton,' our cotton fiber generally has qualities that make it the most desirable throughout the world."

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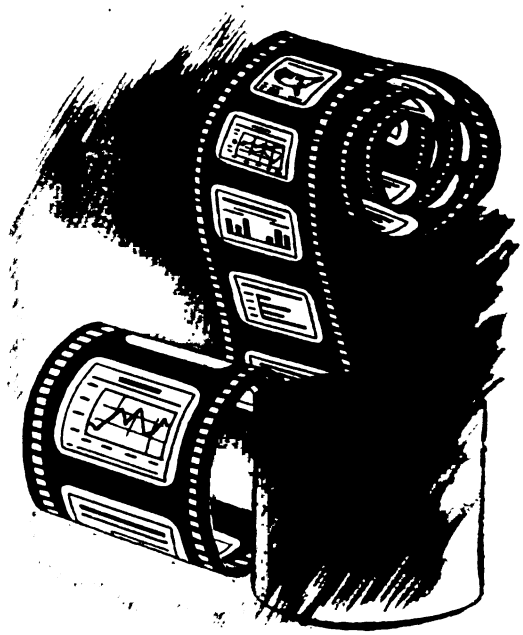

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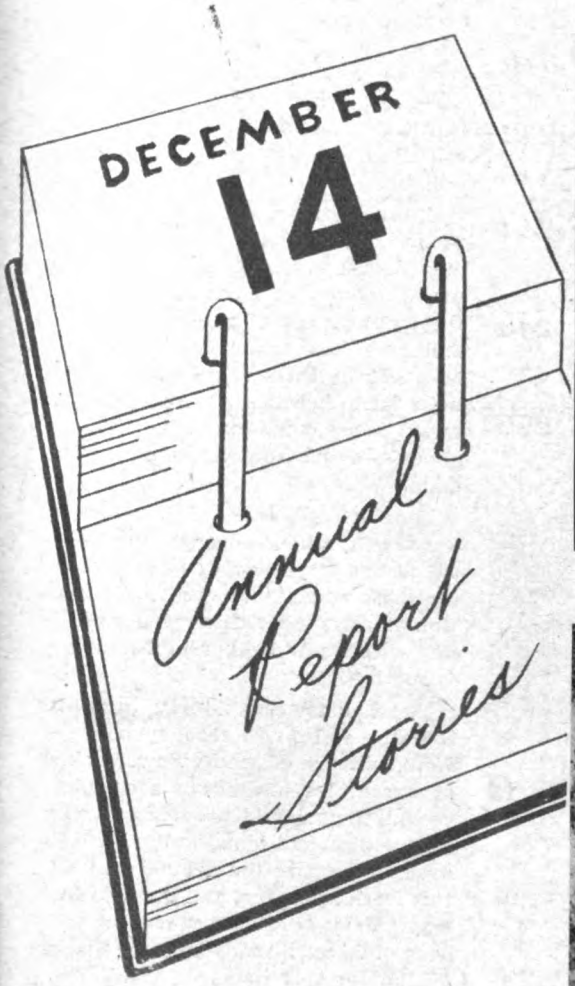
EXTENSION SERVICE Review

DECEMBER 1954

Club member learns to survey his farm.



Leaders taught to judge canned goods.

Farmers inspect a trench silo.

FEDERAL EXTENSION SERVICE
UNITED STATES DEPARTMENT
OF AGRICULTURE

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Ear to the Ground

In this, our tallying-up number you will find a wide variety of stories to illustrate the many activities of the Extension Service. Probably each of you would have selected a different group, so diverse have your experiences been. When you assemble examples of your work, please send us one or two of those you like best. They will help to inspire others throughout the coming year.

Some of you have asked where and how we get articles for the Review. Usually, we ask your State extension editor for accounts of your activities, and he always comes up with an interesting article. But he may not know what you're doing unless you tell him. Make a note on your new calendar to "Share experiences with others." It's a rewarding interchange. The more you contribute, the better your Review will be.

Gathering momentum, the unit approach to farm and home planning and development is rolling into a major activity in many States. With the employment of new agricultural and home Extension Service agents to assist in this concerted effort to help farm families, many questions have been asked on what it's all about, who participates, and how it's done.

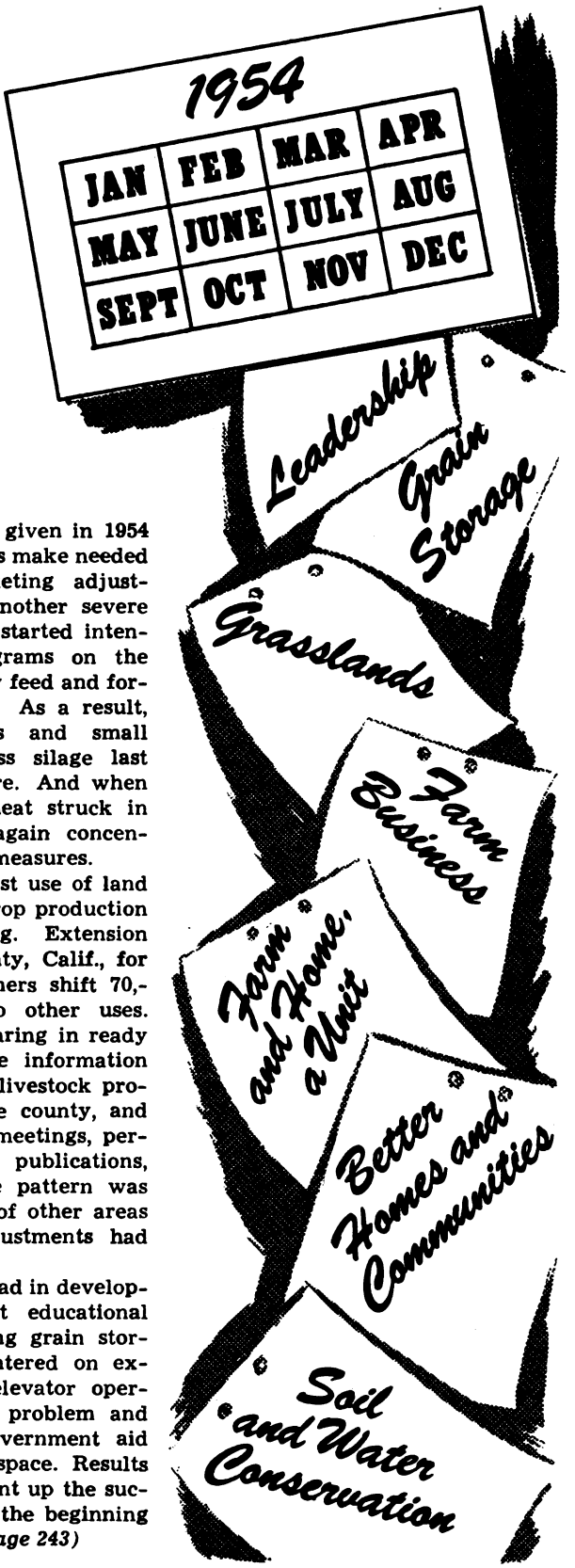
To give you some of the current answers, about a dozen States were asked to tell us how they are training these new members of the extension family, what their responsibilities will be, and other pertinent information.

These answers, singly and in roundup style, will reach you in the January issue of the Review. Looked at as samples, and not as a complete report, they should provide you with information and ideas on the methods used to prepare the groundwork for this fresh approach, and get it underway. Very satisfactory results have been obtained already by some States. Watch for this issue.

Speaking of 1955, this seems like a timely opportunity to tune in on the seasonal fellowship harmony. May we wish you success in extending that harmony into each of the days ahead. CWB

The Keynote of the 1954 Report on Extension Work

"Adapt to changing conditions and integrate all efforts"



FACED WITH high capital requirements, production controls on certain crops, and a tight cost-price squeeze, today's farmers have very different and much more complicated problems than their fathers and grandfathers had. They also have a myriad of scientific advantages hardly dreamed of 50 years ago.

To solve these business problems and utilize this mechanical, chemical, and electrical know-how, the farm family needs all the help it can get. For that purpose, the Cooperative Extension Service exists, a united service of the U. S. Department of Agriculture and the land-grant colleges, supported by Federal, State, and county governments.

Seldom was the need for such assistance greater than during this past year. Extension responded by helping 8⅓ million families—24 percent more than the year before—in some phase of its work with adults and youth. About 70 percent of these were rural families. Increased demands from urban families accounted for the remainder.

County extension agents assisted 5⅓ million families to change one or more farm practices and a like number change one or more home practices. To do this, they made more than 3½ million farm and home visits and increased their use of demonstrations, meetings, tours, and other mass methods. Local leaders whom they trained held meetings attended by more than 18 million men, women, and children.

Major attention was given in 1954 to helping farm families make needed production and marketing adjustments. Anticipating another severe drought, many agents started intensive educational programs on the value of supplementary feed and forage early in the year. As a result, probably more grass and small grains went into grass silage last spring than ever before. And when severe drought and heat struck in mid-summer, agents again concentrated on emergency measures.

How to make the best use of land taken out of surplus crop production was equally pressing. Extension agents in Tulare County, Calif., for example, assisted farmers shift 70,000 cotton acres into other uses. They did this by preparing in ready form all the available information on alternate crop and livestock production adapted to the county, and presenting it through meetings, personal visits, county publications, press, and radio. The pattern was repeated in hundreds of other areas where production adjustments had to be made.

Extension took the lead in developing and carrying out educational programs for increasing grain storage space. Efforts centered on explaining to farmers, elevator operators, and others the problem and the availability of government aid for expanding storage space. Results in Oklahoma alone point up the success of this work. At the beginning

(Continued on page 243)

The Value of an Annual Report

D. W. WATKINS
State Extension Director, South Carolina

Reports are to extension work what bookkeeping is to business. They make the facts clear as to strong and weak points in the program, and as to successful techniques. Since they must be made anyway, and since they can be made to serve useful purposes to workers themselves, to legislators, to Congress, and to executives, let us learn to make more purposeful and effective reports.

ANNUAL reports are necessary and desirable. Good annual reports are accumulated, not made up at the end of the year. They are bona fide records and mark the starting point for the year of work to follow. At no time do reports, even good reports, substitute for other types of productive work.

Legal requirements for annual reports have been made by Congress and the State legislatures. These requirements constitute the skeleton upon which useful and worthwhile reports of progress may be constructed. Such worthwhile reports must summarize and set forth (a) activities of extension personnel, and (b) the results obtained in the direction of the main goals.

Activities

A report on activities is pretty well routinized through the use of report form ES-21, with which all extension people are familiar. Some States find it desirable to use a supplementary statistical form.

A story on activities alone does not make an interesting and worthwhile report. The most interesting part of an annual report is that which measures change and sets up milestones of progress. In this respect, the annual report is worth more to the extension worker himself than it is to anyone else. It gives him a chance to compare the progress being made along various lines of extension effort.

For example, the official statistics show that in my State the agricultural industry in recent decades of rapid change has set an average of about 10 new agricultural records each year. In 1953 these records were in the number of bushels of oats and soybeans produced, the number of beef cattle on farms, the number of eggs and commercial broilers produced, pounds of tobacco, oats, and barley per acre, and the number of eggs per hen.

Charts Show Trends

A report that sets forth the trend of agricultural progress over a period of years gives the extension worker a clearer knowledge of where he has been and what his position is now. From this he can judge as to his present direction and rate of progress. A report which fails to do these things must be somewhat superficial.

The total facts with respect to trends of development such as are contained in official crop estimates may represent more than is accomplished solely by the work of an extension agent, or than is accomplished by the whole State Extension Service. If Extension is influential to the extent of bringing about changes important enough to be noted in such official reports, then that is better evidence of effectiveness than any amount of unsupported claims.

It is not often possible to ascribe 100 percent of mass causation to a single influence in a country like America. Farm people act on the basis of all combined influences that affect their own circumstances. I believe we are more interested in knowing what the total progress is and whether such progress was aided by Extension than in what fractional part of it is due to this or that influence. This is entirely consistent with keeping the activities part of the report strictly factual. An effective report makes it clear that extension work is an important influence in assisting farm people in making these progressive changes.

As I say that, I am looking at a trend chart which shows that enrollment of boys and girls in 4-H Club work in this State increased from about 20,000 in 1932 to over 52,000 in 1953. I also see a chart that indicates that the value of farm and home products marketed by farm people with the assistance of extension workers increased from about 2½ million dollars in 1932 to over 26 million dollars in 1953. The status for each year during this period is visible.

A similiar chart shows that the total egg production has doubled in the past 15 years, and that poultry improvement work has increased the average egg production per hen 45 percent in the past decade. Another trend chart, started in 1939 on the number of purebred dairy bulls in

(Continued on page 249)

Evidence of LEADERSHIP *at Work*

ROSSLYN WILSON, Assistant Extension Editor, Tennessee

WHEN 400 FARM men and women, representing 2,100 families, accept responsibility for improving their pattern of farming and rural life, leadership is at work, and agriculture is further maturing.

Such growth was evidenced at Muscle Shoals, Ala., recently at a meeting of test-demonstration families from 97 Tennessee watershed counties of Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee and Virginia. These families, representing 20 years of pioneering in the whole-farm-and-family approach to resource development, organized a valley-wide association to further advance the agricultural revolution under way in this region.

Test-demonstration farm families are key people in service to the Nation's agriculture. Using the Tennessee Valley Authority's experimental fertilizer plant, these families are teamed up with research and extension know-how. The 400 or so who attended the Alabama meeting represented some 2,100 families in the valley who use TVA fertilizers in planned farming systems. Their work is guided by extension agents, who provide research information on farming and homemaking and help the family fit it into the best possible pattern for them. These farms serve as on-the-spot proving grounds and demonstration of adjustments which make the most of soil, climate, and market resources, all different in each family situation.

Their successful experience has laid much of the groundwork for expanded extension work on the unit approach to farm and home development.

The meeting at Muscle Shoals climaxed a growing desire by test demonstrators to see the plant producing their fertilizers; to learn about processes and problems of fertilizer manufacture; and to exchange experiences and ideas among the different valley peoples. County associations of test-demonstration families, organizations which plan and guide the work locally, financed the trip for most of the delegates.

Outstanding speakers were test demonstrators from different States. Their stories of success in improving soils and translating them into better crops, livestock, buildings, machinery, and family living were impressive. Facts and figures were joined in summations of family achievement and influence of the work on community and county.

B. B. Jessie, Russell County, Va., quoted figures showing that his cash returns from his livestock enterprise have multiplied 10 times since 1934. In this same period his cash returns from crops increased 6 times. Mrs. J. B. Baker, Mississippi homemaker, described how whole-farm-and-family development enabled her family to rise from tenancy to farm ownership as it achieved better living. Mrs. Charles Barnard, homemaker from Clay County, N. C., entranced the audience with her description of the test-demonstration role in helping a "poor little mountainous county," pushed still farther up the hills by impounded waters, lift itself by the bootstraps of organized community effort to spread the pattern of enrichment pioneered by these families.

"We didn't realize that our work was part of such a big program," said one delegate to the meeting. "It has been eye-opening to see that we are tied into a project of national scope, and that the work of each family contributes to the growing store of information which is having its effect on the entire region." With this feeling, the delegates voted to knit together into a valley-wide organization the efforts and leadership of those who serve and have served their communities as test demonstrators. Purely educational in its functions, the association will "provide a medium of exchange between farm people, land-grant colleges, and TVA," and "provide a vehicle whereby the people of the valley can act together on matters of mutual interest."

Men and women alike are interested in the manufacture of fertilizers they have been testing and demonstrating for 20 years on Tennessee watershed farms.

Publications like the above, newspaper and radio talks, helped to conserve grain.

An "All-Out" Program for Grain Storage

MORE FARM, country, and terminal elevator storage for grain will increase gross cash returns to Oklahoma wheat farmers in the amount of more than $10,000,000 this year.

At the end of the 1953 harvest, there was storage space for about 123,000,000 bushels in Oklahoma. This consisted of 50 million bushels in terminal elevator storage, 43 million bushels in country elevator storage, and 30 million bushels in on-farm storage.

Available for the 1954 harvest, storage space in the State was increased to 164½ million bushels. Broken down, the figures are 70 million in terminal elevators, 59 million in country elevators, 35 million in on-farm storage, and approximately ½ million bushels in government-owned storage. This is an increase of 41½ million bushels over last year's storage, or an increase of 35 percent as much storage space as was built in all the years that Oklahoma has produced grain.

Because storing grain on farms in Oklahoma is hazardous, farmers have provided off-the-farm storage through cooperative marketing associations. Seventy-five percent of the new terminal and country elevator storage construction this year was completed by farmers' cooperative associations.

On the basis of current market prices for wheat at around $1.90 per bushel, and the loan value for wheat in approved storage at $2.10 per bushel at the elevator and $2.20 stored on the farm, the additional storage has meant over 10 million dollars cash return to Oklahoma wheat farmers. Had this storage not been available, and the additional 41½ milion bushels had been dumped on the market at harvest time, prices could have dropped much below the current price level.

Recognizing that the storage problem would be acute in 1954, Oklahoma extension personnel concerned with this phase of work began at the end of last year's harvest to develop plans for a program to encourage farmers and grain dealers to provide additional storage for the 1954 crop.

A series of outlook meetings was held to discuss the current storage situation and the possibilities of a storage shortage for the 1954 crop. The meetings were held in all principal grain-producing counties in the State in November and December of last year. At about the same time the outlook meetings were being held, news articles dealing with the grain-storage situation were released.

A concentrated educational program on provisions of the wheat marketing quota program was carried to Oklahoma wheat farmers by the Extension Service to familiarize the growers with the supply, demand, and storage situation. This was through county meetings in wheat-producing counties, and through radio, television, and news stories.

The extension grain marketing specialists worked cooperatively with the extension agricultural engineer, entomologists, the State and county Agricultural Stabilization and Conservation committees, the Oklahoma Lumbermen's Association, and others in county programs to promote the building of additional storage, to control insects and rodents in stored grain, and to encourage the use of aeration equipment.

Explained at Meetings

Statewide and area meetings, such as the fourth annual wheat institute, were called by Extension to bring these problems to the attention of farmers and grain dealers. Two regional meetings of hard red winter

wheat States and one national meeting were called.

County extension meetings provided the opportunities for agents to present factual information on the grain-storage situation. County agents received statistical information on the Oklahoma storage situation from the State extension office.

The storage program has received valuable assistance from the Federal Extension office in the way of suggested press releases, visual aids, suggested radio and television materials, and bulletins. These were very helpful when adapted to Oklahoma conditions and usage.

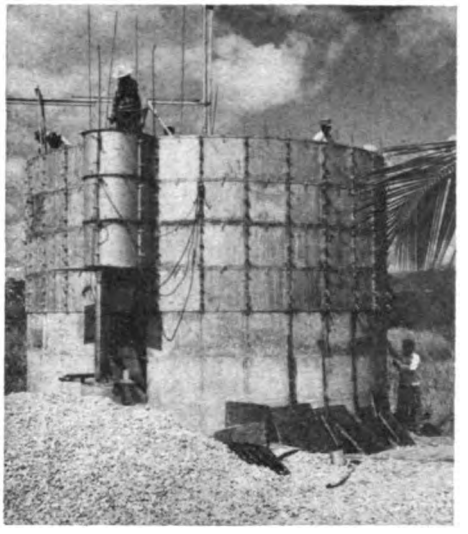
Approximately 35 radio programs were presented. These ranged from one station broadcast with statewide coverage up to 35 station network programs. Five television programs on grain storage gave complete coverage in wheat producing sections.

A 4-H Club grain marketing project which emphasized proper storage facilities was carried on in eight counties, with 4-H team demonstrations presented in statewide meetings and on television. Possibly the most effective aspect of the club program were demonstrations before local farm meetings and civic groups.

Ten area meetings were held throughout the State on the care of the 1954 crop stored on the farms and in the elevators. In areas where grain sorghums are produced and stored, emphasis is placed on the critical grain sorghum storage situation.

SILOS

Solve Grass Shortage in Puerto Rica



Construction of this tower was sponsored by the Grassland Improvement Program. Silage will help solve the seasonal grass shortage.

ELÍAS HERNÁNDEZ
Specialist in Pastures, Puerto Rico

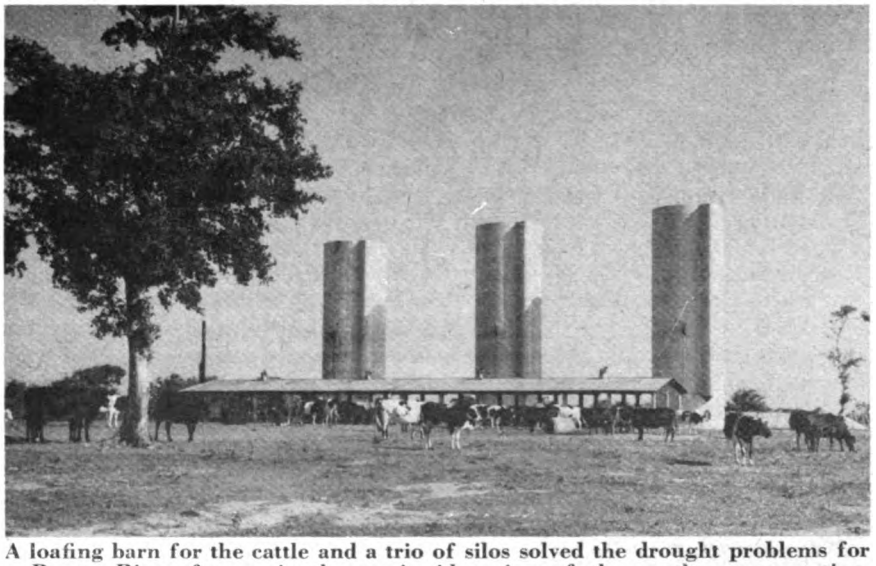
THE SOUTH and southwestern part of the island of Puerto Rico is characterized by scanty rainfall and severe droughts, very common from December to July each year. Nevertheless, this region is best adapted to cattle raising. Farms for livestock, especially draft and beef cattle, are located here.

Dairy cattle farms are located along the north and northeastern part, where green forage can be obtained during the whole year, although the slack in rate of growth during the winter months reduces milk flow during this season.

In many places over the world, the reduction of green forage during any season is overcome by preserving forage by silage and hay making. For some reasons, such practices never became customary among our livestock farmers.

Up to 1942 the use of silos was restricted to thé vicinity of Coamo. Then a specialist was appointed to the Extension Service who has encouraged farmers to adopt more efficient grassland farming methods. Silage was recommended as a means to solve the problem of seasonal grass shortage.

As the result of extension activities, silos are now operated in 19 extension districts, out of a total of 57 districts in which the island is divided. The value of silage is now firmly settled in the minds of most progressive livestock farmers, and some dairy farmers have gone so far as to depend entirely on silage all the year. Cows are kept all day in "loafing pens" where silage and harvested fresh grass is fed in large open trays. In this way, more animals can be kept per unit area, in healthier condition, and a constant flow of milk is maintained through the year.



A loafing barn for the cattle and a trio of silos solved the drought problems for a Puerto Rican farmer in the semi-arid region of the southwestern section.

Easing the Squeeze on Farm Profits

A Practical Application of Outlook in Nebraska

EVERETT E. PETERSON, Extension Economist, Nebraska

"EASING the Squeeze on Farm Profits in 1954" was the theme of a series of meetings conducted early in this year in 21 Nebraska counties. The main objective of the program was to present and discuss in an interesting and practical manner the important alternatives for adjusting farm production plans to economic and political conditions in 1954.

The meetings were sponsored by the county extension office and were open to farmers generally and to local bankers and employees of the Soil Conservation Service, Farmers Home Administration, Agricultural Stabilization and Conservation Committees, and Farm Credit Administration. The 2-hour program was presented by the extension specialists Richard G. Ford and the writer.

The outlook information provided the basis or foundation for the main part of the program. After a short introduction a U.S.D.A. film was shown to call attention to certain key points. This was followed by a brief discussion of farm outlook by one of the specialists to re-emphasize some of the important points made in the film and to focus attention on those that were of most direct concern to farmers such as the price-cost squeeze and production controls on wheat and corn.

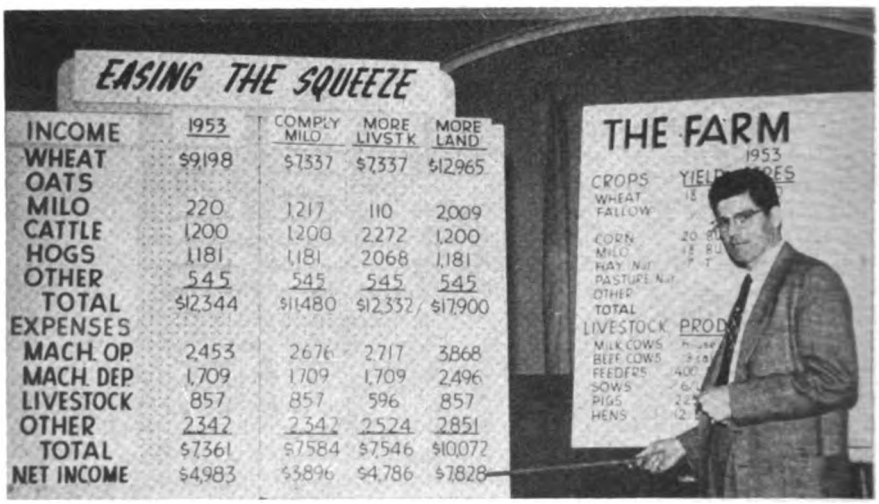
Effects of Alternative Adjustments

With this background information, the discussion turned to the economic effects of alternative adjustments to production controls and the price-cost squeeze.

By using a visual aid explained below, a simple tabulation was presented to show the organization of an example farm in 1953 and the farm income and expenses that year. Various possible adjustments of the farm business to production controls and the economic outlook were shown in parallel tabulations. These provided for comparison of each alternative with the 1953 operations. It also provided opportunity to evaluate each alternative in terms of investment required, potential income, expenses, risk, and other factors.

The adjustments included the following:

(1) Compliance or noncompliance with allotments and alternative uses of diverted acres;
(2) Increased production to offset falling prices, reduced acreage, and high costs;
(3) Reduced operating costs and postponed capital expenditures.



Richard G. Ford, Nebraska extension economist, uses this pegboard to explain the alternatives for adjusting farm production plans to economic conditions.

Four different example farms were developed to represent the major farming areas in which meetings were held. The simple budgeting or extensive farm-planning approach assumes that the farmers who attend such meetings can take the ideas and principles presented and apply them in their own farm situations. In the summary, it was pointed out that each farmer would have to analyze his own situation and decide which adjustments, if any, he would make in his farm business.

A mimeographed pamphlet, distributed at the end of the program, summarized the main ideas, suggestions, and conclusions which were presented during the meeting, including the data on the example farm. This handout pamphlet makes an important contribution to the success of such meetings. Requests for additional copies were received as long as 2 months after the last meeting was held.

The crop rotations and livestock system for the adjustments were painted on two large poster cards taped together and placed on a specially constructed easel. Income and expense data were printed on 8½ by 8-inch cards which were put up item by item on a 4 by 5-foot pegboard, and held in place by removable hooks. Layover strips were used to cover all columns of figures except those under discussion. See accompanying photograph.

After describing the basic elements of a farm program, the speaker used the cards to show the income and expense data. The crop acreage and livestock numbers for each adjustment were printed on strips of different colored poster card material, and the income and expense data which corresponded were painted on cards of the same color.

The farm organization chart was illuminated by a spotlight and the pegboard by a floodlight. The lights were controlled by the member of the team who was not speaking. An amplifier system was used when necessary.

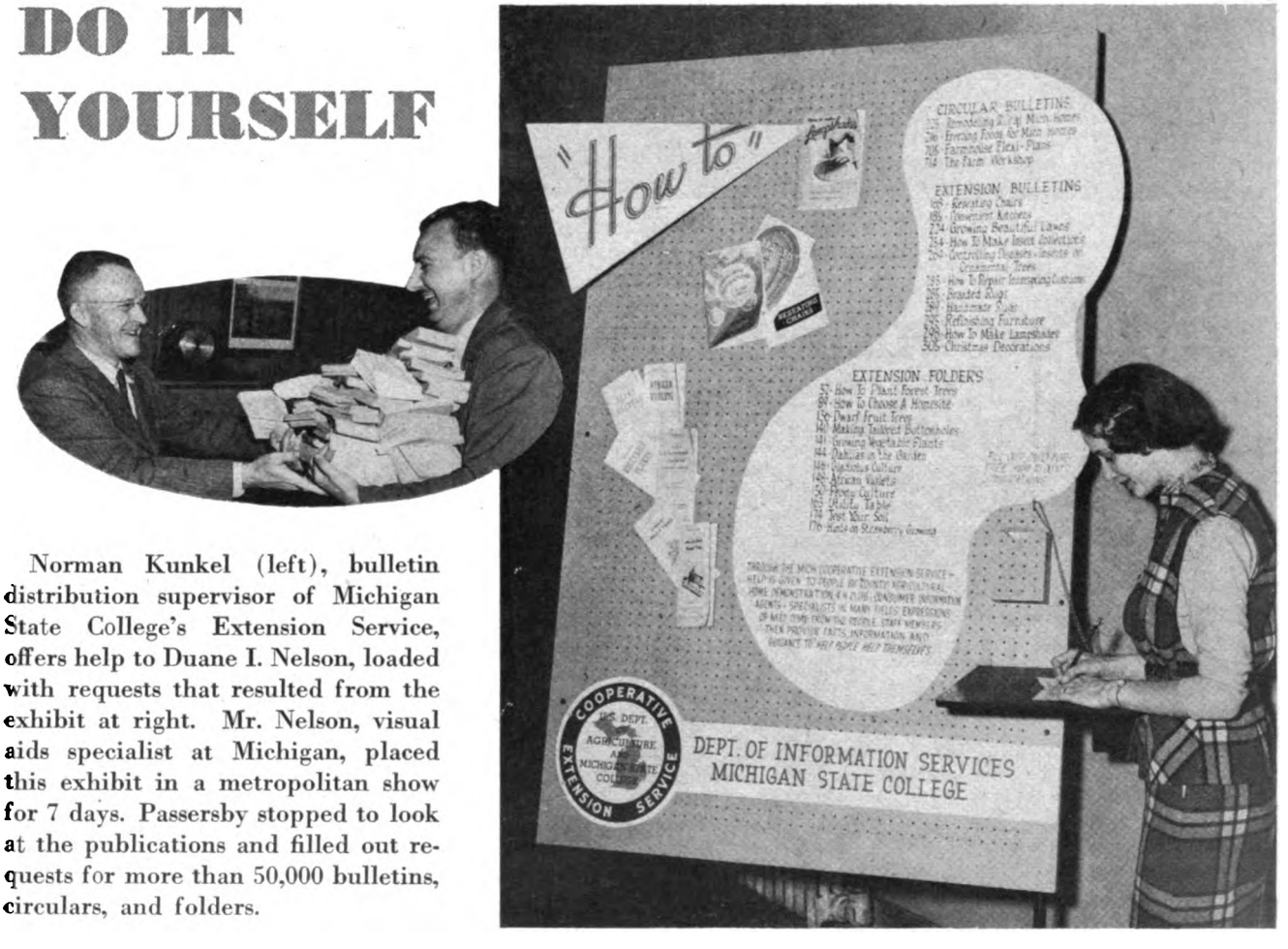
Adjustable Visual Aid

The pegboard can be adapted to the presentation of other types of material as well as budget data. Each column can be used for up to four sets of figures because the hooks will hold four cards. Of course, hooks can be placed at different intervals for larger cards. The two disadvantages of the pegboard are that it requires about 20 minutes to prepare, and that the board, including frame and legs, weighs about 30 pounds.

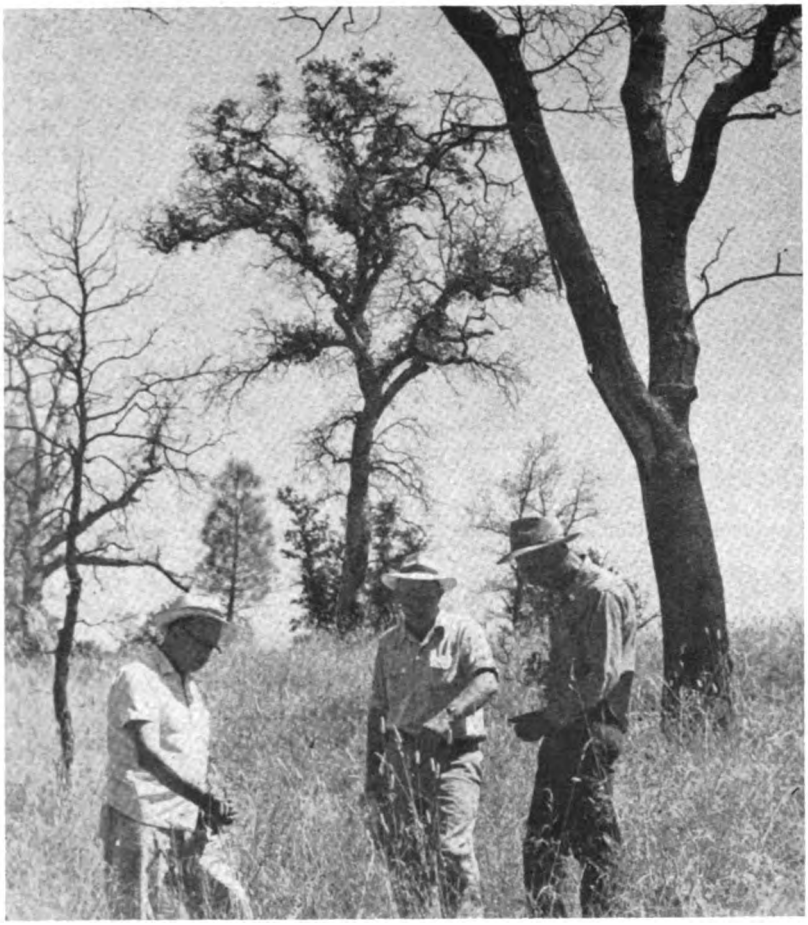
Visual aids, good lighting and adequate sound equipment added much to the success of these meetings. The speakers firmly believe that the busy people who attend meetings should be able to see and hear the presentation.

The program received such a favorable response from both farmers and county agents that Nebraska extension economists are planning to offer such a program each year to provide farmers with information and methods of making comparisons that they can use to solve their own problems.

DO IT YOURSELF



Norman Kunkel (left), bulletin distribution supervisor of Michigan State College's Extension Service, offers help to Duane I. Nelson, loaded with requests that resulted from the exhibit at right. Mr. Nelson, visual aids specialist at Michigan, placed this exhibit in a metropolitan show for 7 days. Passersby stopped to look at the publications and filled out requests for more than 50,000 bulletins, circulars, and folders.



Farm Advisers Don Smith and Lee Frey inspect perennial grasses with Les Berry (right) on a reseeded portion of a California ranch once known as Poverty Ridge.

Range Management *in Action*

POVERTY RIDGE in Shasta County, Calif., got its name when, year after year, ranchers failed their mortgage payments and left their weathered shanty homes in search of greener pastures.

Today the green pastures cover Poverty Ridge, and the progressive ranchers are burning their mortgages just as they did their brush-covered land 2 years ago. In fact, that's how their prosperity started—by burning the brush from their range land.

Range experts have watched feed resources on Poverty Ridge and other western ranges wither and dwindle in the wake of improper grazing and management techniques. Range depletion was becoming one of the most pressing problems in western agriculture.

Researchers have uncovered numerous ways to halt this rampant deterioration, much of it in the last decade. Scientists knew the answer to Poverty Ridge, but did the farmers? And besides, would the farmers, when told the answer, be willing to risk their land and capital for one or two years to find out if the scientists knew what they were talking about?

California, with one third of her land in open range, has historically imported meat to feed her 12 million persons. Farm experts point out that if California improved her range resources, she could reduce meat imports, produce at less cost, and at the same time conserve her ranges.

Range specialists zealously sought to improve the State's 26,000,000 acres of brush and woodland grass rangeland, about 75 percent of which could be converted to lush range pasture. Poverty Ridge is a typical example of what has happened in many California counties.

Lester Berry, former Shasta County farm adviser and presently extension range development and conservation specialist, compiled all the information he could find on the subject. At local meetings he presented this material to the ranchers. He cooperated with many other Federal, State, and local organizations. Meetings, surveys, and inspection tours followed.

Finally, 11 ranchers with adjacent property, volunteered to cooperate in the experiment. Early in the spring of 1951, the area was prepared for burning. The grass was lightly grazed that spring, thus providing more fuel for the fire. By August the brush was dry enough to burn. Under the supervision of Berry and cooperating agencies, crews of cattlemen fired 10,000 acres while State fire wardens stood by. In September, just before the annual rains, the burned area was seeded from an airplane.

"By the next spring the ranges looked better than they ever had," said Walter Aldridge, a typical rancher who seeded about 1,050 acres of his 3,600-acre ranch. Before the burn, he could graze only 60 animals on his land. Last year his range produced 60,000 pounds of beef. Formerly his animals would actually lose weight during the

winter months, even though he supplemented their grazing with hay. Now, without winter hay, the animals gain up to 1⅛ pounds per day from October through May.

Before 1951, Aldridge's rangeland would sustain only 600 animal-unit-months, and today the land sustains 2,360. He has only 1,050 of his total 3,600 units seeded. When he seeds the remaining land, the production will increase considerably. It cost him $2,150 to burn and reseed his range. The new range has returned $4,400 on his investment.

When neighbors saw that the 11 ranchers had increased the beef production anywhere from 200 to 400 percent, they also started burning and reseeding their land. Already 80,000 acres in Shasta County have been burned and reseeded according to the recommendations of the California Agricultural Extension Service.

Shasta County is neither an isolated nor an exceptional county. In 1953 about 168,000 California acres of private rangeland were control-burned and about 30 percent was reseeded. The remaining 70 percent supported enough grass to insure natural reseeding.

Burning is usually the cheapest method of brush clearance, but mechanical and chemical methods are also used, depending on the range conditions.

The agricultural extension service is showing the farmers how to manage the land to get maximum growth after it is cleared and reseeded. For example, the animals are kept off the land when the perennial grasses are seeding. After the plants have matured, the cattle graze the dry grass and at the same time tramp the seeds into the ground so they can get a growing start.

Fertilizer, too, has entered the picture. Ranchers never thought it wise to fertilize their vast range lands. Now they know that in many instances it can be done, because they have seen it done on their own land through cooperative extension projects with local farm advisers.

More than 191,000 acres of private California rangeland were improved in 1953, resulting in several million dollars' worth of increased production.

Longtime Goals

WHEN I came to Virginia from Oregon in July 1952 I found that homemakers of Dinwiddie County had set up long-time goals. Since 1949 these women had been attempting to reach these goals:

Satisfying relationships in home and family life.
Adequate telephone service.
Electric power and running water.
Better health facilities.
Better roads.
More signs to identify home and farms.
Better management.
Beautification of homes.
Fulfillment of citizenship.

In addition to these objectives we have recently concentrated on three distinct phases: Home grounds improvement; health and nutrition; and recreation and arts. It was hoped that our homegrounds improvement project would create interest and pride in the outer appearance of the home and help the general appearance of the whole county by spreading to nonextension members. There has been much interest and considerable improvement. Ninety-four members improved the entrances to their homes; 81 improved their mail boxes; 63 added name plates; and 159 made some improvement to foundation plantings. The members reported that they have passed on this information to 168 other persons.

To encourage getting things done, 9 clubs had a club tour of members' homes to judge the club winners in the best improved planting around the mail box, entrance, and house foundation. Then a county tour was held in May to visit the winners in each club. Forty-seven home demonstration club members made the complete tour.

The overall program has contributed to better health in the county through our nutrition and meal studies, to better living standards through our home furnishings and design meetings, and to more joy in living through our landscaping work.

DOROTHY TOOLETH, Home Demonstration Agent, Dinwiddie County, Va.

HONORED

Thirty years of 4-H Club leadership brought special honor to these two Michigan women at the State 4-H Club Show at Michigan State College in early September. Mrs. Jay Russell, Osseo (Hillsdale County), and Mrs. Lyman Burton (Branch County) are congratulated by A. G. Kettunen, Michigan's 4-H Club State Leader.

Integrate All Efforts

(Continued from page 235)

of the '54 harvest, Oklahoma had 41½ million bushels more storage space than a year earlier.

Increased emphasis on the whole farm approach to farm and home problems makes the 4-H and home demonstration club programs more important than ever as avenues for reaching farm families. Work with both groups was directed toward this end in 1954. Enrollment in 4-H Clubs reached a record high of 2,058,144 during the year, and home demonstration club membership climbed to 1½ million.

With 55 percent of the consumer's food dollar going for marketing costs, there is real need for more marketing work with producers, handlers, and consumers. Extension made notable progress with these groups during the year. For instance, in 37 Texas counties where agents worked with all segments of the poultry industry on a quality egg program, 20 million dozen eggs were purchased from producers on a graded basis for five cents per dozen above the going market price. Producers, handlers, and consumers benefited.

As the Thurstons Farm

They Are Receptive to

SINCE Marion Thurston, a war veteran, started farming on three rented quarter sections in Spink County, S. Dak., he has changed his farming system radically. When he and his wife, Catherine, began farming in 1946 they knew that Spink County was a heavy wheat farming area and naturally they began to grow wheat.

Being new at the job, the Thurstons soon turned to the county agricultural agent, Lloyd R. Wilson, for assistance on farming methods and practices, ways of improving soil fertility and crop yields, and of increasing their income. Thurston attended short courses at the South Dakota State College, and above all, he was receptive to new farming ideas and practices which would put his farming on a sounder basis economically.

As a result, during these past 8 years, the Thurstons have shifted from a cash crop system to a grass-legume or livestock economy. Now they have given up plans for growing wheat except as required on their rented land. They have gone wholeheartedly into a grass-legume, feed grains, and livestock plan.

Overall Farm Plan

County Agent Wilson, Arthur Anderson, associate extension farm management specialist, and the Thurstons drew up farming plans for the first year on the three rented quarters. They attempted to evaluate fertility, the crop-livestock ratio, and other factors involved in maintaining a living income.

They considered limitations of the rented place which were numerous. The landlord had required certain procedures. The farm was limited in size, especially in its capacity to produce livestock. Barn room was small and the 40 acres of hayland further reduced potential numbers of livestock that the place could produce.

Under these limited circumstances, an overall farming plan was drawn up by the Thurstons with the aid of two Extension Service leaders.

The following year, 1947, the farmer-and-wife team purchased one quarter-section with buildings a mile north of their rented place, continued to rent the two original quarters, and leased another. This move gave them a larger income from their farm business. It also gave them ownership control of at least a part of their land resources.

Along with the purchase came the right of the Thurstons to introduce ideas of their own for land improvement. The first year they put in a windbreak or shelterbelt around the farm buildings. They planted 1,530 trees and have added 200 to 300 each year. They also seeded down 10 acres of alfalfa for hog pasture as an initial step toward a livestock program. But 1947 was also a good year for wheat, and their 160 acres yielded well. That good crop year diverted Thurston's thinking into cash crop channels or at least delayed his intentions to abandon the idea.

Introducing other management techniques into their 1948 farm program, they made a small start in a sheep enterprise by buying eight head, cut down the wheat acreage to 80 acres, began sowing sweet clover in with small grain as a nitrogen builder, planted more grasses and legumes as permanent crops, and increased hog and beef numbers to utilize this homegrown feed. They also released a man they had hired during the crop season the year before.

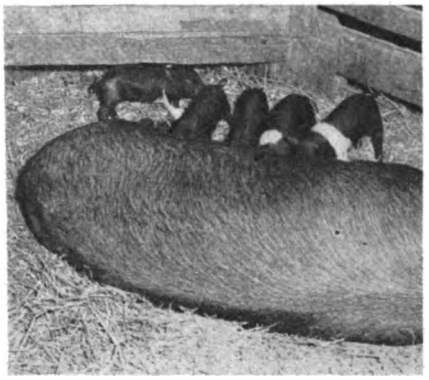
In the winter of 1949-50, County Agent Wilson held a series of farm and home planning meetings for six tenant farmers and the Thurstons, then land owners. The meetings were also continued during the following winter.

Wilson attempted to show these farm families how they could in-

Thurston and Arthur Anderson, extension specialist, standing on the trench silo, not yet open for use.

A view of the Thurston farmstead showing part of the 3-acre shelterbelt on the north.

New Ideas



Baby pigs, shown with their mother, are around 2 weeks old.

crease their net income through a more integrated farming program. Because situations differed, each family program was made to fit the individual family goal.

Discussions at the meetings centered around crop rotations, livestock programs, grass and legume uses for pasture and hay, feeding methods, farm management problems and other phases of the overall program. These topics provided only a groundwork. Individual assistance in addition was given to farm families by Wilson and his successor, Ralph Sorenson.

Changes Made

Among changes made by the Thurstons in their farming operations were:

Purchase used machinery instead of making huge capital investments in new machinery.

Do not raise cash crops except for some rye and some wheat as required in the lease.

Utilize a systematic breeding plan which will better distribute the farmer's time throughout the year. Lambs arrive in February, thus easing disease problems and allowing use of early lush pastures. Hogs are farrowed later, eliminating the need for expensive housing.

Build contours and grass waterways.

Plant shelterbelts to serve as a protection from the winds and drifting snow for the buildings and livestock.

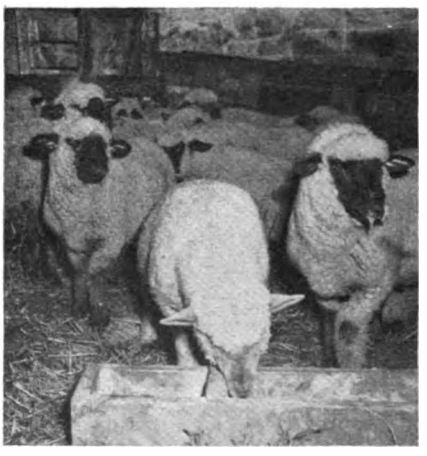
Adopt labor-saving methods, automatic watering for livestock and poultry, trench silos for easier feeding, and deep litter and dropping pits in the laying house.

Use purebred sires to improve lamb weight and maintain wool grade, improve quality of beef cattle, and further develop meat-type hogs.

Shift to a grass-legume and livestock economy to allow use of smaller and less costly machinery, reduce seasonal labor costs, necessary in growing grain, and to give the family a low-cost soil improvement program through use of legumes and manure.

Use sprays in weed control.

In 1952 the Thurstons purchased two of the quarter sections they were leasing, and this past spring leased two more quarters, thus expanding their total farming operations over seven quarters.



Part of the 120 lambs marketed the day this photograph was made.

With 245 acres of land in grasses and legumes today, they find that 1954 is the first year they didn't have to rent hayland. A 170-acre summer pasture and the tame hay provided plenty of forage. In past years, they have had to travel as far as 6 miles for rented hayland.

Although the Thurstons say they have little cash to show for their farming endeavor, they point out that they have erased two-thirds of their indebtedness on the three quarters in just 7 years. Improvements on the farm such as shelterbelts, trench silos, buildings, and added soil fertility have materially increased property value.

They now maintain 90 to 120 ewes and have built up their beef herd to 40 females. Their flock of 350 laying hens helps to stabilize income.

This Spink County farmer and his wife feel that the change to a non-cash crop economy has made it possible for them to operate with cheaper and smaller machinery while at the same time building up soil fertility. They also make better use of family labor and have greater family living—more recreation, travel, and education.

Mrs. Thurston sums up the new system with, "We want our four children to know that farming can be profitable as well as an enjoyable way to live—if the business is properly planned."

New Home Demonstration Building

• Nelson County has the distinction of being the first county in Kentucky to construct a building primarily for the use of the home demonstration agent in her work with homemakers and 4-H Club girls. This annex to the county office building in Bardstown was opened to visitors with an exhibit showing some of the projects.

The two-story brick building, with basement, was built by the county at a cost of $30,000. On the first floor is a large, well-lighted clubroom and the office of the home agent.

Her animals won prizes each year

"Miss Universe"—4-H Club Member for Eight Years

MIRIAM STEVENSON of Winnsboro, S.C., recently chosen "Miss Universe," made an excellent record during her 8 years as an active 4-H Club member. She joined the Fairfield County, S. C., 4-H dairy calf club in 1943 and continued as a member until she graduated from high school in 1951.

South Carolina Extension Service workers report that she was an enthusiastic and cooperative member. She showed one or more of her animals at either a county, district, or State 4-H calf club show each year, including 3 years at the South Carolina State Fair in Columbia. Her animals won prizes each year, and in 1950 she showed the best fitted animal and was awarded first place in showmanship at the State Fair.

Following her graduation from high school, she sold three of her seven registered cattle to help finance a course in home economics at Lander College, Greenwood, S.C., where she is a popular senior.

Two of the calves were sold to Thomas Ashley Rankin, Saluda County 4-H Club boy. One of these placed in the 1953 4-H Club Show at the State Fair, and, in showing her, young Rankin won honors as best showman. One of the calves was named "Stevecrest G. M. Miriam" when it was registered as a baby calf.

Miriam's entry is judged best fitted animal in 1950 fair, Fairfield County.

Prefers School

Miriam's first venture in a beauty contest was in 1952 when she was selected to represent Fairfield County in the Maid of Cotton Contest sponsored by the Clemson Extension Service. From this beginning, she went on to be selected as "Miss Lander College," "Miss South Carolina," "Miss United States," and her highest honor, "Miss Universe."

In winning this honor, she was awarded a movie contract in Hollywood. But when schooltime drew near, she decided to finish her college work instead of trying for a movie career.

The *New York Times* on September 10, 1954, in an editorial about Miriam's decision to return to college concluded with this statement: "The wise girl, however beautiful, may do better in the long run, in 999 cases out of a thousand, if she perfects herself in home economics."

Ask for the Best

JOE McAULIFFE
4-H Fellow, former 4-H Club Agent
Rennselaer County, N. Y.

WE ASK and usually get the best local experts in the county to help with our 4-H Club work. If they help to plan the projects as well as to give instruction, they are glad to share their know-how as successful businessmen.

These project committees, as we call them, are composed of local experts in their special fields—the men and women who are professionally tops in our county. Many of them are former 4-H Club members, college graduates, or have been active in adult extension work, and they like to work with our young people.

In 1954 the projects for which we had the local specialists were dairy, poultry, home-grounds improvement, and those for teenagers. To explain the organization and work of these committees, let's take the poultry project committee for an example.

Our county's agriculture is predominantly dairying with a considerable amount of poultry. We also have smaller amounts of truck crops, fruit and forest products. Some of the 4-H Club boys and girls who sign up for poultry projects come from poultry farms, but many do not, and a large number of these are from rural nonfarm homes. Actually, our county may be considered a semi-urban county. For this reason, many of our 4-H Club leaders are not farm people. Even those from farms are not always familiar with poultry work. Hence, a real need exists for specialist committees.

We have learned, as all 4-H leaders have, that with only a few extension agents in a county an effective program for boys and girls must be (1) limited in variety of projects; or (2) limited to strong projects and other weaker ones; or (3) changed in emphasis from year to year, which means that the strength of a particular project varies from year to year; or—and this is our answer—(4) provide a broad, continuing, program that will meet the needs of a variety

(Continued on page 254)

4-H Fellows for 1954-55

Left to right—Donna Kragh, Ella Fazzalari, Joseph McAuliffe, Bronna Mae Elkins, Marvin Boss, and Don K. Wiles.

FELLOWSHIPS for graduate study in Washington, D. C. for the college year 1954-55 were awarded to six former 4-H Club members, all of whom have had professional extension experience. They are Bronna Mae Elkins, Tallahassee, Fla.; Ella Fazzalari, Oakland, Md.; Donna Kragh, Waupaca, Wis.; Marvin Boss, Davenport, Iowa; V. Joseph McAuliffe, Troy, N. Y.; and Don K. Wiles, Battle Creek, Nebr.

Funds for two of the fellowships were provided by the National Committee on Boys and Girls Club Work of Chicago. The other four were financed by a farm implement company.

The training program for the fellows is under the direction of the Division of Research and Training in the Federal Extension Service. It provides access to U. S. Department of Agriculture research bureaus, and the facilities of other departments of the Federal Government. Students are required to devote about 50 percent of their time to a study of the Department of Agriculture and other Government activities, 20 percent to academic work, and 30 percent to a specific research problem in 4-H Club work.

Miss Elkins, a club member for 7 years, is assistant State girls' 4-H Club agent, Tallahassee, Fla. She holds a B.S. degree in home economics from Florida State University. In 1947, she was a delegate to the National 4-H Club Congress as State food preparation winner.

Miss Fazzalari, a 10-year club member, is now assistant home demonstration agent in charge of club work in Prince George's County, Md. She holds a B.S. degree in home economics from the University of Maryland.

Miss Kragh, county home agent, Waushara County, Wis., was a club-member for 9 years. She holds a

(Continued on page 254)

Eight years of club work in Columbia County, Florida

Interior home improvement leader demonstrates color harmony and selection.

Result... a Better Community

MRS. GLENN M. SEWELL
Home Demonstration Agent, Columbia County, Fla.

A COUNTY CHORUS, under the direction of an excellent local leader, served to give new life to Florida's Columbia County home demonstration clubs back in 1946. From a low of 3 clubs, the county organization has grown in 8 years to 7 women's clubs, 7 4-H Clubs, and 5 neighborhood groups.

The leadership that developed from the chorus became the spark for a revival of interest among the older club members. When two former 4-H Club members met with this older group to compile and publish the history of home demonstration clubs in Columbia County, further interest was stimulated.

Spurred by the offer of a local bank which agreed to finance the cost of printing the yearbook, the representatives of the clubs planned a coordinated program that attracted many new members. Tours to places of interest and to homes of club members where good practices had been adopted helped to arouse the interest of still more homemakers.

To further develop the county program, leader - training workshops were held each year. Specialists from both Tallahassee and Gainesville extension offices gave the home demonstration agent and her leaders valuable assistance in the latest and best methods for leaders to use in helping club members with specific projects.

One of five old rural churches which was improved inside and outside by home demonstration club members.

Local leaders, in turn, taught their club members how to participate in good panel discussions on such topics as Develop Happy Family Relationships, Thrift and Saving, and Keep Informed. Believing in the frequent use of visual aids, the leaders illustrated their talks with filmstrips, flannelboards, and other helps.

From Home Management to Community Leadership

A wide variety of subjects were studied during the last 8 years including the making of slipcovers, draperies, and rugs. They learned to vaccinate chickens, improve their lawns, use color in their homes, make Christmas decorations, and finish and reupholster furniture. Other projects were on health, food production, clothes making, family relations, and the development of a neighborhood library. In every project, a local leader was trained to conduct the meetings, teach the craft, and lead the discussion.

The leadership developed through these clubs has been turned to many other community betterment programs. Outstanding among their achievements was the improvement of five beautiful old country churches and three cemeteries.

Speaking of Recruiting

LOUISE ROSENFELD
Assistant Director
Home Economics Extension, Iowa

At the 1954 Iowa State Fair, county home demonstration agents, who are trained home economists, were introduced by photograph to fair-goers.

SPEAKING of recruiting—and what State doesn't when it comes to keeping county extension staffs filled—here's one thing we did to focus attention on the position and the work of the county extension home economist this year. The scene is the 1954 Iowa State Fair; the particular location—the Women's and Children's Building. This is the building where county homemakers have their exhibits—a logical place to call attention to the trained extension home economists who help homemakers of the State and their families carry on an educational program throughout the year.

The pictures were 8 by 10 inches with a mat finish. They were mounted on 30- by 40-inch illustration board of suitable color to set them off. Each home economist was identified by name and county. A map of the State showed counties with home economists employed; counties which planned to employ home economists in the near future, and those without. The key question was "Does Your County Have an Extension Home Economist?"

Another large poster told the home economist's position in relation to Iowa State College, the U. S. Department of Agriculture, and her county organization. Small posters pointed out the accomplishments of Iowa home economists in the last year.

In addition, home economics career posters gave a glimpse of training which home economics students receive as they prepare for different positions, such as extension work.

Color combinations of yellow, gold, soft green, and black were used to draw attention to the exhibit. Home economics supervisors and editors and the art staff of the extension information service planned and built the exhibit. It was displayed at the National Dairy Cattle Congress in Waterloo as well as at the State fair.

The Value of an Annual Report

(Continued from page 236)

use on the farms in this State, showed a rapid increase up to 1947, at which time an artificial breeding program was initiated. Since that time the number of artificially bred cows has reached the figure of about 16,000, and the total number of purebred dairy bulls in use has decreased nearly 50 percent. Thus, some progress may be shown as a descending curve on a time series chart.

Similar information is graphically shown on many aspects of agriculture which engage the thought and effort of county agents and extension specialists. To limit the annual report to the statistics of the particular year would take from it most of the significance and the purpose from the standpoint of extension workers. It is important to know how the current year's work links up with that of last year. This helps give a slant on the outlook for the year ahead.

I have known county agents who followed the same procedure with respect to their county annual extension reports as I have outlined here for the State extension report. When such a report is finished the agent keeps it on his desk and makes frequent reference to it at conferences with farmers and other businessmen. He makes more use of it than do the administrators and legislators who receive it. He uses it as a basis for demonstration work and for leader-training work in his county. Facts speak for themselves.

Mrs. Florence M. Van Norden, points to the article she co-authored for a New Jersey paper. Extension agents in this area publicize local foods.

Newspaper Stories Help New Jersey's Food Marketing Program

Tell and Sell

JOSEPH F. HAUCK
Marketing Specialist
H. RUSSELL STANTON
Associate Extension Editor, New Jersey

FARMERS and homemakers are being brought closer together in two populous New Jersey counties by means of a week-by-week consumer education effort carried on by extension agent teams. Farmers testify that the campaign has meant more cash in their pockets and homemakers say that they are making better use of their food dollars.

The campaign is continuing as part of the State's food marketing program and will be expanded. The area of Bergen and Passaic Counties, where the program is being carried out, has a population of about a million persons and is one of the richest food markets. Many parts of the Bergen-Passaic area are within sight of metropolitan New York. But, surprisingly, considerable open space still remains, some of it occupied by no fewer than 1,100 farms, yielding agricultural products valued at 14 million dollars, chiefly market vegetables, fruit, poultry, eggs, milk, and nursery stock.

Each homemaker in the area is looking for ways to stretch her food dollars as she serves attractive, nourishing food. Farmers are interested in finding and holding customers.

Extension is bringing producers and consumers together in a program that has four objectives:

1. To provide homemakers with helpful information on best food buys each week.
2. To help consumers use and prepare food to good advantage.
3. To acquaint consumers with locally produced farm products in season.
4. To create demand for agricultural products and to help local and other farmers sell them, particularly during peak seasons.

Use the Newspapers

At a planning conference in the spring of 1953 it was agreed that the quickest, best, and least expensive way to reach consumers with timely food information would be through the newspapers.

This decision was reached with the realization that agents who would write the columns would face rather formidable competition because of the enormous amount of editorial matter and pictures sent to newspaper editors every week. Newspapers buy some of this, but the bulk of it comes free, sponsored by commercial concerns.

With all these facts in mind, agents visited newspaper editors, offering localized news stories with local pictures on a weekly basis. Naturally, not all papers accepted the offer, but the proposed series appealed to editors of 7 newspapers with a total circulation of 185,000.

It is estimated that the information prepared by the agents goes into about half of the homes in the area.

Write Local News

Agents build interest by introducing local names in their stories and using pictures of local persons. This is something that is not offered in food stories sent to editors by syndicates and companies seeking favorable mention of particular products.

Many farmers have commended the agents for their efforts. Homemakers' reaction can be measured by the increased telephone calls about details that could not be covered in the stories.

The best proof of newspaper edi-

tors' approval is their generous allowance of high-priced space and their willingness to continue to publish the material.

Farmers Like Results

Farmers' evaluation of the agents' work has come in comments such as the following: "Our counties are so urban that most folks do not realize the importance of our farming. This program not only *stimulates demand* for our products, but it also *interests the consumer in our problems.*"

A roadside operator said: "We get an immediate reaction to each weekly food story. Our customers ask for the commodity featured and mention other foods previously featured. They often seem surprised to learn that so many locally grown products are available. We believe in the program 100 percent."

A peach grower told one of the agents that one feature story in widely distributed papers was worth $2,000 to him.

Flowers and nursery crops are big business in this area. A flower grower stated that 250 of the persons who visited his greenhouse following publication of a pre-Christmas story on poinsettias mentioned the illustrated feature they had seen.

Many of the homemakers who call home agents reveal that they are newcomers to the area aware for the first time of the nearness of fresh fruits and vegetables. For them, the newspaper publicity is their introduction to the Extension Service.

Home agents get materials from various sources, including the New York Regional Extension Food Marketing Office, to aid them in preparation of their weekly articles. Facts are sent by mail to the large institutional food users in the area.

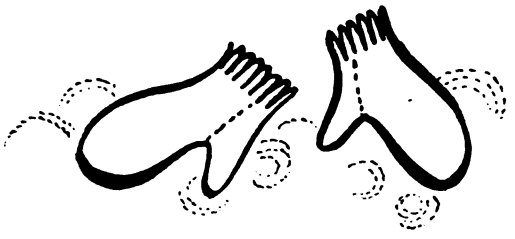
Other States Study Methods

Other agents in New Jersey and in at least one other State are watching the progress of the Bergen-Passaic project with the thought of adapting the methods.

An extension food marketing economist from another State has taken examples of the work being done in the two-county area to home agents in counties throughout her State to help her teach effective consumer education.

Methods are adaptable, not only to education by means of newspapers in other sections, but also to radio, and undoubtedly to television. These approaches are being explored and will form the basis of a statewide educational program now in process of development in this State.

The most effective measure of the program lies in the fact it is in its second year, with the enthusiastic support of agents, farmers, and editors.



Is There a Better Way?

Women learn to make everyday household tasks easier

HOMEMAKERS of Breckinridge County started a series of six demonstrations on saving time and energy. These included: Guides To Make Your Work Easier, Keeping Cutting Tools Sharp, Planning My Day, A Clean House the Easier Way, Kitchen Short Cuts, and Ironing the Easier Way.

Leaders' training meetings for this work were conducted by Frances Stallard, extension specialist in home management. The demonstrations were presented by the leaders at 73 regular club meetings with an attendance of 1,031.

Many women found that they saved time and energy by doing some of the everyday tasks the new way, such as using a lap table for such jobs as ironing and preparing food. Mrs. Shelly Miller reported that she saved time by using a tray to carry dishes from the dining room to dishwashing center, by scalding dishes and letting them drain, then storing her dishes closer to where she washed them. Mrs. Dennie Nelson found that by using both hands for dusting with mittens she saved time. Mrs. James Lyons saved 3 hours a week in cleaning her house by using both hands for dusting with mittens, planning her daily cleaning routine, adding storage space, and making a cleaning kit for her cleaning equipment which could be carried from room to room.

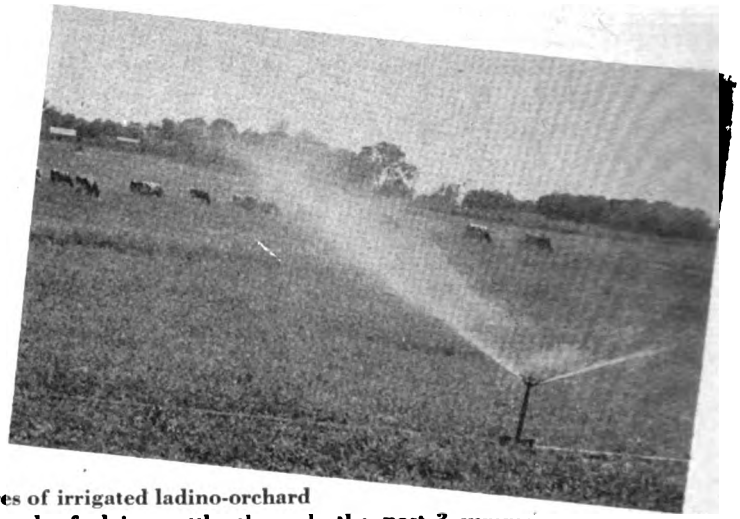
Even the men became interested in women saving time and energy in housework during an ironing demonstration given at the Rotary Club.

Forty-five percent of the women learned to relax and rest at intervals during the day and they were not so exhausted at the end of the day. Forty-three percent improved their method of cleaning house to save time and energy and 45 percent reported more efficient planning.

These are just some of the immediate results. Just as important is the fact that the homemakers realized that just because they have been doing a job the same way for many years it may not necessarily be the best and easiest way. Some of them began watching magazines, papers, radio, and television for new and better ways of keeping house which they pass on to others. This desire for improvement has carried over into other phases of homemaking and living such as child care, clothing, housing, use of equipment, foods, family, and community living.

—MARY L. STEELE, Home Demonstration Agent, Breckenridge County, N. J.

Missouri Farmers Prepare for the DROUGHT



On a southwest Missouri farm, 22 acres of irrigated ladino-orchard grass pasture carried 30 head of dairy cattle through the past 3 summers.

THESE three accompanying pictures indicate some of the methods used by Missouri farmers to help themselves out during drought years. The longtime program on pond construction has been particularly helpful in supplying livestock water during these dry times. The use of trench and other emergency-type silos has aided greatly in salvaging feed. Many of these structures will undoubtedly be continued as part of the farm operation in the future. Irrigation is limited to the farms that have an adequate water supply.

Packing silage in a trench type silo.

Excavating for a pond.

Forage Production Balances Herd Needs

LESS than 3 percent of the dairymen interviewed in Connecticut during a farm management study had good balance between forage production and herd requirements, where high forage intake was planned.

The forage planning program, which was begun in all Connecticut counties in 1953, attracted 293 farmers to the meetings. With the help of the county agent and a specialist from the University of Connecticut, they actually went through a forage balancing process, using the Connecticut forage program workbook and handbook.

To test the impact of forage adjustments upon the profitability of the farm, a farm management study was undertaken in 1953-54. A random sample of the participants was obtained, and each farmer so selected was personally interviewed. These farmers were separated into five size groups based on the number of cows in the herd.

After their forage plans and production characteristics were analyzed, a farm was selected to represent each of five typical groups. The characteristics of these farms and their business organizations were described. Then, based on recommended practices in agronomy and animal nutrition, plans were made to alter forage production practices and the ways in which forage was used for dairy animals.

The proposed program was limited to those adjustments which could be achieved without major changes in land acreage, equipment, buildings, or labor. It was the objective of the study to demonstrate that major improvement in the dairy farm business could be achieved by simply using present resources more effectively. In brief the program was three-pronged:

(1) Intensification of crop production from the existing cropland acres by improved fertilizer practices, crop selection, and rotations.

(2) Shift to grass silage or barn-finished hay in order to store early

surpluses in the pasture period for later use as supplement during the period of low pasture yields in late summer and fall.

(3) Maintenance of present concentrate feeding levels and some additions to the herds.

Adjustments to improve forage production and use were quite similar for each farm group. However, the extent of application of the adjustments varied considerably.

The extent to which forage production can be increased and the effect upon costs and returns also vary considerably by size groups. In practically all cases, the forage-improvement program increased total production costs as more fertilizer, seed, and supplies are required. In spite of this fact, net income has increased substantially.

Water in Pasture Ups Cattle Gains

MORE even grazing of his pasture, increased gains made by calves, and a saving in labor are among the returns enjoyed by Fred Schmidt, LaMoure, N. Dak., farmer, as a result of developing a good livestock water supply in his 460-acre pasture.

Schmidt, cooperating with the East LaMoure County soil conservation district, built a water dugout in his pasture at a central location where the cattle could get to it readily from any part of the grazing area. His calves gained 50 to 75 pounds more per head after the pond was built, compared with the gains made in the same length of time when ample water was not available.

"I would never be without my stock water pond," Schmidt says, "It's the best investment I ever made." Schmidt operates his 880-acre farm as a combination grain and livestock unit. He follows a 4-year rotation including grasses and legumes in a longtime grass rotation. He generally seeds about 80 acres of rye as a soil cover crop.

Exhibit Stirs Interest . . .

and Stimulates Drive for More 4-H Members

Here's an idea you may find useful in boosting 4-H Club enrollment.

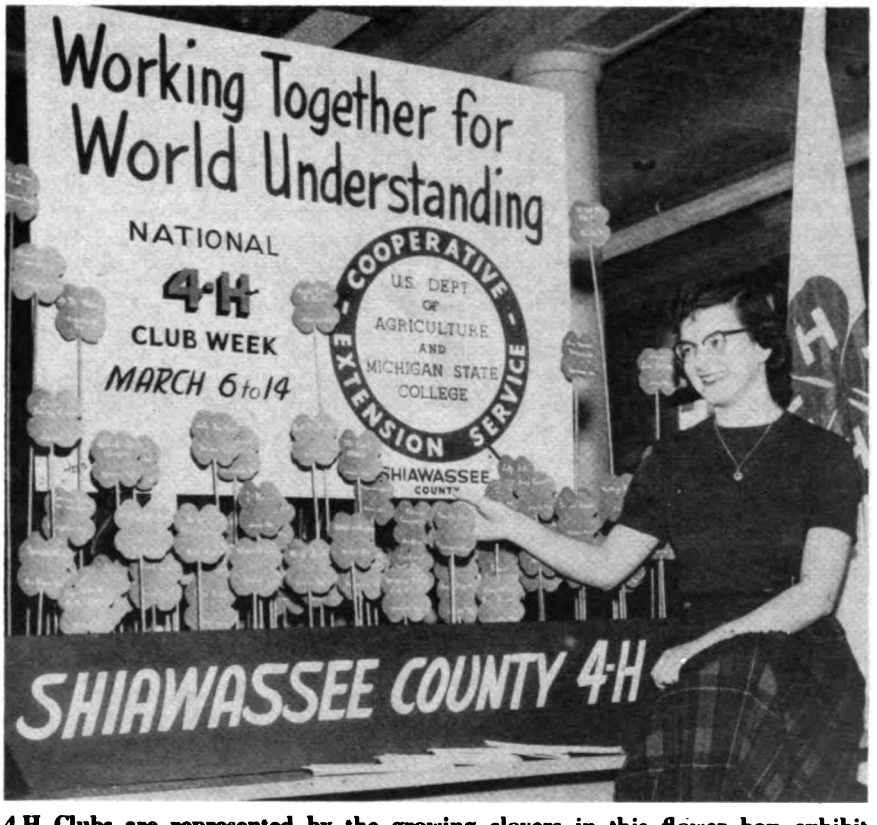
Alvin F. Root, Shiawassee County, (Mich.) 4-H Club agent, placed a sign advertising 4-H Club Week and a "flower box" in a bank.

The "flower box" contains clovers made of blotter paper that is painted green and mounted on one-fourth-inch dowels. Each one represents a 4-H Club in the county.

The dowels vary in height, according to the number of members in a club, allowing 1 inch per member. On the face of each clover is printed the name of the club and township.

The extension seal on the sign advertising 4-H Club Week is the same one used by the county extension office. But it's mounted on a four by four quarter-inch plywood.

Club members were made conscious of the size of their club compared with others, and that stimulated a drive for more members.



4-H Clubs are represented by the growing clovers in this flower box exhibit shown in Shiawassee County, Mich., to stimulate interest in Clubs.

Ask for the Best

(Continued from page 247)

of boys and girls *planned and carried out by project committees.*

Our first step in the organization of a poultry project committee was to invite 8 or 10 of the best-known and respected poultrymen in the county to meet and discuss a plan. Our county executive committee advised us on their selection. These people represented the retail and wholesale egg producers, broiler growers, and the hatcherymen. In addition, we asked a representative of the 4-H Club local leaders, an older 4-H Club member, a representative of the county 4-H executive committee (the policy-making group in New York State), and the county agricultural and 4-H Club agents. When possible, the college poultry specialist also met with them.

In frank discussion these men say what they think a poultry project should do for the boys and girls. They list the subjects that should be taught and the points to be stressed. Each year they recommend a series of countywide meetings for 4-H Club members, their parents, and their local leaders.

The poultrymen are responsible for these meetings. The man teaching brooding and rearing of chicks may have one instruction meeting early in the spring, whereas another person teaching candling, packaging, and marketing eggs might hold four or five classes over a period of several months.

Emphasis usually changes from year to year. In 1954 better marketing of dressed poultry was emphasized. More help was given the young people on how to produce a better meat bird. They learned how to debeak and how to "hormonize birds," and how to kill, pick, dress, and package the meat for sale.

A man with a broiler plant where several thousand birds are debeaked a year demonstrated the various methods of debeaking and the advantages and disadvantages of each.

This plan of asking local specialists to do the teaching for these 4-H projects is based on the extension belief and practice of depending on local leadership. If you have confidence in people and their ability to do a job, our plan is unbeatable. The second year these men served they invited others to assist. The local people know who in their community can do the jobs.

4-H Fellows for 1954-55

(Continued from page 247)

B.S. degree from Stout Institute, Menomonie, Wis., where she majored in home economics.

Mr. Boss is county extension youth assistant in Scott County, Iowa. He also served as a member of the State Extension Youth Advisory Committee and as chairman of the youth committee of the Iowa County Extension Directors Association. He was a club member for one year and attended the National 4-H Club Congress in 1953. He was graduated with a B.S. degree in agronomy from Iowa State College.

Mr. McAuliffe, county 4-H Club agent in Rennselaer County, N. Y., was a club member for 3 years. He also served as 4-H Club agent at large. A graduate of Cornell University with a B.S. degree, he majored in youth extension and minored in poultry. He served with the armed forces from 1944 to 1946.

Mr. Wiles, a club member for 2 years, is county agricultural extension agent in Madison County, Nebr. He holds a B.S. degree from the University of Nebraska where he majored in agriculture. From 1945 to 1946, he served with the armed forces.

TENA BISHOP
New Member of National 4-H Staff

Tena Bishop has recently joined the Federal Extension Service staff as national leader of 4-H programs in home economics and health. Miss Bishop for the past 22 years has served as a member of the Massachusetts State 4-H Club staff. A native of Newfoundland, Miss Bishop calls Massachusetts her home State. She is a graduate of Framingham State Teachers College and holds a master of arts degree, Columbia University.

HONORED

At the National Home Demonstration Agents meeting recently Florence L. Hall, former Federal Extension Service staff member (extreme right) presents the four regional winners of the Florence Hall award checks for $50 to be used for professional improvement. Winners are: Eastern Region—Sara Woodruff, Salem, N. J.; Southern Region—Mary Ellen Murray, Hopkinsville, Ky.; Western Region—Mary O. Nelson, Roswell, New Mexico; Central Region—Alfretta Dickinson, Rockford, Ill.

Three workshop members listen to Fred W. Westcourt, professor of cooperative extension methods at TSCW, explan the techniques of a camera.

Don't Forget Your Public

DOROTHY A. HOLLAND
Assistant Editor, Texas

KEEPING up-to-date in subject matter as well as ways to reach more homemakers with useful information was the keynote of a summer workshop for home demonstration agents held at the Texas State College for Women in Denton. Mass media, news, radio, television, visual aids, and publications were emphasized throughout the course.

The workshop included method demonstrations by specialists with the Texas Agricultural Extension Service, discussions by local news editors, college faculty members, commercial photographers, and informal participation by the workshop members themselves. Although geared primarily for extension agents, the 3-week course was open to prospective agents, home economics teachers, and adult education teachers. It provided three semester hours of graduate or undergraduate credit. Persons from four States attended.

Fred W. Westcourt, professor of home demonstration methods, TSCW, and Frank C. Rigler, head of the journalism department, were in charge. It was the second such workshop held in cooperation with the Extension Service.

Method demonstrations were given by Nena Roberson, clothing specialist. Eula J. Newman, home management specialist, gave an illustrated lecture on money management; and Frances Reasonover, foods and nutrition specialist, reported on a nutrition research project. The agricultural information office was represented by Marie Marschall, assistant editor, who emphasized good working relations with local editors, and Mrs. Dorothy Holland, who discussed the best use of publications in county programs. Kate Adele Hill, studies and training leader, served as consultant throughout the workshop and lectured on extension organization and philosophy.

Mrs. Alma McGee, home demonstration agent in Bowie County, Tex., had this impression of the workshop: "No home demonstration agent attending these sessions can go away with the idea that getting her message before the public is unimportant. She may not be a reporter in the true sense, but she can render a greater service if she cooperates with newspaper and magazine editors and radio farm directors."

About People

• CLARA NOYES, home demonstration agent, Douglas County, Nebraska, was honored for 25 years of service to the county when 200 local women planned a recognition program, This Is Your Life, recalling her many accomplishments.

Retired

• HALLIE HUGHES nationally known leader of 4-H Clubs for girls in Virginia; MRS. ALICE P. TRIMBLE resigned as home demonstration leader after 18 years in Hawaii and returned to her native State of Utah; and MARY COLLOPY, home economics editor in Michigan, whose article, "Behind the Doorbell," was featured in the April issue.

• Some newcomers on the State staffs are: MRS. CLARA ANDERSON, home demonstration leader, Colorado; MRS. ORILLA WRIGHT BUTTS, home demonstration leader, New York; MARY MAY HARRIS, district agent, North Carolina; CLIFFORD ALSON, State agent, and WHEELER R. PERKINS, district agent, Arkansas; MARGARET JACOBSON, district supervisor, Minnesota; ANTHONY ROMO, assistant county agent leader, New Mexico; JEANNE REITZ, home management specialist, VIVIAN L. CURNUTT, home furnishing specialist, and RALPH PORTER, field, dairy specialist, Maryland.

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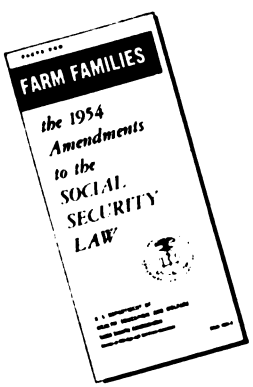
The County Agent *and Social Security for Farm People*

About 5½ million farm operators and farm workers will be covered under the Old-Age and Survivors Insurance program for the first time beginning January 1, 1955. They will be wanting your help in getting information on the program. Here are ways in which you can help:

1. **Refer farm people to their local security office. Your local postmaster can give you the address.**
2. **Know enough about the progam that you can intelligently answer their questions or refer them to the local security office.**
3. **Use your local social security man as a resource person.**
   - In York, S. C., the agricultural county agent issued a press release on information from social security.
   - In Thurston County, Wash., the county agricultural agent interviewed a social security representative on his radio program.
   - In Richmond County, Ga., the county agricultural agent arranged for OASI representatives to give three talks before farm groups.
   - Several county home demonstration agents in West Virginia have arranged for social security people to tell their farm women about the significance of the OASI program.
4. **Keep on hand a supply of social security pamphlets in your rack of bulletins of interest to farm people.**



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